BOOK PLATFORM 1st INTERIM REPORT
JANUARY 1, 2012 - FEBRUARY 28, 2013
Next Page Foundation

Book Platform project is funded by the European Union and implemented in the frames of Eastern Partnership Culture Programme

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1. Assessment of implementation of Action activities

1.1. Executive summary of the Action

The first reporting period was oriented towards: 1) establishing a strong base for future cooperation between the partners; 2) building up links with stakeholders and ensuring visibility of the project, and 3) implementing the major project activities and ensuring delivery of results.

With regard to 1) - partnership base, significant efforts were directed towards establishing practices of sound project management in compliance with the grant agreement and the best examples of good project and financial management. There were two project staff meetings held: in March 2012 in Tbilisi and in December 2012 in Sofia that resulted in a significant progress. The initial LP in Ukraine has been replaced and that resulted in the need for rescheduling some activities in Ukraine. The LM in Georgia has been replaced in December 2012 by the LP organization.

With regard to 2) - stakeholders and visibility, an inventory of relevant stakeholders (publishers, translators, librarians, authors, non-governmental organizations working in literature sphere, state and municipal bodies, media and others) comprising of app. 80 organizations in Armenia, 100 in Ukraine, 100 in Georgia and some 200 in the EU. They are being regularly informed on the project by various means: the project had held 30 special meetings with key organizations in the countries and 10 in the EU, has an e-newsletter with 1000 subscribers, had issued nine press-releases, had held four public presentations (3 in EN, one in EU) and is running a multi-language website with an average of 635 visits/month.

With regard to 3) - implementation of the activities, the project has held six (6) capacity building events with a total of 133 participants; had produced five sets of original training materials and ten other training materials available in printed and/or e-versions; had held two nationally representative readership studies that resulted in a total of 160 pp. of analyses; had held three in-depth studies of publishing sectors that resulted in app. 200 pp. of analyses; had conducted 25 studies of translation flows summarized so far in one policy summary with recommendations (in total of 422 pp.); had presented the project and its results at various events in the target countries and the EU, and had facilitated membership of local associations in two international umbrella organizations.
1.2. Activities and results

ACTIVITY 1: Capacity building: Strategic Planning, Management and Fundraising for NGOs in the book sector


Under the title Writing the Future, this first capacity building event was held in Tbilisi on March 26-28 and 20 representatives from book NGOs from Georgia (7), Armenia (7) and Ukraine (7) participated in it. 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. Participants included representatives of NGOs from the three countries, mainly at executive level, working in the fields of publishing, translation and reading/literacy promotion, the LMs from Armenia and Ukraine, and the local project staff from Georgia.

Topics covered:

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

Reasons for modification of the planned activity:

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.

Results:

- 20 trainees from book sector NGOs better equipped for strategic planning for their organizations, and with new knowledge of possible approaches and best practices;
• Four sets of training materials, in printed and online versions, in English and Russian;

• 30 sets of training materials distributed during the training and 170 copies available to stakeholders not present at the training;

• In the post-training evaluation, 87% of participants rated the training as having met their expectations for professional development (for a detailed summary of evaluations, see also: www.bookplatform.org/images/activities/43/training_tbilisi_2628_march_evaluation_forms_summary.doc

• Project Partners agree on Working Plan Year 1 and a fundraising plan for Ukraine

• 14 online articles on the workshop and the project launch event.

**Additional activities:** four sets of materials were produced instead of the two planned initially to better match the needs of the training program.

**ACTIVITY 3 - UKRAINE:** Capacity building: *Intellectual property and collaborative actions for creators (writers, translators) in creative industries*


Under the title *Fair-Play and Collaboration*, this capacity building event was held in Lviv on 15-16 December 2012. Twenty participants (authors, literary translators, managers of literary festivals and events) from all over Ukraine had gathered to discuss improving standards in the book trade. 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 twenty 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 Konovalenko (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.

LP in Ukraine, the Publishers Forum, has cooperated with municipal authorities and has received a valuable support from their side. The representative of Lviv Regional State Administration Orest Sheyka, Head of Culture Deputy Committee took part in the workshop opening.

**Topics covered:**

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.

**Results:**

- 21 trainees with an increased understanding of copyright issues from the perspective of the creators, of best practices and analysis of practices of rights’ infringements;
- One set of training materials in Ukrainian, including two sample contracts, that remain in circulation after the end of training;
- 70 copies of the training materials available for stakeholders not present at the training;
- In the post-training evaluation, 100% of participants rated the training as having met their expectations for professional development (for a detailed summary of evaluations, see also [www.bookplatform.org/images/activities/319/training_lviv_evaluation_summary.doc](http://www.bookplatform.org/images/activities/319/training_lviv_evaluation_summary.doc)
- One set of guidelines for contracts and sample contracts for authors and for literary translators;
- One newly formed Association of Authors and Literary Translators in Ukraine;
**An increase of the members-base of the Association of Authors and Literary Translators by 40%**

**3000 stakeholders in the book sector in Ukraine notified about the event by e-mails and the Publishers Forum newsletter**

**One individual donation to Book Platform project equal to 450 euro received by the international trainer;**

**A wide coverage of the event - 16 articles in Ukrainian, Belarusian and EU-related websites;**

**The Facebook info on the workshop reached 221 unique people, who have seen the post, and 162 engaged users (likes, comments or sharing).**

**Additional results:** due to high interest and quality of applications, the event had 21 instead of the 20 planned participants

**ACTIVITY 3 - ARMENIA: Capacity building: Intellectual property and collaborative actions for creators (writers, translators) in creative industries**


Under the title *Fair-Play and Collaboration*, this capacity building event was held in Yerevan on 14-15 January 2013. Twenty six participants and panellists (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.

**Topics covered:**

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 Armenia and abroad; role of literary agents; perspectives of making changes at the policy level; creating a platform for discussion and exchange within the Armenian literary and translators’ community, and with colleagues from the European Union.

**Results:**

- 26 participants with an increased understanding of copyright issues from the perspective of the creators, of best practices and analysis of practices of rights’ infringements;
- One set of training materials in Armenian, including sample contracts, that remain in circulation after the end of training;
- 70 copies of the training materials available to stakeholders not present at the training;
- In the post-training evaluation, 92% of participants say the training had “fully met” and 8% that it had “partly met” their expectations for professional development (for a detailed summary of evaluations, see also [http://www.bookplatform.org/images/activities/362/workshopfairplayyerevan_evaluation_forms_summary.doc](http://www.bookplatform.org/images/activities/362/workshopfairplayyerevan_evaluation_forms_summary.doc))
- guidelines for contracts and sample contracts;
- one newly formed collective (so far, informal) of literary translators in Armenia;
- 20 online articles on the workshop in Armenian and English;
- the Facebook info on the workshop reached 177 unique people, who have seen the post, and 94 engaged users (people, who liked, commented or shared the post);
- presentation of the event in the American University of Armenia newsletter that reaches 1000 + subscribers.
Additional qualitative results: new links between graduate students in literary translations and publishing business created during the workshop resulted in signing two contracts for translations.

ACTIVITY 3 - GEORGIA: Capacity building: Intellectual property and collaborative actions for creators (writers, translators) in creative industries


The third workshop in the series of authors/translators training workshops took place on 25-26 January in Tbilisi, and was hosted by the National Parliamentary Library of Georgia. 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 extend 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 raising the profile of the event.

**Topics covered:**

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 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.

**Results:**

- 17 trainees with an increased understanding of copyright issues from the perspective of the creators, of best practices and analysis of practices of rights’ infringements;
- One set of training materials in Georgian, including sample contracts, in printed and online versions, that remain in circulation after the end of training;
- 70 copies of the training materials available to stakeholders not present at the training;
- In the post-training evaluation, 100% of participants say the training was useful for them (for a detailed summary of evaluations, see also [http://www.bookplatform.org/images/activities/401/fairplay_tbilisi_feedbacks_summary.doc](http://www.bookplatform.org/images/activities/401/fairplay_tbilisi_feedbacks_summary.doc))
- One set of EU guidelines for contracts and Georgian sample contracts;
- One newly formed online collective platform of literary translators in Georgia;
- 9 online articles in Georgian and English, 1 video report in Georgian, featuring interviews with Ketevan Jakeli (Book Platform local manager for Georgia) and Daniel Hahn (international trainer at the workshops in Yerevan and Tbilisi), and 1 radio broadcast on Radio Free Europe (in Georgian).

**ACTIVITY 4: Capacity building: Audiences Outreach Strategies**

The training took place on 8-9 September 2012 in Misaktsieli, Georgia and gathered 23 Georgian and Armenian 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 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.

**Topics covered:**

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.

**Reasons for modification of the planned activity:**

Regarding place: 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. 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.

Mentorship scheme: the remote mentorship scheme for two selected projects did not take place as planned because the practice of distant professional mentoring appeared
unfamiliar for the potential beneficiaries. In addition, LPs did not manage to successfully promote the opportunity to potential participants.

None of the above changes affects the respective budget headings.

Results:

- 23 trainees with an increased understanding of uses of new technologies in reaching out to audiences;
- Eight training materials available online in English, Russian and/or Georgian.
- In the post-training evaluation, 100% of participants say the training fully met their expectations for professional development (for a detailed summary of evaluations, see also [www.bookplatform.org/images/activities/107/training_tbilisi_89_sept_feedbacks_summary.doc](http://www.bookplatform.org/images/activities/107/training_tbilisi_89_sept_feedbacks_summary.doc))
- Three online articles.

Additional results: due to the regional character of the training, it had more participants than originally planned: 23 instead of “15 to 20” as per project

**ACTIVITY 5: Capacity building: Intellectual property and copyright issues training**


Entitled “The Role of Copyright System in the Promotion of Publishing as a Cultural Industry”, the event took place on 7-8 November 2012 in Yerevan, Armenia. 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 is currently under preparation within the EU Twinning Project "Strengthening the Enforcement of Intellectual Property Rights in Armenia", are meant to harmonize the Armenian IP legislation with European practices and is being prepared within the EU Neighborhood 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.

**Topics covered:**

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
Results:

- 26 participants with an increased understanding of copyright issues, implementation of legislation in Armenia and on the new legal developments on that topic in the country;
- One set of training materials in Armenian, including a reference guide to copyright-related legal acts in the country and an analysis of the legal framework and its implementation, that remain in circulation after the end of training;
- 110 copies of the training materials available to stakeholders not present at the training;
- In the post-training evaluation, 71% of participants say the training was useful for them (for a detailed summary of evaluations, see also http://www.bookplatform.org/images/activities/227/training_yerevan_copyrights_feedbacks_summary1.doc)
- 19 online articles in Armenian, Russian and English, and 1 article in the UK professional journal “Publishing Research Quarterly” (in English);
- A test-case for multipartner collaboration: International Publishers Association (IPA), the Ministry of Culture of Armenia and the Union of Translators from CIS and Baltic Countries, and ECLA.

Additional results:

New partnership & co-funding: the event was co-organized with the International Publishers Association (IPA), the Ministry of Culture of Armenia and the Union of Translators from CIS and Baltic Countries, on the basis of a signed Memorandum of Understanding between the parties. That resulted also in co-funding provided by the parties. In addition, the Book Platform had developed a partnership with the EU Twinning Project "Strengthening the Enforcement of Intellectual Property Rights in Armenia" and the EU Advisory Group on Intellectual Property in Armenia. The event was also a starting point for collaboration with the Electronic Library Consortium of Armenia (ELCA) that advocates for library-friendly changes in the new law of Armenia.

Participants & speakers: 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.
ACTIVITY 10: Policy: Readership and reading habits policy study


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

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.

Topics covered:

The sub-activities included:

- Review of major sources of information, previous reports, media articles, stakeholders, etc on the topic of readership in the three partner countries;
- A consultation process with key stakeholders (associations of publishers, librarians, state bodies, cultural organizations, publishers) in the countries on the scope and the expected outcomes of the studies;
- Public procurement process in Armenia and Georgia;
- Preparatory work for the public procurement process in Ukraine;
- Selection of local experts done by LPs in each country;
- Selection of service providers for the primary data collection in Armenia and Georgia;
- Development of questionnaires and other methods for data collection by the selected service providers in Armenia and Georgia;
- Further discussions on the methodology of data collection with advisory committees on readership;
- Data gathering in Armenia and Georgia;
- Calibration of data and analysis by the service providers;
- Comments on studies results and contextual analyses by local experts in Armenia (1) and Georgia (2);
- Translation of countries’ reports for Armenia and Georgia;
Editing of English-language version of country report Georgia;
Preprint and publication of a printed bi-lingual (English and Georgian) and an online edition of *READING HABITS IN GEORGIA. Results of a survey on readership*
Online bi-lingual (English and Armenian), unedited publication of *READING HABITS IN ARMENIA. Results of a survey on readership*

**Reasons for modification of the planned activity:**

The activity was postponed for months 2 to 7 of Year 2 in Ukraine due to the change of LP organization and the long process of consultations on the possible scope within the budget limitations.

The last stages of the activity in Armenia (printed publication of results, public discussion and media coverage) are postponed for months 1-2 of Year 2 in Armenia due to the long process of public procurement and the unsatisfactory quality of the English-language results of the study that requires further editing.

The last stage of the activity in Georgia (public discussion and media coverage) is postponed for month 1 of Year 2 due to the long process of preparing local staff for the public procurement procedure.

**Results:**

- 77 pp. readership study of Georgia based on a nationally representative sample of 1000 respondents as well as on focus groups, and an analyses available in printed and online editions in Georgian and English;
- 5 pp. of contextual analyses of the results for Georgia available in printed and online editions in Georgian and English;
- 67 pp. readership study of Armenia based on a nationally representative sample of 1000 respondents as well as on focus groups, and an analyses available in online editions in Armenian and English;
- 11 pp. of contextual analyses of the results for Armenia available online in Armenian and English.
ACTIVITY 11: Policy: Book Publishing as a Key Cultural Industry study

This activity comprises of three major elements: a) research of publishing industries in Georgia, Armenia and the Ukraine, including gathering of previously unavailable data; b) analysis of research results and drafting policy recommendations to main stakeholders in the field and c) policy discussions with relevant bodies.

Surveying and reporting on the publishing markets in a perspective honouring each market's domestic perspective, and yet being compliant with international best practices, required for the research to encompass:

- the complex and specific mix of local actors (notably publishers, retailers, wholesalers, importers, and public - non government and government organizations)

- the contexts (legislation, specific economic, social, cultural parameters, but also factors such as the size of the domestic market, the impact of imports of books and related materials, GDP, et al.)

- Non-market forces such as regulatory authorities, which frame the commerce, e.g. by issuing licenses to set up a publishing (or distribution) venture, and/ or for the release of each publication, e.g. by a regime of issuing ISBN numbers, and by enforcing laws, notably on copyright, on taxes related to publishing and book selling, on legal deposits, etc. Also libraries’ role was included here.

- third party factors of various kinds: the availability of imported - as opposed to locally produced - books, accessibility of digital books and / or distribution platforms, and devices (ebook readers, tablet computers, smart phones, also personal computers with Internet access), etc

Topics covered:

The sub-activities included:

➢ Desktop review of available sources of information (bibliographies, studies, articles, key stakeholders etc) on the publishing industries of the three target countries;
A consultation process with the members of the publishers associations in each country on the scope and the methodology of the studies;

Selecting and appointing an international senior expert on publishing (SE)

Developing a detailed proposal for the scope and list of content of the Book Publishing study for each of the target countries. Considering local specificities in the three countries, local variations of the scope of the studies were proposed.

Selection of local researchers done by LPs in each country;

Development of work plan facilitated by the SE;

Development of questionnaires and other methods for data collection facilitated by the SE;

Data gathering in the countries;

Interim results and methodology issues available for all country researchers via Dropbox, and discussed;

Neatting of results by country: clarifications on fragments, inconsistencies, comparison with external data;

Translation and editing of English versions of countries’ reports

**Reasons for modification of the planned activity:**

The activity was delayed in all three countries by four months on average for different reasons, namely:

In Armenia because of difficulties in the process of selecting local researchers that matched the predefined criteria. First set of proposals of local researchers by the LP did not match the criteria. This problem was addressed by announcing an open call for proposals that have resulted in five applications by individual experts. The SE’s preselection was not approved by the LM so LM invited two local experts with a background in marketing to submit CVs and they were consequently contracted by the LP.

In Georgia due to the replacement of the Local Manager initiated by the LP organization.

In Ukraine due to the replacement of the LP organization as well as due to the poor quality of the English-language version of the local research text. The policy discussion with public and municipal bodies was postponed till the Parliamentary Hearings in Kyiv on situation at book publishing market in Ukraine and on possible ways of improving the publishing sector
and preventing piracy in the field of publishing. The final date for the Hearings is not defined yet, but we expect the event to be held in March-April, 2013.

The overall delay was addressed by intensifying the process of data collection as much as feasible and by shortening the time needed for calibration of results. In addition, the three final stages (final per country summaries and recommendation by SE, publications and discussions) are postponed for Month 1 of Year 2 (see Plan Year 2 for details).

**Results:**

- One unified methodology for researching publishing markets, with variations as per countries’ specifics;
- 50 pp. country report for Georgia, in English and Georgian languages;
- 90 pp. country report for Ukraine, in English and Ukrainian languages
- Primary data for Armenia available

**ACTIVITY 12: Policy: Data collection, analysis and recommendations: translations into the three EN languages**

This activity comprises of four major elements: a) data collection and analysis of translations into the three languages of the countries from 1991 to date; b) analysis of research results and drafting policy recommendations to main stakeholders in the field and c) public discussions on the results and the recommendations and d) critical articles based on the results of the studies.

The results from the data collection and its analysis explores tendencies in publishing of translations, main “actors” (translators, writers, publishers, agents, funding bodies, etc) and the relation between them, and their impact on translation flows. Finally, the studies provide policy recommendations to relevant stakeholders.

**Topics covered:**

The sub-activities included:

- Desktop review of available sources of information (bibliographies, studies, articles, key stakeholders etc) on the book translation sectors of the three target countries;
A consultation process with associations of publishers and authors, universities, foreign cultural centers, librarians, bodies engaged in data collection, cultural periodicals;

Selecting and appointing an international senior expert on translations (SE)

Developing a detailed proposal for the scope and list of content of the study;

Selection of local experts done by LPs: in Georgia via an open call for proposals and in Ukraine via consultations with stakeholders.

Reasons for modification of the planned activity:

The activity was delayed in all three countries. A major reason is the fact that the scope and the content of the study are rather pioneering for all partner countries and consequently finding local experts with relevant skills appeared more problematic than initially anticipated. In addition, all three LPs had experienced problems meeting the deadlines and adhering to the initially agreed Work Plan for Year 1.

The delay was addressed by rescheduling the Activities Plan and postponing the remaining stages of these activities for Months 1 to 4 of Year 2 (see Plan Year 2 for details)

Results:

- Overviews of the work done on the topic of the study so far in all three countries, including relevant stakeholders and sources of data;
- A detailed proposal for the scope and list of content of the study;
- Country teams of experts formed and work plans ready in Georgia and Ukraine. Selection of experts and work plan for Armenia is under discussion.

ACTIVITY 13: Policy: Study of Translation Flows from the three EN languages


This activity comprises of four major elements: a) data collection and analysis of translations from the three languages of the countries from 1991 to date; b) analysis of research results and drafting policy recommendations to main stakeholders in the field and c) public discussions on the results and the recommendations.
The studies create separate “maps” of the translation flows from Armenian, Georgian and Ukrainian into app. 10 other recipient languages. Each language combination is being studied separately and outcomes of the studies include:

- a bibliography of translations between the respective language combinations, e.g. Ukrainian into English or Georgian into German, etc
- an analysis in text form that explores tendencies in literary export, main “actors” (translators, writers, publishers, agents, etc) and events, and their impact on translation flows, etc. according to a semi-standardized list of issues to be covered
- country-specific policy recommendations for successful future policies for promotion of literature abroad.

**Topics covered:**

The sub-activities included:

- Desktop review of available sources of information (bibliographies, studies, articles, key stakeholders etc) on the book translation sectors of the three target countries;
- A consultation process with key stakeholders (associations of publishers and publishers, universities, state bodies) in the countries;
- Selecting and contracting an international senior expert on translations (SE)
- Selecting and contracting local researchers for each language combination;
- Developing a detailed proposal for the scope and list of content of the studies (ToR);
- Data collection and analyses for each language combination by local researchers;
- Adjustment of studies submitted by researchers to the requirements of the ToR and the standards: clarifications on fragments, inconsistencies in bibliographic information, misunderstandings of the ToR, etc;
- Editing and uploading bibliographic data;
- Translation of studies by language combination into/from Armenian, Georgian, Ukrainian;
- Writing-up summary of results and policy recommendations for Armenia;
- Comments on study results and the policy recommendations for Armenia by local experts;
BOOK PLATFORM 1st INTERIM REPORT

- Editing and preprint of *TRANSLATIONS FROM ARMENIAN AFTER 1991. Facts, trends, recommendations*
- A public discussion on the study results in Armenia

**Reasons for modification of the planned activity:**

The activity is partly delayed in Georgia and Ukraine, for different reasons:

In Ukraine due to the change of LP organization. In Georgia due to difficulties in finding local researchers for each language combination and due to the overall time-management problems experienced by the former LM.

The remaining final stages of this activity for Georgia and Ukraine (finalization of pending studies, summary of results and recommendations, and discussions) are scheduled for Year 2.

Overall, this activity is facing problems with the quality of deliverables by local researchers (mainly in Armenia and Georgia) caused by misinterpretation of the scope of work and the expected outcome by the researchers. This problem is being compensated in the final summary of results produced by the SE by building the final analytical report exclusively on verifiable data.

**Results:**

- 25 separate studies on translations flows by language combinations: from Armenian into eleven other languages; from Georgian into seven other languages; from Ukrainian into seven other languages equal to app. 400 pp. in total and available in two languages each (local+one EU language);
- One searchable online bibliographic database consisting of 850 entries (as of February 2013);
- A 22-pp. summary of results and policy recommendations for Armenia, in printed and online edition, printed so far in 100 copies and distributed for free;
- One public discussion in Armenia with an audience of 50 and five speakers from public (Ministry of Culture) and private stakeholders;
- A commitment made by the National Publishers Association of Armenia to continue executing the studies by adding new languages (Russian, Spanish in...
Argentina, English in the US and French in Canada) and with non-project resources.

**ACTIVITY 14: Dialogue: Information on Literatures of the EN countries**

This activity is planned to start at month 9 of year 1 and to last for the whole duration of the project. It includes development of a set of guidelines and a model web-based information resource on literature that will be later on filled with content. The activity is a logical continuation of the translation studies (activity 12) that set up the base for the action, and of the studies’ policy recommendations in particular.

**Results:**

In the reporting period, the necessary preparatory work for this activity had started, including making an inventory of current and past activities on information sources on EN literatures, discussing possible approaches with stakeholders and board members of the partner organizations and consulting the international trainers involved so far in the project. Assessment of the strengths and weaknesses of the current initiatives on providing information on EN literatures was part of the working sessions of the trainings (activity 3) in Armenia, Georgia and Ukraine.

In addition, collection and selection, translation and editing of writers profiles and extracts from literary works had started in Georgia.

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

This activity is planned to start at month 9 of year 1 and to last for the whole duration of the project. It includes 1) measures for facilitating mobility of book professionals; 2) events participation and 3) membership in European umbrella organizations. The events participation element is also closely linked with presenting results of the Book Platform project (the studies and results from activity 15, in particular) to colleagues in the EU.

**Results:**
- Two publishers associations from the target countries full-pledged members of one international umbrella organization (IPA);
- One training event in Armenia (activity 5) co-organized with IPA and IPA’s financial contribution;
- Total of 64 training participants in activity 3 in all three countries informed on possibilities for joint actions offered by the Conseil Européen des Associations de Traducteurs Littéraires (CEATL);
- Annual membership fee in CEATL of one Ukrainian association of translators and authors covered by an individual donation to the Book Platform project;
- Four project meetings at Frankfurt Book Fair: between LPs and SE on Publishing, between Lead Partner and LPs in Georgia and Ukraine, between Lead Partner and IPA;
- Project visibility materials distributed at Georgian national stand at Frankfurt Book Fair;
- Project presentation and distribution of materials during Frankfurt Book Fair annual meeting of translation funding organizations in the EU.

In the reporting period, the necessary preparatory work for the remaining elements of the activity had started: discussion of the expected outcomes and best strategies for this activity between the partner organizations and drafting up criteria for choosing events in the EU and selecting participants from the EN countries.

**ACTIVITY 17: Online Book Observatory**

http://bookplatform.org/

The activity comprises of provision of regular web based updates of the project progress and achievements, and of relevant book information by Partners and other associations in the book sector in the three EN countries via an interactive website and a quarterly e-newsletter.

**Reasons for modification of the planned activity:**

Additional results: the project e-newsletter is issued more often than planned - on a monthly basis instead of as a quarterly as planned due to the amount of information that has to be included and due to the intensity of the project events. The website also has a
“members only” area for the project staff that is used for discussing and sharing work in progress, key documents of the project, etc

In addition, the FB page of the Lead Partner features regular news on the project and related activities, and directs web traffic to the website.

Results:

- One interactive website in four languages with:
- textual content equal to app. 1000 + printed pages, photos, video, links, etc
- An average of five weekly updates of the website since 1st Aug 2012;
- An average of 635 visits a month since launching the website, with traffic for the last 6 months coming mainly from the project target countries: Armenia (20,91%), Georgia (17,24%) and Ukraine (15,37%) as well as from EU (33,4%) and the US (2,73%)
- Links to 2000+ pages worth of content to external (non-project generated) resources on the project topics;
- Five issues of an e-newsletter distributed to 1000 + subscribers

Activity 10: Policy: Readership and reading habits policy study: overall delay of activity in Ukraine and delay of final stages of the activity in Georgia and Armenia

The activity was postponed for months 2 to 7 of Year 2 in Ukraine due to the change of LP organization.

The last stages of the activity in Armenia (printed publication of results, public discussion and media coverage) are postponed for months 1-2 of Year 2 in Armenia due to the long process of public procurement and the unsatisfactory quality of the English-language results of the study that requires further editing.

The last stage of the activity in Georgia (public discussion and media coverage) is postponed for month 1 of Year 2 due to the long process of public procurement.
Activity 11: Policy: Book Publishing as a Key Cultural Industry study – delay of the final stages of the activity

The main components of this activity are being completed. Its last stages, however, are postponed for year 2 in all three countries. The studies are a pioneering endeavour so we faced unexpected difficulties in the process of selecting local researchers matching the predefined criteria and during the discussions on methodology between local and international experts and during the data gathering by local experts.

Activity 12: Policy: Data collection, analysis and recommendations: translations into the three EN languages

The activity was delayed in all three countries. A major reason is the fact that the scope and the content of the study are rather pioneering for all partner countries and consequently finding local experts with relevant skills appeared more problematic than initially anticipated. In addition, all three LPs had experienced problems meeting the deadlines and adhering to the initially agreed Work Plan for Year 1.

The delay was addressed by rescheduling the Activities Plan and postponing the remaining stages of this activity for Months 1 to 4 of Year 2 (see Plan Year 2 for details)

Activity 13: Policy: Study of Translation Flows from the three EN languages - delays of final stage

The main components of this activity are being completed. Final stages are being delayed in Georgia and Ukraine, for different reasons. In Ukraine due to the change of LP organization. In Georgia due to difficulties in finding local researchers for each language combination and due to the overall time-management problems experienced by the former LM.

The remaining final stages of this activity for Georgia and Ukraine (finalization of pending studies, summary of results and recommendations, and discussions) are scheduled for Months 1 to 3 of Year 2.
1.3 Overall assessment of the results of the Action so far:

Overall, the reporting period has been successful because it demonstrates: 1) a gradual increase of quality of performance of the four partner organizations; 2) the establishment of a new kind of links with and between the stakeholders in the target countries and 3) meeting up all the benchmarks of the planned deliverables.

Planning and implementation of activities and the project in general is in conformity with the following principles:

**Complementarity and synergies** that is avoiding duplication of efforts and building up synergies with other policies and projects that share the project’s OOs. Some examples include cooperation with ministries of culture in Armenia and Georgia that have “promotion of literature abroad” as a policy priority and in co-organizing concrete activities. Further, synergies are being established at international policy level with initiatives concerning European Neighbourhood region: More Europe, the EU Advisory Group on IP, EN Program of ECF (for details, see part 3 of this IR).

**Create conditions for sustainability and multiplication of results.** So far this is being demonstrated by the increased capacity of the LPs - the publishers associations - with regard to technical, communication, knowledge and networking building capacities that will potentially be applied in the future. In addition, the project activities had created conditions for a sustainable dialogue within the book sector and between the sector and the policy makers (for examples, see below)

**Regional cooperation and cooperation with EU countries** that is reinforced at all levels of project implementation - via the regional events but also in a joint work on methodologies of the studies, sharing of experiences and solutions;

**Promotion of local ownership** understood as equal participation of the local stakeholders in the entire process of achieving project goals and objectives through the means of the project activities. In terms of project spending from the EU grant, it is noteworthy that more than half of it was spent directly into the target countries.

With reference to the OO and the SOs, we see progress in:
I. Enhancing the role of book publishing as a key cultural industry for development in the region, specifically by:

increased knowledge and skills of various types of actors in the book sector through:

- trainings for non-governmental organizations, member-based organizations, publishers, authors and translators. The six training events had a good attendance (133 participants in total) and a high satisfaction rate - more than 90% on average according to participants feedback forms;

- ongoing learning by doing by the LPs on effective management practices, strategic planning, fundraising, dialogue within and with other stakeholders:

- introducing best practices and international standards in the process of working with more than 50 local consultants, trainers, experts, researchers, advisors and panellists that are involved in project activities such as studies, trainings, discussions. By doing so, the project is building a solid local expertise base within the associations and individuals related to them, and thus investing into future after the project end-date;

Institutional growth and a raise of effectiveness of the professional associations as representatives of the book sector via the project through:

- strengthening the technical and financial capacity, and the leadership of the associations. For 2012, the project so far resulted in LPs’ increase of direct budget for activities by 60% in Armenia, 20 % in Georgia and 5 % in Ukraine;

- raising the public profile of the professional associations via intensified linkages with stakeholders (increased app. three times in Armenia and twice in Georgia in comparison to pre-project period), audiences and media;

- facilitating extension of associations’ linkages and interactions with local and international stakeholders via cooperation on project activities and membership in international associations;
II. Building up sustainable conditions and networks for an enhanced intercultural dialogue in the region and with Europe.

Activities related to this objective are mainly scheduled for the next reporting periods. However, so far the project contributed to this objective by:

- **setting up the necessary knowledge base** by offering data and analysis of the current status of cultural dialogue via translations (the policy studies) as well as policy recommendations for the future.

- **promoting regional exchange** via the two regional trainings in year 1 with participants from all three countries, via its website and by providing a platform for the LPs to cooperate also beyond the project scope.

- **Providing the base for enhanced cooperation with EU partners** by making the book sectors of the EN countries transparent and comprehensible through the studies that use a vocabulary that is internationally accepted among book professionals, by offering incentives for membership in international umbrella organizations and by offering relevant solution-oriented practices from the EU countries.

III. Intensifying public/private dialogue in the book sectors of the beneficiary countries

Adding also “intra-sectoral dialogue” (e.g. within the book sector) to the above, we largely consider this process of building up the knowledge base, the skills and the procedures for such a dialogue the very key objective of the project. Being a process, however, its progress is difficult to follow and to quantify, and before seeing tangible advancement towards that aim, we are building the necessary **preconditions** that include:

- **III.1. Competences in articulating needs and interests** in the cultural and CCIs sectors. The project does so via the consultations process for each activity and for the project in general as well as with the very format of its workshops and public discussions.
III.2. Awareness of the value of a dialogue and participation within the sector: at the level of the professional associations (management-Boards-members) as well as along the book chain (from creators via mediators to audiences). The project contributes to this objective by its very methodology of implementation.

III.3. Provision of a new vocabulary and a new perspective for discussing cultural policy matters that reposition culture and cultural industries outside of the “national identity building” framework and the assumed leading role of the state. The project does so in its policy studies which analyse the sector from the viewpoint of its contribution to economic and human development, and to intercultural dialogue. The project also provides a wealth of information to local stakeholders on the international debate on CCIs, and the book sector in particular.

III.4. Promotion of the value of evidence- and analyses-based decision-taking. The project does so via its significant investments in data gathering and analyses that combines local knowledge and expertise with international one.

III.5. Promotion of active participation and ownership, and building advocacy skills. The project contributes to advancement in that direction during its trainings (particularly activity 3 in all three countries and activity 5 in Armenia) on relevant cultural legislation, on opportunities for making a change and for participation.

III.6. Introducing transparent standards, democratic procedures and making use of best practices. The project does so by means of its own internal transparent practices but also in establishing clear standards in its working relations with stakeholders and partners.

Some examples so far of advancements towards a new kind of a dialogue within the sector as well as between public and private organizations facilitated by the project include:

- joint participation of various actors from the book chain in project trainings and other events leads to a new understanding of the value and the contribution of each position toward the development of the book sector;

- business and contractual relations between publishers and creators (authors and translators) for the first time ever are discussed on the basis of awareness of legislation, rights, interests and best practices during “Fair-Play and Collaboration”
trainings. New contracts are drafted in all three countries that regulate publisher-creator relations.

- Cooperation with AUA on activity 3 in Armenia led to new cooperation between book business and the relevant university department;

- Debates and information offered during activity 5 on intellectual property in Armenia leads to more active participation and better preparation of the book publishers for the forthcoming public hearing on the new draft law on copyrights in Armenia;

- Evidences and analysis provided so far in the completed policy studies are repositioning the professional associations as legitimate partners of the state in the policy dialogue.

In terms of unforeseen negative results of the actions so far, these have been only internal, with no impact on the overall implementation. The project in Georgia had witnessed unpredicted suspiciousness on behalf of some of the Local Partner’s board members that has been defused by meetings and by providing detailed information by the Local Manager.

On the positive side, the project had visibly contributed to strengthening the Local Partners’ role in the book sector by positioning them more firmly — including vis-à-vis the state! - as reliable, knowledgeable, resourceful partner for other actions in the countries well beyond the scope of the project.

Further, we see a new intensity of the communication within the sector, and even within same professional groups in the book sector (e.g. authors, translators, publishers) and the appearance of a somehow novel - especially for Armenia and to an extend for Georgia - culture of public and professional debate.

1.4 Potential risks:

Management-wise, the project’s implementation is being jeopardized by the inability of some project partners to stick to the agreed deadlines. However, effective overall project management and support by Lead Partner can mitigate this risk. Further, insofar local
project staff is being appointed by the Local Partner organization, staff changes locally have had and may continue to lead to additional delays in implementation plan. The effects of such changes are lessened by the Lead Partner taking over more management responsibilities than expected and investing efforts into introducing the new staff into the project work. The problem is being solved by involving other contacts in Armenia to assure the project implementation. Further, as also indicated in the Project Monitoring Field Mission Report 1, the difficulties in the communication with the AM partner (language barrier; different approaches to the project implementation in Armenia; lack of wide contacts in-country) lead to disproportionate time being spent by the Lead Partner staff in assisting project progress in Armenia. Mitigation measure includes the involvement of other stakeholders in the country in cooperation on implementation, whenever appropriate.

In the past period, the project performance was also at several instances put at risk by the lack of relevant, highly-specialized local expertise needed for the studies and some of the trainings. We are addressing this lack by increased communication between local experts and international trainers/SEs and project staff, and more editorial work on final results.

A risk factor, specific for Ukraine, is the reluctance of the state to enter into a dialogue with the civil actors and the small- and mid-size businesses from the CCIs. Local Partner in Ukraine is investing efforts into building cooperation rather at municipal level.

1.5 Contracts (works, supplies, services) above 10.000€ awarded for the implementation of the action during the reporting period:

According to ANNEX IV - Procurement by grant Beneficiaries in the context of European Union external actions, service contracts worth less than € 200 000 must be awarded by means of a negotiated procedure without publication, in which the Beneficiary consults at least three service providers of its choice and negotiates the terms of the contract with one or more of them.

For services of a value of € 10 000 or less, the Beneficiary may place orders on the basis of a single tender.

All the contracts below were awarded based on negotiated procedure without publication. The following steps were followed in the three partner countries:
1. Selection of Evaluation Committees

2. Invitation letters together with full package of the tender documentation sent to three service providers for each one of the contracts

3. Project Partners receive offers from the tenderers

4. Evaluation Committees members negotiate the terms of the offers with representatives of the tenderers

5. Evaluation Committees decides on the contract award based on the best value for money criteria by weighing technical quality against price. The evaluation of the technical offers will follow the procedures set out in Section 3.3.10 of the Practical Guide to contract procedures for EU external actions

6. Evaluation Committees writes the negotiation reports and present it to the Project partner.

7. Project partner awards the contract according to the decision of the Evaluation Committee.

Contracts awarded by the Lead partner Next Page foundation:

During the implementation of the project, the following contracts were awarded by Next Page foundation to subcontractors:

1. Contract awarded to Pan Tur Ltd for organising services under p. 5.7. Costs of conferences/seminars of the project budget.

   The procedure followed - negotiated procedure without publication. Contract value - 48 420 euro

2. Contract awarded to Alex G Ltd for printing services under p. 5.1. Publications of the project budget.

   The procedure followed - negotiated procedure without publication. Contract value - 16 800 euro
All documents regarding the awarding procedures are available upon request.

**Contracts awarded by Local partners:**

Two contracts for two nationally representative quantitative studies based on a sample of 1000 respondents/country with empirical data on reading habits were awarded in Georgia and Armenia. The contracts correspond to the p.5.2 Studies, research of the project budget.

Despite the services are of a value less than € 10 000 as per the project budget the two project partners followed the negotiated procedure without publication, and had consulted three service providers of their choice and negotiated the terms of the offers they presented.

The negotiation process were reflected in the Negotiation reports signed by the Evaluation Committees selected by the Local partners.

In Georgia the Evaluation Committee selected Experto Consulting and Marketing Research Agency. The Local partner GPBA awarded the contract with the value of 4000 euro.

In Armenia the Evaluation Committee selected “Sensei” Academy of Marketing LLC. The Local partner ANPA awarded the contract with the value of 4900 euro.

The above documents were checked by the project auditor and are available upon request.

### 1.6 Updated action plan

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### 2. Partners and other Co-operation

#### 2.1. Relationship between the formal partners of the Action

An 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, reciprocity, consensus, trust and mutual respect. A truly significant progress has been made over the last 14 months in that direction.

The partnership was initially consolidated on the basis of a shared understanding of the target countries’ needs and the actions needed. It had developed further thanks to a permanent exchange, transparency and the availability of rules defining the responsibilities and the tasks of each partner. Relationship was at the start formalised on the basis of Partnership Agreement and its annexes as well as by the project Flowchart defining the internal processes of project implementation. In the process of implementation, the relationship was further being regulated by mutually agreed Working Plans. The project did not, however, establish a mechanism of action in case of disrespect of its formal agreements, other than the ones regulated in the Grant Agreement that affect exclusively the Lead Partner.
A definite asset of the partnership is the fact that to date there are no differences in the partners’ understanding of the objectives of the project, the content of the actual project activities or the expected results as planned. Furthermore, the main added value of having a partnership that lies in the mutual reinforcement of capacities, is recognized by all partner organizations and their staff/members. A special facilitator became the Partners meeting in Sofia, 7-9 December 2012. The meeting was held in order to answer to the urgent need for reaching an agreement between project partners on key aspects of project implementation, including planning, budgeting, communication (internal and external), reporting, working with documents, etc., and is being highly evaluated by all partners.

The nature of the partnership is affected not only by the different local needs but also by the internal dynamics of the partner organizations themselves, including changes in governance and strategy but also level of the organizations’ autonomy, existence of internal regulations and procedures, transparency, etc.

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

LP - Ukraine, the Publishers Forum, had joined the project in September 2012 after the withdrawing of the original Partner organization. The change required a period of some two months for the new partner to get acquainted with the project and thereby caused delays in implementation of activities. The LP Ukraine enjoys a strong leadership, a good reputation with key stakeholders in Ukraine, it has a past track in working in both national and international multi-partners’ projects and in successful fundraising. The project is one of the several large-scale initiatives of the organization that sometimes results in shortages of local staff-time.

LP - Georgia, The Georgian Book Publishers Association (GPBA) has been an active partner at inception of the project. Throughout project life to date, it has been experiencing internal problems that also had an effect on the project: change of management and lack
of support on part of the board members. With the new manager at place since December 2012, these are being gradually overcome.

LP - Armenia, the National Publishers Association is with the project since inception. The Book Platform is a central project for the organization and the Lead Partner is focusing substantial resources on assisting implementation in Armenia. The organization is experiencing deficit of participation on part of some board members that also affects the processes of consultation and local decision-taking needed for soundly grounding the Book Platform with local actors. In 2012, two of the project events in Armenia had additional co-organizers.

Specifically, in the current project, the partnership occupies a different place in the overall activities of the partner organizations and vis-à-vis their organizations identity: the project is the central if not the exclusive activity for LP in Armenia; a central albeit not the only large project for the Lead Partner and the LP in Georgia, and a parallel one alongside other large initiatives for the LP in Ukraine. This results in differences in dynamics, attitudes and expectations towards the partnership.

Divergences have been occurring along the lines of: diverging or changing interpretations of the division of tasks and responsibilities, meeting up deadlines for activities or subactivities, effective communication practices and - importantly! - the level of participation required in each stage of the project implementation. These are mainly due to differences in business culture or in the interpretations of some key pillars of the process. Issues are being solved by open and permanent discussions. Due to the project’s busy timeline, mutual adjustment of management practices and implementation of activities goes hand in hand. Another point of improvement for the future lies in intensifying the communication between the LP organizations themselves on exchanging approaches, information and finding solutions jointly.

For a more detailed information concerning partnerships, please, refer also to “Reply to project Monitoring Report” dated 25 October 2012 (attached to this report). The reply also lists eight points of improvement that NPF and Partners had made a commitment to make. The ones that concern partnership in particular are:

- Apply more proactively the existing mechanisms, and introduce new ones, for discussing project implementation collectively and for internal communication;
Status as of 28 Feb: new mechanisms introduced - a partners’ meeting and two (management-related and experts work-related) online platforms for sharing work in progress.

- Continue promoting local ownership by assisting LPs in building management capacity and encouraging direct contracting of project funds, whenever possible;

Status as of 28 Feb: done. Despite the legal complications in Ukraine and the LPs preferences to have all contracts signed between Next Page and service providers/human resources, currently all contracts except the ones with the EU consultants are signed directly by LP, and monitored by them.

- Continue promoting local ownership by encouraging active involvement of the existing local advisory groups, and constitution of new ones;

Status as of 28 Feb: done. All major decisions on project content in the countries taken in consultations with stakeholders or board members.

- Work on budget distribution for Year 2 during a partners meeting in December in Sofia and in accordance with all contractual provisions and regulations.

Status as of 28 Feb: done. Sofia meeting joint decisions available on the “members only” area on website and available upon request.

2.2. Relationship between the organisation and State authorities in the Action countries

Overall, the relationship between the Book Platform project and state authorities is one of cooperation.

**In the EN countries:**

**Armenia.** Connections with public bodies in Armenia are established primarily with the Ministry of Culture 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 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 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, remain to date 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 works 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) are involved as experts and speakers at events. Arthur Varderesyan from the Police of the Republic of Armenia had also been a speaker at activity 5.

Board members of the LP in Armenia often participate 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 Medea Metvelli and - since recently, is in contact with the deputy minister Marine Mizandari who opened the project’s presentation in January 2013 in Tbilisi.

**Ukraine.** Sustainable dialog and cooperation with the stakeholders represents 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 involves particular groups of stakeholders on the different stages of the project implementation.

During the implementation of project activities 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 and has informed them about the “Book Platform” Project. The representative of Lviv Regional State Administration took part in the opening of Activity 2 - 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 Murahovskyy, Head Assistant) and Ivan Fedorov of the Book Chamber of Ukraine (Natalia Petrova, Vice Director). From these institutions 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 linking Activity 11 with the Parliamentary Hearings in Kyiv on the situation at book publishing market in Ukraine.

In the EU countries:

The project Lead Partner works 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 does 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.

2.3. Relationship with any other organisations involved in implementing the Action:

- Associates:

Project associate partner is Conseil Européen des Associations de Traducteurs Littéraires (CEATL) based in Brussels. So far, CEATL had contributed by promoting the project with their EU members, by providing free content on best European practices and by consultation on some of the activities.
In addition, without officially adding new associate partners, we have closely collaborated on action implementation with the American University of Armenia on activity 3. The University had participated in the needs assessment, programing and organization of the event, and had provided in-kind contributions. In Georgia, activity 3 was co-organized by the National Parliamentary Library of Georgia which provided in-kind contributions.

- Sub-contractors:

The services provided by the two Next Page subcontractors Pan Tur Ltd and Alex G Ltd are highly professional. The project Lead partner works in close cooperation with the two agencies regarding project implementation.

- Final Beneficiaries and Target groups:

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

The main target groups – various independent organizations in the book sector, public and municipal bodies as well as cultural organizations with relevant scope and activities, do support the project and are involved in its realization in various ways. Key are the representatives of the professional associations of publishers, authors, translators and librarians (management, board, members) that are involved in direct project management (in Armenia and Georgia) and - in all countries - as participants in trainings, consultants, experts, discussants at public events. 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 organizations (NGOs) in the book sector that work in non-commercial publishing, development of literature and creativity, reading promotion, promotion of literature and translations, and related spheres, is somehow limited. That sometimes leads to involvement of these organizations in the project in different capacities and to limitations in choices but at the same time allows for “investing” into the organizations over the whole duration of the project. During the project life-time so far, we have witnessed the appearance of two new NGOs in the sector (in Ukraine and in Armenia) that have the potential to play a key role in the future.
• Other third parties involved (including other donors, other government agencies or local government units, NGOs, etc):

In the EN countries, the project cooperates with a number of publicly-funded bodies that carry out state policies in the field of the action of the project such as the national libraries in Armenia and Georgia and with various units working on regulating intellectual property such as the IP Agency in Armenia and the IP Agency in Georgia. In programming and carrying out different activities, the project also cooperates with universities and their relevant departments such as the American University of Armenia, Ukrainian Academy of Printing, Lviv Polytechnic National University, Ukrainian Catholic University, Ivan Franko National University of Lviv. The Lead Partner is discussing project progress and possibilities of joint actions with inter-governmental agencies: the UNDP in Armenia and with UNESCO (Paris office). The project’s capacity building work on copyrights in Armenia (activity 3 and 5) is coordinated with the plans of the EU Advisory Group on Intellectual Property in Armenia.

The embassies and cultural centers of other countries in Ukraine are regularly informed about the project implementation, and the representatives from embassies are invited to take part as co-organizers in different project activities, such as translation studies, trainings, discussions. This group of stakeholders is important for having consultation as well. In Ukraine again, foundations that support cultural projects are approached in co-funding of particular activities, such as promotion of Ukrainian literature abroad.

The representative of all these stakeholders regularly receive notifications about project progress and invitation to be involved in project events and activities.

In the EU, the project is permanently exchanging information and discusses strategies in the EN region with the European Neighbourhood program of the European Cultural Foundation (Amsterdam) and with the recently established More Europe platform that works on the cultural dimensions of the EU external policy. We are discussing possible follow-ups on activity 10 with the government-funded Stiftung Lesen (Germany) and the international Reading Worldwide platform, of activities 3 and 13 for Armenia with the London office of the private Gulbenkian foundation and with the international 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.

In terms of raising non-in-kind contributions, the Lead Partner had so far approached the Open Society Institute (application rejected), the Bosch Stiftung (decision pending) and the Black Sea Trust (application in preparation).

2.4 Links and synergies developed with other actions:

The Regional Monitoring Unit of the EuroEast Culture Programme has been extremely helpful and supportive in the implementation of the project. The Unit’s trainings and the First Regional Conference on Cultural Policy have been attended by project staff. In addition, Oksana Muzychuk, Project & Monitoring Manager had attended the Project Partners’ meeting in Sofia in December 2012 and had greatly contributed to raising LMs capacity on project management as well as on providing feedback on questions and concerns. Further, she is providing ongoing consultations to LP in Ukraine on legal issues specific for Ukraine.

Activity 5 in Armenia was organised in conjunction with the VI International forum of Translators and Publishers as part of the Yerevan, World Book Capital program.

The Lead Partner is permanently providing consultations on and contacts in the three EN countries to EU-based organizations interested in establishing links with the region. These will contribute to strengthening relations between EN and EU organizations, with consequences reaching beyond the immediate project scope.

3. Visibility

During the first year of the Book Platform project implementation, 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. By planning and conducting all the visibility-related activities, the EU visibility guidelines for External Actions were strictly
followed. All the tools used for visibility, as listed and described below, and all the produced materials, clearly indicate that the project is funded by 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. Newsletter
4. Facebook promotion
5. Public project presentations
6. Promotional materials
7. Workshop materials, publications, folders, badges, certificates, evaluation forms
8. Media: press releases, press conferences, media monitoring, media materials

3.1 Common visual identity of the project

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

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

3.2 Book Platform Website

Website overview
A web-portal was created at www.bookplatform.org with the ambitious two-fold aim of 1) providing publicity regarding all the information from the clusters within the project, and 2) a space of communication for the target groups. Due to the complexity of the design, the provision of content in five languages and numerous features, the website was launched in mid-July, for this reason the statistics provided below starts from August.

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;
- 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. By the end of year one of the project implementation, Book Platform provides a multi-language web resource with 1085 pp. worth of content: original texts, photos, videos, resources, etc.

**Audience overview**

For the period August 1 - January 31, there were:

- 3022 visits to the website
1471 unique visitors
29407 total number of pages viewed.

The growth of the popularity of the website can be viewed in the next chart, illustrating the increase of the number of visits and unique visitors per month. Starting with 113 visits (28 unique visitors) in August, only in January 2013 the website was visited 996 times by 580 unique visitors.

Figure 1. Visits and unique visitors at bookplatform.org for the period August 1, 2012-January 31, 2013

The two pictures below show the overview of the traffic sources for the whole period August ‘12-January”13: 1) in percentages, and 2) detailed by sources. As fig. 2 shows, 41% of the visits came from direct traffic, which indicates that the visitors were navigated to the website by the many promotional materials designed under the project (vinyl banner, bookmarks, notebooks, workshops materials).

Figure 2. Traffic sources overview
The second busiest traffic came from referrals, and as it can be seen from figure 3, among the referrals number one came from facebook. The referrals coming from mails are referrals from the sent e-newsletter; tiki-toki is the provider of the timeline, which means that those referrals came from the calendar. Another remark worth pointing out here is the large amount of referrals from euroeastculture.eu and enpi-info.eu, which is due to the timely correspondence with the unit and exchange of information.

<table>
<thead>
<tr>
<th>Source / Medium</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. (direct) / (none)</td>
<td>1,241</td>
</tr>
<tr>
<td>2. google / organic</td>
<td>695</td>
</tr>
<tr>
<td>3. facebook.com / referral</td>
<td>379</td>
</tr>
<tr>
<td>4. 36ohk6dgmc1n-c_c_yom.mail.yahoo.net / referral</td>
<td>134</td>
</tr>
<tr>
<td>5. tiki-toki.com / referral</td>
<td>99</td>
</tr>
<tr>
<td>6. secure.hotspot-messafrankfurt.com / referral</td>
<td>35</td>
</tr>
<tr>
<td>7. bookplatform.org / referral</td>
<td>33</td>
</tr>
<tr>
<td>8. euroeastculture.eu / referral</td>
<td>30</td>
</tr>
<tr>
<td>9. enpi-info.eu / referral</td>
<td>27</td>
</tr>
<tr>
<td>10. us.mg5.mail.yahoo.com / referral</td>
<td>26</td>
</tr>
</tbody>
</table>

Figure 3. All traffic overview by sources

All the statistics above are from google analytics.

3.3 Newsletter

The Book Platform e-newsletter provides 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 partner 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 is distributed by the end of every month. By February 2013 the database of the newsletter subscribers contains 1135 e-mails. The newsletter is designed to contain a header and a footer, which clearly indicate that the publication is done under the Book
Platform project, which is funded by EU in the frames of the EuroEast Culture Program. All the issues of the Book Platform e-newsletter are attached to this report.

3.4 Facebook promotion

The facebook profile of Next Page Foundation is extensively used for promoting the activities under the Book Platform project. This particular media is used due to the enormous capacity it offers for reaching wide audiences and for creating a common platform where stakeholders from all the involved countries can share comments and experience. The above-cited statistics regarding the audience overview of the website clearly indicates that an impressive amount of traffic toward the website comes from facebook postings. As figure 4 below suggests, statistics of the page views show that there is a noticeable major increase of page views and activity around events within the project. Mostly this is due to people sharing and commenting on pictures and information related to the workshops, which provides a platform for additional follow-up of the events and a sense of belonging among the stakeholders to the project.

![Page Views](image)

Figure 4. Next Page facebook profile page views and unique visitors (November 2012-January 2013)

Some noticeable examples include: the albums with pictures from the “Fair-Play and collaboration” workshops in Lviv and Yerevan reached, respectively, 221 and 177 unique people, who have seen the posts, and 162 and 94 engaged users (people, who liked, commented or shared the posts). The numbers are impressive with a view to the fact that the workshops had, respectively, 25 and 33 participants, which means that as a result of
this simple follow-up tool, the information reached more than 6 times more people than initially involved.

3.5 Book Platform Project Public Presentations

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

**Book Platform at First Regional Conference of the Eastern Partnership Culture Programme (Tbilisi, 08-09 October 2012)**

The First Regional Conference of the Eastern Partnership Culture Programme took place in Tbilisi on 08-09 October 2012. Major highlight of the two-day event was the presentation of the 15 projects of the EaP Culture Programme within the exhibition area at the Holiday Inn Hotel Tbilisi. The participants of the conference were kindly requested by the organizers to vote for the three best projects presentations. Book Platform team is very proud to have been awarded with the prize for creativity! The project stand featured a cozy reading corner with a random selection of titles in Armenian, Georgian and Ukrainian, special info fortune slips, and many more surprises!

**Book Platform at the Frankfurt Book Fair (Frankfurt, 10-14 October 2012)**

The Frankfurt Book Fair, annually held in October, is the world's largest fair of books and the place to be for book lovers, publishers, translators, and authors. The fair presents more than 7,300 exhibitors from over 100 countries, and is visited by more than 299 000 visitors and over 10 000 journalists annually. In 2012, the Book Platform project was presented at the Frankfurt Book Fair within the public debate on "International cooperation between translation funding organizations" organized at the Weltempfang salon of the fair. An exceptionally well visited event with some 100 people from the book world: mostly funding and advocacy organizations, literary translators and independent publishers interested in international cooperation. The debate was followed by an informal reception for networking and further exchange. Information on the Book Platform was also offered at the Georgian national stand that for the last few years sets up a standard on how the literature of a "EU neighbouring" country can be presented to international audience. The stand was organized by our partner organization in Georgia, the GPBA (Georgian Book Publishers Association) in cooperation with the Ministry of Culture.
Book Platform at the VI Forum of Translators and Publishers (Yerevan, 6-7 November 2012)

The VI Forum of Translators and Publishers, which takes place annually in Yerevan, in 2012 was more international than ever before. In addition to the participants from CIS and Baltic countries, the Forum had invited guests from Germany, the Netherlands, France and other EU countries. The intensive 3-day program featured a presentation of a summary of all results of the Book Platform studies on translations from Armenian into 11 other languages. Yana Genova of Book Platform highlighted and analyzed bibliographic data, major conclusions and strategic recommendations deriving from the studies. Despite the growth of interest in foreign publishers after year 2000, translations of Armenian literature are still dominated by classical and 18c - 19 c. texts, with very little contemporary living authors accessible to non-Armenian speakers. Further, the studies detected the existence in some places of "two markets" for translations from Armenian: the one of the diaspora and the general reading audience in the country of translation. Genova's presentation provoked discussions that mainly took place in-between the sessions.

3.6 Promotional items

For the purposes of the better publicity of the project, within the first year of the project implementation the following promotional items were produced:

Vinyl banner: 100/200 cm vinyl banners were designed and produced intended to serve as a backdrop for all the events within the Book Platform project – workshops, press conferences and all the public presentations. For this reason there is one banner in each of the three EN countries.

Book Platform bookmarks: bookmarks in four languages - English and the three EN languages, presenting briefly the project, redirecting to the website of the project, and giving information on the Eastern Partnership involvement of the project. The bookmarks are distributed at workshops, public presentations, and any other event presenting the project. So far 500 copies have been produced and distributed.

Samples are attached to this report.

Book Platform notebooks:
300 copies of specially designed branded notebooks were produced, of which 200 copies have been distributed so far. Samples are attached to this report.

3.7 Workshop materials, publications, folders, badges, certificates, evaluation forms

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

The following publications/training materials were published and distributed:

- Training materials to “Writing the Future: Strategic Thinking and Fundraising for Literature and Publishing Organizations and Associations”:
  - Creative Fundraising workbook (in English)
  - Creative Fundraising workbook (Russian)

- Training materials to “The Role of Copyright System in the Promotion of Publishing as a Cultural Industry”: The State of Play Copyright and Related Rights, Legal Protection and Reforms (Analysis and guide to legal act) (in Armenian): ... copies

  - Workbook on “Fair-Play and Collaboration” (in Ukrainian)
  - Workbook on “Fair-Play and Collaboration” (in Armenian)
  - Workbook on “Fair-Play and Collaboration” (in Georgian)

- Policy studies and recommendations
  - Translations from Armenian 1991 to date (in Armenian and English)

3.8 Media

3.8.1 Press releases

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

3.8.2. Press conferences

Press conference for the project launch (Tbilisi, 28 March 2012)

Next Page Foundation together with Georgian Publishers and Booksellers Association, International Renaissance Foundation and National Publishers Association of Armenia hosted the press conference on the project launch in Tbilisi, Georgia. The press conference took place at Georgian National Scientific Library on 28 March, 2012. The press conference was opened by Stephan Stork, Deputy Head of Operation Section at the EU Delegation to Georgia, and moderated by Irakli Garibashvili – director of Georgian National Scientific Library. The project was presented by Yana Genova – overall manager of the project and director of Next Page Foundation, Anna Portarska – program manager, Nino Goginashvilli – local manager for Georgia and executive director of Georgian Publishers and Booksellers Association (GPBA), Kateryna Smagily – local manager for Ukraine and program manager at the International Renaissance Foundation (IRF), Vahan Khachatryan – local manager for Armenia and founder and director of Armenian Publishers Association. Pictures are available in the CD attached to this report.

Book Platform project public presentation (Yerevan, 16 January 2013)

Exactly one year after the start of the Book Platform, we held a public presentation on the philosophy, the achievements and the future plans of the project in Yerevan. Hosted by the National Children Library, the presentation gathered nearly 70 people - representatives of stakeholders in the book sector as well as media. The event was opened by Seyranuhi Geghamyan, Chief of the Modern Art Department of the Ministry of Culture, followed by a presentation by Yana Genova on the aims, achievements and plans of the Book Platform project. At the end of this first part, Ruzan Tonoyan, Book Platform project expert on readership, gave a brief summary of the results of the project’s readership survey in Armenia that has just been finalized. Ruzan Tonoyan is also a director of the Nation Children’s Library of Armenia after Khnko- Aper and a president of the Armenian Library Association. Contrary to the usual scenarios of events of this type, instead of a Q and A session, the presentation provoked participants to share their stances on the current book landscape of Armenia. Thereby, we had input on stage by several stakeholders (from the
Writers Union of Armenia, the Publishing Issues Agency at the Ministry of Culture, "Gitank" Publishing House and from the Booksellers Association) as well as reactions from the audience. Time was too short for an in-depth discussion but that also confirmed that this is the right moment for more debates on the future of the sector in Armenia. The forthcoming public launch on the results of the project's readership, translation and publishing studies for Armenia, will provide a platform for such discussions. Pictures are available in the CD attached to this report.

Book Platform public presentation in Tbilisi (Tbilisi, 26 January 2013)

Book Platform project public presentation took place on the 26th January 2013 in the grand hall of the National Parliamentary Library of Georgia. The presentation gathered book sector stakeholders and media, and was opened by Marine Mizandari, deputy minister of culture, and Oliver Resiner of the EU Delegation in Georgia. Marine Mizandari stressed that the Ministry backs up Book Platform project and its associates with a moral support in recognition of its importance for the future of the country's book sector. Oliver Reisner spoke of the EuroEast Culture Programme and the uniqueness of the project. In the presentation that followed, Yana Genova, manager of Book Platform at Next Page Foundation, outlined the project's philosophy, its relation to the global changes in publishing, its aims and activities. She also invited the stakeholders to actively use all the project's instruments and to participate in its implementation. As an example of a very recent outcome of the project's work, representatives of Experto company briefly shared some of the preliminary results of the Readership Survey that was carried out in Georgia in the last two months. Questions from the audience and the informal discussions during the reception that followed oscillated around the topic of Georgian access to international book markets and of the special measures that small markets require. Importantly, a publisher from the GPBA asked about the risks of the project, and the monitoring measures applied during project implementation. Pictures are available in the CD attached to this report.

3.8.3. Media monitoring

As a result of the consistent invitations to the media in the three countries, the Book Platform project as a whole and the separate events were covered in 89 articles, out of
which: 84 online text articles, 1 journal, 3 TV broadcasts, 1 radio broadcast. By events these are:

**Workshop “Writing the future” and project launch (26-28.03.2012, Tbilisi, Georgia):**

5. http://merezha.ua/article/301

**Workshop “Audiences Outreach Strategies” (8-9.09.2012, Mtsketa, Georgia):**

Workshop “The Role of Copyright System in the Promotion of Publishing as a Cultural Industry” and presentation at the VI Forum of Translators and Publishers (6-8.11.2012, Yerevan, Armenia):

1. http://www.aravot.am/2012/11/06/127708/
11. http://www.panorama.am/am/culture/2012/11/12/conferance/?sw
16. EU Neighbourhood Info Centre_RUS


1. bookforum.ua/article/950.html
3. http://i-pro.kiev.ua/content/u-lvovi-vlashtovuyut-navchalni-zanyattya-z-avtorsko-prava
10. http://www.ukrkult.net/event/1205

Workshop “Fair-Play and Collaboration” and public presentation (14-15.01.2013, Yerevan):

11. http://www.aravot.am/2013/01/16/150065/
17. http://www.europeanintegration.am/%C2%AB%D5%A3%D6%80%D6%84%D5%AB-%D5%B0%D5%A1%D6%80%D5%A9%D5%A1%D5%AF%C2%BB-%D5%B6%D5%A1%D5%AD%D5%A1%D5%A3%D5%AB%D5%AE%D5%A8-%D5%B6%D5%A5%D6%80%D5%AF%D5%A1%D5%B5%D5%A1%D6%81%D5%BE%D5%A5%D5%AC-%D5%A7/

Workshop “Fair-Play and Collaboration” and public presentation (25-26.01.2013, Tbilisi):
7. https://www.youtube.com/watch?v=tJ_NjukLgxA (TV report)
8. ქურიერი - რუსთავი 2 (TV report)

Presentation & discussion on “Armenian Books in Translation in Other Languages after 1991” (27.02.2013, Yerevan)
2. http://www.irakan.info/news/%D5%80%D5%A1%D5%B6%D6%80%D5%A1%D5%B5%D5%A B%D5%B6-%D6%B4%D5%B6%D5%A1%D6%80%D5%AF%D5%B8%D6%82%D5%B4- %D5%86%D5%A1%D6%80%D5%A5%D5%AF%D5%A1%D6%81%D5%AB-%D5%B8%D6%82%D5%B4?lang=am

3.8.4 Media materials
At each of the above-listed media-related events, give-away materials are elaborated and distributed. These include mini CDs with project information, leaflets and promotional materials (as described above). All the materials clearly indicate that the project is funded by EU in the frames of the EuroEast Culture Programme. Samples are attached to this report.