ANNEX VI
FINAL NARRATIVE REPORT

Contract № ENPI/2011/255-894
for the period 01.01.2012 to 30.08.2014
• This report must be completed and signed by the Contact person of the Coordinator.
• 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.
• Unless otherwise specified, the answer to all questions must cover the reporting period as specified in point 1.6.
• Please do not forget to attach to this report the proof of the transfers of ownership referred to in Article 7.5 of the General Conditions.

List of acronyms used in the report

LP(s) = Local Partner(s)
EU = European Union
EN = European Neighbourhood
RMCBU = Regional Monitoring and Capacity Building Unit
ALF = Armenian Literature Foundation
GPBA = Georgian Publishers and Booksellers Association
PF = Publishers Forum (Ukraine)
NPA = National Publishers Association (Armenia)
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1. Description

1.1. Name of Coordinator of the grant contract: Next Page Foundation

1.2. Name and title of the Contact Person: Yana Genova

1.3. Name of Beneficiary(ies) and affiliated entity(ies) in the Action: Publishers Forum (Ukraine), Georgian Publishers and Booksellers Association (Georgia), National Publishers Association (Armenia), Armenian Literature Foundation (Armenia)

1.4. Title of the Action: Book Platform

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

1.6. Start date and end date of the Action: 01.01.2012-30.08.2014

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

1.8. Final beneficiaries &/or target groups\(^1\) (if different) (including numbers of women and men):

**Target group(s)**
- Publishers and professional publishers associations in the region
- Translators and professional translators associations in the region
- National, municipal, regional and international public agencies in the book sector
- Writers and professional writers bodies in the region
- Cultural journals in the region
- Other cultural organizations in the region and in the EU countries

Total of app. 1100 direct participants in the project activities (770 women; 330 men)

**Final beneficiaries**
- Reading audiences in the region at large and in particular children and youth, people in the countryside
- Creators in the book sector (writers, translators, book designers) in the region
- Educators and librarians
- European reading audience at large

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

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\(^1\) “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.
2. Assessment of implementation of Action activities

2.1. Executive summary of the Action

Please give a global overview of the Action’s implementation for the whole duration of the project.

What has been the outcome on both the final beneficiaries &/or target group (if different) and the situation in the target country or target region which the Action addressed?

The Book Platform Project had made a pioneering and a considerable step towards a new self-awareness of the book sectors in the three target countries, one that is a prerequisite for building upon this cultural industry in advancing social and economic development. Its quantifiable results aside, the Book Platform had brought in a brand new dynamics with regard to awareness on the issues and the possible solutions as well as a new way of communicating within the countries and internationally.

To a different degree in the three countries but still across all of its target groups and participants, the project effected in a change of attitudes the impact of which is difficult to measure at this stage. This attitude change concerns an increased autonomy and responsibility in defining the countries’ specific needs, in designing a roadmap for stronger book industries and in collectively pursuing it. It also concerns the realisation that - albeit good practices exist and should be studied, there are no overall ready-made solutions, European or others. For all types of stakeholders that participated, the project had introduced the notion and the importance of visionary, long-term planning based on evidences and policy vision and applied in a climate of trust. It had secured local ownership of the activities and had set up a quality standard for future interventions in the sector. Implicitly, in the process of its implementation the project had indirectly been affirming democratic European values, transparency and good governance.

The Book Platform’s outcomes with regard to professionalisation of the book sectors and networking, are tangible and substantial. By its 11 trainings and accompanying materials, its mentorship and internships schemes, the project managed to introduce not only new skills and knowledge but also new perspectives and solutions to old problems. In fact, all activities’ cycles became resources for new information, awareness, contacts, exchange of experiences. The involvement - and the growth of expertise that went hand-in-hand with it – of local experts working together with their EU-counterparts in both trainings and research, allows for the knowledge and resources build this way to remain within the LPs and the countries in general. The topics of the capacity building activities were defined based on countries’ own definitions of needs but also by introducing unanticipated approaches from the European and global practices. The project activities brought up the international and intra-regional cooperation as well as the dialogue within the countries’ book sectors to a new unprecedented level, one that is highly valued by all target groups involved. The book industries of Armenia, Georgia and Ukraine are recognisable and legitimate actors at the international and European publishing arena, and are better equipped for partnerships across borders. The local implementing organisations are visibly much better positioned locally and internationally, more attuned to good practices in management, decision-taking and finances.

It is too early to observe Book Platform’s impact at the level of concrete cultural policy reforms initiated at government level. Still, the project’s four thematic research and policy recommendations’ documents and the accompanying discussions and consultancies had set up a sound information base, had linked applicable European policy practices with the local context, had demonstrated the value of evidence-based policy and of wide participation of all stakeholders concerned. The project had created and offered a number of concrete instruments and tools that will remain applicable in the target countries.
These achievements were facilitated by a number of factors. Among them is the strong and highly committed project management at the Lead Partner as well as the trust it enjoys by its European network of partners and experts. Local Partners in Ukraine and in Armenia (as of the 2nd phase of the project) had demonstrated proactive approach in shaping the activities, capacity to bring together and engage diverse stakeholders and good management. Most of the thematic advisory committees formed locally played an indispensable role in decision-taking but also in communicating the project’s overall objectives and approach to stakeholders and audiences. The synergies build between the numerous project activities as well as between the project and other initiatives, allowed for an increased effect. The EU Delegation in Georgia as well as the RMCBU had provided essential support in clarifying aspects of the regulations applicable to EU-funded projects. The new social awareness and civic activism that led to the political changes in Ukraine also greatly accelerated the project’s policy objectives.

A number of challenges also deserve mentioning. The ones that are internal to the project include its ambitious objectives, complicated design and tight time-schedule. These also include the frequent change of management and decision-takers in Local Partner - Georgia. Having in mind that the project has been engineered as early as two years before its launch, some of the changes and adjustments that became apparent in the process of implementation, were impossible to introduce due to the restrictions of the General Conditions.

With regard to external conditions, the project has been implemented in a vastly changing political, social and economic context of the action countries. It has been also developing in a post-socialist condition of omnipresence of the state coupled with rigid public institutions, lack of mechanisms for public scrutiny and fragile practices of consensus-oriented dialogue. The volatility of the local independent cultural organisations, project partners and associates, has been affecting implementation and may endanger sustainability of results. The Book Platform’s policy-oriented research had to face and to overcome the lack of basic data related to the economics, the consumption and the functioning of cultural industries.

The tangible outputs and outcomes of the Book Platform project vis-à-vis its different target groups and its LogFrame are discussed in detail in the following sections.
2.2. Results and Activities

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.

Following Annex 1, please list all the results with progress of the related indicators and all the related activities implemented during the reporting period.

In case unit costs, lump sums or flat-rates are agreed, please provide the necessary information justifying the costs in the financial report. (ex. number of actual units etc.)

The rates indicated in the project budget are average rates. Changes in the amounts reported, if any, always meet the definition of eligible costs in Article 14.1 GC, namely they were necessary for the implementation of the Action and comply with the principles of sound financial management, in particular value for money and costs/effectiveness and do not alter the total amounts foreseen.

A flat rate administrative costs amounting to maximum 7% of the total direct eligible costs of the project are indicated in the report.

<table>
<thead>
<tr>
<th>Outputs related to R 1 and R 2</th>
<th>target value (as per 1.3. of Annex 1)</th>
<th>achieved value</th>
<th>explanation on changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>approximately 175 trainees</td>
<td>341</td>
<td>higher level of interest from target groups; last training in Ukraine with 100+ participants</td>
</tr>
<tr>
<td>1.2</td>
<td>9 training seminars (regional or national) 2 to 4 days each</td>
<td>11 seminars (6 national and 7 regional) 2 to 4 days each</td>
<td>modified ratio between national/regional after analysis of needs; one distant learning scheme modified into real-time seminar; one additional seminar partly with contingency reserve</td>
</tr>
<tr>
<td>1.3</td>
<td>10 mentorship schemes 3 months each</td>
<td>19 people mentored (distant or face-to-face) between 2 and 4 months each</td>
<td>themes, duration and formats adjusted to needs after consultations with target groups</td>
</tr>
</tbody>
</table>
## 1.4. Internships

- **10 to 11 internships of two weeks each**
- **12 internships for total of 83 days**
- One additional topic on cultural leadership and strategic management; duration of internships vary according to availability and needs.

### 1.5. Trainings

- **7 training sets (manuals, toolkits, best practices analyses) available in printed and digital formats in local languages and distributed to the 175 trainees and to 50 additional recipients;**
- **38 sets of materials (manuals, presentations, analyses, best practices reports) available in digital and/or printed and distributed to 341 trainees and to app. 500+ additional recipients**
- Format, level of depth, languages of the materials and distribution methods adjusted for each training according to the methodology and aims of the training.

### 1.6. Copyright Issues

- **One reference guide to copyright issues**
- **2 reference guides on copyright issues (Armenia)**
- Increase in topics covered by the guides.

### 1.7. Guidelines

- **One set of guidelines for author/translator-publisher contract**
- **Six sets of guidelines**
- Various versions according to local legal and other requirements.

### 1.8. Membership Base

- **An increase of 20% of the membership base of the associations in the following two years**
- **An increase of 28% of the membership base of LP – Georgia for the last year of the project; 2 new associations**
- Increase concerns GPBA as the other LP are not member-based organisations.

### 1.9. Post-Internships Meetings

- **6 post-internships meetings for sharing with total of 40 colleagues**
- **8 post-internships meetings for sharing with 100+ colleagues**
- As per initiative of interns.

### 1.10. Reading Promotion Events

- **A min of 10 reading promotion events in the countries with an audience increase of 30%.**
- **4 large-scale reading promotion campaigns under way with numerous sub events; audiences; increase too early to observe**
- Indicator on what constitutes an “event” too vague; no information on pre-project audience attendance of the events.

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#### R 1 and R 2: OTHER RESULTS,
both quantitative and qualitative, including as per indicators and assumptions in the LogFrame

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#### R 1 and R 2 as per indicators and assumptions in the LogFrame

1. 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
2. More than 70% of participants in capacity building activities recognise the value of the new skills acquired and start applying them in their professional work

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"Goethe Institute’s trainings posed questions; Book Platform ones gave the answers ... and posed new questions for us"

Armen Martyrosyan, publisher - Armenia
TRAININGS

• 6 national and 5 regional trainings for 341 trainees from about 14 different groups: publishers, literary agents, literary NGOs, associations of publishers, writers and translators; librarians and other reading promoters, digital content aggregators and distributors, literary and book journals, creators (authors and translators); public and municipal officials;

• introduction of new subject areas and issues for the countries’ book sectors: no previous trainings available in the action countries on the subjects of the project’s trainings;

• transfer of EU knowledge and experience coupled with discussions and links with local practices and needs: 18 international speakers and 16 local speakers in a variety of roles - as trainers, project presenters, needs’ analysts, discussants;

• methodology and format of the trainings agreed upon after local needs assessments and exchange with speakers;

• on average 99% of participants find the trainings “very useful” or “useful” according to the trainings’ evaluation forms;

• applying the new skills and knowledge: albeit it is too early to provide exact proofs on application of knowledge, the new contacts created between the participants as well as between trainers and participants, led to concrete joint initiatives. Training materials developed for Fair-Play and Collaboration workshops in all three countries are directly used in the practice of associations regarding translator-publisher relations. After same workshop, two new associations were formed based on EU models. One international trainer at Reading promotion training - Armenia invited by local university for a program on the same subject as of 2015;

• during the project Final Conference stakeholders particularly noted the following assets of the training program: possibilities for networking, high-competence of trainers, good match with local needs, good selection of participants.

INTERNSHIPS

• transfer of EU experience and new links between EU/EN organisations via internship schemes: four interns on reading promotion, five interns on promotion of translations and three interns on cultural leadership and strategic management hosted by organisations from Poland, Lithuania, Slovakia, Bulgaria, Germany and the Netherlands;

• increased understanding of EN professionals of processes and solutions practiced in the host countries: a total of app. 20 meetings per intern;

• multiplication of knowledge after internships: all interns organised meetings with colleagues upon return in their home countries. In Ukraine and in Georgia experience was also shared with Librarians Associations which in turn passed it on to their members;

• direct project initiatives in EN countries following the internships: two nation-wide campaigns on reading promotion for the youth agreed upon (in Armenia and in Ukraine), two initiatives between Ukrainian libraries and Wroclaw City Library on reading promotion, two agreements for participation of Armenian organisations in international EU-funded projects, one Memorandum of Cooperation signed between Georgia and Polish host organisations, one new program in cooperation of Antares - Armenia with the Football Federation of RA, Police and The Ministry of Education and Paediatricians Association, modelled along the Vorlesewettbewerb program of the German host organisation; one new program of the Parliamentary Library of Georgia including a network of representative in the regions, to be co-funded by the National Railways and TBC bank; one new translation contracts signed in Armenia; one international speaker from the host organisation at the final project event in Ukraine;

• at project Final Conference “internship schemes” got one of the highest ranking compared to other instruments for contribution to professional development and capacity building.
MENTORSHIPS

• 15 people from LPs and 4 from public bodies mentored by four international and one local mentor on the following subjects: communication and visibility; strategic planning, management and fundraising, partnerships and positioning, media relations, working with sponsors, book policy.

• tangible outputs following the mentorship scheme:
  - for Publishers Forum: a new communication and fundraising strategy for the next 2 years; a brand new fundraising event and a new concept for the book fair;
  - for GPBA: a roadmap towards a new strategy, a new organisation and a new scheme for relations with major partners (e.g. Ministry of Culture) and members, a roadmap towards advocating for new policy on educational publishing;
  - for ALF: a new mission/vision/strategy document, including short- and long-term strategy, a fundraising plan, a new governance structure;
  - for all: a 2-years communication plan related to the project, an Action Plan and a Timeline of the project in accord with strategic plans of LPs, a new version of the project Flowchart.
  - for Ministry of Culture of Armenia: a roadmap to strategic and organisational restructuring of the book support schemes. Partial restructuring already took place in September 2014;
  - for Georgian Book Centre: a roadmap to restructuring relations with key non-governmental stakeholders and to a fundraising strategy;

• at project Final Conference mentorship schemes were particularly praised for the “individual approach of mentors” and “good match with needs”.

PROJECT STAFF MEETINGS

• three stand-alone project staff meetings (2 in Tbilisi and 1 in Sofia) for staff at partner organisations, one attained also by a board member and by a representative of the RMCBU team;

• joint agreement on approach, strategy, objectives, work plans and budgets led to an increased ownership and responsibility;

• skills acquired at staff meetings and during the realisation of the project transferred by LMs to their organisations for future application.

R 1 and R 2

3. 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

It was so useful and interesting, I want to thank you for giving us chance to have the mentorship sessions of so important and useful person.

Gvantsa Jobava, board member GPBA and publisher (Georgia)

• an expansion of cooperation contacts of the LPs (notable particularly in Georgia and Armenia) with stakeholders, partners and media within the countries, regionally and internationally: an increase of local mailing lists by app. 50% and of international/regional - by 100%;

• a raise of “reputation”, “recognition” and “trust” most often quoted as overall result of the project by LP organisations and stakeholders during Final Conference;
• appearance of two new member-based bodies in the sector: associations of literary translators in Ukraine and in Armenia directly following project trainings;
• one new website, a mission statement, a strategy and a governance structure of the Armenian association of literary translators;
• a 28% increase of members of the LP in Georgia within one year;
• an increase of the members-base of the Association of Authors and Literary Translators in Ukraine by 40%;
• an introduction of new instruments for objective, transparent and formalised decision-taking process in the LP organisations via establishment of local committees, including criteria, memos from meetings, etc.;
• media coverage of LPs activities increases by 70% on average compared to pre-project period;
• introduction of EU standards of working within the organisation and externally, including budgets and financial reports, work-plans, timelines, contracts, procedures for monitoring of progress, negotiation with service providers, etc.;
• an increased financial responsibility of the LPs, particularly in Armenia and Georgia: an average increase of annual budgets of 80% in Armenia, of 10% in Georgia and of 25% in Ukraine;
• new skills at management of LPs on project management, financial management, transparent accounting procedures;
• LPs in Armenia and Georgia invited to join a Creative Europe project application, led by an Italian organization.

>>> R 1 and R 2

4. 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

“As far as I can remember this is the most fruitful and important event in the book sector...There exists the problem of dissociation of the book sector players and it is great that Book Platform project and NGO “Publishers’ Forum” brought together representatives of book distribution networks, publishers, librarians, journalists, educators”.

Oksana Khmelovska, portal “Chytomo” (Ukraine)

• 11 of the project trainings include representatives of more than 10 professional groups in the sector, e.g. conditions for intra-sectoral dialogue build-in in the very design of the events;
• one capacity building event result in a jointly agreed Book Platform Declaration on Encouraging and Promoting Translations with a regional scope aimed to be a long-term advocacy instrument for the sector;
• one capacity building event result in a series of policy recommendations by sub sectors submitted to public policy-makers in Ukraine;
• one pioneering Public Hearing at the Ukrainian Parliament on book policy;
• the representative of the LP - Ukraine becomes a member of the working group on book policy at the Council of Ministers;
• two of project trainings opened and supported by local Ministries of Culture (deputy ministers-level) and two - by local municipality representatives;
• one Memorandum of Understanding between Project Lead and Ministry of Culture of Georgia related to the project;
• one training organised in cooperation with the EU Twinning Project “Strengthening the Enforcement of Intellectual Property Rights in Armenia”, aiming at harmonising the Armenian IP legislation with European practices and being prepared within the EU Neighbourhood Policy

• Five of the project trainings co-organised in cooperation with partners, public, private or international that posed test-cases for multi-partner collaboration: with International Publishers Association (IPA), the Ministry of Culture of Armenia, Ministry of Culture of Georgia, Union of Translators from CIS and Baltic Countries, American University of Armenia, Goethe Institute - Georgia, Electronic Library Consortium of Armenia (ELCA), National Parliamentary Library of Georgia;

• due to the overall strengthening of LPs position in the Action countries, starting position of LPs for a dialogue with public bodies in cultural field, improved;

• during Final Conference, the Ukrainian stakeholders particularly stressed the conditions for “cross-sectoral cooperation” created by the project’s capacity building events.

>>> ACTIVITIES related to R 1 and R 2


Topics/activities covered <please elaborate>:

The topics covered reflect strategic planning for NGOs, organisational development and management; financial management, members base development, fundraising. Informally, participants discussed possible joint initiatives at regional level as well as the specific situation in each of the countries.

The training was conducted by an international trainer (Sue Kay) with assistance by a local expert (Iryna Lepska) and by the project Lead Partner’s representatives. The training was structured along teaching sessions in combination with intensive practical exercises and group work. Day 3 featured consultations and a practical session with the project LMs on planning, reporting, fundraising and general management issues. The sessions were assisted by four sets of preprepared materials, available in both English and Russian, printed and online.

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 training was conducted by one international trainer instead of the two originally planned trainers. We have identified a highly-qualified and experienced trainer that was able to deliver a coherent program matching the project’s needs by herself. On Day 3, the Lead Partner’s project manager also conducted sessions on the topic of the training (for no fee). Four sets of materials were produced instead of the two planned initially to better match the needs of the training program.

A 1.2. Audiences Outreach Strategies: a regional training workshop on 8-9 September 2012 in Misaktsieli (Georgia) for 23 Georgian and Armenian participants


Topics/activities covered <please elaborate>:

Training was directed towards book and journals publishers with an interest in expanding their audiences by means of the new technologies. The program was shaped according to the results of needs assessment questionnaires that have been distributed prior to the training.
The topics covered opportunities and challenges in e-publishing, local e-context in Armenia and Georgia, practical implications of the transfer from text to apps, small language markets and e-books, marketing mix in publishing from the perspective of e-publishing.

The two-day interactive event was moderated by Johan Greiff (Sweden) – a CEO of a leading company for production and distribution of e-books, in conjunction with Sandro Asatiani – a publisher and e-books expert from Georgia, and Karen Margaryan – a publishing expert from Armenia. The international trainer also provided individual consultations for participants on their particular projects.

The training workshop offered participants an introduction into the conceptual issues surrounding the debate about e-books, different models for reaching out to new audiences (particularly youth) and practical skills on how to market digital content.

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 training was a regional instead of a national one as originally planned, and took place in Georgia by the request of the LP in Georgia and in order to address more directly the project’s objectives in creating regional links. Due to the regional character of the training, it had more participants then originally planned: 23 instead of “15 to 20” as per project. As a regional event, the training gathered the innovative, forward-looking publishers for both countries with a proven interest in the topic of the training.

Training materials: training materials were developed as planned but available only electronically to better correspond to the topic of the training that covers a fast changing area of e-publishing.

Due to lack of interest, the remote mentorship scheme on the topic of the training was partly transformed into a face-to-face mentorship scheme on book policy restructuring for public officials (see A. 1.12 below)

A 1.3. Intellectual property and copyright issues: a national training workshop on 7-8 November 2012 in Yerevan for 26 participants


Topics/activities covered <please elaborate>:

Presentations and discussions focused on: current international practices in copyright protection, current state and challenges of copyrights system in Armenia, the new legislation on intellectual property in Armenia, challenges in implementing copyrights in Armenian publishing and buying and selling rights internationally.

More than a training event in the strict sense of the word, the workshop aimed at providing a platform where opinions and viewpoints of various concerned Armenian stakeholders - publishers, government officials, experts, librarians - could meet to discuss key issues of implementation of the existing copyrights legislation. The 26 participants included representatives of all these stakeholders groups. Speakers included representatives of the Armenian Publishers Association (Vahan Khachatryan) who focused on the severe difficulties in implementation of the copyrights legislation, of the relevant department at the Ministry of Economy (Sonya Vardanyan) who outlined major pillars of the current legislation, and of the IP Agency of Armenia (Shushan Mkhitaryan) who described the proposal for the new IP-related legislation currently under preparation. On the second day there was also a contribution by Arthur Varderesyan from the Police of the Republic of Armenia, who is directly responsible for monitoring and gathering evidence on law infringements. The new provisions of the law, which was under preparation within the EU Twinning Project “Strengthening the Enforcement of Intellectual Property Rights in Armenia”, are meant to harmonise the Armenian IP legislation with European practices and is being prepared within the EU Neighbourhood Policy. Throughout the two days of the workshop, there were often heated debates around two issues: 1) possibilities of participation of non-state actors in discussing the new legislation, and 2) the philosophy and practices of exceptions in copyright protection regarding access to information for the most vulnerable groups of the society. Some potential concrete outcomes were discussed. Firstly, the creation of an inter-ministerial Council on Copyrights to include representatives of
the civil sector and the book business with a mandate to provide concrete suggestions for improvement of implementation practices in Armenia. Secondly, the representatives of the civil society and the book business made a commitment to get involved more closely into discussing the draft of the new copyright law and to insist on public hearing prior to it being voted in Parliament.

As a joint event with the International Publishers Association (IPA) and the Ministry of Culture of Armenia, the workshop also included the international perspective on copyrights presented by Richard Balkwill of UK. Balkwill’s contributions gave the participants the opportunity to see the Armenia’s and the region’s issues as part of the current global debate on copyrights.

The workshop took place in the framework of The VI International Forum of Translators and Publishers supported by the Ministry of Culture of the Republic of Armenia in the framework of Yerevan World Book Capital 2012.

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 event had more participants then initially planned (26 instead of 15 to 20). Due to it being linked with the The VI International Forum of Translators and Publishers, it was also attended by one representative of another EN country, Belarus. The event benefited from the input by two international speakers provided by the IPA.

A 1.4. Intellectual property and collaborative actions for creators (writers, translators) in creative industries - UKRAINE, a national training workshop in Lviv on 15-16 December 2012 for 21 participants


Topics/activities covered <please elaborate>:

The topics covered various aspects of the intellectual property, authors’ rights of writers and translators; copyright and related rights, digital rights; working conditions of writers and translators in Ukraine and abroad; role of literary agents; perspectives of making changes at the policy level; creating a platform for discussion and exchange within the Ukrainian literary and translators’ community, and with colleagues from the European Union.

Participants were selected via an open call for applications, on the basis of motivation letters. The program was shaped according to the results of needs assessment questionnaires that have been distributed prior to the training.

The participants together with experts within 2 days developed the guidelines for contracts and sample contracts, outlined different standard author/publishers contracts that acknowledge interests of all parties, and defined possible ways of cooperation and support. The workshop included presentations by Yuka Gavrylova (literary agent, Ukraine) on aspects on the «fair-play», by Volodymyr Konovenko (copyrights expert, Ukraine) on the principles and the practicalities of rights and by Bas Bauw (Dutch Foundation for Literature, The Netherlands) on the various possibilities for international cooperation and forms of support for the creative work of authors and translators and featured Ukrainian initiatives: the newly formed Association of Authors and Literary Translators, the literary festival Meridian Czernowitz, the literary club «Marusia», and the portal Litfest. Workshop manual on copyright issues was distributed to participants and non-participants.

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
A 1.5. **Intellectual property and collaborative actions for creators (writers, translators) in creative industries - ARMENIA**, a national training workshop in Yerevan on 14-15 January 2013 for 26 participants


Topics/activities covered: Authors, literary translators, managers of literary festivals and events, literary bloggers from Armenia had gathered to discuss improving standards in the book trade. The workshop provided practical knowledge on the various aspects of the rights of writers and translators, ranging from ones related to legal and contractual issues (copyrights, remuneration) to social ones (freedom of speech, working conditions, visibility), and providing a platform for discussion and exchange within Armenian literary and translators’ community, and with colleagues from the European Union as well as gave examples of international practices. Ultimately, the workshop succeeded in empowering and motivating writers and translators for collective actions for improved relations with publishers, state and the wider audiences. The program featured presentations and group work moderated by international (Daniel Hahn, Yana Genova) and eleven local speakers.

The event was co-organized with the American University of Armenia’s (AUA) program on Literary Translation. That cooperation resulted in in-kind contributions by AUA as well as in the highest presence of youngest generation of translators and bloggers in Armenia. The new links between graduate students in literary translations and publishing business created during the workshop resulted in signing two contracts for translations immediately following the event.

Reason for modification for the planned activity: Not applicable

A 1.6. **Intellectual property and collaborative actions for creators (writers, translators) in creative industries - GEORGIA**, a national training workshop in Tbilisi on 25-26 January 2013 for 17 participants


Topics/activities covered: Authors, literary translators, managers of literary festivals and events, literary bloggers from Armenia had gathered to discuss improving standards in the book trade.

The workshop provided practical knowledge on the various aspects of the rights of writers and translators, ranging from ones related to legal and contractual issues (copyrights, remuneration) to social ones (freedom of speech, working conditions, visibility), and providing a platform for discussion and exchange within Armenian literary and translators’ community, and with colleagues from the European Union as well as gave examples of international practices. Ultimately, the workshop succeeded in empowering and motivating writers and translators for collective actions for improved relations with publishers, state and the wider audiences. The program featured presentations and group work moderated by international (Daniel Hahn, Yana Genova) and eleven local speakers.

The event was co-organized with the American University of Armenia’s (AUA) program on Literary Translation. That cooperation resulted in in-kind contributions by AUA as well as in the highest presence of youngest generation of translators and bloggers in Armenia. The new links between graduate students in literary translations and publishing business created during the workshop resulted in signing two contracts for translations immediately following the event.

Reason for modification for the planned activity: Not applicable

A 1.6. **Intellectual property and collaborative actions for creators (writers, translators) in creative industries - GEORGIA**, a national training workshop in Tbilisi on 25-26 January 2013 for 17 participants


Topics/activities covered: Authors, literary translators, managers of literary festivals and events, literary bloggers from Armenia had gathered to discuss improving standards in the book trade. The workshop provided practical knowledge on the various aspects of the rights of writers and translators; copyright and related rights, digital rights; working conditions of writers and translators in Georgia and abroad; role of literary agents; perspectives of making changes at the policy level; creating a platform for discussion and exchange within the Georgia literary and translators’ community, and with colleagues from the European Union.

Skilfully moderated by Lasha Bakradze (director of the Georgian Literature Museum), the workshop featured presentations by international (Daniel Hahn, Yana Genova) and local speakers, group discussions and practical exercises. The program was shaped according to the results of needs assessment questionnaires that have been distributed prior to the training.

The seventeen participants shared very different - both positive and negative - personal experiences with contracts (and the lack of contracts), payment terms and copyrights. Practical exercises on current contracts used in Georgia and international model ones, seemed to be extremely useful in pointing to concrete possibilities of improvement. At instances, however, participants also had to put themselves in the publishers’ shoes, evaluating commercial risks, discussing book pricing policy and shared responsibility in ensuring good quality.

Alongside the very positive evaluation of the workshop as a whole, the majority of the evaluation questionnaires point to the lack of discussions inside the authors/translators milieu - a gap that the workshop
had to an extent compensated for. In practical terms, participants agreed on the need for more solidarity at the “creators end” and on launching an online platform for discussion and exchange.

The event was co-organized with the National Parliamentary Library of Georgia. That cooperation resulted in in-kind contributions by the Library and in rising the profile of the event.

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

A 1.7. Promotion of Reading: a regional training workshop in Lviv on 17-18 May 2013 for 29 participants


Topics/activities covered <please elaborate>:

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 Magdysh 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 to develop a methodology and practical steps for future actions of promotion of reading that could be implemented in their cities and villages.

A Report on Best Practices in Reading Promotion has been prepared that includes a board range of initiatives mainly from EU countries but from EN region as well. It was translated, made available in English, Armenian, Georgian and Ukrainian, and distributed to training participants and other stakeholders working on reading promotion.

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 revised 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 delayed as assessment of what kind of a report would best answer local conditions took longer than expected. Later on, the events in Ukraine made it impossible to focus on the report. However, the report was finalised within the project period.
Finally, the post-training remote mentorship schemes were transformed into two other kinds of mentorships: a distant one on visibility and communication for LPs and a face-to-face mentorship session on book policy restructuring for public bodies (see A.1.12 below).

A 1.8. *Promotion of Literature in Translation*: a regional training workshop held in Yerevan on 21-22 February 2014 for 28 participants


Topics/activities covered <please elaborate>:

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 recognised 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 included:

- 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.

The wide range of international speakers was made possible because of the event being organised in synergy with editorial visits - Armenia (see activities under R 3 - Dialogue)

The workshop ended with a discussion and endorsement of Book Platform Declaration on Promotion of Translations.

A Report on Best Practices in Translation Promotion has been translated, made available in English, Armenian, Georgian and Ukrainian, and distributed to training participants and other stakeholders working on translation promotion.

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 organisation in Georgia, the Georgian partner felt it lacks the experience and the time needed to organise 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.

As described in Plan Year 2 approved in March 2013, the remote mentorship scheme by the trainers for a total of three selected projects from the action countries planned to follow the workshop was partly transformed into a mentorship scheme on strategic planning and fundraising for LPs (see Activity A 1.12 below).

A 1.9: *Promotion of Reading*: a national training workshop in Yerevan on 26-28 June 2014 for 10 participants


Topics/activities covered <please elaborate>:

The Advisory Committee advised on preparation of the list of trainer candidates, requirements for participation, announcement of open call and target recruitment of participants. The open call was announced through ALF and Book Platform websites as well as some local media for participation at the training.
Around 15 applications from writers were received, all were accepted but only 10 participated.

The central topics of the training was writing a successful novel to fit the needs of contemporary readers: structure and style (subject, story line, protagonist, characters, the voice of the storyteller), general standards for a novel to go international and how are editorial choices being made. The international experience was shared with the participants and contemporary challenges of the local market were discussed in order to find relevant solution for promotion of reading. Training sessions led by Laure Pécher (France) and Viken Berberian (Armenia/US) were accompanied with interactive exercises.

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 focus on creative writing was added after the preliminary discussions with the ALF board, Advisory Committee and potential participants of the training.


Topics/activities covered <please elaborate>:

The interactive capacity building event took place on June 26-27, 2014 in the Scientific Library of the Kyiv-Mohyla Academy (Kyiv, Ukraine). The event became a conclusive activity of the Book Platform project in Ukraine and one of the first events after the revolution of dignity, and was devoted to discussions on the pressing issues of the book sector in the country.

The participants were greeted by the organisers and partners, namely by: the Deputy Prime Minister of Ukraine Oleksandr Sych, the First Deputy Minister of Culture Olesya Ostrovska-Lyuta, the President of the Ukrainian Publishers and Booksellers Association Oleksandr Afonin, the President of the Ukrainian Library Association Iryna Shevchenko, Team Leader of the Regional Monitoring and Capacity Building Unit (RM-CBU) of the Eastern Partnership Culture Programme Luciano Gloor and the President of NGO “Publishers’ Forum” Oleksandra Koval.

The presentation of the Director of the Polish Book Institute in Krakow Grzegorz Gauden about the experience of implementing the program of support of reading and reforming the library sphere in Poland caused a considerable interest in the audience. It was this presentation which persuaded all participants in the necessity of establishing the equivalent institution in Ukraine for further development of its book publishing, the promotion of reading and Ukrainian literature abroad.

135 representatives from 11 professional groups were involved from the following groups:
1. Publishers and booksellers
2. Publishers who are dealing with the promotion of literature
3. Writers and literary critics
4. Librarians
5. Educators and scholars
6. Cultural managers and public figures
7. Deputies and officials
8. Representatives of Ukrainian foundations, associations and NGOs
9. Mass media and PR representatives
10. Translators and literary agents
11. Representatives of foreign institutions
Interactive methodology of the work were used and it was very effective. During the work in both professional and cross groups participants tried to discuss, express their thoughts and find comprehensive solutions to pressing issues:

• which structural changes are to be implemented at the state level in the book sector?
• which steps should be taken by each group of stakeholders for renewing the book sector under the current circumstances?
• how to intensify the process of promotion of Ukrainian literature abroad?
• how to create favourable conditions for translations into Ukrainian?
• which foreign experience should be used?
• how to establish cultural connections between Ukrainian literature and other literatures of 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):

Originally planned topic of promotion of literature in translation was extended to cover state policy in the book sector in general. This was caused by events which began on the verge of 2013-2014 and lasts until now. Thanks to events of Maydan, Ukrainian society and public bodies started to listen to each other and conduct a dialogue. Interdepartmental commission attached to the Cabinet of Ministers of Ukraine for issues relating to book sector started to operate and was headed by the Deputy Prime Minister of Ukraine Oleksandr Sych. New government of Ukraine declares that the state does not exist without a book and reveals its willingness to start reforms in book sector which are desperately needed as well as the national program for supporting reading. In this regard, we decided to use the very moment and organised large-scale event on state policy in book sector. As the result of this event, policy recommendations for book sector were developed and presented to the Cabinet of Ministers.


Topics/activities covered <please elaborate>:

The series of activities for wrapping-up the 30-months long Book Platform project included three separate set of actions: a final staff meeting (3 days), two separate policy sessions for public officials with European experts (2 days) as well as a Final Project Conference for stakeholders, staff and experts (2 days). The staff meetings preceded the conference and aimed at discussing jointly the achievements and the future of the project results as a mean for preparation for the discussions on the same topics during the stakeholders’ conference.

Overall, the aim of the final conference was - together with project staff and key stakeholders from the three countries - to evaluate the project’s achievements and impact, and to explore concrete steps for future sustainability of the project results. The program was highly interactive and all participants contributed to a high extend and with an explicit commitment. In addition, the project’s external evaluator was present throughout the whole duration of the wrap-up events, had interviewed stakeholders and beneficiaries, and contributed to the self-evaluation process. Topic included:

• participatory self-evaluation of progress, including on project’s main objectives, its contribution to the Programme’s objectives, its effectiveness and impact on the action countries;
• sustainability of project results: short-term and long-term plans, and commitments by participants.
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 distant training on advocacy and visibility originally planned in the project appeared unsuited for the situation in the target countries by both its format and its content. Format-wise, distant learning schemes were proved difficult to realise because target group’s lack of experience with such formats and - often - lack of necessary language skills for an unmediated scheme of such sort to work well. In terms of content, the very concept of advocacy as one of the possible roles of NGO’s strategies also appeared problematic as most of the few NGOs in the sector do not consider advocacy as a stand-alone line and an important aspect of their work.

We have therefore suggested a cancellation of this component of the project and its replacement with the Final Conference to better answer the need for reinforcing stakeholders’ commitment to the project results and their future sustainability.

A 1.12. Mentorship schemes on communication and visibility, on strategic development and fundraising for LPs and on book policy restructuring for public officials for a total of 18 people

Topics/activities covered <please elaborate>:

Three sets of mentorship schemes were developed after consultations with LPs and other stakeholders. 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 visualisation, presentation and advocacy, as well as 2) overall training on visibility for the purposes of organising 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.

The Mentorship Scheme on Strategic Development for LPs included distant mentoring on strategic development and fundraising (for the Armenian LP by an international expert), on strategic development, policy advocacy and relations with stakeholders (for the Georgian LP by an international expert), on communication and fundraising (for the Ukrainian LP by a local expert), and on online promotion of literature in translation (for the Armenian Literary Translators Association by a local expert).

The Mentorship Scheme on Policy Restructuring included 2-days intensive sessions with an international expert for decision-takers on book policy: a deputy minister and 2 colleagues from the Ministry of Culture of Armenia and the head of Georgian Book Center. Topics included: an analysis of current strategy, structure and instruments, best practices from EU and neighbouring countries, and a final roadmap to strategic restructuring (for Armenia) and partnerships and fundraising (for Georgia).

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 remote mentorship schemes planned to follow the trainings on audiences outreach, on reading promotion and on translations promotion did not took place as planned because the practice of distant professional mentoring appeared unfamiliar for the participants and potential beneficiaries. In addition, some LPs did not managed to successfully promote the opportunity to potential participants. At the same time, substantial deficiencies were identified in LPs skills in strategic planning, fundraising and communications - 2 of the schemes were designed to meet these. The Mentorship Scheme on Policy Restructuring used an unique opportunity created due to the good relations of the project with public officials in Armenia and Georgia and was designed by their request to provide international expertise on current plans for restructuring.
A 1.13. **Internships** on reading promotion, translations promotion and cultural leadership for a total of 12 professionals in 9 host organisations


Topics/activities covered <please elaborate>:

These set of activities includes the following internship schemes:

4 professionals on promotion of reading from Armenia (1), Georgia (1) and Ukraine (2) in 3 EU host organisations: Wroclaw City Library, All of Poland Reads to Kids and Boersenverein. The interns and hosts work on innovative methods of promotion of reading, particularly with children and youth;

5 professionals on promotion of translations from Armenia (1), Georgia (1) and Ukraine (3) in 5 EU host organisations: Dutch Foundation for Literature, Polish Book Institute, Books from Lithuania, Slovak Literature Centre, Brak Festival (Slovakia);

3 LPs executive staff on cultural leadership and strategic management internship at the Lead Partner.

Selection of interns was done locally by the Advisory Committees. The interns were involved in the day-to-day work of the host organisations, met other organisations in the host countries and got practical assistance on developing similar activities in their home environment. Other topics included: strategies for advocating about literature promotion to the authorities, how include it into state policy and how to measure the effectiveness of its implementation. Host organisations were mainly from former socialist countries (Poland, Lithuania, Slovakia) as well as from smaller-size countries such as the Netherlands. Interns represent a variety of players in the field but are mainly from non-commercial cultural organisations or from public bodies. Each internship was follow-up by meetings with colleagues for sharing experiences.

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):

To the originally planned 11 schemes on reading and translation promotion, the topic of cultural leadership was added to answer the pressing need for better skills in LPs regarding strategic development, planning, budgeting, presentation skills, team communication.

A 1.14. **Staff/partners meetings**

Topics/activities covered <please elaborate>:

The meetings of staff of all partner organisations included topics such as: key aspects of project implementation, including planning, budgeting, communication (internal and external), reporting, working with documents, contractual provisions and regulations, business ethics, etc. The 2- to 3-days meetings were highly evaluated by all partners as an indispensable instrument in reaching joint agreements and getting new skills.

Additional events, both by the project and by other partners, were also used for organising staff meetings.

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):

Original project plan had no separate budgetary provisions for staff meetings. These were organised with no additional burdens for the budget.
CURRENT AND FUTURE DECISIONS IN THE BOOK SECTOR ARE BACKED-UP BY HIGH QUALITY, RELIABLE, UP TO DATE DATA, AND ASSISTED BY QUALITATIVE ANALYSES AND RECOMMENDATIONS

<quantify the achievement of each result from the beginning of the action and explain any changes, especially any underperformance; refer to the indicators and assumptions in the Logframe>:

<table>
<thead>
<tr>
<th>Outputs related to R 3</th>
<th>target value of outputs (as per 1.3. of Annex 1)</th>
<th>achieved value</th>
<th>explanation on changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>four policy studies per country of total of 800+ pages available in print and online in local languages and in English</td>
<td>four policy studies per country (total of 12) of total of 2000 pages available in print and online in local languages and English; five additional print publications by partners in Armenia and Ukraine</td>
<td>studies results based on a wider research than planned, e.g. more content produced; specialised journals in the target countries republish some of the results at their own costs; additional copies of some of the studies published due to a higher demand</td>
</tr>
<tr>
<td>3.2</td>
<td>9 public discussions on the results and recommendations with app. 150 participants</td>
<td>10 public discussions in the target countries on the results and recommendations with 472 participants; 10+ presentations at partners’ events both in the countries and international</td>
<td>original expectations on the attendance underestimated; one study with two editions and consequently - two public presentations; to achieve synergy with Objective 3 - additional international discussions and presentations for no additional costs for the project</td>
</tr>
<tr>
<td>3.3</td>
<td>total of 7 policy meetings with decision-takers with app. 20 participants per meeting</td>
<td>total of 4 policy meetings with decision-takers with a total of 147 participants; 2 additional policy sessions with decision-takers and international experts</td>
<td>lack of a strong tradition and mechanisms for a dialogue between public bodies and private/citizens’ sector; effectively more meetings took place but they are not transparently documented; public officials involved at an earlier stage of studies’ planning by involvement in Advisory Committees</td>
</tr>
<tr>
<td>3.4</td>
<td>10 critical articles and 30+ media reports</td>
<td>19 critical articles and over 150 media reports</td>
<td></td>
</tr>
<tr>
<td>3.5</td>
<td>one Access-based database with unique bibliographic data on translations from the three languages.</td>
<td>one Access-based database with unique bibliographic data on translations from the three languages, with 864 entries, searchable and freely available online</td>
<td></td>
</tr>
</tbody>
</table>
R 3: OTHER RESULTS, both quantitative and qualitative, including as per indicators and assumptions in the LogFrame

R 3 as per indicators and assumptions in the LogFrame

1. Methodology, implementation and results of research is up to EU standards, and is recognised by stakeholders as contributing to local solutions (key concepts and recommendations used in public and other documents and statements)

“This project is of exceptional importance. It had created an environment, had raised awareness, had involved every specialist ...It raised issues that need a closer attention for a reform to take place”

Nerses Ter Vardanyan, deputy minister of culture of Armenia at the project’s final press-conference, 24.06.2014

- all four types of studies for all three countries are pioneering and cover areas in which no previous research is available (with the exception with readership in Ukraine where a basic screening was done);
- studies’ scope, methodology and implementation designed and discussed in pairs of international and local experts/companies that ensures transfer of European standards and practices in the field coupled with local ownership of the results, of the analyses and of the recommendations;
- creation of a pool of app. 30 local experts on the project topics, gathered around the LPs, that operate with the international terminology in cultural industries and have an increased awareness of how to better communicate local challenges internationally;
- each study’s results accompanied by written comments by local key stakeholders (total of 11) in the area to ensure increased ownership and outreach;
- one public hearing at Parliament based on results of Publishing Study in Ukraine; study results published separately by the Parliament;
- firm commitment by National Book Centre of Georgia on further use of methodology and data in the project’s Translations Database for the development of a similar database sustained by the Centre;
- data from studies’ results referred to in the Roadmap to Ukrainian Book Policy agreed by 135 stakeholders and submitted to the Cabinet of Ministers as well as to the National Council for the Reforming under the President of Ukraine in July 2014;
- recommendations from the Translations from EN Languages studies referred to in the Declaration on Encouraging and Promoting Translations;
- English-language publications of the studies widely used in international professional communication by the Action countries and recognised internationally: available at national stands at six key book fairs in the EU, at the website of the major world book fair, in 10+ international websites on economy and investments;
- four additional full-text publications of the studies done independently from the project by two local journals (Armenia and Ukraine) and by the Parliament (Ukraine);
- Ukrainian participants at the project Final Conference define the policy studies as “basis for future strategic decision-taking and dialogue with the state”;
- Armenian and Georgian stakeholders at project Final Conference define the main asset of the policy studies in “creation of a network of experts” and “communication with the state”;
- local media recognised the value of the studies: more than 150 media reports and 19 critical articles (largest amount of media attention - in Ukraine).
R 3 as per indicators and assumptions in the LogFrame

2. Level of active participation in dialogue with other actors increased

- policy recommendations based on Readership Study - Georgia developed jointly with Ministry of Education as a prerequisite for their endorsement by the ministry;
- written comments on studies results provided by a variety of actors, including public, private and professional organisations;
- studies’ scope and methodology discussed within local Advisory committees that include representatives of both civil, professional and public bodies;
- a new format and culture of discussions and dialogue on common issues introduced via the public discussions on the studies’ results; the 10 public discussions include speakers and audience from a variety of sub-sectors, including public bodies (including Deputy Prime Minister of Ukraine);
- Yerevan Declaration endorsed in a written form by 38 key stakeholders from seven sub sectors, and had reached further 200 stakeholders in the region;
- the Book Chamber of Armenia is considering a change of the system for book data collection for translations as a direct consequence of the recommendations in the Translations into Armenian study;
- Translations into Armenian study recognised by local literary translators as a powerful instrument for lobbying and advocacy for translators’ rights.

ACTIVITIES related to R 3

A 3.1. Readership and reading habits policy study for Ukraine, Armenia and Georgia: nationally representative studies on readership based on data collection and analyses, available in English and local languages, followed by public discussions


Topics/activities covered <please elaborate>:

For the first time ever, the studies provide a reliable and representative data on reading habits and reading attitudes in the three countries, and thereby offer a sound base for informed public and private policies on readership.

This activity comprises of three major phases:

- Preparatory phase
  - A consultation process with key stakeholders (associations of publishers, librarians, state bodies, cultural organisations, publishers) in the countries on the scope and the expected outcomes of the studies
  - Selection of local experts done by LPs in each country
  - Selection of service providers for the primary data collection via a public procurement procedure
  - Discussions on the methodology with Advisory Committees on readership

- Execution phase
  - Conducting a nationally representative readership studies with empirical data on reading habits in all three countries, based on a sample of 1000 respondents in Armenia and Georgia and on 2000 respondents in Ukraine as well as on focus groups;
  - Commissioning comments on studies results, contextual analyses and policy recommendations by local experts
- Translation, editing and publishing of bi-lingual editions of the results, printed and online
- in Ukraine: an extended preparation process with mid-term results discussed with stakeholders

• Promotion phase
- Public discussions with relevant stakeholders
- Distribution of results via targeted mailing in the countries, at relevant events in the target countries and internationally
- Media campaign

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):

Due to the scope of the activity and its pioneering nature, the activity suffered from delays in implementation and difficulties in identifying local experts for the analyses’ part (in Armenia and Georgia). Delays were mainly caused by the longer time needed for the LPs to execute public procurement procedures. In Armenia the unsatisfactory quality of the English-language results brought the need for a thorough editing. In Georgia, mistakes in the local-language edition led to a second, revised edition of the results in Georgian.

In Ukraine, 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 finalisation of this activity, the last stages of publication of results and public discussions were postponed for Year 3 and completed with an outstanding success.

A 3.2. Book Publishing as a Key Cultural Industry study of Ukraine, Armenia and Georgia: data collection and analyses, available in English and local languages, followed by public discussions


Topics/activities covered <please elaborate>:

These pioneering studies offer for the first time a data-based overview of the publishing sectors in the target countries, including economic, legal, cultural and other relevant parameters of book publishing and book selling. The definition of the scope of the studies, their methodology and results introduce a new way to reflect upon the local situation on the background of regional and international developments, and thus form a sound base for informed public and private policies in publishing sector.

This activity comprises of three major phases:

• Preparatory phase
- A consultation process with key stakeholders (LPs, associations of publishers, librarians, state bodies, cultural organisations, publishers) in the countries on the scope and the expected outcomes of the studies
- Selection of one international Senior expert for defining terms of the research, providing assistance to local experts and refining final results
- Selection of local experts done by LPs in each country
- Discussions on the methodology with LPs boards

• Execution phase
- Data gathering via available information sources as well as specially-designed questionnaires and interviews
- Permanent consultations with the SE during studies execution;
- Commissioning comments on studies results, contextual analyses and policy recommendations by local experts with contributions by the SE;
- Translation, editing and publishing of bi-lingual editions of the results, printed and online

**Promotion phase**
- Public discussions with relevant stakeholders, including one Parliamentary Hearing in Ukraine
- One public discussion at a key international event
- Distribution of results via targeted mailing in the countries, at relevant events in the target countries and internationally
- Media campaign

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 challenge for this activity was connected with the different pace of implementation in the three countries that restrained the possibilities for regional exchange of solutions during the research implementation. A further common challenge was the difficulty in detecting local researchers that match the predefined criteria, and of a common professional vocabulary between the international SE and the local experts. These were addressed by continuous editing and re-editing of results and the final analyses as well as by commissioning additional commentaries by local experts representing different stakeholders’ interests.

A 3.3. **Data collection, analysis and recommendations: translations into the three EN languages** available in English and local languages, followed by public discussions


Topics/activities covered <please elaborate>:

The studies focus on the dynamics and tendencies in publishing of translations (genres, source languages, themes, etc) since 1990, legal framework, roles of major actors in the field, social position of translators (education; social status; contractual conditions; visibility, etc); main channels for selection and access to translations; impact of funding (public, private and international) on the translation landscape and other issues such as quality of translations. Ultimately the studies provide policy recommendations to relevant stakeholders.

Similarly to the other policy studies, A 3.3. was implemented after local consultations on the scope and the needs, by local researchers and based on Terms of Reference developed by an international SE.

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):

Similarly to the other studies, finding local experts with relevant skills appeared more problematic than initially anticipated. A major reason is the fact that the scope and the content of the study are rather pioneering for all partner countries. This challenge was addressed by offering distant mentoring to the local researchers and providing model studies from EU countries as well as by investing more efforts into editing of the results to match international standards.
A 3.4. Study of Translation Flows from the three EN languages available in English and local languages, followed by public discussions


Topics/activities covered <please elaborate>:

The studies' execution was divided into two major phases: 1) separate language studies covering translation flows from Armenian into 11 other languages, from Georgian into 7 other languages and from Ukrainian into 10 other languages as well as a creation of an online database of the bibliography collected; 2) three separate summaries by source language presenting an analysis that explores tendencies in literary export, main “actors” (translators, writers, publishers, agents, etc) and events, and their impact on translation flows, etc. as well as country-specific policy recommendations for successful future policies for promotion of literature abroad. In addition, a Book Platform Declaration on Encouraging and Promoting Translations has been devised based on studies’ outcomes, endorsed during a project’s training event and further disseminated.

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

Identification of researchers for the first phase of the research (by language combinations) posed a challenge to LPs, particularly when translations between the languages in the region were concerned (e.g. Georgian to Ukrainian, Armenian to Georgian, etc). Adhering to the common ToR of the studies also appeared problematic for some of the researchers. These challenges were addressed by investing more efforts in communicating with the researchers (by LPs) and in editing the results in the bibliography (by the Lead Partner).
CONTRIBUTE TO DIVERSITY IN BOOK PRODUCTION IN TARGET COUNTRIES AND THE EU BY ENCOURAGING INTERNATIONAL AND REGIONAL DIALOGUE BETWEEN BOOK PROFESSIONALS

...<quantify the achievement of each result from the beginning of the action and explain any changes, especially any underperformance; refer to the indicators and assumptions in the Logframe>:

<table>
<thead>
<tr>
<th>Outputs related to R4</th>
<th>target value (as per 1.3. of Annex 1)</th>
<th>achieved value</th>
<th>explanation on changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>one model web-based resource with different content for the 3 participating countries</td>
<td>one web-based resource in four languages (English, Armenian, Georgian as well as some content in Russian) with some 4000 pp. worth of content</td>
<td>a more pronounced focus on local-languages’ versions of the website as opposed to Russian as initially planned in order to ensure local ownership and respect of cultural, political and linguistic differences</td>
</tr>
<tr>
<td>4.2.</td>
<td>500 pp worth of content on literatures and writers in 3 languages available through the website, in printed flyers and printed catalogues</td>
<td>750 pp worth of content on literatures and writers in 6 languages on the web plus additional 200 copies in printed version of a catalogue, brochures and flyers (total print run of 6200)</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>13 book professionals and writers from the EN countries participate to min 6 book events in EU or intra-regional</td>
<td>24 participations at 11 events in EU and regional</td>
<td>a high demand for better international inclusion and exposure of book professionals; high quality of the proposed cooperation projects;</td>
</tr>
<tr>
<td>4.4.</td>
<td>10 European and regional publishers and cultural journalists conduct 3-days working visits in the EN countries</td>
<td>20 European and regional publishers and cultural journalists conduct 3-days working visits in Armenia, Georgia and Ukraine</td>
<td>a high demand from EU and regional partners; active fund-raising led to availability of additional partners and funders for the activity</td>
</tr>
<tr>
<td>4.5.</td>
<td>min of 2 public presentations/discussions at high-profile book events in EU with an audience of min 140 people</td>
<td>one public discussion at an international fora (Frankfurt Book Fair) with an audience of 40; 9 other in EU and 12 in the Action countries</td>
<td>better effectiveness and efficiency achieved when introducing and presenting the project and its results at other relevant platforms, events and meetings as opposed to organising stand-alone events</td>
</tr>
</tbody>
</table>
R 4: OTHER RESULTS, both quantitative and qualitative, including as per indicators and assumptions in the LogFrame

R 4 as per indicators and assumptions in the LogFrame

1. 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)

“This will help us to use many new ideas and solutions learned from the exhibition for developing our solution.”

Natia Lursmanashvili on participation at London Book Fair 2014, lit.ge (Georgia)

- 24 of the most active professionals and “multipliers” (publishers, digital content providers, associations’ representatives, events organisers) of the Action countries participate for the first time in 11 key book-related events in the EU and the region;
- a total of more than 200 business meetings and 20+ participations at special presentations at the host events;
- first ever special event dedicated to publishing from the Action countries: a public discussion at Frankfurt Book Fair with four presenters and an audience of 40;
- first ever contacts within the region created via the participation at regional events (at Lviv Publishers Forum, at Tbilisi Book fair, at project trainings): between the publishers’ and translators’ associations, publishers, book-fairs organisers, etc.;
- first ever contacts with Belarusian publishers via the Translation Promotion workshop in Yerevan: sustainable contacts with Armenian colleagues, a follow-up distant coaching on creating a Belarusian literary agency modelled along the experience of First Literary Agency (Armenia);
- first ever participation of Armenia at London Book Fair, with a stand and information materials;
- increase of quality of English-language information offered at Georgian national stand at Frankfurt and of Ukrainian national stand at Leipzig, to include research and policy studies as well as writers catalogues;
- a variety of target events and of joint projects generated: at 4 key EU book fairs (Frankfurt, London, Leipzig and Bologna) with more than 100 business projects; at the book-fairs’ cultural programs as a means for international literary communication; with equivalent organisations in the EU and in the region;
- membership of two bodies of the Action countries in the largest international umbrella organisation for publishers - the IPA;
- first contacts and consideration of membership in the largest umbrella organisation for translators - the CEATL;
- agreement signed for Georgia as Guest of Honour at Frankfurt Book Fair in 2018.
R 4 as per indicators and assumptions in the LogFrame

2. 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)

“It was such a privilege to have been invited to Georgia and to be so generously welcomed there - the whole experience was incredibly eye-opening and inspiring. I will definitely be returning to Georgia as soon as I am able and, in the meantime, I’ll look forward to absorbing all I learned, and reading all I brought away with me”

Laura Barber, Editorial Director, Portobello & Granta Books (UK)

- 20 European and regional publishers, editors, literary agents, cultural journalists conduct 3-day working visits in Armenia, Georgia and Ukraine (editorial visits);
- more than 150 business meetings with local publishers, agents, organisations, writers and translators;
- editorial visits in Armenia and Ukraine - pioneering for the countries;
- one plan for European Capital of Literature - Lviv designed after editorial visits in Ukraine;
- an explicit interest for participation in future editorial visit in Armenia by a major European publisher (Random House) and by a major international event organisers (Guadalahara Book Fair);
- three new contracts with German native speakers signed for translations from Armenian;
- first ever media appearances of the Action countries in the largest international electronic journal in publishing, Publishing Perspectives;
- 5 new e-rights contracts signed for translations into Georgian signed;
- for the other indicators such as % of increase of translations into the action countries it is too early to observe.

R 4 as per indicators and assumptions in the LogFrame

3. Increased visibility of the target countries’ book production across borders (more use of available information, more translations published)

- at the project’s Final Conference stakeholders uniformly define “increased international presence” as the largest success of the project;
- new contracts for translations - both with EU and region - already signed as a direct follow-up of project events: so far 12 for regional translations and app. 20 with EU partners;
- contracts for regional and international translations of contemporary literature raise of about 70%;
- three new printed and 10 online catalogues of Ukrainian publishers prepare for the international markets without project’s support;
- four new large-scale project proposals developed by LPs and stakeholders with EU partners as a direct results of project’s activities;
- an average increase of visits to national stands at international book-fairs of app. 70%;
- three times increase of translations from Georgian into EU languages (largely related to the availability of funding at Ministry of Culture but also due to editorial visits and information provision);
- printed catalogues on literatures: two editions directly linked with the project and three, indirectly, with a total print run of 10 000 copies for free distribution;
- for the other indicators such as % of visits to the Information on Literature resources it is too early to observe.
A 4.1. **Information on Literatures of the EN countries:** development of information resources on contemporary literatures of the target countries (via websites; printed brochures; articles; flyers) based on best practices from EU countries


Topics/activities covered <please elaborate>:

This activity includes selection, translation, editing, presentation and promotion of contemporary writings from the target countries for increased international and regional visibility. Comprehensive writers' profiles (currently 64 for Armenia, 31 for Georgia and 65 for Ukraine) including authors' bios and sample translations are made available at both LPs’ and the project’s websites in various languages (Armenian, English, German, French, Russian). These presentations have a locally-tailored structure based on the various models developed in EU countries.

In addition, three types of printed materials were prepared for international presentation of literatures from the target 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 activity has a life-span beyond the project’s end date so new information based on the current model will keep being uploaded by the LPs.

The “set of guidelines for presenting information on the literatures of EN countries to European and regional audiences, publishers, book events and other relevant forum” was not designed as a one single document as experience showed that other forms of capacity building - such as learning by doing, workshops’ panels and discussions with international colleagues, have better impact. Further, due to the different levels of preparation and willingness of the LPs, the activity required individual approach for each country rather then one standard guideline. Thus, the “guidelines” were delivered not in the form of a single written document but in the form of: discussions at staff meetings and analysis of models available, constant international mentoring during execution and inclusion of the topic in the training events (namely A 1.4, A 1.5, A1.6 and A 1.8.).

A 4.2. **Editorial visits to the EN countries:** a 3-day-long professional visits of international and regional publishers, editors, agents, cultural promoters


Topics/activities covered <please elaborate>:

Fellows for the editorial visits were very carefully selected by LPs with the assistance of Lead Partner according to their level of interest to the host country’s book scene, previous track record, potential for multiplication effects, etc. All three sets of visits were organised in conjunction with a key local event for an increased impact: during Lviv Publishers Forum, during Tbilisi Book Fair and before the workshop A 1.8. above in Yerevan. Overall, the 23 participants had a total of 200+ meetings with local publishers, writers, cultural organisations and had participated in local forums as speakers and presenters.

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):

Number of participating international fellows extends the initially planned as the project had found additional contributions for co-financing for this activity from Goethe Institute, American Embassy in the US, Lviv municipality, Georgian Ministry of Culture and Monument Protection and others.
A 4.3. Events and networks participation in the EU and intra-regionally: participation of 23 book professionals from the target countries in 20 book and literature events in the EU or EN countries with a specific project; membership in key European umbrella organisations


Topics/activities covered <please elaborate>:

These series of activities contributed to the internationalisation of the book sectors in the target countries and to their better inclusion in the European and regional publishing developments. The stream supported 23 individuals with a particular project in the area in establishing business or literature-related contacts in an EU counterpart country. Examples include participation of publishers in international or regional book fairs with view of selling/buying rights and establishing other business contacts as well as participation with literary and cultural programs. Beneficiaries were selected locally by Advisory Committees managed by LPs. Further, this stream encouraged a long-term inclusion of local publishers associations (in Armenia and in Georgia) into the largest international umbrella organisation, the IPA.

In October 2013 a path-setting discussion on the publishing sectors in Armenia, Georgia and Ukraine based on the results of activity A 2.2. was organised during Frankfurt Book Fair with an audience of 40, followed by project participation at key cultural events in Belgium and Austria.

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):

Due to the high demand from the part of local partners, the activity had more beneficiaries than originally planned. This challenge was addressed by increasing efforts in partnering with co-funders and by meticulous spendings.

Despite project’s support in 2014 the LP in Armenia, the National Publishers Association of Armenia ceased being IPA member due to lack of commitment and dysfunctionalities in the organisation as a whole.
### Results on Visibility and Communication

<quantify the achievement of each result from the beginning of the action and explain any changes, especially any underperformance; refer to the indicators and assumptions in the Logframe>:

<table>
<thead>
<tr>
<th>Outputs related to R 5</th>
<th>target value (as per 1.3. of Annex 1)</th>
<th>achieved value</th>
<th>explanation on changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>a multi-languages web resource with 1500 pp. worth of text content, photos, video, forum, etc. with app. 300 unique clicks a month</td>
<td>a multi-languages web resource with over 3000 pp. worth of text content, photos, video, forum, etc. with app. 400 unique clicks (visitors) a month</td>
<td>The project e-newsletter is issued more often than planned - on a monthly basis instead of on quarterly, due to the amount of information that has to be included and due to the intensity of the project events. The number of people reached is about 10 times more than planned, first, because it is distributed 3 times more often, as explained above, and second, because the number of subscribers has increased from around 500 to 1800</td>
</tr>
<tr>
<td>5.2</td>
<td>Quarterly supply of updated information on project results and the EC support directly received by min of 2000 people/ year</td>
<td>Monthly supply of updated information on project results and the EC support directly received by around 1800 people/ month (or over 20 000 per year)</td>
<td></td>
</tr>
<tr>
<td>5.3</td>
<td>Min. of 50 media materials (articles, interviews, etc.) in mass printed and electronic media with an audience outreach of a total of 600 000 people</td>
<td>Over 470 media materials (articles, interviews, etc.) in mass printed and electronic media</td>
<td>The articles are over 9 times more than planned. However, it is difficult to quote an exact number of audience, as most of the articles are from online media, which do not announce publicly their outreach</td>
</tr>
<tr>
<td>5.4</td>
<td>Min of 10 in-depth articles on the project target issues in cultural media</td>
<td>17 in-depth articles on the project target issues in the media</td>
<td>The professional articles are almost twice more than planned, coming not only from cultural media, but rather the mass media, both on- and offline</td>
</tr>
</tbody>
</table>
ACTIVITIES related to Visibility and Communication

A 5.1. Common visual identity of the project

The Book Platform logo was elaborated for the purposes of the common visual identity. The logo has been used in all the project-related materials, and thus has contributed enormously to 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 has lead to increased recognition of both among the stakeholders, which has resulted in increased visibility of EC and its crucial support for the book sectors in the three EN countries.

The logo has been used in the following materials: website, newsletter, project team members contact cards, project vinyl banners, bookmarks, notebooks, bags, workshop materials (badges, certificates of attendance, programs, participants’ lists, evaluation forms), media materials (press releases, brochures), posters, invitations; declaration on encouraging and promoting translations, distributed at the final project conference. All of these have been attached to the interim reports.

A 5.2. Book Platform Website

“Very impressive site! Bravo.”
Peter Inkei, Budapest Observatory - Hungary

Website overview

The project web-portal www.bookplatform.org provides publicity regarding all the information from the clusters within the project, and 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;
• 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 (all of these are updated on regular basis); project interim reports (narrative as well as verification reports); best practices reports on promotion of reading and on promotion of translations (added in the last project year);
• information on literatures from Armenia, Georgia and Ukraine (also added in the last project year) - a rich catalog of authors and titles. Apart from useful information about translation support grants from Armenian and from Georgian, the section contains a list of 60 Armenian authors, 31 Georgian authors with 31 books extracts in English, and over 65 Ukrainian authors;
• 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.
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. The Book Platform provides a multi-language web resource with over 3000 pp. worth of content: original texts, photos, videos, resources, etc.

**Audience overview**

For the period August 1 2012 - August 31 2014, there were:

- over 17,500 visits to the website
- over 9,000 unique visitors
- over 114,000 total number of pages viewed.

The growth of the popularity of the website can be viewed in the next chart, illustrating the stable and obvious increase of the number of visits and unique visitors for the whole project period, measured in 6-month periods. Starting with 113 visits (28 unique visitors) in August 2012, the highest peak was in January 2014, when we scored 1143 visits. The average is around 712 visits, and approximately 400 unique clicks (visitors) per month, as compared to the initially planned 300 per month.

![Visits and unique visitors at bookplatform.org](image.png)

**Figure 1.** Visits and unique visitors at [www.bookplatform.org](http://www.bookplatform.org) for the period August 1, 2012 - July 31, 2014. Statistics from Google analytics.

**A 5.3. Newsletter**

The Book Platform e-newsletter has provided to its subscribers news on the Book Platform project developments and information on major events and other interesting developments in the book sectors of the three action countries - Armenia, Georgia and Ukraine. Due to the large number of news within the project (as a result of the many events and studies), the newsletter has been distributed by the end of every month. By August 2014 the database of the newsletter subscribers contains over 1800 e-mails, which is an increase of 200% compared to the number of subscribers in the beginning of the project. 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. For the period August 2012 - August 2014, 22 issues were posted on the website and distributed. All the issues of the Book Platform e-newsletter are attached to this report.
A 5.4. **Facebook promotion**

During the whole period of the project implementation, the facebook profile of Next Page Foundation has been extensively used for promoting the activities under the Book Platform project. This social media was 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.

Some of the numbers, indicating people reached through facebook, worth mentioning are:

- 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 Book Platform e-newsletter issues, shared in facebook, show tendency of increasing popularity and each post reaches over 500-600 people;
- the information, pictures, videos, and useful materials from the final project conference reached more than 5000 people.

All of these numbers are impressive with a view to the fact that the profile page itself has less than 500 fans, which means that the posts have reached directly and indirectly double, triple, or some of them even more than 10 times more people than this.

A 5.5. **Book Platform project participation at other events and public presentations**

The Book Platform was publicly presented at the below-listed events. Pictures and materials have been included in the CD attached to the interim reports.

i. **Participation and presentations at events in EU countries:**

1. Book Platform at the Frankfurt Book Fair (Frankfurt, 10-14 October 2012)
2. Book Platform at Leipzig Book Fair 2013 (14-17 March 2013 in Leipzig, Germany)
3. Book Platform project at the Frankfurt Book Fair 2013 (10-15 October in Frankfurt, Germany)
4. Book Platform project representative at Wachau Literature Days (24-27 October 2013 in Wachau, Austria)
5. Book Platform at the European Culture Forum 2013 (4-6 November 2013 in Brussels, Belgium)
6. Book Platform at the International Book Fair and Reading Festival BUCH WIEN (18-24 November 2013 in Vienna, Austria)
8. Book Platform at the Conference on Culture in the EU External Relations 2014 (7-8 April 2014 in Brussels, Belgium)

ii. **Participation and presentations at events in the action countries:**

1. Book Platform at First Regional Conference of the Eastern Partnership Culture Programme (Tbilisi, 08-09 October 2012)
2. Book Platform at the VI Forum of Translators and Publishers (Yerevan, 6-7 November 2012)
5. Book Platform at the Eastern Partnership Ministerial Conference on Culture in Tbilisi (28 June 2013 in Tbilisi, Georgia)
6. **Book Platform at the Fair of Library Innovations (9-10 July 2013 in Lviv, Ukraine)**

7. **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)**

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

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

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

11. **Book Platform in Batumi (21 June 2014 in Batumi, Georgia)**

12. **Book Platform at Tbilisi Book Festival 2014 (29 May to 1 June 2014 in Tbilisi, Georgia)**

### A 5.6. Promotional items

For the purposes of the better publicity of the project, the following promotional items have been produced and used successfully:

**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 was 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 have been distributed at workshops, public presentations, and any other event presenting the project. A total number of 1300 copies in English, 1100 in Armenian, 300 in Georgian, and 300 in Ukrainian were produced and distributed. Samples were attached to Interim Report Year 1;

**Book Platform notebooks:** 400 copies of specially designed branded notebooks were produced and distributed. Samples were attached to Interim Report Year 1;

**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 were distributed mainly at fairs, presentations, and other project events. Samples were attached to Interim Report Year 2;

**Posters and invitations:** 10 posters and 100 invitations were specially designed, produced and distributed for the Book Platform event at the Frankfurt Book Fair 2013. Samples were attached to Interim Report Year 2;

**Declaration on Encouraging and Promoting Translations:** the declaration was specially designed as a poster and printed in 50 copies, which were distributed at the final project conference and press-conference. Samples are attached to this report.

### A 5.7. Workshop materials (folders, badges, certificates, evaluation forms, etc.)

For every workshop, organized during the project, the following materials have been 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.
A 5.8. Media

A 5.8.1. Press releases
Press releases have been sent to media before each event within the Book Platform project. All press releases were 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 have been attached to the interim reports.

A 5.8.2. Press conferences

- Press conference for the project launch (Tbilisi, 28 March 2012)
- Book Platform project public presentation (Yerevan, 16 January 2013)
- Book Platform public presentation in Tbilisi (Tbilisi, 26 January 2013)
- Final Press-Conference of the Book Platform Project (Yerevan, 24 July 2014)

A 5.8.3. 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 471 articles (as compared to 50 as planned), out of which: 447 online articles, 11 articles in newspapers and magazine, 7 TV broadcasts, 5 radio broadcasts, 1 email newsletter. For accuracy it needs to be pointed out that not 100% of the articles acknowledge the Book Platform project and/or EuroEast Culture Programme, but rather around 80% or 400 of the above mentioned articles.

The coverage comes 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 have 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.
2.3. Describe if the Action will continue after the support from the European Union has ended. Are there any follow up activities envisaged? What will ensure the sustainability of the Action?

The maximum achievable sustainability of the action is being guaranteed at the first place by the principle of local ownership that has been promoted at each stage of the project.

Institutionally, sustainability of results with view of capacities, skills and knowledge is ensured by the recognition of the value of the training program as well as via the active involvement of local experts in the advisory groups, in shaping training program, in designing and executing policy studies. All tools, materials and knowledge acquired and produced will remain and can be reused in the future by LPs and other organisations in the EN countries and beyond. The licensing of originally produced materials is flexible and thus ensures their free use for non-commercial purposes. All resources available at the project’s website will remain online and will be sustained by Next Page for the next 5 years while at the same time they will be available at LPs websites too.

The contacts, both international and regional, created via the project and highly valued by the project’s participants, will open new horizons for a stronger position of the organisations. The new recognition, trust and “reputation” (most often quoted by the organisations as a major benefit from the project) brings about opportunities for development beyond the project’s scope.

At this stage, a commitment backed up by financial commitment is ensured for the following activities:

1. editorial visits (A 4.2. above) will be continued in Armenia by the Armenian Literature Foundation and in Georgia by the Georgian Book Centre, with local private and public funding;
2. Translations database (part of A 3.4. above) in Georgia will be copied as a model and further sustained by the Georgian Book Centre;
3. Translations from Armenian studies (part of A 3.4. above): a commitment by Ministry of Culture of Armenia for enlarging the languages’ base and continuing the studies in future
4. Translations into Ukrainian study (part of A 3.3. above) will be taken further and enlarged by the Ukrainian Translators Union
5. Information on Literatures (A 4.1. above) will be sustained and further updated by all three LPs
6. Readership Study for Ukraine (A 3.1.) will be extended in scope and continued in future by the Publishers Forum and partners
7. Trainings for translators (related to A 1.6 above) will be taken further by Georgian Book Centre and National Parliamentary Library with involvement of Goethe Institute in Georgia and by the Ukrainian Translators Union in Ukraine
8. Internship and mentorship schemes - highly valued by all project participants, will be used as a model in future activities of ALF, Georgian Book Centre, GPBA, Ukrainian Translators Union and others
9. Information on Literatures component will be further sustained by the LPs in online versions. Further, printed catalogues of selected writers will be easily generated from the online content to serve information needs on concrete occasions.

As a follow-up phase, it is recommendable that monitoring of results and impact takes place around September 2015. This will allow for an in-depth understanding of the long-term impact and of more reliable overview of the commitments made by the partners.

Further, based on the project external evaluation as well as inquiries made by local partners (public bodies in culture in Georgia and Armenia, the LP in Armenia), the basis for reforms laid down by Book Platform would need a continuous support by external expertise. Thus, we suggest forming a non permanent Experts Task Force consisting of three EU experts under the guidance of the project’s Lead Partner. The Task Force would build upon the wealth of knowledge and contacts gained in the last three years, and would provide technical assistance related to needs in policy and institutional development.
2.4. Explain how the Action has mainstreamed cross-cutting issues such as promotion of human rights\(^1\), gender equality\(^2\), democracy, good governance, children’s rights and indigenous peoples, environmental sustainability\(^3\) and combating HIV/AIDS (if there is a strong prevalence in the target country/region\(^4\)).

While the project has not been targeting any of the above issues directly, it had made a certain contribution towards introducing democratic values and good governance by its very approach. Throughout its implementation, the project had to combat (in some action countries) elements of a customary law or social habits that impeded its transparent and democratic way of operation.

Within the project itself, we could not achieve the intended gender balance in the staff which remained predominantly female. However, this imbalance to a big extent mirrors the gender division in the cultural sphere, both in the action countries and in the EU.

2.5. How and by whom have the activities been monitored/evaluated? Please summarise the results of the feedback received from the beneficiaries and others.

Monitoring and feedback collection throughout project implementation was done using a variety of instruments, both internal to the project and external.

Internally, the project staff was constantly collecting feedback from local target groups, informally as well as via the project Advisory Committees and LPs’ executives/boards. At each project trainings, feedback forms were distributed and results duly summarised. The project website maintains comments sections that are open for all users. A major event focused on self-evaluation was the Final Stakeholders’ Conference that had examined project’s achievements, efficiency and challenges together with 30 participants of staff and stakeholders from the action countries. The results of the conference are being summarised and shared via project’s website, and used in the current report.

Externally, the project was evaluated in the 4th month of its implementation by an evaluator nominated by the Contracting Authority. Progress was also evaluated during a monitoring mission by RMCBU staff.

The project has undergone a thorough ex-post evaluation by an international cultural policy expert (evaluation report is attached). The evaluation was based on documents review, desktop research, site visit as well as on interviews with staff, project experts, target groups, stakeholders.

Project finances were audited by an internationally certified auditor with each interim report as well as with the Final Report, and auditors’ statements are attached to each financial report.

\(^1\) Including those of people with disabilities. For more information, see ‘Guidance note on disability and development’ at [http://ec.europa.eu/europeaid/infopoint/publications/development/19b_en.htm](http://ec.europa.eu/europeaid/infopoint/publications/development/19b_en.htm)


\(^3\) Guidelines for environmental integration are available at: [http://ec.europa.eu/environment/integration/integration.htm](http://ec.europa.eu/environment/integration/integration.htm)

\(^4\) Please refer to EC Guidelines on gender equality, disabilities, etc.
2.6. What has your organisation or any actor involved in the Action learned from the Action and how has this learning been utilised and disseminated?

For the Partner organisations in the action countries the project has brought about a new understanding, new practices and improved skills in management, strategic thinking and planning, financial management and accounting, communications and public relations. Indirectly it had resulted in a new awareness of the value of active participation, responsibility and ownership, of evidence- and analyses-based decision-taking, transparency and wide partnership base. Altogether these new practices have been summarised by the final conference participants as a progress towards “development”. The 30 conference participants had also rated “networking” and “new partners” as most important assets that organisations involved had received from the project. Naturally, the degree to which the organisations themselves will manage to domesticate the knowledge and skills acquired beyond the individual level of the managers, will depend upon the organisations’ own internal mechanisms for maintaining its assets.

Three of the project’s former Local Managers will utilise the skills acquired in their new job positions within academia (Ukraine) and a public institution in the book field (Georgia).

For the Lead Partner, the Next Page Foundation, the project had contributed to its even stronger positioning in its strategic vision of being an intermediary in cultural relations between the EU counties and their neighbours. It had learned better how to operate in different cultural and political environments. Practically, the Lead Partner had acquired new skills in managing EU-funded projects regarding procedures, rules and requirements. It had also uplifted its skills and competencies in communication and visibility that will be utilised in the organisation’s future work.

In disseminating the new knowledge acquired the Overall Manager will prepare and publish an analytical article for an international journal on culture and development. The Next Page Foundation will also share its lessons learned within platforms and networks such as Culture Action Europe and Bulgarian NGO Platform for Development as well as with its individual partner organisations across Europe.
2.7. Please list all materials (and number of copies) produced during the Action on whatever format (please enclose a copy of each item, except if you have already done so in the past).

*Please state how the items produced are being distributed and to whom.*

<table>
<thead>
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<td>Yerevan Declaration - posters</td>
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2.8. Please list all contracts (works, supplies, services) above € 60 000 awarded for the implementation of the Action since the last interim report if any or during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor.

Not applicable
3. Beneficiaries/affiliated entities and other Cooperation

3.1. How do you assess the relationship between the Beneficiaries/affiliated entities of this grant contract (i.e. those having signed the mandate for the Coordinator or an affiliated entity statement)? Please provide specific information for each Beneficiary/affiliated entity.

A definite asset of the partnership is the fact that there was a shared understanding of the objectives of the project since inception. Another important aspect of the first stage of the project was the establishment of a joint understanding between all partners of the value and the meaning of a partnership based on comprehension, equality, consensus, trust and mutual respect.

The partnership was consolidated further via a permanent exchange, transparency and the availability of rules defining the responsibilities and the tasks of each partner. Formally, partners’ relations were defined in Partnership Agreement and its annexes as well as in the Project Flowchart and Job Descriptions. In the process of implementation, the relationship was further being regulated by mutually agreed Working Plans. However, the equality of partner’s positions is structurally undermined by the fact that it is the Lead Partner which is solely responsible and accountable at the Contracting Authority of the Programme. In cases of disrespect of its formal agreements, the project partnership had no formal mechanisms to mitigate possible loss. Further, a full-pledged use of the project’s opportunities for regional cooperation was at instances deteriorated by the lack of internal communication within the Local Partners, by the frequent change of staff (in Georgia) and the lack of shared agenda within the decision-taking levels at the partner organisation (in Georgia and first LP in Armenia). Overall, the quality of the partnership depended largely on the organisations involved and their levels of autonomy, of self-awareness, internal regulations and procedures, transparency, etc.

Still, 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 launch of the project, started being utilised more proactively only in the second half of the period. The experience of the project staff in Ukraine in project implementation was effectively used by staff in the other target countries as a model and inspiration. The opportunities for face-to-face meetings of all project staff during staff meetings in as well as during the events organised by RMCBU also supported the coordination between partners.

A major new event regarding partnership was the introduction of an additional partner organisation in Armenia - the Armenian Literature Foundation, which took place in December 2013. It boosted project implementation in the country and had lifted it up to a new level of quality and efficiency.

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 organisational and information support during the current activities implementation and preparation steps” (Publishers Forum - Ukraine).

During implementation, particularly in Armenia during the first 20 months and in Georgia, the Lead Partner has been charged with decision-taking power sometimes exceeding the mandate that it sees for itself and/or with micromanagement tasks exceeding its duties.

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 organisation, and thereby it had enjoyed a successful synergy with these for mutual advantage.

LP - Georgia, The Georgian Book Publishers Association (GPBA) is a member-based organisation of publishers and booksellers that is still on the way of finding its shared mission, strategy and a structure that matches members’ expectations. Throughout the project implementation GPBA has changed three
project Local Managers, two project Financial Managers as well as had rotated its Board, Board’s char
and the executive director. These brought significant challenges to the project that were compensated
towards the final stage of implementation.

**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 insur-
mountable deficits in the organisation 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
remained a partner with consultancy functions.

### 3.2. Is the above agreement between the signatories to the grant contract to continue?

If so, how? If not, why?

The Partnership Agreement will not continue in its current form as it concerns specifically the realisation
of the Book Platform project. However, the different partners are already entering into other coopera-
tion agreements concerning other projects such as ones on utilisation of website resources, on exchange
of book-fairs participation between the LPs, on joint participation into an EU-funded cultural project of
the Armenian LP, on consultancy, etc.

### 3.3. 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 has been actively seeking cooperation with state authorities in the countries, mainly but not
exclusively, in relation to its policy-related actions. While achieving a tangible and visible policy change
remains a task for the future, cooperation with Ministries of Culture in Armenia and Georgia has been
handled in a spirit of cooperation and mutual respect. The political changes in Ukraine of early 2014
brought about an incredible opportunity and the dialogue between the state and the civil society has
been uplifted to an unprecedented level. The LP in Ukraine took advantage of these possibilities and had
managed to advance the book policy agenda of the project in just a couple of months.

Concretely, the cooperation was taking place mainly via joint meetings, presence of state representatives
at project’s events (discussions, workshops, conferences) and at project’s local advisory committees.

For both Armenian and Georgian authorities in the book field the project had offered technical assistance
by providing consultancy on book policies that was highly valued by the ministries’ officials as a first step
towards a new visionary policy serving public interest. However, the achievement of concrete outcomes
is impeded by the features of the cultural governance in the action countries, notably Ukraine (till 2014)
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
remained on paper only with no tangible follow-up actions.

The cultural ministries in Armenia and Georgia have been also involved as partners and co-funders of
individual project activities such as trainings and editorial visits.

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 the EN countries:**

**Armenia.** Connections with public bodies in Armenia are established primarily with the Ministry of Cul-
ture but also with Ministry of Foreign Affairs, Ministry of Diaspora and the Ministry of Economy. Prior
to the project official launch in Armenia, the Lead Partner and LM met with the minister of culture of
Armenia Hasmik Poghosyan, informed her on the project and inquired about possible synergies with the
Ministry’s policy in the books and reading sector. The Ministry of Culture representatives (advisors to the minister Nerses Ter-Vardanyan - later on, a deputy minister, and Inesa Almoyan, Chief of the Modern Art Department Seyranuhi Geghamyan, Edward Militonyan, head of the Publishing Issues Agency) have been speakers at various project events in the country. The Lead Partner had signed a Memorandum of Agreement with the Ministry of Culture on co-organizing (together with IPA) activity A 1.5 that resulted in in-kind and financial contribution to the event as well as in a greater visibility of the project in Armenia. However, the proposal for signing a general Letter of Cooperation addressed to the Ministry by the project, remained unanswered.

The Ministry of Foreign Affairs and Diaspora had assisted the LP in Armenia in identifying researchers for activity 12 via the Armenian embassies abroad.

The project worked closely with the Ministry of Economy and its department on intellectual property under which the Intellectual Property Agency and the EU Twinning Project “Strengthening the Enforcement of Intellectual Property Rights in Armenia”, operates. Representatives of the Agency (Janne W. Wellendorf, Sonya Vardanyan, Shushan Mkhitaryan) were involved as experts and speakers at events. Arthur Varderesyan from the Police of the Republic of Armenia had also been a speaker at activity A 1.5.

Board members of the LP in Armenia often participated in meetings in the Ministry of Culture and the Presidency of issues related to the book sector.

Georgia. 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 most 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 (later spun-off as Georgian Book Centre) Medea Metreveli. A senior manager of the Center has also been a beneficiary of the internships scheme. The (then) deputy minister Marine Mizandari opened the project’s presentation in January 2013 in Tbilisi.

Ukraine. Sustainable dialog and cooperation with the stakeholders represented an important part of NGO Publishers Forum activity in the frame of the project. As every group of stakeholders has its own expectations and requirements, LP was involving particular groups of stakeholders on the different stages of the project implementation.

Up until the last election, the LP has cooperated mostly with municipal authorities and has received a valuable support from their side. LP has settled connection with municipal authorities - Lviv City Council, Lviv Regional Council, Lviv Regional State Administration. The representative of Lviv Regional State Administration took part in the opening of a project training; Orest Sheyka, Head of Culture Deputy Committee, Iryna Podoliak - Head of Culture Department of Lviv City Council also showed interest in the project.

While working on publishing and translation research, LP has established contacts with State Committee for Television and Radio Broadcasting of Ukraine (Anatoliy Murahovsky, Head Assistant) and Ivan Fedorov of the Book Chamber of Ukraine (Natalia Petrova, Vice Director). From these institution LP received essential information for the research. LP has informed the Culture Ministry of Ukraine about the “Book Platform” Project and has reached the agreement on co-organising the Parliamentary Hearings in Kiev on the situation at book publishing market in Ukraine.

After March 2014 the LP had used the momentum and linked the last project training in the country with a wider book policy agenda that has resulted in a Roadmap Towards a New Book Policy designed during the training and presented to the public bodies.

in the EU countries:

The project Lead Partner worked closely with the Bulgarian Ministry of Foreign Affairs in developing the Bulgarian Strategy on Development Aid, and particularly with the ministry’s State Cultural Institute on promoting the role of culture for development. The project did so by direct connections with the ministry but also by the Lead Partner’s active involvement in the Bulgarian NGO Platform for Development that is the primary civic partner of the ministry on development issues.
3.4. 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. CEATL had contributed by promoting the project with their EU members, by providing free content on best European practices and by consultation on some of the activities.

- Contractor(s) (if any)

The services provided by the two Next Page subcontractors Pan Tur Ltd and Alex G Ltd were 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 organisations in the book sector, public and municipal bodies as well as cultural organisations with relevant scope and activities, do support the project and are involved in its realisation 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, discutants at public events. The Publishers Associations regularly inform their members on the course of the project at general meetings and through newsletters.

In Armenia and Georgia, the group of active relevant independent organisations (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 led to involvement of the same organisations or individuals in different capacities and to limitations in choices but at the same time allowed for “investing” into the organisations over the whole duration of the project. The project’s newsletter, social media page and the website proved as effective tools for keeping a direct relation with all groups concerned and for getting feedback.

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

In the action countries, the project entered into cooperation 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 organisations were consulted and informed in depth:

- in Ukraine: Ukrainian Association of Publishers and Booksellers, Ukrainian Library Association, Union of Translators and Writers, Ukrainian Culture Network, Ukrainian Academy of Printing - Lviv, Lviv Polytechnic National University, Ivan Franko National University of Lviv, Centre for Humanities; Institute
for Political Technologies, Bibliomist program, Lviv Regional Children’s Library, Literary Club “Marusia”, Centre for Cultural management, Center for Urban History of East Central Europe, Meridian Czernowitz. Specialized and mass media: Vsesvit, LitAkcent, Drug chytacha, Varianty, Zahid.net, ZIK, Polit.ua, Culture portal, Postpaper.

- 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, British Centre for Literary Translation, More Europe platform, Stiftung Lesen and the international Reading Worldwide platform, Literature across Frontiers (LAF) network. Further, the project builds on established relations of the Lead Partner with a number of publicly-funded agencies for promotion of literature and culture in several European countries such as the Netherlands, the UK, Poland, Norway, Latvia, Lithuania, Germany.

3.5. Where applicable, outline any links and synergies you have developed with other actions.

The Lead Partner was permanently providing consultations on and contacts in the three EN countries to EU-based organisations interested in establishing links with the region. These had contributed to strengthening relations between EN and EU organisations, and had led to launching a number of joint projects beyond the project’s lifetime and without the Lead Partner’s involvement.

The Regional Monitoring Unit of the Euroeast Culture Programme has been helpful and supportive in the implementation of the project. Some of the Unit’s trainings and the First Regional Conference on Cultural Policy have been attended by project staff.

Activities-wise, the following synergies have been utilised for project’s benefit:

- in Ukraine: with the Lviv Children’s Festival and with Publishers Forum - Lviv;
- in Armenia: with the VI International forum of Translators and Publishers as part of the Yerevan, World Book Capital program and with the EU Week in Armenia where the project has been presented and promoted;
- in Georgia: with the European Week organised by the EU Delegation where the project has been presented and promoted, with the first Eastern Partnership Ministerial Conference on Culture (Tbilisi, June 2013) and with Tbilisi Book Fair;
- in the EU: 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 participated 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.

3.6. 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 for these action countries.

3.7. How do you evaluate cooperation with the services of the Contracting Authority?

The cooperation with the Contracting Authority - the EU Delegation in Georgia, has been productive and efficient.
4. Visibility

How is the visibility of the EU contribution being ensured in the Action?

During the whole implementation period of the Book Platform, a series of measures were undertaken to assure the publicity and visibility of the project and the EU contribution. The planning of the activities was based on identifying the stakeholders - of the project as a whole and per country, - and then elaborating and implementing measures, which would best reach the target audience. Thus, the project communication and visibility 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 plans for every relevant year, designed on the basis of the lessons learned during the previous project periods and the recommendations of the interim monitoring reports.

The EU visibility guidelines for External Actions were strictly followed. All the tools used for visibility and all the materials produced clearly indicate that the project is funded by the EU in the frames of the EuroEast Culture Programme.

Publicity and visibility tools used in the Book Platform project:
1. Common visual identity
2. Website
3. Electronic newsletter
4. Facebook promotion
5. Public project presentations
6. Promotional materials (vinyl banners, notebooks, leaflets, bookmarks, bags, posters, invitations)
7. Workshop materials, publications, folders, badges, certificates, evaluation forms
8. Media: press releases, press conferences, media monitoring, media materials

All of these are listed and described in detail in the current report (Activities related to Visibility and Communication).

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
## 5. Location of records, accounting and supporting documents

Please indicate in a table the location of records, accounting and supporting documents for each Beneficiary and affiliated entity entitled to incur costs.

<table>
<thead>
<tr>
<th>organisation</th>
<th>address</th>
<th>type of documents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next Page Foundation</td>
<td>NGO Accounting Services Ltd. 56, Solunska Str. 1000 Sofia Bulgaria</td>
<td>accounting records, original documents for all expenses made by Lead Partner</td>
</tr>
<tr>
<td>auditing company Prima Finance Consulting</td>
<td>17 Ivan Shishman Str., 3rd floor, app. 8 1000 Sofia Bulgaria</td>
<td>copies of all financial documents for expenses occurred by Lead Partner and Local Partners</td>
</tr>
<tr>
<td>Armenian Literature Foundation</td>
<td>50a/1 Mashtots Avenue 0009 Yerevan Armenia</td>
<td>accounting records, original documents for all expenses made by Local Partner Armenian Literature Foundation</td>
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<tr>
<td>National Publishers Association of Armenia</td>
<td>24 D, Marshall Baghramian Avenue 019 Yerevan Armenia</td>
<td>accounting records, original documents for all expenses made by Local Partner National Publishers Association of Armenia</td>
</tr>
<tr>
<td>Publishers Forum</td>
<td>7 Shota Rustaveli Str., of. 219 Lviv 79005 Ukraine</td>
<td>accounting records, original documents for all expenses made by Local Partner National Publishers Forum</td>
</tr>
<tr>
<td>Georgian Publishers and Booksellers Association</td>
<td>67, Kostava Str., Tbilisi Georgia, 0171</td>
<td>accounting records, original documents for all expenses made by Georgian Publishers and Booksellers Association</td>
</tr>
</tbody>
</table>
Name of the contact person for the Action: Yana Genova

Signature: ........................ Location: Sofia, Bulgaria

Date report due: .................. Date report sent: 22 October 2014