ANNEX VI
INTERIM NARRATIVE REPORT

• This report must be completed and signed by the Contact person.

• The information provided below must correspond to the financial information that appears in the financial report.

• Please complete the report using a typewriter or computer (you can find this form at the following address <Specify>).

• Please expand the paragraphs as necessary.

• Please refer to the Special Conditions of your grant contract and send one copy of the report to each address mentioned.

• The Contracting Authority will reject any incomplete or badly completed reports.

• The answer to all questions must cover the reporting period as specified in point 1.6.

1. Description

1.1. Name of beneficiary of grant contract: Next Page Foundation

1.2. Name and title of the Contact person: Anna Portarska

1.3. Name of partners in the Action:
Georgian Publishers and Booksellers Association
Publishers Forum - Lviv
Armenian Literature Foundation
National Publishers Association of Armenia

1.4. Title of the Action: The Book Platform

1.5. Contract number: ENPI/2011/255-894

1.6. Start date and end date of the reporting period: 01.03.2013 – 28.02.2014

1.7. Target country(ies) or region(s): Armenia, Georgia, Ukraine

1.8. Final beneficiaries &/or target groups¹ (if different) (including numbers of women and men):

1.9. Country(ies) in which the activities take place (if different from 1.7):

2. Assessment of implementation of Action activities

1.1. Executive summary of the Action

Please give a global overview of the Action’s implementation for the reporting period (no more than ½ page)

The implementation period of Year 2 of Book Platform project is characterized by the following major developments:

¹ “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level, and “final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.
A. **Content-wise**, e.g. in terms of progress towards the implementation of the activities, contribution towards achieving project’s specific and overall objectives and in terms of project impact:
   - realization of all major deliveries planned within the period: two major regional capacity-building events with a total of 57 participants, six sets of original training materials, two internships, 8 new pioneering general studies plus 10 specific ones with a total length of 1333 pp., additional print-runs/distribution of two studies published during the previous period, participation of 19 professionals from the region at EU and regional events, 21 EU professionals on professional visits in Armenia and Ukraine, information materials on literatures from the EN countries with a total of app. 300 pp. In addition, we continued building-up and expanding the achievements of Year 1, notably on the policy studies, realizing additional actions and follow-ups with visible effects, particularly in Ukraine and in Armenia (after Dec 2013);
   - scaling up the impact and effectiveness by establishing synergies between activities;
   - a lesser and slower progress in the policy dialogue and in advocating for a policy change in the project areas. While there has been a tangible indirect effect on book policies in Ukraine, the progress in Armenia and Georgia is less visible.

A. In terms of **partnership base and local ownership**:
   - developed further relations with key stakeholders, initiated during previous stages of the project, and expanded the stakeholders base (particularly in Armenia);
   - continued investing in increasing ownership on the project at the LP organizations and building the capacities of LPs in implementing the project, particularly needed because of the frequent changes of LMs and governing boards (Georgia), of LAs (Ukraine) and the introduction of a new LP organization in Armenia after Dec 2013;
   - set up two types of local advisory committees for taking decisions at local level: [http://bookplatform.org/en/structure.html](http://bookplatform.org/en/structure.html)

B. In terms of visibility and communication:
   - presented the project and its results at public discussions (seven) and policy debates (four) in the target countries as well as at major events (three) and professional gatherings (two) in the EU;
   - had achieved a visible growth in terms of reach-out compared to the previous period: 42% increase of newsletter subscriptions, 2.5 times more media coverage, 100% increase of web content, 5 times more people reached via social media.

1.2. **Activities and results**

Please list all the activities of the contract implemented during the reporting period as per Annex 1.

Note: the activities are described as per Annex 1 as well as per Plan Year 2, revised and approved in March 2013

**ACTIVITY 6: Capacity building: Promotion of Reading training**

On May 17-18, 2013, during the Lviv International Children’s Festival the international training seminar for participants from Ukraine, Armenia and Georgia was held. The focus on the seminar on “Reading promotion for children and youth”, rather than on the broader topic of reading promotion in general, was a result of the policy studies on the topic held during the previous project period as well as of needs assessments held locally. Specialists in promotion of reading, educators, researchers, librarians gathered to share and learn on various techniques of promoting reading among children and young adults. The seminar was opened by Bohdan Kordon of the Lviv Regional Council and Iryna Magdush of the Lviv City Council who confirmed the local authorities’ commitment to promoting reading in Lviv and Ukraine. The
seminar was a success both by its atmosphere of open debates and by the active commitment of all participants. The two days included useful presentations by Elżbieta Olszewska, (board member and program director of the Foundation ABCXXI, Poland) about children in the world of values and education through reading, by Dr. Sigrid Fahrer (project manager at Stiftung Lesen, Germany) on aspects of reading in the digital age. Representatives of all participating countries as well as special guests from Bonn City Council presented the most interesting and successful reading initiatives during the discussion panel. During the training, conducted by Olena Bashun (training center manager at Bibliomist program, Ukraine) and Olena Liublianska (head of analytical department of Lugansk Regional Youth Library, Ukraine), participants worked hard and tried to develop a methodology and practical steps for future actions of promotion of reading that could be implemented in their cities and villages.

Topics/activities covered <please elaborate>:

- techniques of reading promotion among children and young adults, which can be used in modern information environment;
- digital reading environment: challenges and opportunities;
- planning a successful reading campaign step-by-step;
- best practices in reading promotion from EU and EN countries.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

The Activities Plan Year 2 envisioned an extension of the training duration from the originally planned two days to four in order to hold a follow-up training on project management skills with a selected number of the most active participants. However, this modification did not take place. The majority of the participants in the training – librarians and educators from Ukraine, turned out to have no need of such training as they are already part of the network that provides it. In addition, the training was conducted in conjunction with the Lviv Children’s Festival and the training participants coming from all over the country could not practically spend a longer period in the city.

The preparation of the online report on best European practices in reading promotion has been postponed for after the training as the training was planned to be a kind of a needs assessment for what kind of a report is appropriate to prepare. However, the events in Ukraine made it impossible to focus on the report. For a proposal how to address this modification, see Plan year 3.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- 29 trainees from Armenia, Georgia and Ukraine better equipped to face the challenges of changing reading habits among children and youth;
- three sets of materials in digital versions, available in Russian, Polish and German;
- in the post-training evaluation, the participants share positive feedback on the event: with 23 out of 25 answering that the seminar met their expectations of personal professional development; 24 out of 25 stating that the seminar was either useful or very useful; and 96% of respondents rating overall the seminar with more than 8 (out of 10) points. Detailed feedback summary with additional comments is available here: [http://bookplatform.org/en/activities/521-questionnaires-lviv-reading-promotion.html](http://bookplatform.org/en/activities/521-questionnaires-lviv-reading-promotion.html)
- wide media outreach - over 35 articles in online and printed media;
- increased skills in applying contemporary methods for reading promotion;
- diversification of methods for reading promotion towards increased use of new media;
• diversification of audiences of reading promotion events towards inclusion of youth and marginalized groups;
• better inclusion and increased participation of local groups and experts in European and regional networks on reading promotion;
• increased regional exchange of reading promoters.
• 3 people mentored on Communication and Visibility over three months period

Additional activity
As described in Plan Year 2 approved in March 2013, the project had transformed some of the costs for the mentorship on reading promotion (activity 6) and for translations promotion (activity 8) into three internships on **communication and visibility techniques** for the leaders of the Local Partner organizations. The Mentorship Scheme on Communication and Visibility was conducted to meet the needs and strengthen the capacity of the local partners on visibility issues. The mentorship included a training, a manual, and on-going distant mentorship on: 1) working with various digital tools for better visualization, presentation and advocacy, as well as 2) overall training on visibility for the purposes of organizing and holding different types of events. These undoubtedly led to increased knowledge and understanding of the project partners of communication and visibility elements and tools, as well as ability to use the appropriate tools. These skills will be used and applied by the LPs in their future projects and initiatives.

**Multiplication/follow-up effects:**
• The seminar was attended by the representatives of Ukrainian regional libraries, who coordinate networks of libraries in their regions and perform the functions of methodological and training centers. Thereby, the knowledge and new practices acquired in the training are being promoted in these subordinated libraries, too;
• Two summaries on the training by the participants available online for future reference;

**ACTIVITY 7 - Promotion of Reading internships**

The activity includes 1-week internships of professionals from Armenia, Georgia and Ukraine in relevant organizations in the region or in the EU countries.
The activity was implemented with the support of local Advisory Committees on Reading Issues in Armenia, Georgia and Ukraine that have approved the selection process, reviewed the applications and have selected winning applicants. Out of the total four (in Georgia), four (in Armenia) and 20+ (in Ukraine) shortlisted candidates, the committees selected a total of four interns: Gayane Papoyan (Armenia), Giorgi Sabanadze (Georgia), Nadiia Bobrova (Ukraine) and Kateryna Sukhorebska (Ukraine).

In addition, as described in Plan Year 2 approved in March 2013, the project had transformed some of the costs for the internships on reading promotion (activity 7) and for translations promotion (activity 9) into three internships on cultural leadership for the leaders of the Local Partner organizations.

Topics/activities covered <please elaborate>:
• Innovative methods of reading promotion to be learned by the practice of relevant
orizations in the region or in the EU countries.
• cultural leadership: strategic development, planning, budgeting, presentation skills,
team communication

Reason for modification for the planned activity <please elaborate on the problems – including
delay, cancellation, postponement of activities – which have arisen and how they have been
addressed> (if applicable):

Candidates selected for Armenia and Georgia but terms of internships postponed for Year 3.
In Armenia: a major problem in the selection in Armenia appeared to be the lack of
understanding of the key topic of the internship and the consequent receipt of applications by
candidates not involved in reading promotion per se. Further, the English-language knowledge
of the candidates was not sufficient for a full-pledged communication with the host. After a
long process of negotiations with the one short-listed candidate and with the support of one
local committee member, the terms of the internship were fixed. However, the selected
intern had cancelled her internship due to other duties.
In Georgia: the selected candidate had problems issuing his British visa needed for his
internship in the UK. In the following period, he had changed his placement to another
organization, irrelevant to the subject of the internship. The local committee suggested the
second candidate in the shortlist. Her internship will take place in the first month of Year 3.

Results of this activity <please quantify these results, where possible; refer to the various
assumptions of the Logframe>:

• Three local advisory committees comprising of experts in the field of reading comprising
of a total of nine members;
• A wide call of applications published in local online portals, media, and distributed by
mailing lists with a reach-out of 10 000 + people;
• 29 applications for internships received (20 of them from Ukraine);
• Four interns selected: two from Ukraine, one from Georgia, one from Armenia;
• One 7-days internship of two Ukrainian librarians at the Wroclaw City Public Library;
• 3 professional presentations of the internship results were held for 70+ specialists of 19
libraries for children and their branches in Lviv and the Lviv region.
• 3 managers of Local Partner organizations on a 6-days internship in Sofia, including one-
day training with an external trainer, meetings with stakeholders of the Bulgarian book
sector and intensive in-office work.

Multiplication effects and follow-up:
• As a result of the internship Ukrainian librarians started and already implement a long-
term project on reading promotion among young parents; 3 events, involving modern
technologies and interactive methods of work, have already been held for parents and
children within this project;
• Ukrainian interns developed close cooperation with the Polish library which hosted them
and planned to implement 2 joint initiatives within the Lviv International Children's
Festival.

ACTIVITY 8 - Capacity building: Promotion of Literature in Translation training
http://bookplatform.org/en/activities/37-promotion-literature-in-translation-
training-armenia.html

Two-day regional training on the various tools and approaches towards promoting literatures
from “small” languages in translation into other languages. The workshop gathered all key
actors that play specific role in making a literature visible internationally: authors, translators, publishers, literary agents, public bodies, NGOs, cultural media. In their capacity of recognized practitioners in the field, speakers from Armenia, Bulgaria, Georgia, Germany, Italy, the Netherlands, Sweden, Poland, Turkey and Ukraine presented best practices and solutions for a better international circulation of literature.

Topics/activities covered <please elaborate>:

- Literature in Translation. International trends, roles, issues and contradictions;
- The roles of publishers, agents, writers, translators and public bodies in the process of promoting literatures from “small” languages in translation;
- advocacy with public bodies for better policies for translation support;
- exchange of practices, regionally and with EU.

Reason for modification for the planned activity <please elaborate on the problems – including delay, cancellation, postponement of activities – which have arisen and how they have been addressed> (if applicable):

One regional workshop with Armenian and Georgian participants held in Yerevan instead of two separate national workshops. Due to staff changes at the LP organization in Georgia, the Georgian partner felt it lacks the experience and the time needed to organize a separate event. In addition, the similarity in the local conditions between the two countries facilitated a joint workshop program that also contributed to a better regional exchange between Armenia and Georgia.

The review of relevant European (and particularly East European) and regional practices in the field was an essential part of the workshop program and the accompanying materials. It will be published in a text format in two languages in the last project period. The remote mentorship scheme by the trainers for a total of three selected projects from the action countries planned to follow the workshop will be bounded with the internship scheme (activity 9 below) for an increased impact and better focus.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- a total of 28 participants (16 from Armenia and 12 from Georgia) with a better insight into the topic of promotion of literature in translation;
- increased understanding in local stakeholders of European and regional publishing and literary fields with view of selling rights;
- increased skills in applying contemporary instruments for promotion of literature in translation;
- improved dialogue and coordination within the “book-chain” as well as between cultural entrepreneurs (publishers, agents, journals), public bodies in cultural field (culture and foreign affairs), NGOs (associations, groups) and individual creators (writers and translators);
- increased regional exchange between stakeholders (both public and private) working on literature in translation;
- the value of the news skills and knowledge acquired recognized by 93 % of the participants - http://bookplatform.org/en/activities/722-promotion-literature-in-translation-yerevan-feedbacks.html;
- wide media outreach - 14 online articles and 1 article in print in Armenian, Macedonian and Turkish media, 1 e-newsletter, and 1 TV interview;
- one common policy document discussed and endorsed by all participants: The Book Platform Declaration on Encouraging and Promoting Translations;
follow-up effects to date: After the participation of Ukrainian author Liubko Deresh in the workshop on the promotion of literature in Armenia the publishing house “Calvaria”; signed the agreement with Turkish literary agent about publishing the author's 3 books.

Multiplication effects and follow-up:
• a new cooperation between LP and the French Embassy in Armenia will lead to a joint project with additional funding;
• one internship for Armenian book professional at a lead European publishing house proposed by one of the international speakers.

ACTIVITY 10 (UKRAINE) - Policy: Readership and reading habits policy study: Ukraine

For conducting of readership study a tender procedure was carried out in accordance with EU requirements. Pro.Mova company has been chosen as the executor of the study. Pro.Mova expert company is an independent think tank, which studies values, develops strategies, visions, as well as marketing and communications solutions for communities, non-profits and businesses.
The aim of the research was to understand the phenomenon of reading as cultural practice and to explore the attitude towards reading in modern Ukrainian society.
In the course of preparation and the first steps of carrying out the research the experts of Pro.Mova together with partners and commissioners NGO Publishers’ Forum discussed the way of conducting the research. The process of developing hypotheses and their operationalization was accompanied by the in-depth interviews with experts and an expert discussion. Several factors gave impulse to the necessity of correction of the previously approved methodology: the necessity to clarify and conceptualize the subject of the research (joint development (with the expert environment) of the notion of “reading”) and also the social and political events which unfolded in the country during the conduction of the research. The researches applied a wider than expected list of statistical procedures, with cluster analysis included. In-depth telephone interviews with a part of respondents were conducted instead of focus-group discussions. These respondents were interviewed in the course of a national quantitative survey and represented the types of readers according to the hypotheses and practical aims of the research. All these steps were taken for the synergy and activation of efforts of various stakeholders in the reading sphere.
The research included several stages:
1. Preparatory phase (development of methodology and deepening the primary understanding of reading, expert interviews and a discussion) during which 28 experts were interviewed. Additionally the thoughts of one more expert were obtained through the analysis of his public appearance in the mass media. Five experts participated in the thematic discussion, two more gave their comments on the list of hypotheses, which were worked at as a result of expert interviews.
2. Nationwide quantitative survey in the course of which 1962 respondents aged above 16 were interviewed. One part of questions were connected purely with readers, according to this index the volume of selective population equals 1733 respondents.
Subject of the research:
- Reading methods of residents of Ukraine
- Reading skills
- Reasons for not reading
- The place of reading at leisure and among information and cultural practices
- Public opinion on
  - the importance of reading for the accumulation of cultural capital
- the influence of family, school, mass media, state policy and church on the development of children’s reading culture
- the change of influence of family and school on the formation of reading habit
- Perception of reading

3. Deepening the understanding of the results of the quantitative survey by the additional survey of respondents through telephone interviewing. Interviews were conducted with one part of respondents, who were surveyed during the nationwide quantitative survey and represented certain groups of readers/non-readers according to the hypotheses and practical aims of the research. Totally 48 people were surveyed (24 groups, 2 people in each group).

4. Preparation of conclusions and recommendations
Conclusions and recommendations of the research were prepared taking into consideration the results and achievements of all stages of the research: the preparatory, expert, quantitative and specifying qualitative ones. Data of the research “Reading Books in Ukraine”, which was conducted before that by the company “GfK Ukraine”, and commissioned by the company “Kyivstar”, were also considered.

Topics/activities covered <please elaborate>:

This activity comprises of three major elements: a) conducting nationally representative readership studies with empirical data on reading habits; b) public discussions with relevant bodies, and c) series of articles on the studies’ results in the mass and specialized media.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

A major change included enlargement of the respondents’ base of the study to better reflect the size of the country and recommendations by stakeholders: 2000 instead of 1000 respondents that is reflected also in increase of budget for this activity.

Due to the dramatic events in Ukraine at the time of the finalization of this activity, the last stages of publication of results and public discussions are being postponed for Year 3 (possibly after the elections in Ukraine).

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

The sub-activities included:
- Review of major sources of information, previous reports, media articles, stakeholders, etc. on the topic of readership in Ukraine;
- A consultation process with key stakeholders (associations of publishers, librarians, state bodies, cultural organizations, publishers) in the countries on the scope and the expected outcomes of the studies;
- Public procurement process for choosing the best polling agency;
- In-depth preparatory interviews with 28 experts in Ukraine on the scope and the methodology of the study;
- One meeting of researchers, additional six experts and project representatives;
- Elaboration of hypotheses and questionnaire for national survey;
- Sample collection;
- Questionnaire finalization, testing the questionnaire;
- Conducting of expert discussion on the results of expert inquiry;
- Methodology of both quantitative and qualitative study ready;
- Data gathering;
• Calibration of data and analysis by the service providers;
• Comments on studies results and contextual analyses by local experts;
• On-line publication of the Ukrainian version of the results.

**ACTIVITY 10 (ARMENIA) - Policy: Readership and reading habits policy study: Phase 2**


Topics/activities covered <please elaborate>:

As per Activities Plan Year 2, the Phase 2 of this activity in Armenia included: further editing of English version of the study results; further development of draft policy recommendations, printing brochures, a public discussion with key stakeholders (government and municipal bodies, publishers, educators, librarians, etc.) on the study results; series of articles in the mass and specialized media; continuous presentations of the results at events (conferences, book fairs, etc.); distribution of the results with key stakeholders; presentation of results at events.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

Not applicable for this activity

*Results* of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

• Additional print-run of 70 copies of the 67 pp. Readership Study of Armenia;
• 11 pp. of contextual analyses of the results for Armenia and policy recommendations available in printed and online in Armenian and English;
• One additional publication of the study results in the magazine of the National Publishers Association in a print-run of 500 copies distributed for free to key stakeholders: writers’ union, libraries, universities, public bodies;
• Two public presentations (in June and in Nov 2013) in Yerevan with a total of 60 attendants, including representatives of the Ministries of the RA, NGO-s, educational institutions, media, sociologists, publishers, librarians, booksellers and other interested in the survey [http://bookplatform.org/en/activities/57-discussion-readership-am.html](http://bookplatform.org/en/activities/57-discussion-readership-am.html);
• Media outreach: 9 online articles, one newspaper article for “Golos Armenii” (also available online), one magazine article for *Literary Armenia*, one additional online publication of the whole study at [www.cultural.am](http://www.cultural.am) - an online Armenian site for cultural events, news and resources, one quotation of study results in a newspaper (“Literary Dialogue”), two mentioning of the study in TV Programs (“My library” and “Armenian Issue”);
• One local cultural website featuring full-text versions of the study;
• Study results distributed in printed format at Armenian national stands at Frankfurt Book Fair and Beirut Book Fair.

**ACTIVITY 10 (GEORGIA) - Policy: Readership and reading habits policy study: Georgia, follow-up**


Topics/activities covered <please elaborate>:
As per Activities Plan Year 2, the Phase 2 of this activity in Georgia include: further editing of Georgian version of the study results; further development of draft policy recommendations together with public bodies; further discussions with non-public stakeholders: GPBA and other associations, media; series of articles in the mass and specialized media; continuous presentations of the results at events (conferences, book fairs, etc.); distribution of the results with key stakeholders; presentation of results at events.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

Progress with this follow-up stage of further distribution and discussion of the results of the Readership Study has been delayed due to two main reasons: 1) typos and editing mistakes in the first printed version of the study publication, and 2) internal changes at the local partner organization in Georgia, the GPBA. However, in the first month of Year 3 these will be overcome.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- One presentation of the survey Reading Habits in Georgia and a public discussion at the National Parliamentary Library with 15 stakeholders: http://www.bookplatform.org/en/activities/58-discussion-readership-ge.html;
- Media outreach: 5 online articles in Georgian and English


Topics/activities covered <please elaborate>:

As per Activities Plan Year 2, this activity comprises of: devising summaries of completed studies and policy recommendations; editing of texts; printing brochures; policy debates; series of articles in the mass and specialized media; continuous presentations of the results at events (conferences, book fairs, etc.); distribution of the brochures with key stakeholders; distribution of results at Frankfurt Book Fair website “focus on markets”, UK Publishers Association series of publishing studies; public presentation at Frankfurt 2013 or Leipzig 2014; commissioned summary articles in key EU professional magazines such as Livres Hebdo, Logos, Publishing Studies Quarterly, etc.

The Parliamentary Hearings that took place on May 15, 2013 in Kyiv were largely based on the data and the analyses presented in the report. Under the title *The Problems of Ukrainian Book Publishing, Bookselling As Well As Perspectives for Support of Book Reading in Ukraine*, the hearings were organized by the Committee for Culture and Spirituality of the Ukrainian Parliament and were held in the session hall of the Parliament (Verkhovna Rada of Ukraine). The speakers included heads of committees of Parliament, MP’s, representatives of the Cabinet of Ministers, publishers, booksellers, librarians, and promoters. With the Book Platform project’s support, the hearings were also attended by Jens Bammel, secretary general of the International Publishers Association (IPA), the Geneva-based organisation that represents publishers world-wide. It should be noted that for almost 22 years of Ukrainian
independence, international expert of such level as Mr. Bammel attended the national event involving parliament and government representatives for the first time. And for the first time they heard from foreign but not from domestic expert that Ukrainian situation with book and publishing market is unsatisfactory (in comparison with other countries in both Western and Eastern Europe) and should be changed as soon as possible. Bammel's visit and speech were very important and were highly assessed by all participants as it gave more valuable status and meaning to the Hearings. Also Mr. Bammel participated in few meetings with UPBA board members and with the First Deputy Chairman of the State Committee Anatoly Murakhovskiy and director for publishing and press Alexey Kononenko. Shortly after the Parliamentary Hearings, the president of Ukraine signed Decree No.336/20132 on taking measures for government support of book publishing and the promotion of reading in Ukraine.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

Not applicable here

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- One printed publication entitled Publishing and Bookselling in Ukraine 2012 based on the study of publishing sector in Ukraine, containing also comments by an international expert and policy recommendations by a local expert;
- 200 copies English-language brochures and 200 copies Ukrainian language brochures printed and distributed to key stakeholders in the country;
- One local media featuring full-text access to the study;
- A targeted distribution of the results to 29 key national institutions, including public authorities, the Book Chamber, the State Committee for Television and Radio Broadcasting of Ukraine, the National Library;
- One policy debate in the form of Parliamentary Hearings took place on May 15, 2003 in Kyiv at the session hall of the Parliament;
- Local book sector more transparent for international actors: an agreement with the biggest professional exchange hub - the website of the Frankfurt Book Fair, for uploading the study in English language and promoting it;
- One discussion at Frankfurt Book Fair based on the results of publishing studies with media outreach of over 11 articles in the EU and the action countries;
- The study has been acknowledged and shared on the website of the Odessa National Research Library M. Gorky;
- Additional presentation of the results of the study at the book fairs in Vienna and Leipzig.

Additional results:

- Study results recognized as important by the Parliament of Ukraine (Commission on Culture), and printed in a brochure format by their own investment;
• After the Parliamentary Hearings, the (then) president of Ukraine signed Decree No.336/2013 on taking measures for government support of book publishing and the promotion of reading in Ukraine.

ACTIVITY 11 (ARMENIA): Policy: Book Publishing as a Key Cultural Industry Study Armenia, Phase 2

As per Activities Plan Year 2, this activity comprises of: completing the study and devising summary and policy recommendations; editing of texts; printing brochures; policy debates; series of articles in the mass and specialized media; continuous presentations of the results at events (conferences, book fairs, etc.); distribution of the brochures with key stakeholders; distribution of results at Frankfurt Book Fair website “focus on markets”, UK Publishers Association series of publishing studies; public presentation at Frankfurt 2013 or Leipzig 2014, commissioned summary articles in key EU professional magazines such as Livres Hebdo, Logos, Publishing Studies Quarterly, etc.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

The survey on publishing and bookselling in Armenia was commissioned, monitored and accepted by the National Publishers Association of Armenia as part of the Book Platform project. Being the first ever attempt to collect, systematize and analyze primary and secondary data on publishing and bookselling in the country, the survey faced significant challenges. Much of the basic information collected was inherently fragmented and only partly consistent, and thus the survey results rather raise questions than provide answers. Drawing a reliable and a consistent picture of the Armenian book sector out of the study appeared impossible. The continuous editing and re-editing as well as the ongoing consultations between the local researchers, project senior expert and Lead Partner did not result in improvement of the outcomes. To combat these challenges: 1) we published only a summary made by the international senior expert and based on these survey results that appeared consistent and reliable; 2) the researchers were commissioned a second version of the study; 3) a second, updated summary was published in printed and e-formats.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

• 80 pp. of Publishing study available in digital format:
• One printed publication in English entitled Publishing and Bookselling in Armenia 2012 based on some of the data in the study, containing a summary overview by an international expert and policy recommendations;
• 100 copies of English-language brochure printed;
• Printed copies distributed during international and local events: Frankfurt Book Fair, workshop related to activity 8;
• One discussion at Frankfurt Book Fair based on the results of publishing studies with media outreach of over 11 articles in the EU and the action countries;
• Local book sector more transparent for international actors: an agreement with the biggest professional exchange hub - the website of the Frankfurt Book Fair, for uploading the study in English language and promoting it.
ACTIVITY 11 (GEORGIA): Policy: Book Publishing as a Key Cultural Industry Study Georgia, phase 2

As per Activities Plan Year 2, this activity comprises of: completing the study and devising summary and policy recommendations; editing of texts; printing brochures; policy debates; series of articles in the mass and specialized media; continuous presentations of the results at events (conferences, book fairs, etc.); distribution of the brochures with key stakeholders; distribution of results at Frankfurt Book Fair website “focus on markets”, UK Publishers Association series of publishing studies; public presentation at Frankfurt 2013 or Leipzig 2014; commissioned summary articles in key EU professional magazines such as Livres Hebdo, Logos, Publishing Studies Quarterly, etc.
By mid-July an intensive communication between local researchers and the project SE led to finalization of study results that were also reviewed by two additionally commissioned local experts (Sandro Asatiani and Lasha Gvelesiani). A bi-lingual printed publication was devised in October.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable):

A delay in producing the final deliverable (printed brochure) led to the unavailability of the deliverable at the Frankfurt Book Fair publicity events organized by the project and the GPBA. However, some extracts from the study were used and made available in a publication on Publishing in Georgia devised by GPBA for the book fair. The publication was made available to app. 300 stakeholders from the international book sector at the book fairs in Leipzig, London and Frankfurt.
In addition, due to the staff and board changes at GPBA, and the overall delay in going public with the study results, the content of the study is becoming outdated. e.g. referring to 2012 data. To combat this, GPBA’s efforts in promoting the results focused more on professional and policy debates arising from the study rather than to a wide public campaign as initially planned. That allowed for a more in-depth debate inside the professional community on the need and the usages of data-based evidence and solutions in the sector.
The delay in the final deliverable also made the international promotional campaign with professional magazines, obsolete. However, with the renewed interest in Georgia after signing the agreement for Guest of Honour in Frankfurt 2018, the study will continue being promoted as the only research-based overview of the country’s publishing sector.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- One printed publication entitled Publishing and Bookselling in Georgia 2012 based on the study of publishing sector in Georgia, available in bi-lingual edition, online and in 300 printed copies;
- One partial quote in another publication in English that was distributed at international book fairs by GPBA;
- One discussion at Frankfurt Book Fair based on the results of publishing studies with media outreach of over 11 articles in the EU and the action countries;
- Local book sector more transparent for international actors: an agreement with the biggest professional exchange hub - the website of the Frankfurt Book Fair, for uploading the study in English language and promoting it;
• Sustainability effect: an increase of the membership base of the publishers association, the LP in Georgia, with 3 new members directly following the public discussion;
• Media outreach of the discussion: 2 TV broadcasts, and 1 radio broadcast;
• Additional participation and presentation of the results of the study at the EU Cultural Week in Georgia - “Let’s Talk about Books”.

ACTIVITY 12 (UKRAINE): Policy: Data collection, analysis and recommendations: translations into Ukrainian

Topics/activities covered <please elaborate>:

The reporting period was focused on the following:
1) editing and translating of results of the research on translations into Ukrainian language carried out by Kostiantyn Rodyk, president of All-Ukrainian rating “Book of the Year”, scientific expert of Taras Shevchenko Institute of Literature, National Academy of Sciences of Ukraine;
2) developing policy recommendations and comments concerning translating foreign literature into Ukrainian in connection with Kostyantyn Rodyk’s study by senior and local experts;
3) online and printed publication of results both in English and Ukrainian;
4) organizing public discussion with key stakeholders during 20. Lviv International Book Fair and Literature Festival.

One of the central professional events of the 20th Lviv International Book Fair was the event, organized within Book Platform project, dedicated to translations from and into Ukrainian.

The public discussion “Two Way Street: Ukrainian translations in the last 20 years” took place on September 13, 2013 in the Center for Urban History of East Central Europe. First part of the discussion was based on the outcomes of the studies on translations into Ukrainian language, executed within the Book Platform project.

The discussion was attended by 60 translators, researchers, publishers, writers, cultural managers and other stakeholders, who gathered to analyze the outcomes of the studies and to discuss the ways of promotion of translated literature in Ukraine. Such speakers participated in the first part of the discussion:
Volodymyr Yermolenko – moderator, translator;
Kostiantyn Rodyk – author of the research about translations into Ukrainian;
Nelia Vakhovska – translator;
Dmytro Drozdovskyi – editor-in-chief of Vsesvit journal;
Yevgen Bystrytskyi – executive director of Renaissance Foundation;
Jaroslav Godun – director of Polish Institute in Kyiv;
Ewa Wojciechowska (Poland) – project coordinator at Polish Book Institute;
Yana Genova (Bulgaria) – executive manager of Book Platform project.

Invited speakers talked on literature translations from foreign languages into Ukrainian. During the discussion the questions of the criterion of choosing the literature for translation, funding and support from the government and the status of Russian translations in Ukraine were brought up. Another crucial issue was also raised up – about the place of the translator as, according to Kostiantyn Rodyk, a weak link of the process of creation of translated book.

Yevgen Bystrytskyi, chief executive of International Renaissance Foundation pointed out that “translators can be compared with eyeglasses: you see well in it, but you forget you are wearing them”. Nelia Vakhovska touched upon the problem of publishing culture and mentioned that the warrant of high quality translation is an equal partnership between the publisher and translator. Summing up, translation studies from foreign languages into Ukrainian testify both unquestioning achievements and sticking points of translator’s work.

“Each study is an adventure, the most interesting part of which is how translated books
affect national thesaurus and its mentality” – says Kostiantyn Rodyk. Full coverage of the translations into discussion with more pictures and full-length videos in English and in Ukrainian is available on the project website.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

Not applicable to this activity

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- One bilingual brochure titled Translations into Ukrainian 1992-2012, consisting of an abridged version of the research results, comments by two local experts and conclusions and recommendations by an international expert, published in a print-run of 300 copies;
- The complete version of the research Translations into Ukrainian Language Published in the Period 1992-2012 by Kostyantyn Rodyk, including annexes, is available on the project website;
- 200 copies in print as well as an online version of the brochure distributed to Ukrainian stakeholders;
- A targeted distribution of the results to 29 key national institutions, including public authorities, the Book Chamber, the State Committee for Television and Radio Broadcasting of Ukraine, the National Library;
- One public discussion with 60 attendants;
- One additional publication of the study in Vsesvit magazine in a print run of 1000 copies;
- Wide media outreach: over 30 articles in online and printed media;
- Presentation of study results at professional meetings of the Local Partner with key international organizations during Wien Book Fair 2013.

**ACTIVITY 12 (GEORGIA): Policy: Data collection, analysis and recommendations: translations into Georgian**


As per Activity Plan Year 2, this activity comprises of: contracting local experts; monitoring progress; editing and translating results; SE and local experts devising policy recommendations and discussing them with LPs; publication of results; public discussion with key stakeholders; critical articles based on the studies; other follow-up activities to improve the outcomes of the studies, their reach-out and impact in the countries. Targeted discussions with relevant bodies (e.g. National Libraries and other bodies collecting bibliographic information, foreign cultural institutes supporting translations into the countries’ languages), EU: distribution of results and lobbying with donors that may be potentially interested in supporting translations into the languages of the EN countries

Topics/activities covered <please elaborate>:

Two local researchers (Ani Kopaliani and Salome Benidze) were contracted to conduct the study, including data collection, analysis and recommendations. Their work was being monitored and supported regularly by the project SE on translations and by the Lead Partner. The biggest challenge for the researchers has been obtaining valid data from various state institutions (Ministry of Culture and Monument Protection of Georgia among them).
Reason for modification for the planned activity <please elaborate on the problems - including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

A delay in the production of the study did not cause significant modifications of the overall activity.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- One bilingual brochure titled *Translations into Georgian since 1991. Facts, trends, recommendations*, including policy recommendations, available in English and in Georgian in printed and digital versions in a print-run of 400 copies;
- Media outreach: 3 online media articles (in Georgian and in English), 2 Radio broadcasts, and 1 TV broadcast.

**ACTIVITY 13 (UKRAINE): Policy: Study of Translation Flows from Ukrainian, phase 2**

As per Activity Plan Year 2, this activity comprises of: finalizing three pending studies and bibliographies; translation and editing of studies; SE and local experts device policy recommendations and discuss them with LPs; publication of results; public discussion with key stakeholders; analytical articles in Ukraine; in the EU: continuous presentations and distribution of study results; in Ukraine: further presentations on the various conferences and public events in Ukraine.

Topics/activities covered <please elaborate>:

Phase 2 of the study of translations from Ukrainian language included such sub-activities:
1) preparation of a summary of the 10 country studies by the project international expert;
2) preparing policy recommendations by senior experts and its discussion with local partner and experts;
3) commissioning of local expert’s comment on the studies and their summary;
4) printed and online publication of results both in English and Ukrainian;
5) public discussion with key stakeholders during 20. Lviv International Book Fair and Literature Festival.

Second part of the discussion “Two Way Street: Ukrainian translations in the last 20 years” which took place on September 13, 2013, was based on the outcomes of the studies on translations from Ukrainian language, executed within the Book Platform project.

The discussion was attended by 60 translators, researchers, publishers, writers, cultural managers and other stakeholders, who gathered to analyze the outcomes of the studies and to discuss the ways of promotion of translated literature in Ukraine and abroad.

The following speakers took part in the second part of discussion:
Nelia Vakhovska – moderator, translator;
Iryna Dmytryshyn – author of the research about translation from Ukrainian into French;
Alla Tatarenko – author of the research about translation from Ukrainian into Serbian;
Olaf Kühl (Germany) – translator, literary critic;
Yana Genova (Bulgaria) – executive manager of Book Platform project.

The subject of the second part of the discussion was about translations of Ukrainian literature and humanities studies abroad. The talk was about efficient methods of promotion of literature abroad, about the absence of government funding of translations projects, about inefficient work of Ukrainian cultural centers abroad, about the place of Ukraine on the
geopolitical map of the world. The outcomes of the studies are evidence of the raise of being known in Europe and, comparing with some other post-USSR and Central Europe countries, the raise of better willingness to translate Ukrainian books. 

The conclusion is that the presence of Ukrainian translations in the world is defined not by the policy of the government, but rather by the efforts of writers and organizations, who work on promoting of Ukrainian literature (NGO Publishers’ Forum, Charitable Fund “Calvaria Publishing House Foundation”, NGO Book Space), and also by the initiative of individual promoters of literature in the world (such as, Martin Pollack, Kateryna Stetsevych and others). Full coverage of the translations into discussion with more pictures and full-length videos in English and in Ukrainian is available on the project website.

Reason for modification for the planned activity <please elaborate on the problems - including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

Not applicable

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- 300 printed copies of a bilingual brochure entitled Translations from Ukrainian after 1991;
- Texts of all studies, the brochure and a searchable bibliographic database of translations from Ukrainian available online at project website;
- Printed copies distributed to 200 stakeholders to date;
- A targeted distribution of the results to 29 key national institutions, including public authorities, the Book Chamber, the State Committee for Television and Radio Broadcasting of Ukraine, the National Library;
- One public discussion with 60 attendants;
- Wide media outreach: over 30 articles in online and in printed media;
- 2 additional publications of Ukrainian into English and Ukrainian into Polish studies in two issues of Vsesvit magazine, in a print-run of, respectively, 1010 and 1500 copies;
- Presentation of study results at professional meetings of the Local Partner with key international organizations during Wien Book Fair 2013.

ACTIVITY 13 (GEORGIA): Policy: Study of Translation Flows from Georgian, phase 2

Topics/activities covered <please elaborate>:

As per Activity Plan Year 2, this activity comprises of: finalizing all pending studies and bibliographies for four language combinations; translation and editing of studies; SE and local experts device policy recommendations and discuss them with LP; publication of results; public discussion with key stakeholders; analytical articles in Georgia; in the EU: continuous presentations and distribution of study results; in Georgia: further presentations at various conferences and public events in Georgia. In the current reporting period, seven (7) studies that were started in the previous period have been completed and made available in digital format in English and Georgian. Each study consists of a text describing the history and the current state of translations between particular language combinations as well as a bibliography of book titles. The texts examine the role of publishers, translators, events and institutions in sustaining cultural and literary connections between respective languages via translations, and provide recommendations for the future.
Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

The progress with this activity for the reporting period is minor due to staff and board changes in the LP in Georgia that implements the activity. Due to the unavailability of the source data of all studies, the project SE could not start working on the summary and the policy recommendations, and present a deliverable in due time. In addition, the quality of one of the studies (Georgian to German) was questioned by local stakeholders and by members of the advisory committee. We addressed these issues by: 1) cancelling the realization of the three pending studies; 2) commissioning a new study for Georgian to German translations as well as updating the previously presented studies; 3) shortening the period in which the SE should present a summary and recommendations, and 4) involving more local stakeholders at the final stage that includes commentaries on the studies and devising policy recommendations.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- one additional research on Georgian to German translations available in digital form in Georgian and in English;
- three up-dated research texts from 2012, with new information on titles from 2013.

**ACTIVITY 13 (ARMENIA): Policy: Study of Translation Flows from Armenian, phase 2**

Topics/activities covered <please elaborate>:

As per Activity Plan Year 2, this activity comprises of: further policy discussions with Ministry of Culture, of Foreign Affairs, of Education and Science, and of Diaspora on a strategy for promotion of Armenian literature abroad; technical assistance (mentorship on strategy development and fundraising) for the newly established Armenian Literature Foundation, discussions on new policy for funding translations with the Galouste Gulbenkian Foundation; in the EU: continuous presentations and distribution of study results. During the meetings at the Ministry of Culture the deputy minister Artur Poghosyan expressed ministry’s commitment to 1) disseminate the study results with different stakeholders with the Ministry's support, and 2) to expand the scope of the studies and to continue researching translations from Armenian into Russian, English (in USA), Spanish (in Argentina), Arabic (in Lebanon, Syria, etc.), Persian (in Iran), etc.

Reason for modification for the planned activity <please elaborate on the problems - including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

No policy discussions were held with the ministries of Foreign Affairs, of Education and Science, and of Diaspora due to lack of initiative on behalf of the local implementing project partner, the NPA. In addition, the policy meetings held in the period with Ministry of Culture and with key publicly-supported stakeholders did not lead to any tangible progress. The Lead Partner addressed this issue by inviting an additional partner organization in Armenia that is committed to build on further on the achievements of phase 1 of this activity and work towards policy dialogue and change.

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:
• Three policy meetings with Ministry of Culture of Armenia to promote the recommendations and look for possible cooperation: with minister of culture (March 2013), with advisory to the minister (Oct 2013) and with deputy minister (Nov 2013). Commitments made during these meetings on behalf of the Ministry not carried on further.
• One policy discussion with key stakeholders: the Union of Translators of the CIS and Baltic States and the Translation Department of the Writers' Union of Armenia;
• One additional presentation of the study at Round table on Promotion of Translations held during the Forum of Translators and Publishers in Nov 2013 with an audience of 30;
• One additional presentation of the study and the recommendations during Activity 8;
• the Recommendations of the study form the base for the Declaration on Encouraging and Promoting Translations (see Activity 8 above);
• One media article at Hayastany Hanrapetutyun daily newspaper: http://www.hhpress.am/index.php?sub=hodv&hodv=20131213_12&flag=am
• One mentorship on strategy development and fundraising for the newly established Armenian Literature Foundation in Dec 2013 as well as ongoing via email communication;
• 3 additional publications of the studies in the Books in Print (BiP) magazine of the National Publishers Association in a print-run of 500 copies distributed for free to key stakeholders: writers’ union, libraries, universities, public bodies;
• Additional publications of 7 out of the 11 studies at www.cultural.am - an online Armenian site for cultural events, news and resources;
• Additional presentation of the study at Europe Day Information Fair in Yerevan in May 2013.

**Multiplication and follow-up effects:**
• Indirect result: a change of policy of a major international private body, the Galouste Gulbenkian Foundation, towards increased support for translations into and from Armenian and a profound focus on digital publications. A new Programming Plan of the foundation:

**ACTIVITY 14: Dialogue: Information on Literatures**

Topics/activities covered <please elaborate>:

This is a continuous activity throughout the whole duration of the project. During Year 2 various sets of informational materials were prepared. In addition, the base was set for gathering up, updating, translating and making all the existing information materials available electronically. Setting up this base included: inventory of all existing relevant materials in various languages; a feasibility study of the best approach for making the data digitally presentable; a discussion on information provision during workshop of Activity 8

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

• Ukraine: for Leipzig Book Fair (hereinafter - LBF) on 15-17 March 2013 within the focus program “Tranzyt - Literature from Poland, Ukraine and Belarus”:
  - an informational booklet about the Ukrainian stand with the information about Ukrainian publishing houses and non-governmental organizations - 200 copies;
  - promotional flyers - 3000 copies;
- a promotional booklet of the Ukrainian stand with the program of events at the stand during the LBF - 3000 copies;
- a catalogue of Ukrainian authors - 200 copies;

- Armenia: a Work Plan for this activity in Year 3, including deliverables, deadlines and responsible staff

**ACTIVITY 15 (UKRAINE): Dialogue: Editorial Visits – Ukraine**

3-day working visits of 15 European editors, publishers, cultural journalists to Ukraine – were implemented during 20th Lviv International Book Fair and Literature Festival, which was held in September 10-15, 2013. Lviv International Book Fair over the last two decades has established Lviv as the epicentre of Ukraine's book trade and literary life and has become an important cultural event for the publishing worlds of Central and Eastern Europe. The Book Fair has become a varied and multi-tiered event for tens of thousands of book professionals, librarians, teachers, and members of the general public including students and pensioners. Organizers program a wide array of activities that appeal to every demographic. Participating publishers are often astounded by the enthusiasm of the visiting public, avid readers continually on the search for their favourite or new and challenging authors among the dizzying number of panel discussions, press conferences, readings, seminars, and performances. During the event 25 nations were represented, 700 scheduled events were held, 362 authors and 220 publishers have participated.

The editorial visits were aimed at broader presentation of Ukrainian book market to European editors, publishers, cultural journalists, translators. Main goals:

1. to better inform representatives of European publishing sphere on literature developments in Ukraine;
2. to enhance the visibility of literature from Ukraine among professionals and general audiences on European level;
3. to increase understanding of local stakeholders of international channels for promoting literature;
4. to increase number of translations from Ukrainian language in next years;
5. to establish new working contacts for further partnership between stakeholders in book sector from Ukraine and EU member states.

Topics/activities covered <please elaborate>: 

Participants of editorial visits in Lviv:

1. Arevik Ashkaroyan (Armenia) - founder of First Armenian Literary Agency, translator, journalist;
2. Pierre Astier (France) - literary agent, publisher, promoter;
3. Alison Bowden (Scotland) - Director of Edinburgh UNESCO City of Literature Trust;
4. Iryna Dmitrishina (France/Ukraine) - researcher, translator, literary agent;
5. Weronica Gogola (Poland) - cultural journalist;
6. Irina Goryunova (Russia) - literary agent;
7. Madeleine Grive (Sweden) - chief editor of 10TAL journal, art director of the Stockholm literary festival;
8. Gvantsa Jobava (Georgia) - journalist, translator;
9. Ketevan Kiguradze (Georgia) - GPBA chairperson;
10. Hans-Peter Kunisch (Switzerland) - journalist, columnist;
11. Olaf Kühl (Germany) - translator, writer, literary critic;
12. Ed Nawotka (USA) - founder and editor-in-chief of *Publishing Perspectives* online magazine;
13. Renate Schmidgall (Germany) - translator, author;
14. Justyna Sobolewska (Poland) - literary critic and journalist;
15. Alena Zemančíková (Czech Republic) - journalist.

NGO Publishers Forum had developed a system of consulting the stakeholders in Ukraine such as well-known publishers, authors, translators. Thereby, selection process of editorial visits' participants was professionally organized taking into account recommendations of Ukrainian experts as well as background and a sphere of interests of foreign guests. Furthermore, all participants of editorial visits were previously interviewed on what they hoped from editorial visits in Ukraine and were introduced into the context of Ukrainian book sector through the acquaintance with results of publishing study conducted within BP project. Before completing the editorial visits final meeting was held during which participants shared their impressions and feedback.

During working visits guests were participated in business meetings and literature events with Ukrainian publishers, authors and translators. The schedule of each guest was pretty intense. Representatives from big and small Ukrainian publishing houses that publish translated literature, such as *Family Leisure Club, Folio, Calvaria, Duliby, Nora Druk, Zhupanski Publishing House, Urbino* and others met guests to discuss potential cooperation. Foreign agents and translators also met Ukrainian writers, including such well-known authors as Yuri Andrukhowych, Sergiy Zhadan, Lubko Deresh and others. Overall, during editorial visits in Lviv more than 100 business meeting between Ukrainian publishers/authors and foreign guests have been held.

Besides the meetings with Ukrainian publishers, authors and translators, professional visits guests also took part in other professional activities of Book Platform project, such as public discussions on the state of Ukrainian translations in the last twenty years. They were presented the study of book publishing in Ukraine, conducted earlier by the project.

Guests of editorial visits – the journalists Olaf Kuhl, Justyna Sobolewska, Hans-Peter Kunisch – took part in the School of literary criticism and journalism Context-2, which also took place during the Fair. Within this project, each of them conducted workshop for young colleagues, in which they shared their experience and their vision of literary criticism.

Special American guest Edward Nawotka, founder and editor-in-chief of Publishing Perspectives gave two lectures on the topics: Is It Really America vs. The World?: The truth about Amazon, Apple, Microsoft and Google and Publishing in the Age of Globalization: The wonderful, the worrisome, and the what's next.

Ali Bowden, Director of Edinburgh UNESCO City of Literature Trust presented the project *UNESCO City of Literature*. She also met the authorities of the city to talk on the perspective of the city to get the title of the City of Literature. Now the working group is preparing a proposal for the application of this venerable city title.

Editorial visits were great contribution towards increasing the cultural cooperation and will facilitate the contemporary literary and translations process in European countries. Book Platform project team hopes to see the result of guests' visits by new publications of Ukrainian literature in the world.

Reason for modification for the planned activity <please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)
Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:

- 15 literary agents, journalists, critics, translators from 11 European and Neighbourhood countries participated in editorial visits during the 20th Lviv International Book Fair and Literary Festival and are better informed on literature developments in Ukraine;
- A total of app. 100 business meetings between Ukrainian publishers/authors and foreign guests took place for established new contacts and further cooperation;
- Increased regional cooperation via the inclusion of three participants from Armenia and Georgia;
- **Wide media outreach:** over 50 online media articles, and 1 newspaper article by Hans-Peter Kunisch for Süddeutsche Zeitung;
- At least three new contracts for translation rights negotiated that will result in new translations of Ukrainian literature.

### ACTIVITY 15 (ARMENIA): Dialogue: Editorial visits – Armenia


A 3-day professional visit of six European editors, publishers, literary agents and cultural journalists to Armenia took place at February 18-20, in Yerevan, Armenia. The editorial visits were aimed at representing Armenian book market as well as the country, its culture to the European publishers, editors and literary agents. In total around 45 meetings took place within the local publishers, agents, writers and other representatives of the field. The meetings aimed at:

- Better understanding of the Armenian book market, literature and culture by the international publishing field professionals;
- Establishment of both way cooperation between local and international professionals of the field, which would result on exchange of copyrights as well as extension of network and establishment of long term cooperation;
- Improved understanding of local stakeholders of ways of promoting local literature;
- Increased number of translations into European languages and improved visibility of the local literature and culture in Europe.

Topics/activities covered <please elaborate>:  

### List of Editorial Visits participants

1. Dr. Piero Salabe, Editor, Hanser Verlag (Germany)
2. Ingemar Nilsson, Senior Editor, 2244 (Sweden)
3. Dejan Trajkoski, Founder and Director of Pro-Za Balkan Festival and Editor at Ikona publishing house, Macedonia
4. Dr. Silvia Brunelli, Founder and Director at Nabu International Literary and Film Agency (Italy)
5. Laure Pecher, Literary Agenc at Astier-Pécher Literary Agency, Editor at Zoe Editions France/Switzerland
6. Nermin Mollaoglu, Founder of Kalem Literary Agency, Coordinator of Istanbul Tanpinar Literature Festival (Turkey)

Meetings were organized with the following publishing houses: Antares, Zangak, Print Info, Ankyunakar, Komitas, Actuel Art, as well as 1st Armenian Literary Agency to discuss the
possible exchange of copyrights. International publishers have also met contemporary local writers Aram Pachyan, Hovhannes Tekgyozyan, Hrachya Saribekyan, Armen Ohanyan, Marine Petrosyan as well as the organizer of Literary Arc international writers festival David Matevosyan. Following the dates of the Editorial Visits, the Workshop on Promotion of Literature in Translation (Activity 8 above) took place, and it opened up more possibilities for the editors and literary agents to meet representatives from the Ministry of Culture, NGOs working in the field of publishing, authors, translators and other players of the field.

Reason for modification for the planned activity <please elaborate on the problems - including delay, cancellation, postponement of activities- which have arisen and how they have been addressed> (if applicable)

Not applicable

Results of this activity <please quantify these results, where possible; refer to the various assumptions of the Logframe>:  

- 6 European publishers and agents from 6 countries have participated in the editorial visits and met around 8 publishers, 1 literary agent, 10 writers, 3 NGO representatives, government officials and 4 media representatives. 
- A total of 45 business meetings held between visiting and local professionals of the field.  
- wide media outreach - 14 online articles and 1 article in print in Armenian, Macedonian and Turkish media, 1 e-newsletter, and 1 TV interview. 

**Multiplication and sustainability effects:**

- One of the immediate results of the Editorial Visits was the contract between 1st Armenian Literary Agency and Kalem Literary Agency on both way cooperation around representation of their rights lists in Armenia and Turkey;  
- The LP organization had taken the decision to continue the activity beyond the project lifespan. Another round of Editorial Visits round is being planned for the summer 2014. It is decided to use two schemes of participation: 1. fully covered participants will be invited by ALF; 2. An open call will be announced for publishers with partial support from ALF. The expenses of the visits will be covered by ALF with the support of other contributor’s. Preliminary interest in supporting the project was expressed by French Embassy in Armenia and Goethe Institute Georgia. Other possible contributors are Embassies of other European countries in Armenia, hotels, for sponsoring the accommodation expenses, as well as cultural foundations.

**ACTIVITY 16: Dialogue: Events and networks participation in the EU and intra-regionally**


Topics/activities covered <please elaborate>:

This activity stream is ongoing and is designed to facilitate:

- mobility for book professionals for participation in book and literature events in the EU or EN countries with a specific project (discussion of a translation contract; participation in a public event, etc.);
- organization of special public events dedicated to the literatures and publishing of the EN countries at key European book events;
- presentations for sharing of experience with colleagues upon return
- membership in key European umbrella organizations
• project presentations in the EU and in the region.

Reason for modification for the planned activity please elaborate on the problems -including delay, cancellation, postponement of activities- which have arisen and how they have been addressed (if applicable)

Not applicable

Results of this activity please quantify these results, where possible; refer to the various assumptions of the Logframe:

• regional professional mobility: two participants from Georgia and one from Armenia at Lviv Publishers Forum;
• one special public discussion dedicated to publishing of the EN countries at a key European book event, with over 40 participants and 11 media articles in EU and action countries’ media; one video recording of the discussion watched by 150 people (available at YouTube at http://www.youtube.com/user/NextPageFoundation); printed invitations and one poster distributed at Frankfurt Book Fair;
• two presentations of project achievements at key European book- and culture-related events (European Literature Days in Wachau and European Culture Forum in Brussels);
• setting up a formal procedure (criteria, application form, selection procedure) for the Open Call for Events Participation for stakeholders from the action countries;
• distribution of the open Call and collection of applications
• three local committees meetings (Armenia, Georgia and Ukraine) for reviewing a total of 21 applications;
• commitments made for supporting events participation of 19 local book professionals (thirteen from Ukraine, four from Armenia and two from Georgia) in key professional events in the EU such as Salon du Livre - Paris, Bologna Book Fair and London Book Fair
• plans and agendas ready for project presentations at Leipzig Book Fair (March 2014) and London Book Fair (April 2014)

2.3. Please list activities that were planned and that you were not able to implement, explaining the reasons for these.

See also Plan Year 3

ACTIVITY 7 (Armenia and Georgia) - Promotion of Reading internships
Candidates selected for Armenia and Georgia but terms of internships postponed for Year 3.
In Armenia: A major problem in the selection in Armenia appeared to be the lack of understanding of the key topic of the internship and the consequent receipt of applications by candidates not involved in reading promotion per se. Further, the English-language knowledge of the candidates was not sufficient for a full-pledged communication with the host. After a long process of negotiations with the one short-listed candidate and with the support for one local committee member, the terms of the internship were fixed. However, the selected intern had cancelled her internship due to other duties.
In Georgia: the selected candidate had problems issuing his British visa needed for his internship in the UK. In the following period, he had changed his placement to one irrelevant to the subject of the internship. The local committee suggested the second candidate in the shortlist. Her internship will take place in the first month of Year 3.
**ACTIVITY 8 (Ukraine) - Promotion of Literature in Translation training**
The dramatic social and political events in Ukraine since the second half of year 2013 forced us to postpone this workshop for Year 3.

**ACTIVITY 9 (Armenia, Georgia and Ukraine) - Promotion of Literature in Translation internships**
The internships are an integral follow-up of Activity 8, workshop on *Promotion of Literature in Translation*. The delay of the workshop implementation itself led to delay in the internships too. Currently, selection of host organizations and intern is underway and activity will take place in Year 3.

**ACTIVITY 12 (Armenia) - Data collection, analysis and recommendations: translations into the three EN languages**
Implementation in Armenia is postponed for Year 3 and will be implemented by the new partner organization in the country, the Armenian Literature Foundation. During the Year 2 of the project the previous project partner organization have been facing difficulties in locating appropriate local expert(s) for executing the study. The expert finally commissioned had unexpectedly cancelled his undertaking in September 2013. The study will be delivered in early April 2014.

**ACTIVITY 13 (Georgia): Policy: Study of Translation Flows from Georgian, phase 2**
Phase 2 comprising of finalizing country studies, devising studies’ summary and policy recommendations, printed publication of results and public discussions and distribution of study results in Georgia is postponed for May 2014. Due to staff and board changes in the LP in Georgia, and continuous breach of deadlines by local experts, three country studies have not been finalized throughout the whole Year 2. In addition, the quality of one of the study (Georgian to German) was questioned by local stakeholders and by members of the advisory committee. Due to the unavailability of the source data of all studies, the project SE could not start working on the summary and the policy recommendations, and present a deliverable in due time. The activity will be finalized by May 2014.

**ACTIVITY 15 (Georgia): Editorial visits to the EN countries**
Activity postponed for 28 May - 1 June 2014 during Literary Forum Dialogue and Tbilisi Book Fair. Main reason for modification is the unsettled agreements with the main co-partner for this activity, the Ministry of Culture and Monument Protection of Georgia. Further, most of the selected EU participants for the visits in 2013 cancelled their participation unexpectedly.

2.4 What is your assessment of the results of the Action so far? Include observations on the performance and the achievement of outputs, outcomes and impact in relation to specific and overall objectives, and whether the Action has had any unforeseen positive or negative results (please quantify where possible; refer to Logframe Indicators).

With reference to the OO and the SOs as well as the Indicators set up in the project revised LogFrame of Year 2, we see progress towards:

1. Strengthen the position of key actors at the book sector of the target countries by building new skills and knowledge, by supporting institutional strengthening of professional associations and by facilitating intra-sectoral cooperation

<table>
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<tr>
<th>indicators as per LogFrame</th>
<th>evidence Year 2</th>
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### indicators as per LogFrame

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<tr>
<th>Key target groups of the project with new knowledge of international developments in their areas, best practices and possible solutions, and with new professional skills</th>
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<tbody>
<tr>
<td>Professional members-based associations' number and effectiveness increases: joining of members; positive dynamics of annual budgets; availability of strategic documents and regulations; new partnerships and activities start; recognition and visibility of professional associations is higher; motivation and participation in joint action by members is higher</td>
</tr>
<tr>
<td>Active involvement of sectoral representatives in wider policy dialogue increased: result-oriented and transparent meetings, discussions and public hearings increase, particularly concerning relevant legislation and its implementation</td>
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<tr>
<th>evidence Year 2</th>
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<tr>
<td>2 regional trainings for 57 trainees (9% more than originally planned) with a rich programme on topics not-covered by other trainings; 99% of participants find the trainings “very useful” or “useful”; 2nd regional training gathering representatives of eight types of sub-sectors; 2 internship schemes/7-days each one cultural leadership internship for 3 managers/5 days each</td>
</tr>
<tr>
<td>Increase of members of the association in Georgia; dramatic increase in cooperation contacts with new partners and media in the country and internationally appearance of two new NGOs in the sector (in Ukraine and in Armenia); introduction of an objective and formalized decision-taking process via local committees; media coverage of LP increases by 70%; introducing best practices and international standards in the process of working with more than 50 local managers, assistants, consultants, trainers, experts, researchers, advisors and speakers</td>
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<tr>
<td>One Parliamentary Hearing based on project output (Ukraine); one presidential decree on the new measures for the book sector and one new grants scheme (Ukraine); five policy meetings based on project’s outputs; active representation of public officials in all project’s events; one Declaration (Yerevan Declaration) demanding new policies in promotion of translation accepted by sector’s representatives</td>
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2. Back-up policies and strategic decision-taking by providing data and analysis, and facilitating consensus on a shared agenda

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<th>indicators as per LogFrame</th>
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<tr>
<td>Methodology, implementation and results of research is up to EU standards, and is recognized by stakeholders as contributing to local solutions (key concepts and recommendations used in public and other documents and statements)</td>
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<tr>
<td>Level of active participation in dialogue w other actors increased (N of meetings and participants, N of speakers at events and joint decisions)</td>
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<table>
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<th>evidence Year 2</th>
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<tr>
<td>Project’s policy studies continue being distributed and used widely: 2,5 times more printed copies distributed than planned, four additional publications of studies results by local organizations on their own means; the Yerevan Declaration explicitly referring to the policy tools proposed in the project studies; recognition by EU partners: one public discussion in the EU, distribution of app. 300 copies of publications in the EU.</td>
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<tr>
<td>One advocacy Declaration unanimously endorsed by representatives of the sector during a project event; (signing and promotion underway)</td>
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</table>
3. Contribute to diversity in book production in target countries and the EU by encouraging international and regional dialogue between book professionals

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<tr>
<th>indicators as per LogFrame</th>
<th>evidence Year 2</th>
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<tbody>
<tr>
<td>An increase of quantity and quality of participation of local book professionals at events, networks, umbrella bodies in EU and the region (N of events, N of memberships, N of participants, level of variety of target events and participants)</td>
<td>19 book professionals to participate in key regional and EU events; quality national stands at the biggest book fair in the EU supplied with new info materials on publishing and literature</td>
</tr>
<tr>
<td>increased interest of EU book professionals in the book sectors of the target countries (increased N of EU participants in local book events, N of translations into the local languages, of references to the countries’ book sectors in international sources)</td>
<td>21 international book professionals at key positions from EU and EU neighbours with a new understanding of the local book sectors and pronounced commitment for future business contacts; the biggest international hub of book info featuring project studies on local book sectors</td>
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<tr>
<td>increased visibility of the target countries’ book production across borders (more use of available information, more translations published)</td>
<td>project materials present and distributed at national stands at Frankfurt 2013 and Leipzig 2013 with 100+visitors/day; one public discussion at Frankfurt; reach-out of project resources increase twice in the last year</td>
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Additionally, the project contributes to the Programme’s cross-cutting topics, particularly the one on “youth” by: 1) involving as participants in its capacity-building activities (trainings, internships and mentorships) mainly young representatives of the sector under 35 years of age; 2) making “people in the first 5 years of their career” a priority target group for its Events Participation Grants as part of Activity 16; 3) making “reading and youth” a special focus on one of its capacity-building events, activity 6.

Unforeseen positive effects are mainly related to follow-ups of pioneering project activities. For example:
- additional full-text publications of project studies in local media (printed journals or websites): total 15 such publications that show a recognition of the value of the project results;
- additional print-runs of all project publications required and distributed: 2,5 times larger print-runs than originally planned;
- additional funds raised by the LP in Armenia thanks to project activities.

In terms of unforeseen negative results of the actions so far, these have been only internal, with no impact on the overall implementation and impact. The Lead Partner, Next Page Foundation, is investing more staff, time and resources than planned into the project implementation that has negative consequences for the development of the other projects of the foundation.

2.5. Please list potential risks that may have jeopardized the realisation of some activities and explain how they have been tackled. Refer to logframe indicators.
The major risk in Year 2 for the realization of project activities has been posed by the political situation in Ukraine and the government’s response to the citizens’ protest at the Maidan. Since late 2013 to date the social energy of the country is directed towards the protests, and that currently makes much of the project work related to public discussions and capacity building, irrelevant. However, the local office of the LP continued working throughout the period, there has been progress with Readership Study and with the activities in the Dialogue stream. Overall, the slight delays do not affect the overall project implementation in the country as most of the activities have been already completed. Depending on the political situation that is changing daily, pending activities will take place in the period May-July 2014.

As noted in the project revised LogFrame, in the last period, the quality of the project outcomes was at risk due to the lack of highly-specialized local experts, with a knowledge and experience both of the local and the international cultural industries, that were needed for the execution of the policy studies. This is valid specifically regarding the local execution of the studies but also as far as English-language translation is concerned. Insofar the studies’ texts are addressed not only to local audiences but to international ones as well, we have faced an incomparability between some basic notions/conventions used in the “Western” and in the local reflection on the book sector. This issue is addressed by investing more time into editing of the texts and discussing them with the local experts.
Regarding Local Partners, full-pledged impact of the project is at instances jeopardized by the institutional weakness of the organizations themselves. Independent cultural NGOs in the action countries, particularly in Armenia and Georgia, are more often than not unstable, underfunded, with permanent shortages of human resources and a consequent lack of long-term strategy. Due to the legacy of the totalitarian period, lobbying and advocacy in the cultural/cultural industries spheres are still not a priority for the NGOs, which have limited instruments for executing pressure. For all of the above reasons, the project’s ambitions in achieving policy change are progressing slower than planned. The actions we take in that directions include: direct communication between the Lead Partner and the public authorities in the action countries as well as building capacity in the LPs for advocacy actions.

For Georgia in particular, the frequent changes of governance and staff at the LP poses specific problems related not only to the timely execution of planned activities but also to the overall “ownership” of the project, including reaching-out to beneficiaries and ensuring a wider local support. Staff’s working-time is unevenly distributed between the project and the other activities of the LP organization. All these are partly compensated by adopting a flexible task distribution approach by the new LM in Georgia as well as by Lead Partner taking over micromanagement tasks on behalf of the LP.

If relevant, submit a revised logframe, highlighting the changes.

2.5 Please list all contracts (works, supplies, services) above 10.000€ awarded for the implementation of the action during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor.

Not applicable

2.6. Please provide an updated action plan ²

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<tr>
<th>Activity</th>
<th>March</th>
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<th>June</th>
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<td>N7: Promotion of Reading internships (Armenia and Georgia)</td>
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<td>LPs</td>
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<td>N 7: distant mentorships</td>
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<td>N 8: Promotion of Literature in Translation training (Ukraine)</td>
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<td>N 9: Promotion of Literature in Translation internships; report on best practices; mentorship schemes</td>
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<td>LPs, Lead Partner</td>
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<tr>
<td>N 2 Advocacy &amp; Visibility Strategies for NGOs in the book sector MODIFIED into FINAL PROJECT CONFERENCE</td>
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<td>Lead Partner</td>
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<td>N 10: Ukraine: Readership and reading habits policy study: final translation and editing, publication, public presentations</td>
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<td>N 12: Armenia: Translations into Armenian study and promotion</td>
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<tr>
<td>N 13: Georgia: Translations from Georgian study - last phase and promotion</td>
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<td>N 15: Georgia: Editorial Visits</td>
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<td>LP; Ministry of Culture</td>
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<td>N 14: Information on Literature</td>
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<td>N 16: Events and Netowrks Participation</td>
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For more details, please, see Plan Year 3
3. Partners and other Co-operation

3.1. How do you assess the relationship between the formal partners of this Action (i.e. those partners which have signed a partnership statement)? Please provide specific information for each partner organisation.

The spirit of good partnership and the consequent increase of intra-regional cooperation between the LPs has grown visibly over the last year of the project implementation. The mechanisms for discussing project implementation collectively and for internal communication, already existing since the start of the project, are being utilized more proactively by all partners. The experience of the project staff in Ukraine in project implementation is effectively used by staff in the other target countries as a model. The opportunities for face-to-face meetings of all project staff during the meetings in Tbilisi and Sofia as well as during the events organized by RMCBU (Alushta and Minsk) also supported the coordination between partners.

A major new event regarding partnership is the introduction of an additional partner organization in Armenia - the Armenian Literature Foundation, which took place in December 2013. The Foundation and the other LP in Armenia, the NPA, have a good working relationship and the change was smooth.

The Lead Partner’s role is described in the interim reports by LPs in the following ways: “Being supportive, efficient, companionable and cooperative, Next Page is always ready to advise, suggest solutions and provide feedback on different aspects of the ongoing activities” (GPBA – Georgia) and “Leading partner provides the necessary organizational and information support during the current activities implementation and preparation steps” (Publishers Forum – Ukraine).

LP – Ukraine, the Publishers Forum, enjoys a strong leadership, a good reputation with key stakeholders in Ukraine, it has a past track in working in both national and international multi-partners’ projects and in successful fundraising. The project is one of the several large-scale initiatives of the organization, and is successfully cooperating with these for mutual advantage.

LP – Georgia. The Georgian Book Publishers Association (GPBA) has experienced a change of Board, chairwoman and executive director in July 2013. This led to change of project local manager and accountant, and consequently - to a period of adjustment and catching up. The new staff is now successfully integrated into the project team.

LP - Armenia. The Armenian Literature Foundation had formally joined the project in Jan 2014 but has been cooperating with it and its partners for the preceding months. Due to the vast previous experience of the LM, its integration into the project and the partnership has been remarkably fast, with no negative consequences for the project dynamics in Armenia. National Publishers Association (NPA) that was a project partner since inception. Due to certain insurmountable deficits in the organization itself - outdated management model, lack of participation by the board and of legitimacy with some stakeholders, we have introduced a new partner for the country. NPA remains a partner, with consultancy functions.

Overall, there is a difference in the degree to which LPs proactively use the opportunities provided by the project for bringing about a change in the local book sectors and for independent actions. While LPs in Ukraine and the new partner in Armenia are taking full advantage of these opportunities by successfully integrating the project activities into the wider agendas of their organizations, the LP in Georgia is doing so to a lesser degree. The main reason seems to be that the organization is a collective body that is investing significant efforts into achieving a consensus among its members on its common long-term strategy and priorities (and the place of the project among them).
3.2. How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action?

The project is actively seeking cooperation with state authorities in the countries, mainly but not exclusively in relation to its policy-related actions. While achieving a real policy change remains a task for the future, cooperation with Ministries of Culture in Armenia and Georgia has been positive. The achievement of concrete outcomes, however, is impeded by the features of the cultural governance in the action countries, notably Ukraine and Armenia, duly described in the RMCBU’s Regional Research Report on Cultural Policies and Trends of Eastern Partnership Countries. Often enough, agreements achieved and commitments made at meetings remain on paper only with no tangible follow-up actions.

Concretely, the cooperation takes place mainly via joint meetings, representation of state representatives at project’s events (discussions, workshops, conferences) and at project’s local advisory committees. At inception, the project has signed a Letter of Cooperation with the Ministry of Culture, Monument Protection and Sports of Georgia stating the Ministry’s support for the project. The coherency of the Georgian public policy in some of the areas of the project, its strategic orientation, transparency and financial back-up, greatly facilitates cooperation and makes Georgia to stand out compared to other countries in the region. The LP in Georgia as well as the Lead Partner work closely with the head of the Book and Translations Department Medea Metvelli.

In addition, the project’s associates cooperate with state-funded agencies such as the Book Chambers in Armenia and Ukraine. The National Parliamentary Library of Georgia is a permanent project associate partner in Georgia.

In Armenia, a project associate and consultant Nerses ter-Vardanyan has been recently promoted to Deputy Minister of Culture in charge of international relations and libraries, and that raises hopes for a closer future cooperation.

In Ukraine, implementation of project activities takes place in cooperation mostly with municipal authorities and tangible support has been received by the Lviv City Council and the Lviv Regional Council. At the same time, while working on publishing and translations studies and their publications, contacts were established with the State Committee for Television and Radio Broadcasting of Ukraine. The LP in Ukraine has co-organized the Parliamentary Hearings with the culture committee of the Parliament on book sector in Ukraine (see activity 11 above).

3.3. Where applicable, describe your relationship with any other organisations involved in implementing the Action:

- Associate(s) (if any)
  Project associate partner is Conseil Européen des Associations de Traducteurs Littéraires (CEATL), based in Brussels. So far, CEATL had contributed by promoting the project with their EU members, by providing free content on best European practices and by consultation on activities 8 and 9.

- Sub-contractor(s) (if any)
  The services provided by the two Next Page subcontractors Pan Tur Ltd and Alex G Ltd have been highly professional. Service contract with Pan Tur Ltd. has been discontinued in Jan 2014 as the company closed its operations. The Contracting authority - the EU Delegation, allowed Next Page in writing to organize accommodation, maintenance and other arrangements related to trainings, workshops, public discussions and presentations till the end of the project using local agencies and without passing a second procurement procedure.

- Final Beneficiaries and Target groups
The project does not have direct relationship with all the groups of the final beneficiaries, except the group of “Creators in the book sector” and “Educators and librarians” that are involved as participants in the capacity building events, in different consultation processes and/or in mediating information on the project.

The main target groups – various independent organizations in the book sector, public and municipal bodies as well as cultural organizations with relevant scope and activities, do support the project and are involved in its realization in various ways. Key are the representatives of the professional associations of publishers, authors, translators and librarians (management, board, members) that are involved in direct project management (in Armenia and Georgia) and – in all countries – as participants in trainings, consultants, experts, discussants at public events.

In Armenia and Georgia, the group of active relevant independent organizations (NGOs) in the book sector that work in non-commercial publishing, development of literature and creativity, reading promotion, promotion of literature and translations, and related spheres, is somehow limited. That sometimes leads to involvement of these organizations in the project in different capacities and to limitations in choices but at the same time allows for “investing” into the organizations over the whole duration of the project.

During the project life-time so far, we have witnessed the appearance of two new NGOs in the sector (in Ukraine and in Armenia) that have the potential to play a key role in the future.

The project’s newsletter, social media page and the website are effective tools for keeping a direct relation with all groups concerned and getting feedback (via the “comments” form).

- Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc.)

In the Action countries, the project cooperates with a number of third parties that carry out their own activities in the field of the project.

In their capacity of co-funders, contributing in cash or in-kind, the project had involved:
- in Ukraine: Consulate General of Poland in Lviv; Polish Book Institute in Kyiv; Goethe-Institute in Kyiv; Rinat Akhmetov Foundation ‘Development of Ukraine’; International Renaissance Foundation; Charitable Fund ‘Calvaria Publishing House Foundation’; Open Ukraine Arseniy Yatsenyuk Foundation; Embassy of the United States in Kyiv; Swedish Institute as well as commercial companies such as Coca-Cola Company, Reikartz Hotels&Resorts.
- in Armenia: regional office of Goethe Institute, French Embassy, Antares publishers, 1st Armenian Literary Agency;
- in Georgia: Ministry of Culture, regional office of Goethe Institute, National Parliamentary Library
- in the EU: Frankfurt Book Fair; private donations by a number of project trainers who donated their training fees to the Armenian Literature Foundation.

Throughout the project development, various other organizations are consulted and informed in depth:
- in Armenia: Goethe Institute, French Embassy, German Embassy, Italian Embassy, Ministry of Culture, Yerevan State Brusov University, Center for Books and Publishing of the Ministry of Culture of Armenia.
• in Georgia: Library Association of Georgia, Cultural Development Centre, Translators Association, Statistics Department of Georgia, Ministry of Education, Writers’ house, Literature Museum;
• in the EU: UNESCO (Index Translationum), Budapest Observatory, European Neighbourhood program of the European Cultural Foundation, Gulbenkian foundation, Culture Action Europe.

3.4. Where applicable, outline any links and synergies you have developed with other actions.
• in Ukraine: with the Lviv Children’s Festival during activity 6 (Promotion of Reading Training), with Publishers Forum - Lviv during activity 15 (Editorial visits);
• in Armenia: with the EU Week in Armenia where the project has been presented and promoted;
• in Georgia: with the European Week organized by the EU Delegation where the project has been presented and promoted, with the first Eastern Partnership Ministerial Conference on Culture (Tbilisi, June 2013);
• with RMCBU by attending the Unit’s trainings in Alushta and in Minsk. These gatherings were instrumental in providing feedback on questions and concerns, getting to know the other projects funded, establishing synergies and meetings between project staff;
• with the Preparatory Action on Culture in EU External Relations initiated by the European Parliament and implemented by the Directorate General for Education and Culture of the EC: the Lead Partner takes part in regular consultations and discussions, and will participate in the final conference on the Action in April 2014 in Brussels;
• with the European Culture Forum - Brussels, and European Literature Days - Wachau: by attending and presenting the project there;
• The Lead Partner is permanently providing consultations on and contacts in the three EN countries to EU-based organizations interested in establishing links with the region. These will contribute to strengthening relations between EN and EU organizations, with consequences reaching beyond the immediate project scope.

2.5. If your organisation has received previous EU grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EU grants).

Not applicable

4. Visibility

How is the visibility of the EU contribution being ensured in the Action?
The project communication and visibility during the second reported year covered a whole complex of activities, ranging from internal communication between and among all the partners and program officers of the project (to ensure the right coordination of the actions), to communicating the project activities, results and ideas to all its external stakeholders and target groups. All the communication and visibility activities strictly followed the plan for year 2, designed on the basis of the lessons learned during the first project period and the recommendations of the interim monitoring reports. The EU visibility guidelines for External Actions were strictly followed. All the tools used for visibility, as listed and described below, and all the materials produced, clearly indicate that the project is funded by the EU in the frames of the EuroEast Culture Programme.

Analysis of the project communication and visibility activities, as listed below, shows the following tendencies:
⇒ increased traffic to the website from referrals (meaning increased number of websites with information about the project and its activities);

⇒ increased (more than double compared to the previous reported period) number of articles in the online and offline media mentioning the project and its activities and results;

⇒ increased number of subscribers to the project e-newsletter by 42%;

⇒ increased participation and presentation of the project in non-project-related events (thus leading to increased audience);

⇒ more stakeholders involved in participating in the project activities, thus making them better related to the results.

These are extremely important and favourable in regard to the promotion, transparency and sustainability of the project results, as they indicate an increasing network of stakeholders familiar with and sharing the project results.

For the purposes of an enhanced communication and visibility, a Mentorship Scheme on Communication and Visibility was successfully conducted as a capacity building event for the project partners. The LM and LA in Armenia attended as well a communication training workshop, organized by the EU Centre in Yerevan, which strengthened their skills in communication and visibility. These undoubtedly led to increased knowledge and understanding of the project partners of communication and visibility elements and tools, as well as ability to use the appropriate tools.

4.1. Common visual identity of the project

The Book Platform logo, elaborated in the beginning of the project for the purposes of the common visual identity, was successfully used in the second period in all the project-related materials, thus further creating a sense of recognition of the project internationally and within every country. Furthermore, the usage of the Book Platform logo in combination with the logo of the EuroEast Culture Programme leads to increased recognition of both among the stakeholders, which results in increased visibility of EC and its crucial support for the book sectors in the three EN action countries.

The logo is used in the following materials: website, newsletter, project team members contact cards, project vinyl banner, bookmarks, bags, notebooks, workshop materials (badges, certificates of attendance, programs, participants’ lists, evaluation forms), media materials (press releases, brochures). All of these are attached to this report.

4.2. Internal communication

This includes all the on-going communication among and between all the partners, as well as the communication with the programme officers.

As reported in the previous period, the partners’ meetings held in March 2012 in Tbilisi and in December 2012 in Sofia proved to be extremely useful for fine tuning the project relations. Therefore, in 2013 there were two more meetings for all the project partners – one in Tbilisi in June 2013, and the second one – in Sofia in December 2013. Both meetings were very intensive and proved to be invaluable for the overall coordination and implementation of the project.

The internal communication was further facilitated by an integrated online platform for sharing of documents and comments – special module on the website available for registered users only, which allows sharing of documents, tracing of changes made to these documents, leaving comments, etc.
4.3. Book Platform Website

a. Website overview

The project web-portal www.bookplatform.org was created during the first project period with the ambitious two-fold aim to 1) provide publicity regarding all the information from the clusters within the project, and 2) a space of communication for the target groups. The website provides: content in 5 languages – English, the three EN languages and Russian; information about the project; news; newsletter – on the website, plus distributed by emails; media materials; detailed information regarding all the activities within the project per clusters/types/topics/countries; comprehensive overview from each event: overview, pictures, videos and radio broadcasts (if and where available), workshop materials, programs, feedbacks; rich resources section comprising unique translations database search, quick access to all the training materials and studies elaborated under the project, links to other resources on the project topics and links to organizations, events and projects, updated on regular basis; regularly updated calendar of activities in the form of an interactive timeline; clear and visible statement regarding the fact that the project is financed by EU within the framework of the EuroEast Culture program.

During the second period the website was further developed content-wise, language-wise, and functions-wise:

⇒ **Content-wise**, the website was further enriched with: information about the Advisory committees in each country, covering members’ information, as well as memos and pictures from their meetings; better coverage of news on the project topics; enriched resources section with more useful links to key players and resources; more videos, TV and radio broadcasts available, etc.;

⇒ **Language-wise**, the website underwent a major transformation, which was made possible thanks to the implemented mentorship scheme on communication and visibility. The local project managers and assistants translated into the local languages and made available on the website all the major information related to the project.

⇒ **Functions-wise**, the website was enriched with a module for declaration online signing, which was added in relation to the Declaration on Encouraging and Promoting Translations. The module can be used for other purposes in the future. It enables the stakeholders to be more involved in the project.

Thus, due to all of the above-listed features, together with its extremely friendly, attractive and easy-to-navigate design, the website allows all target groups to take advantage of transparency and visibility of the project activities at each stage of the project.

By the end of year two of the project implementation, Book Platform provides a multi-language web resource with over 2000 pp. worth of content.

b. Audience overview

For the period March 1, 2013-February 28, 2014, there were:

⇒ 8739 visits to the website ‏/as compared to 3022 for the previous reported period/  
⇒ 5090 unique visitors ‏/as compared to 1471 for the previous reported period/  
⇒ 51 457 total number of pages viewed ‏/as compared to 29 407 for the previous reported period/.

The growth of the popularity of the website can be traced in the chart below, illustrating the increase of the number of visits and unique visitors per month.
Figure 1. Visits and unique visitors at bookplatform.org for the period March 1, 2013-February 28, 2014

Figure 1 shows the levels of visits and unique visitors for the whole period. The lines clearly suggest that there was an overall increasing tendency, although there were some more visible ups and downs, which are easy to explain. The busiest traffic was reported in the periods with intensive project activities – workshops, studies results presentations, policy discussions, etc. The major “downs” are in the holiday periods, when people are less active – August and December. It is, however, worth mentioning that the numbers of unique visitors were stable and comparatively high, as only twice these went slightly under 300 (which was the set indicator in the plan), while in the rest of the months they were well above this indicator, even going more than double three times in the period – with 600+ unique visitors in October 2013, January and February 2014.

The two pictures below show the overview of the traffic sources for the whole period March 1, 2013-February 28, 2014: 1) in percentages, and 2) detailed by sources. If we make a comparison with the previous reported period when the direct traffic was clearly the winner with 41% traffic, this year we have very similar traffic percentages from the three major sources – direct traffic (meaning direct visits to the website, the users knew and typed the website address), referrals traffic (other websites with links to the project website), and search traffic (users were redirected to our website based on their search in the search engines – google, yahoo, etc.). As it can be seen in the figure below, the referrals traffic has even surpassed the direct traffic, and there is as well an increase in the search traffic. This undoubtedly means increase in the popularity of the project and its results, which can be seen in the increased number of media monitoring as well, as listed below in the report. This shows that there is an increased number of stakeholders familiar with, acknowledging and sharing the results of the project, which indicates a very favourable tendency in regard to the sustainability of the project results.
Figure 2. Traffic sources overview

The busiest traffic came from referrals, and as it can be seen from figure 3, among the referrals number one, just like for the previous reported period, came from social media (facebook, twitter, linkedin, as well as some local social networking sites). The second busiest traffic came from the website of the project local partner in Ukraine, here it is also worth emphasizing that 4 out of the top 10 websites are Ukrainian. The referrals coming from mails are referrals mainly from the distributed e-newsletter; tiki-toki is the provider of the timeline, which means that those referrals came from the interactive calendar. Another remark worth pointing out here is the large amount of referrals from euroeastculture.eu, which is due to the timely correspondence with the unit and exchange of information.

Figure 3. Traffic referrals by sources

All the statistics above are from google analytics.

4.4. Newsletter

The Book Platform e-newsletter provides to its subscribers news on the Book Platform project developments, as well as information on major events in the book sectors of the three action countries - Armenia, Georgia and Ukraine, plus other interesting international book industry news and tendencies. The newsletter is distributed monthly. For the period March 2013 –
February 2014, 12 issues were posted on the website and distributed. The newsletter is designed to contain a header and a footer, which clearly indicate that the publication is done under the Book Platform project, which is funded by EU in the frames of the EuroEast Culture Program. All the issues of the Book Platform e-newsletter are attached to this report. By February 2014 the database of the newsletter subscribers contains 1615 e-mails, which is an increase of 42,3% compared to the number of subscribers for the first reported period.

4.5. Facebook promotion

Just like in the first period of the project, during the second reported year the facebook profile of Next Page Foundation has been extensively used for promoting the activities under the Book Platform project. This social media is used due to the enormous capacity it offers for reaching much wider audiences and for creating a common platform where various stakeholders can be involved by sharing comments and experience. The above-cited statistics regarding the audience overview of the website clearly indicates that an impressive amount of traffic toward the website comes from facebook postings. As figure 5 below suggests, statistics of the page views show that there is a noticeable major increase of page views and activity around events within the project. Mostly this is due to people sharing and commenting on pictures and information related to the various project-related events, which provides a platform for additional follow-up of the events and a sense of belonging among the stakeholders to the project.

![Facebook Profile Page Posts Reach](image)

Figure 5. Next Page Facebook profile page posts reach (March 2013-February 2014)

The figure shows average reach, so the numbers do not correspond directly with the number of views and reached people, nevertheless it gives an idea of the ups and downs. The most evident “peaks” in the above chart stand for: in October 2013 the posts related to the participation of the project at Frankfurt Book Fair reached over 1300 people (compared to the 35+ participants who actually attended the event). In December the posts covering the Cultural Leadership Internship reached over 2000 people. The facebook insights show some more numbers worth mentioning. The Book Platform e-newsletter issues, shared in facebook, show tendency of increasing popularity and each post reaches over 500-600 people. All of these numbers are impressive with a view to the fact that the profile page itself has a bit over 360 fans, which means that the posts have reached directly and indirectly double, triple, or some of them even more than 5 times more people than this.

4.6. Book Platform Project Participation at Other Events and Public Presentations

The Book Platform was publicly presented at the below-listed events. Pictures and materials are included in the CD attached to this report.

A. Participation and presentations at events in EU countries:

Book Platform was indirectly present at the Leipzig Book Fair in March. The project, its activities and results were presented by the project local partners from Georgia and Ukraine, who had stands at the fair. They had prepared special booklets and promotional materials for the fair with information about the project.

2. Book Platform project at the Frankfurt Book Fair 2013 (10-15 October in Frankfurt, Germany)

The biggest in the world professional gathering of publishers and all sorts of book people features hundreds of events within its five days. In 2013, one of them was organized by the Book Platform to present its studies on the book sectors of Armenia, Georgia and Ukraine, with the participation of Ruediger Wischenbart, senior expert in the project, Annetta Antonenko of the Ukrainian Calvaria Publishers, Nerses Ter-Vardanyan, an adviser at the Ministry of Culture of Armenia, Zaza Shengelia, a publisher from Georgia, and Yana Genova as a moderator. The event had to compete for attention with several events – presentations, discussions, parties, etc., yet the project panel was better attended than some of these: over 35 publishers, experts, cultural organizations, writers and funders came to Forum Dialogue at hall 5 to listen to the panellists and raise questions. The event was well organized in advance – was recorded full-length, offered simultaneous interpretation Russian-English, and was followed by a reception. Vladka Kupska, Sales Manager at Frankfurt Book Fair for Central, Eastern and Southeast Europe, Caucasus, and Central Asia, called the project event “the best organized public presentation”. Further, the project’s contributions to “mapping” both translations from and translations into the languages of the three action countries were highlighted by Yana Genova at the annual Frankfurt gathering of translation funding agencies. Last, but not least, the project was presented as well at the national stands of the three action countries, which distributed project materials and publications.

3. Book Platform project representative at Wachau Literature Days (24-27 October 2013 in Wachau, Austria)

For the 5th successive year the Wachau Literature Days hosted writers, publishers, critics and cultural organizations from all over Europe for three days of debates and readings at the heart of the wine-producing region of Austria. Parallel to the literature fest, the Backflow conference focused more on the publishing markets and the conditions under which literature is being produced and disseminated. The conference’s panel and workshop aimed at examining new developments in small and “peripheral” book markets, the interactions between the large global players and the local, the potential role of new digital innovations for cultural communication across borders. Yana Genova of Next Page gave a presentation, partly based on the experience of Book Platform’s studies on book sectors, on the social meaning and the role of shifting reading habits, new digital access and the future of the funding policies for small book markets.

4. Book Platform at the European Culture Forum 2013 (4-6 November 2013 in Brussels, Belgium)

With its over 1200 attendants, the European Culture Forum, organized by the European Commission, is indeed the biggest gathering of people in culture in Europe. The central topics for this year focused on measuring culture and its value and impact, new funding models (understood rather in terms of self-sustainability and generating income) and audience development. Book Platform’s representative Yana Genova was at the Forum to participate at discussions and provide information on the project to Europe’s policy-makers and cultural professionals.

5. Book Platform at the International Book Fair and Reading Festival BUCH WIEN (18-24 November 2013 in Vienna, Austria)
Oleksandra Koval, President of NGO Publishers’ Forum, at the organizers’ invitation visited the International Book Fair and Reading Festival BUCH WIEN which took place on November 18-24, 2013. During the visit she met: 1) Dr. Inge Kralupper, Managing Director, Hauptverband des Österreichischen Buchhandels; 2) Dr. Marton Mehes, Direktor, Balassi Institut, Collegium Hungaricum Wien; 3) Zsuzsa Szabo, Publishing Hungary project Manager, Balassi Institut; 4) Martin Pollack, writer, publicist, translator, coordinator of the program “Tranzyt”; 5) representatives of Slovak national stand. They got acquainted with the results of the researches on publishing industry and translation carried out within the Book Platform project.

B. Participation and presentations at events in the action countries:

1. **Book Platform at Parliamentary Hearings in Ukraine regarding the Book Market (15 May 2013 in Kyiv, Ukraine)**

On May 15, 2013 in Kyiv the Parliamentary Hearings titled “The problems of Ukrainian book publishing, bookselling as well as perspectives of support of book reading in Ukraine” took place. The Hearings were organized by Committee for Culture and Spirituality of Ukrainian Parliament (Verkhovna Rada of Ukraine) and were held at the session hall of the Parliament (Verkhovna Rada of Ukraine). Thanks to Book Platform project's support the Hearings were attended by Jens Bammel – the Secretary General of the International Publishers Association, the Geneva based organisation that represents educational, scientific and trade publishers world-wide. It should be noted that for almost 22 years of Ukrainian independence, international expert of such level as Mr. Bammel attended the national event involving parliament and government representatives for the first time. And for the first time they heard from foreign but not from domestic expert that Ukrainian situation with book and publishing market is unsatisfactory (in comparison with other countries in both Western and Eastern Europe) and should be changed as soon as possible.

2. **Book Platform at Europe Day Information Fair in Yerevan (25 May 2013 in Yerevan, Armenia)**

From the booth entitled “Culture” the National Publishers Association of Armenia presented the Book Platform project at the Europe Day in Armenia Info Fair, organized by the European Union Delegation to Armenia. Visitors to the booth were welcomed with informational materials, the study of translation flows from Armenian into 11 other languages, guidelines and brochures on Copyright law carried out in the framework of the project, and other project-related materials.


The first Eastern Partnership Ministerial Conference on Culture was launched on June 28 in “Radisson Blue Iveria” Hotel in Tbilisi. The conference was officially opened up by Guram Odisharia, Minister of Culture and Monument Protection of Georgia, and Androulla Vassiliou, the EU Commissioner for Education, Culture, Multilingualism and Youth. As part of the official program, an exposition was organized for the EU granted projects, where all Georgian partners, GPBA among them, participated in the exposition. Book Platform stand was visited by number of conference participants. Ketevan Jakeli, Book Platform local manager, and Nino Kiknadze, the project’s local assistant, were happy to respond to questions and speak about the project’s objectives, studies results and forthcoming events.

4. **Book Platform at the Fair of Library Innovations (9-10 July 2013 in Lviv, Ukraine)**

Publishers’ Forum presented the project Book Platform during the inter-regional fair “Library innovations for the communities: creating the future”, that took place on 9-10 July 2013 in Lviv, Ukraine. The event was organized by Bibliomist program, Lviv regional universal scientific library, NGO "Institute of Political Technologies”. An audience of over 200 participants (librarians, municipal authorities, representatives of public and governmental
organizations from different regions of Ukraine) gathered for the presentation of the Book Platform project, funded by the European Union and implemented in the frames of Eastern Partnership Culture Programme. Book Platform was presented by Iryna Lepska, local manager of the project in Ukraine, who elaborated in details on its aims and activities. Stakeholders were invited to collaborate more actively in the project. The conference participants were given informational materials (booklets and bookmarks) from the information stand and were invited to subscribe their libraries and organizations to the newsletter to stay in touch!

5. Presentation and Discussion on the Results of the Publishing Study in Ukraine at the Green Wave Book Fair in Odessa (1 August 2013 in Odessa, Ukraine)

On August 1, 2013 results of the study “Publishing and Bookselling in Ukraine. Results of a survey on book publishing and distribution, 2012-2013”, carried out within the Book Platform project, were presented at the 17th International Book Exhibition-Fair “Green Wave” in Odessa. This year International Book Exhibition-Fair “Green Wave” was a large-scale event which involved more than 100 publishing houses and included more than 65 activities. It was held with the support of the Ukrainian Publishers and Booksellers Association, whose President Oleksandr Afonin is the author of the study.

6. Book Platform at the Opening of the new digital hall at the National Parliamentary Library of Georgia (21 October 2013 in Tbilisi, Georgia)

New digital hall was officially opened at the National Parliamentary Library of Georgia in Tbilisi on October 21, 2013. The new hall will offer e-books, journals, books, magazines and free internet access. The hall will have cultural and educational function. Georgian Publishers and Booksellers Association, local partner of Book Platform project, was presented at the opening ceremony with a stand of the association and the project. The audience had a chance to get information about the project activities and future plans.

7. Book Platform at the 7th Forum of Translators and Publishers of CIS and Baltic States in Yerevan (1-3 November 2013 in Yerevan, Armenia)

The 7th Forum of Translators and Publishers of CIS and Baltic States took place on 1-3 November 2013 with the support of the Ministry of Culture of RA and CIS Interstate Humanitarian Cooperation Fund. 32 translators, literary agents and publishers from CIS countries and 50 other participants took part in this event. One of the round tables was devoted to the promotion of literature in translation. Member publishers of the NPA, translators and other specialists representing the book sector of Armenia participated in this group work. Khachik Grigoryan, the director of Ankyunakar Publishing House referred to the Book Platform study on “Translation from Armenian into 11 EU languages”, and stressed on the extensive background work summarized in the study publication. Arevik Ashkharoyan, the director of “1st Literary Agency” also highlighted the contribution of the Book Platform project and the study. The Forum gave the guests and local participants an opportunity not only to exchange opinions but also to achieve business arrangements, to develop publishing and translation programmes and to sign contracts.

8. Book Platform at the EU Cultural Week in Georgia (14 November 2013 in Tbilisi, Georgia)

Book Platform project participated in the EU Cultural Week in Georgia – “Let’s Talk about Books”, with a presentation and discussion, held at the National Parliamentary Library of Georgia on November 14, 2013. The event gathered about 25 people, among whom – Oliver Reisner from the EU delegation to Georgia, representatives of Georgian publishing houses, from National Parliamentary Library, translators, and other people actively involved and interested in the Georgian book sector. The presentation was followed with a discussion about the book market in Georgia.

4.7. Promotional items

For the purposes of the better publicity of the project, the following promotional items are used:
⇒ **Vinyl banner:** 100/200 cm vinyl banners were designed and produced intended to serve as a backdrop for all the events within the Book Platform project - workshops, press conferences and all the public presentations. For this reason there is one banner in the lead partner, and one banner in each of the three action countries.

⇒ **Book Platform bookmarks:** bookmarks in four languages - English and the three EN languages, presenting briefly the project, redirecting to the website of the project, and giving information on the Eastern Partnership involvement of the project. The bookmarks are distributed at workshops, public presentations, and any other event presenting the project. During the first year 500 copies were produced and distributed. In year 2, the following copies were produced: 1000 English, 1000 Armenian, 200 Georgian, 200 Ukrainian

⇒ **Book Platform notebooks:** in the first project year 300 copies of specially designed branded notebooks were produced. During year 2, additional 100 copies were produced.

⇒ **Book Platform bags:** 300 bags were produced to enable the distribution of project materials, especially the big number of policy studies published, and to boost the project visibility and popularity. The bags will be distributed during the 3rd project year, mainly at fairs, presentations, and the remaining project events.

Samples of all the materials are attached to this report.

4.8. **Workshop materials (folders, badges, certificates, evaluation forms, etc.). Policy studies publications**

4.8.1. **Workshop materials**

For every workshop, organized during the second year of the project, the following materials are elaborated: workshop materials (programs, participants’ lists, others as necessary), publications, folders, badges, certificates, evaluation forms, etc. All the materials clearly indicate that the Book Platform project is funded by the EU in the frames of the EuroEast Culture program.

4.8.2. **Policy Studies – published in the second project year:**

⇒ Reading Habits in Armenia

⇒ Publishing and Bookselling in Armenia

⇒ Publishing and Bookselling in Georgia

⇒ Publishing and Bookselling in Ukraine

⇒ Translations from Ukrainian after 1991

⇒ Translations into Georgian since 1991

⇒ Translations into Ukrainian since 1991

Copies of the materials are attached to this report.

4.9. **Media**

4.9.1. **Press releases**

Press releases are sent to media before each event within the Book Platform project. All press releases are written and presented in the sample format in accordance with the EU visibility guidelines for External Actions and clearly indicate that the project is funded under the EuroEast Culture Program.

All the press releases are attached to this report.

4.9.2. **Media monitoring**
As a result of the consistent invitations to the media in the three action countries, the Book Platform project as a whole and the separate events were covered in 243 articles (as compared to 89 for the previous reported period), out of which: 224 online articles, 11 articles in newspapers and magazine, 4 TV broadcasts, 3 radio broadcasts, 1 email newsletter. These come from media from Armenia, Georgia, and Ukraine, but also Belarus, Belgium, Germany, Italy, Macedonia, Russia, Switzerland, Turkey, UK, etc.

Despite the great diversity of countries, in which media has covered the project, it is worth pointing out that over half of the articles below come from Ukrainian media. This is due to the popularity and the recognition of the local partner in Ukraine – Publishers Forum, and their very well established connections with the various stakeholders and the media.

By activities in chronological order these are:

**Public Debate on Readership in Georgia (4 March 2013, Tbilisi):**


**Workshop Promotion of Reading (17-18 May 2013, Lviv, Ukraine):**

2. http://festyvali.org.ua/2013/05/7
11. http://uanews.dp.ua/culture/2013/05/15/6573.html
17. http://bookforumu/article/1027/%D0%9F%D1%80%D0%BE+%D1%84%D0%B5%D1%81%D1%82%D0%B8%D0%B2%D0%BD%D0%B8%D1%8C.html
28. http://m.day.kiev.ua/uk/article/cuspilstvo/smartfon-na-dopomogu
34. http://issuu.com/mincultam/docs/booklet (originally published in a printed magazine, available online, article on p.10)

Public Debates on Readership in Armenia (19 June and 28 November 2013, Yerevan):
1. http://www.panorama.am/am/society/2013/06/19/readership-results/
2. http://www.heqiat.am/Itemid=674
8. http://www.aravot.am/2013/06/19/256649/

Book Platform at the Fair of Library Innovations (9-10 July 2013 in Lviv, Ukraine)
Editorial Visits-Ukraine and Public Debate on Translations in Ukraine (September 10-15, 2013, Lviv, Ukraine)

11. http://lenta.lviv.ua/culture/2013/08/18/13726.html
15. http://100buch.in.ua/news/206
17. http://www.032.ua/news/365915
35. http://bookforum.ua/article/1304
4. http://www.fund.calvaria.org/novini/publicnadiskusia%C2%ABvulicaizdvostoronnimruhomukraienskijperekladzaostanni20rokiv%C2%BB
Book Platform project at the Frankfurt Book Fair 2013 (10-15 October in Frankfurt, Germany)


Events Participation Scheme (launched 21 October 2013)
5. https://www.facebook.com/panorama.am/posts/572250359472812
11. http://ukrkult.net/uk/announcements/view/?un_newsid=74
14. http://ualit.org/?tag=%D0%BF%D1%80%D0%BE%D0%B5%D0%BA%D1%82-book-platform

Book Platform at the EU Cultural Week in Georgia (14 November 2013, Tbilisi, Georgia)

Promotion of Reading Internship – Ukraine (7-15 December 2013, Wroclaw, Poland):
1. http://bookforum.ua/article/1404


1. http://www.aravot.am/2014/02/21/433930/
2. http://www.aravot.am/2014/03/26/444359/
15. http://vimeo.com/89746768 (TV interview with Arevik Ashkharoyan for “Aravot luso” by Public Television of Armenia, the interview starts at 01:00:30)
16. Kalem Agency Electronic Newsletter (attached in the CD)
17. Turkish newspaper DÜNYA /meaning “World” (attached in the CD)

Public Debate on Translations into Georgian (25 February 2014, Tbilisi, Georgia):

5. http://www.radiotavisupleba.ge (Radio broadcast)

Online and printed media with articles on the policy studies:

1. Translations from Ukrainian into Armenian: http://windocs.com.ua/docs/index-293993.html
4. Ukrainian to Polish Translation Study: Vsesvit magazine, issue #1-2, 2014 (1021-1022), circulation 1500 copies, pp. 261-280 (attached in the CD)
7. Reading Habits in Armenia (the whole study): http://www.cultural.am/hy/norutyunner/lurer/usumnasirutyun-yntercanutyan-volortum
8. Reading Habits in Armenia: article “Personal Problem or National Tragedy” by Mark Adamyan in Literary Armenia magazine (Литературная Армения), issue 1 /2014/, pp.144-151 (attached in the CD)
9. Reading Habits in Armenia (the whole study): Armenian Books in Print (BiP) magazine, issue 34 /2013/, circulation 500 copies (cover attached in the CD)
11. Translations from Armenian after 1991 (summary): Armenian Books in Print (BiP) magazine, issue 30 /2013/, circulation 500 copies
12. Translations from Armenian after 1991 (all 11 studies): Armenian Books in Print (BiP) magazine, issue 32 /2013/, circulation 500 copies
13. Translations from Armenian after 1991 (bibliography): Armenian Books in Print (BiP) magazine, issue 34 /2013/, circulation 500 copies
14. Translations from Armenian into French:
http://www.cultural.am/hy/norutyunner/hodvacner/hayerenic-franseren-targmanutyunner

15. Translations from Armenian into Georgian:
http://www.cultural.am/hy/norutyunner/hodvacner/hay-vracakan-targmanakan-grakan-kaper

16. Translations from Armenian into Ukrainian:

17. Translations from Armenian into Swedish:

18. Translations from Armenian into Bulgarian:
http://www.cultural.am/hy/norutyunner/hodvacner/hay-grakanutyuny-bulxariayum

19. Translations from Armenian into Spanish:
http://www.cultural.am/hy/norutyunner/hodvacner/targmanutyunner-hayerenic-ispamener

20. Translations from Armenian into English:
http://www.cultural.am/hy/norutyunner/hodvacner/targmanutyunner-hayerenic-angleren

Other sites with information about the project:

3. https://mail.aegge.org/eap/2012/03/book-platform/
5. http://laf.ohdev.co.uk/resources/next-page-foundation/
7. http://ukrkult.net/uk/portfolio/view/?un_projectid=123
11. http://www.eifl.net/case-study-copyright-review-armenia
14. http://issuu.com/lvivtoday/docs/_60_all_new (magazine, available online, article is on p.5)
The European Commission may wish to publicise the results of Actions. Do you have any objection to this report being published on the EuropeAid website? If so, please state your objections here.

No objections to publicise the results