

Catalogue 2025

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Hello and welcome to our world of nurturing stories for growing hearts!

You are about to enter the world of unique children's stories that offer them comfort, relief and assistance in various emotionally challenging situations. Uncomfortable emotional states will sometimes prompt children to engage in unwanted behaviours and in such situations, they will need guidance, empathy and understanding from adults on how to navigate their inner world, but also their relationships with others.

We believe stories are the most powerful tool to guide them through early life changes, difficult moments and feelings.

Check out our **therapeutic picture books**, written by experts in child's psychology, **educational and funny books** which inspire children to read more, and wonderful poetic and **heartwarming stories** with beautiful illustrations and strong messages.

Hope you'll enjoy exploring our catalogue and please contact us for any help or additional information!



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TOPICS

Anger
Anxiety
Art and culture
Behaviour
Disappointment
Empathy
Fear
Guilt
Happiness
Heartwarming stories
Humiliation
Hygiene
Resilience
Sadness
Shame
Socioemotional learning



AGE GROUPS

Early learning (2 – 6)
Beginning readers (5 – 7)
Young readers (6 – 10)



Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: sadness, loss, comfort, failure, jealousy, attention, longing

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



Little hedgehog is sad, he didn't win the game
sadness after failure



Little pig is sad, he misses attention
sadness and jealousy



Little mouse is sad, he misses his parents
sadness and longing



Little giraffe is sad, her grandpa is gone
sadness and loss

What is a therapeutic story?

Therapeutic stories are specially designed narratives that help children understand and cope with emotions, challenges and life experiences in a safe and engaging way. These stories use relatable characters, gentle storytelling and positive messages to support emotional healing, build resilience and teach problem-solving skills. They are often used by parents, educators and therapists to address topics like anxiety, loss, self-esteem, shame, social difficulties and other complex emotions and experiences. By providing comfort and guidance, therapeutic stories empower children to process their feelings and navigate the world with confidence.

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: anger, unpleasant emotions, aggressive behaviour, self-harm, psychosomatic symptoms, resistance to set boundaries

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



When angry, little hippo bites
anger and aggressive behaviour towards
others



BESTSELLER!
Parent's #1
choice!

When angry, little squirrel misbehaves
anger and resistance to boundaries



When angry, kitty has a tummy ache
withholding anger and psychosomatic
problems



When angry, bunny hurts himself
anger and aggressive behaviour towards
oneself (self-injury)

How therapeutic stories help children?

Therapeutic stories are carefully written by experts to help children to:

- learn about, understand and name different emotions
- recognize these emotions within themselves
- normalize all emotions and emotional states
- calm down and self-regulate
- find comfort and sense of safety
- choose different behaviours

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: separation anxiety, fear of changes, fear of unknown people and situations, fear of criticism and punishment, safety, comfort

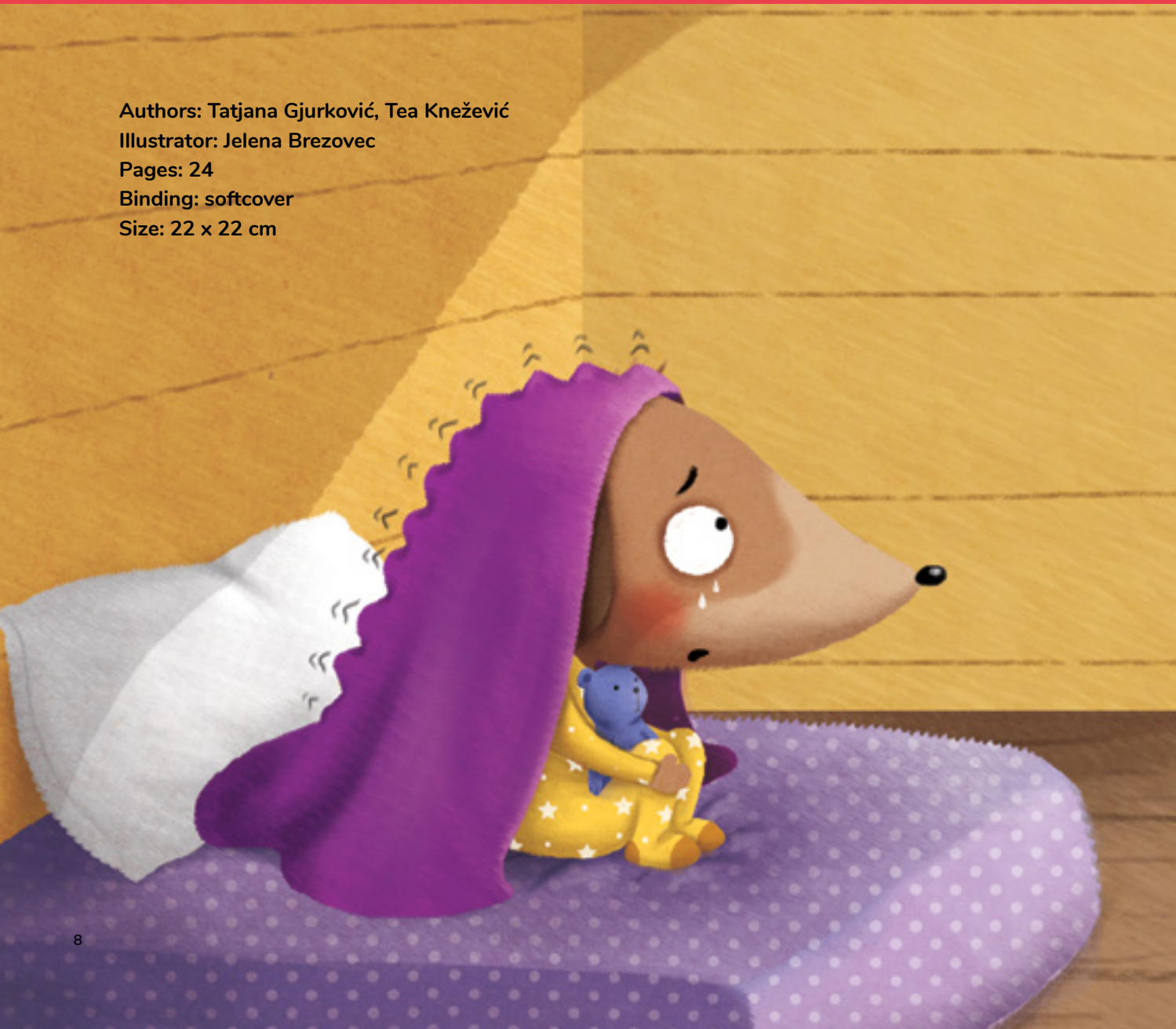
Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

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Little bear is afraid to stay in kindergarten
separation anxiety



Puppy is afraid of going to the doctor
fear of unknown people and situations



Little elephant is afraid of yelling and punishment
fear of criticism and punishment



Little sheep is afraid of changes new baby brings
fear of changes in family environment

How therapeutic stories help parents and caregivers?

Therapeutic stories have a section dedicated to parents, teachers and caregivers with advice and guidelines on how to:

- understand the connection between emotions and behaviour in children
- understand child's emotional needs
- learn which emotional states are normal, expected and healthy and when the child needs attention and help
- properly name, reflect and normalize different emotions to a child
- better cope with child's unpleasant emotions and challenging behaviours
- self-regulate and co-regulate a child

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6)

TOPICS: finding happiness in experience, happiness and material things, sharing good feelings with others, being happy for somebody else, inner sense of peace and joy

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



Fox learned that happiness comes from within

happiness found in material things vs happiness found in experiences with others



Pony found happiness in sharing effort and success

sharing happiness after successfully completed task and effort



Lioness knows how to be happy for others
happiness and joy caused by good feelings and the success of others



Hamster found happiness in peace and quiet
motorically restless and loud happiness vs quiet and calm happiness

Why children react so well to therapeutic stories?

Children under the age of 7 usually have a hard time to verbalize and explain how they feel and what's bothering them. Parents feel helpless trying to figure out what is on little one's heart. In therapeutic story, main character which is usually an animal, goes through some challenge and every sentence in the story is carefully written to speak with children's hearts. Children recognize their own inner mental and emotional states in the main character and on a subconscious level. If child asks parents to read them the same story over and over again, parents can more easily understand what is going on. Child will also get much needed comfort and relief knowing that there is a little bunny, duck or cat who also feels sad or anxious but was able to overcome unpleasant feelings and challenges. Therapeutic stories normalize hard situations, explain, soothe and offer solutions to the little ones.

SHAME, HUMILIATION, DISAPPOINTMENT, GUILT therapeutic picture books | complex unpleasant emotions

4+

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: expectations, disappointment in parents, mockery and rejection among peers, shaming in public, guilt and fixing things with others

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



Unmet expectations hurt: Turtle feels disappointed

unfulfilled expectations and disappointment



Mockery and rejection hurt: Donkey feels humiliated

bullying, rejection and verbal insults from peers



Criticism hurt: Monkey feels ashamed

public shaming and criticism



Wrongdoing hurts: Wolf feels guilt

hurting others, guilt, apology and redemption

Parents need help too

We are living in a more complex and intense world where parents struggle with their own feelings, thoughts and efforts to be stable and helpful to their children despite their own fears and anxieties. Parents give their best to raise children and prepare them for adult life as best they can. But parents need support too. That is why therapeutical stories give support to the whole family system. Children get comfort, relief and solutions for their emotional states, and parents get guidelines on how to approach their child in need, what to do, what not to do and how to talk to their little ones. Adults are also learning how to be a model to their child when facing difficult situations and challenges in life.

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: emotional self-regulation, understanding others, emotional support, sharing hard moments, social awareness, helping each other, showing up for someone

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



I will calm myself so I can comfort you
emotional empathy, self-regulation and
co-regulation



I understand you and offer you my help
cognitive empathy, understanding other
people's situation



I will show you that I'm thinking of you
behavioural empathy, showing support
with acts of kindness



I care for nature for it gives me so
much back
environmental empathy, being caring
and attentive towards nature and society

Emotional literacy and building an empathic society

It's important for children to recognize and understand their emotional states because that is a foundation to accept and respect the feelings of others. Therapeutical stories teach children from an early age that emotions emerge within us and effect our behaviour and well-being. Children learn to recognize and name specific emotion in themselves. They learn that all emotions are acceptable and normal and that we can help ourselves to overcome and work through unpleasant ones. Emotionally intelligent and emphatic child will respect emotions of others and more easily build deep and meaningful relationships with others. Emotionally literate child will, as an adult, have better social support and better overall mental health.

Series: 4 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: social anxiety, learned helplessness, separation anxiety, deep worry, tension, restlessness, panic attacks

Authors: Tatjana Gjurković, Tea Knežević

Illustrator: Jelena Brezovec

Pages: 24

Binding: softcover

Size: 22 x 22 cm



I feel uncomfortable around other children
social anxiety caused by unpleasant experiences in the past



I feel unsafe when I'm not home
social anxiety caused by learned mistrust in the world



I feel restless when separated from my mum
separation anxiety



I feel scared that I will fail
panic attacks caused by social expectations and fear of failure

Little hearts, big worries

Sometimes children will worry about many everyday things. Because of their youth, emotional and cognitive immaturity, lack of experience and sense that they don't have control over things and people around them, some obstacles, situations, and problems will seem horrifying to them. They might develop deep worry, and they'll need help from adults to normalize situation and put a small child back to the place of safety and calmness. Therapeutical stories teach adults that situations that seem small, insignificant and unimportant to them, are truly a big challenge for their child. They will learn that it is not ok to make child's life perceptions and challenges smaller, to minimize their concerns or even laugh at them. What is small to big people, can be very big to little ones.

Series: 5 titles
Written by experts in child psychology
Therapeutic story + advice for adults
Age group: Early learning (2 – 6), Beginning readers (5 – 7)
TOPICS: social skills, growth mindset, self-respect, personal boundaries, psychological and emotional resilience, self-worth, persistence, faith in one’s own abilities, resilience to failure

Authors: Eva Brlek, Julija Kukec
Illustrator: Ljiljana Kuruca
Pages: 20
Binding: cardboard
Size: 21 x 21 cm



Can I play with you?
social skills, relationships,
belonging to a social group,
resilience to rejection



I try even when it's hard
resilience to failure, persistence,
discipline, self-confidence,
growth mindset



I want to introduce myself
social skills, making friends,
resilience to the unknown



I'm worthy and I know I'm loved
self-worth, self-respect



I know how to stand up for myself
personal boundaries, meeting
needs, assertiveness

Therapeutic stories – first aid kit
Therapeutic picture books are not a substitute for a professional help, and children who are facing serious difficulties should definitely be taken to a child psychologist, psychotherapist, or psychiatrist. Picture book will be an excellent self-help tool for parents whose children are showing the first “symptoms” of struggling with unpleasant emotions or showing the first signs of challenging behaviours. The story and advice for adults come in a short, concise, and clear format that can be easily followed in everyday life and busy schedules. Stories have helped thousands of parents deal with the problem before it escalates.

Series: 5 titles

Written by experts in child psychology

Therapeutic story + advice for adults

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: frustration, connection between emotions and behaviour, co-regulation, calming down techniques, self-regulation, choices, neurophysiology, aggressive behaviour, tantrums

3+



Authors: Eva Brlek, Julija Kukec
Illustrator: Sven Nemet
Pages: 24
Binding: softcover
Size: 21 x 23 cm



Momo fights with his mum
resistance to set boundaries
behind challenging behaviour



Momo always wants to be first
dissatisfaction behind challenging
behaviour, impatience, restlessness



Momo doesn't want to share
his toys
fear of losing valuable things
behind challenging behaviour



Momo hits his friend in
kindergarten
shame and guilt behind
challenging behaviour



Momo often argues with
his sister
hypersensitivity and irritability
behind challenging behaviour

Building closeness and trust through stories

Reading therapeutic stories builds connection, trust, and closeness between parent and child in many ways. When curled up next to a parent, feeling their physical closeness and warmth, and hearing parent's soothing voice, the child begins to relax. On a psychosomatic level, the child feels safety, comfort, and support of an adult, and this has a beneficial effect on their overall mental health. It's not just the stories they listen to, the content they hear and see, that help, but the act of reading itself has a healing and beneficial effect on little ones. Reading together feels very enjoyable to child's and parent's psyche.

Series: 4 titles

Written by education professionals

Therapeutic story

Age group: Beginning readers (5 – 7), Young readers (6 – 10)

TOPICS: assertive communication, boundaries, self-esteem, responsibility, independence, self-control, behaviour, tantrums

Authors: Tamara Vučković, Tihana Fraculj

Illustrator: Jelena Brezovec

Pages: 32 pages

Binding: hardcover

Format: 22 x 25 cm



Anna and Mister Feareater

self-confidence, believing in own capabilities



Little Miss YesIWill

personal boundaries, assertive communication, resilience



Mister Cho and Miss Con

choices and consequences, responsibility



Maurice Angerpeace

self-regulation, self-control

AUTUMN 2025 – two more titles coming on focus and perfectionism!

End goal – to raise responsible and capable adults

Everything we do as parents, including reading therapeutic stories, has one big, most important goal – we want our children to grow up as a responsible and capable individual who can think for themselves, who know themselves very well and can contribute to a society. But we also want our children to be able to connect with others as adults. We want them to have quality friendships, to be a part of healthy community and have fulfilling personal relationships. This great goal can be achieved but we have to start from day one, from the day child is born and continue to support them on their growing up journey. Stories can help and should be planted into young hearts as an investment for their better future.

Series: 6 titles

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: hygiene, good habits, health, routines

Author: Jelena Pervan

Illustrator: Jelena Brezovec

Pages: 20

Binding: cardboard

Format: 21 x 27 cm



Bugsy and Goocy are two naughty bacteria who love everything dirty, smelly, rotten and yucky. Most of all they like to make a chaos on children who don't like to wash their hands, teeth, hair, feet and body. They adore little ones who pick their noses or don't want to clean their messy rooms. Every story is a disastrous adventure where Bugsy and Goocy try to do their best to stir up a big trouble for children. The only way out of this mess is to wash and clean.

Picture book series about hygiene are the most popular children's books in Croatia, sold in tens of thousands of copies and are a true literary brand. They have helped thousands of children adopt hygienic habits. Due to their mischievousness and yucky language, they are extremely fun and humorous to children, they laugh and have fun while learning about healthy habits. Bugsy and Goocy have become synonymous with cleanliness. Parents love them too!

FUNNY and HUMOROUS
LITERARY BRAND
SOLD IN THOUSANDS OF COPIES



Special Christmas edition!
More pages, more fun!

Bugsy and Goocy and
yummy-yucky dinner fuss
The story about good bacteria





Bugsy and Gooley on a smelly journey
The story about unwashed hair



Bugsy and Gooley shake up a yucky potion
The story of a bad tooth



Bugsy and Gooley celebrate the yuckiest birthday
The story about dirty hands



Bugsy and Gooley on a sour mission
The story of smelly feet



Bugsy and Gooley on a sloppy sleepover
The story about messy room



Bugsy and Gooley in a slimy universe
The story about nose-picking

Merchandise



Plush toys Bugsy and Gooley
Dimensions: 18 x 18 cm; 16 x 26 cm



Yucko Cocoa mug
Dimensions: 3 dl
Material: metal



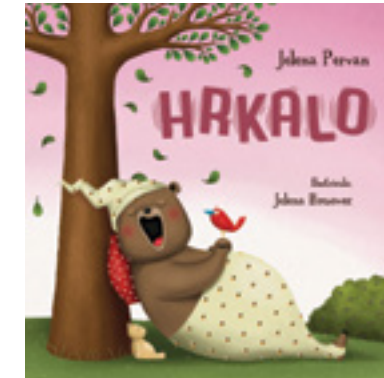
Series: 3 titles

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: tolerance, acceptance, group power, friendships, belonging, social support, diversity

Snorybear picture book series are stories about dreamers. These are individuals who deeply experience life and are carried away by their fantasies, ideas, visions and plans. They dream of a beautiful and great life. Although at first glance they do not seem to contribute to society, we really need them because their dreams and ideas can help us find a way and solutions in difficult situations. Therefore, we should not try to change dreamers or push them away, especially those who dream of a better and safer world in which we love each other and accept each other as we are.

Author: Jelena Pervan
Illustrator: Jelena Brezovec
Format: hardcover
Pages: 32
Size: 22 x 22 cm



Snorybear



Snorybear and Chamomille



Snorybear and Sleepybear

First time in library, museum and theatre

Series: 3 titles

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

TOPICS: introducing children to cultural institutions



Little bunny fell in love with the library



Little bear fell in love with the museum



Little kitty fell in love with the theatre

Children and Culture picture book series is a love letter to culture and art, and an invitation to adults to involve children in cultural institutions from an early age and introduce them to their content.

A childhood rich in artistic and cultural activities is an important key to growing up because it builds the best foundations for the development of personal attitudes and values, critical thinking, and for children to become competent citizens who participate confidently in creating a better society.

The great value of these picture books lies in their attempt to encourage children to be curious, to read, to learn, to explore, and to travel to diverse and wondrous worlds where written stories, stories of our heritage, and theatrical stories develop ideas and imagination.



Heartwarming stories

3+

Titles by awarded and renowned Croatian authors and illustrators

Age group: Early learning (2 – 6), Beginning readers (5 – 7), Young readers (6 – 10)





Cloud with a yellow coat

CHILDREN'S CHOICE – GRIGOR VITEZ AWARD 2019

Author: Nikolina Manojlović Vračar

Illustrator: Jelena Brezovec

Format: hardcover

Pages: 32

Size: 25 x 26 cm

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

Atmospheric and touching, this story brings out many questions. Is everything that happens to us just a coincidence or is there some invisible, extraordinary plan, which brings things in our lives when we need them, and because we deserve them? Are we open enough to receive surprising and unexpected gifts in our lives and enjoy their magic? Can we make a sacrifice for people and things that are important to us? Can we truly feel the gratitude for the things we already have? Yes, we can, if our thoughts are light as a cloud, our intentions strong as wind and our heart like a yellow coat – warm as the sun and yellow as the ripest lemon.



Jupiter who was searching for a word

Author: Lucija Matučec Veljavečki

Illustrator: Ana Kadoić

Format: hardcover

Pages: 36

Size: 25 x 26 cm

Age group: Early learning (2 – 6)

This is a story about relationships who can become hurtful, unpleasant and confusing and when it's difficult for us to find the right solutions. Vera and Jupiter gently take us on a journey into our inner universe, into our own depths to discover what is right and what is wrong in our behaviour towards others, but also towards ourselves. They show us that it's equally important to know how to set boundaries, but also to be able to accept an apology and forgive.



The boy who flooded the world

Author: Snježana Babić Višnjić

Illustrator: Marko Pinjuh

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Beginning readers (5 – 7), Young readers (6 – 10)

This is a story about dealing with the feeling of sadness. Sadness is an emotion that lasts, an emotion in which we can drown, and which doesn't leave our body easily. It is okay to be sad, it is okay to cry out loud or to withdraw and remain silent, because everyone has their own way of processing pain. But what this story tries to teach children is that we can find relief by sharing our feelings with someone, receiving support or comfort, and then trying to fix what hurt us or letting go of what happened and moving on.



Lunch the cat

Author: Ana Fabijanić

Illustrator: Sven Nemet

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Early learning (2 – 6), Beginning readers (5 – 7)

This is a story of a little boy and his beloved cat. One day cat whose name was Lunch, went missing. The boy decided to set himself on an adventure to find his little furry friend. House and garden became a playground and boy's imagination grew with every step and every jump he took. Although he was worried, boy made this search for Lunch a delightful play. Did he find Lunch? Where did he go? What made him leave the boy? – all these questions are answered at the end of the book in a very surprising discovery.



Knight Akul and the king who played too much

Author: Andrijana Martić

Illustrator: Ivana Guljašević Kuman

Format: hardcover

Pages: 32

Size: 25 x 26 cm

Age group: Beginning readers (5 – 7), Young readers (6 – 10)

Knight Akul lived at the court of King Franz. He was a big, strong and brave knight, so the king chose him as his personal guard. King's favourite thing in the world was playing video games! Franz was constantly playing and completely neglected his royal duties. He neglected himself, his health, his friends, his interests. Since he had no time for anything else except for passing new levels in games, he decided not to get married, thus jeopardizing the survival of his kingdom. Knight Akul had no choice but to make a dangerous and drastic move.



The boy who missed the moment

Author: Branka Dokić

Illustrator: Marko Pinjuh

Format: hardcover

Pages: 32

Size: 26 x 25 cm

Age group: Beginning readers (5 – 7), Young readers (6 – 10)

Luka was a boy who was not particularly happy about anything in life, no matter how beautiful and exciting it was. And he was terribly nervous, irritable and tired. He spent most of his free time playing games and they were his whole world until one day he fell asleep and woke up trapped in a situation that irresistibly reminded him of a video game. Now he had to learn some new skills and life wisdom to get out of that trap. This picture book is a call to children not to let looking at screens and being in a virtual world ruin the wonderful moments that make up childhood.



The lost doll

Author: Jelena Kovačić

Illustrator: Tomislav Zlatić

Format: hardcover

Pages: 32

Size: 21 x 26 cm

Age group: Early learning (2 – 6), Beginning readers (5 – 7)



This story is inspired by an unconfirmed event that allegedly occurred in the fall of 1923. A few months before his death, 40-year-old Franz Kafka moved from Prague to Berlin. Sick and weak, he reportedly walked daily through Steglitz Park, where one day he encountered a crying girl who had lost her doll. Kafka decided to comfort the girl by convincing her that the doll was not lost but had gone out into the world. Every day, he wrote and read letters to the girl in which the doll told the girl about her adventures. It is a story about how travel changes us. This is also a story about loss, coping with grief, and belonging.

Thank you for your time!
Like our titles?
We would love to hear
from you!

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