



In the framework of the currently open call for projects *Circulation of European Literary Works*, the Creative Europe Desks are teaming up to organize a **webinar dedicated to the challenges and opportunities for the book and publishing sector**:

Push Boundaries: Translate!
Thursday 28th April 2022 / 10.30 CEST

How to make European fiction cross-borders? How to tackle the needs of the book sector in terms of internationalisation? How to assure that translation becomes a means of bridging linguistic barriers and foster access to cultural diversity, while guaranteeing fair remuneration for authors and translators?

To answer these questions, we will look into the opportunities for the sector in the framework of the new Creative Europe programme 2021-2027, with a focus on the dedicated sectorial call, together with representatives of the European Education and Culture Executive Agency (EACEA). The programme manager of the book sector at the European Commission will give an essential update on the policy framework and the recently published OMC group report *Translators on the Cover*. And with invited experts we will look at the crucial needs for the sector in terms of internationalization.

Guest Speakers:

- **Arnaud Pasquali**, European Commission Programme Manager – Book sector
- **Corinne Rigaud**, European Education and Culture Executive Agency, Head of Sector – Creative Europe horizontal and sectorial actions, including book and publishing sector
- **Arturo Peral**, Literary Translator
- **Polona Konjedic**, European Education and Culture Executive Agency
- **Tara Lennart**, Journalist, literary consultant and evaluator of the call for Circulation of European Literary Works Projects

Programme:

10.30 am Welcome & introduction

Opportunities for the book and publishing sector in the Creative Europe 2021-2027 programme: A brief overview

10.50 am European policy & challenges for the book and publishing sector

Arnaud Pasquali, European Commission Book Sector Programme Manager; Arturo Peral, Literary translator and Polona Konjedic, European Education and Culture Executive Agency (EACEA)

- “Translators on the cover”: Presentation of the OMC report and policy update
- Tackling the challenges for the circulation of books beyond borders

11.30 am Support to the Circulation of European Literary Works

Corinne Rigaud, EACEA Head of Sector, Yoana Stefanova, EACEA Project Manager and Tara Lennart, Journalist, literary consultant and evaluator of the call for Circulation of European Literary Works Projects

- Presentation of the call Circulation of European Literary Works Projects
- What are the keys to a good project proposal?

12.15 pm Q&A and Closing remarks

Link for registration here: https://europacriativa-eu.zoom.us/webinar/register/WN_kuimmQ0qTm6fRhrNCqF6Yw

This webinar is a joint initiative of Creative Europe Desks from Belgium, Denmark, Italy, Luxembourg, Portugal, and The Netherlands.

AGENDA

who is doing what

10h30	Welcome Remarks / Survey via menti (survey > Marc)	CEDesks	10 minutes	Marc & Sara
10h40	Opportunities for the book and publishing sector in the Creative Europe programme: A (very) brief overview (inform that this brochure will be sent by email)	CEDesks	10 minutes	Gudrun
	Marc will introduce full 1^o block			
10h50	Translators on the cover: Presentation of the OMC report, policy update	Arnaud Pasquali	10 minutes	Arnaud
11h00	Challenges for the sector: Publishers and translators working hand in hand: tackling the challenges for the circulation of books beyond borders A dialog addressing i.a. the following topics - Fair remuneration - Visibility of translators - Support to translators	Arturo Peral (Translator participating in OMC report) And Polona Konjedic (representing the Publisher side)	15 minutes	Dialogue between Arturo & Polana (if they not comfortable Desks will moderate. Sara will check this with both of them)

11h15	Question addressed to Arnaud Pasquali, Arturo and Polana	Mod. by CEDesks	10 minutes	Nathalie? (introducing next panel)
11h25	<p>Circulation of European Literary Works: Presentation of the main aims of the call</p> <p><u>Highlight</u> main changes compared to last cycle (consortium/ eligibility / sales of foreign rights)</p> <p>Support to Cooperation in the book and publishing sector, 2014-2020: Presentation of the new brochure by EACEA on the support to the book and publishing sector in the framework of Creative Europe 2014-2020</p>	<p>Corinne Rigaud, EACEA</p> <p>And</p> <p>Yoana Stefanova, EACEA</p>	25 minutes	Marc will closely see this with Corinne, particularly regarding the main highlights
11h50	Remarks from LIT evaluator	<p>Tara Lennart</p> <p>(Sara - confirm if she was working on the 2014-2020 cycle)</p> <p>-Desks write down questions to send Tara by Friday</p>	15 minutes	Nicoline moderating
12h05	Questions addressed to Corinne and Tara	Mod. by CEDesks	10 minutes	Nicole moderating

	-addressing Publisher's side			
12h15	Final remarks (Julie: summing up CE opportunities Anna recalling - CEDesks support)	Mod. by CEDesks	5 minutes	Julie & Anna

TECH

Tech run: Tuesday 4pm

Webinar format hosted by CED PT

- * set up co-hosts and pannelists
- * update registration with gender info

Who is answering on

Chat: Sara/ Julie

Q&A: Julie / Gudrun /

Recording (confirmation guests)
 available where?

LOGISTICS

Fees Tara and Arturo: 300€ Tara (taxes included)

CED LU - willing to pay

CED BE?

Also available CED PT, NL and DK

LIT WEBINAR DISSEMINATION

At European /global level

Goal >reach out Sectorial stake-holders (european networks, platforms, professional associations)

Organization	Contact Name	Email	Obs/ sent by
EUPL Prize		info@euprizeliterature.eu	Sara 22/04
Federation of European Publishers		Anne Bergman < abergman@fep-fee.eu > Josefine Kroll < jkroll@fep-fee.eu >	Sara 22/04
European and International Booksellers Federation		info@europeanbooksellers.eu Julie.belgrado@europeanbooksellers.eu Jasmina.Kanuric@europeanbooksellers.eu daniel.martinbrennan@europeanbooksellers.eu	Sara 22/04
Publishers without Borders			I can post the FB event in the group (once available) [Marc]
Aldus Network		'aldus@aldusnet.eu'	Sara 22/04
CELA Project		Artistic Coordination: Kim van Kaam (kim@wintertuin.nl) Communication Coordination: Erik Peters (erik@wintertuin.nl) Financial Coordination: Linda Kokke (linda@wintertuin.nl) Director: Frank Tazelaar (frank@wintertuin.nl)	Sara 22/04
ENLIT			Marc 22/4

At national level

- national relevant public institutions
- potencial LIT applicants / interested parties
- ...

Please note

- *All desks are totally free to adapt to their own language and the content
- *Promotional images are there to use as well

Questions to Tara Lennart:

(to be sent to Tara by Friday)

Interview is scheduled to last 15 minutes, so 3-5 questions max

- In your experience as an evaluator, what are the most common mistakes applicants make in their submissions? How can they avoid making them?
- Applicants are required to address the cross-cutting issues of equality and sustainability in their project. You have read many applications and seen how applicants go about this. What are good ways to address these issues in your opinion?
- The first evaluation criterion is “relevance” and has to do with how a project addresses the objectives and priorities of the call. Can you talk a bit about how you assess a project’s relevance?
- When you evaluate a project, which is more important: the literary works that are proposed in the application or everything “around” them, such as the promotion strategy, collaborations, efforts to increase the audience and so on?
- Applicants are to submit a “package of books”. What makes for you the difference between a loose list of titles and a real “package” that makes an impact, and convinces the evaluators?
- If you were, from your long experience as an evaluator in the previous funding period (2014-2020) and for the new one (2021-2027) to pick 3 DO’s and 3 DON’Ts for applications, what would they be?
- We have been looking at the changes between the former “Literary Translation projects” (2014-2020) and the new support for “Circulation of European literary works”. The eligibility of consortia is one of these. What are the added values that you noticed in the applications of consortia?