

# DELIVERABLE REPORT

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<b>Participant responsible:</b>	ILV
<b>Project coordinator:</b>	AEPV
<b>Project website address:</b>	<a href="https://litup-project.eu/">https://litup-project.eu/</a>

Dissemination Level	
<b>PU</b>	<b>Public</b>
<b>C-UE/EU-C</b>	information and material the unauthorised disclosure of which could harm the essential interests of the European Union or of one or more of the Member States. (C-UE/EU-C)
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<b>SEN</b>	Sensitive – Dissemination which could cause varying degrees of prejudice to the interests.

## Version Control Log

Version	Author	Description of Changes	Date
V1	Luis Iranzo	Initial version	10/06/2023
V2	Anita Molino	Second version	22/06/2023
V3	Luis Iranzo	Final version of the document	26/06/2023

### I. Approval

This document has been approved by:

Name	Title	Date	Version
Marian Val	Project Coordinator	27/06/2023	V3

### II. Scope of the deliverable and objectives

This deliverable aims to report the work done during the Torino event, presenting partners and participants activity in a video format to promote LIT-UP, its activities to fulfil its objectives, and the funding received.

## Executive summary

The aim of WP3 is to create a calendar of EU events for publishers and authors during project lifetime. They will meet counterparts writing and publishing in other languages with the purpose of knowing new literatures, markets and industries, build future relationships and promote future sales of translation rights enriching their catalogues. It is linked to the 2nd specific objective of establishing a network of publishers and authors in Europe to build commercial relationships and let publishers and authors meet new literatures, new business models, and new market opportunities. This activity will contribute to help publishers and authors to accede to the literature of the partners countries, expand the commercial vision through the minority languages, to take advantage of authors in promotion, facilitate contacts between small publishers and increase the number of contracts for the purchase and sale.

This **D3.3. Torino Teaser Video** as a public video, it is a record of all activities done in the context of *Task 3.2 Publishers meeting in Torino* as the first activity celebrated in this WP, after the delay of Task 3.1. Krokodil Festival. Task 3.2 is celebrated in the context of the Turin Book Fair, a national Italian fair with international participation which has a general public area, and a professional area with an important saloon of rights.

The Deliverable will make a visual review of all activities that have been done during Task 3.2.

## Contents

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Executive summary	3
1. Objectives of the activity	4
2. Structure of the video and format.	4
3. Presentation of the video	5
4. Conclusions	5

## 1. Objectives of the activity

Torino Teaser Video will present in a video format the activity developed in Task 3.2. Publishers meeting in Torino. Its objectives are to present in general public dissemination format the context and space in which the activity was performed, all activities done during the event, the participation of partners and publishers participating, and the contribution from the European Commission to the funding of this activity done as part of LIT-UP project.

Once approved by the EACEA, the video will be displayed through the LIT-UP website, uploaded to the Creative Europe results platform and disseminated through other media that could be available.

## 2. Structure of the video and format.

The video presents the activity in a video of 9:24 min in a JP4 format having in the front page and in the front page and in the end page the information about the EU funding with the EU flag and a disclaimer.



Regarding the structure of contents, it makes a review of all activities developed during the activity:

- Torino book fair as the context of the event.
- LIT – UP partnership.
- Workshop 2: Promotion opportunity in book fairs with the 2 presentations “A road map for your trip to an international book fair” and “Why fellowships in publishing as part” of Task 4.2 of LIT-UP project celebrated in the context of Task 3.2.
- Clustering activities (coffees, Torino tourist visit and meeting dinner)
- Visit to Torino Fair by participants.

- B2B for publishers at the Torino Saloon of Rights.
- LIT – UP project meeting.
- Public event to promote LIT – UP in Torino Book Fair: Artificial Intelligence in Publishing.

### **3. Presentation of the video**

The video has been uploaded in the YouTube page of LIT – UP and it will be shared linked from there in LIT-UP website, Creative Europe results platform and in other platforms. It is a video in JP4.

Link to the video:

<https://youtu.be/FTZLVUllDy0>

### **4. Conclusions**

A video has been created to promote LIT-UP activities and results to general public and through different platforms. The video lets understand the relevance and the dimension of LIT-UP activities in a dynamic way, and in special the event celebrated in the context of the Torino Fair. Developed in the context of WP3, it shows the potential of the activity to help publishers to make contacts, relations, to promote and reinforce their business and to help them to know other markets and to participate in promotional events. All of this, promoting the funding and support received from the EU.