

# DELIVERABLE REPORT

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**Project acronym:** LIT - UP

**Project Title:** *STRATEGIES TO SUPPORT LANGUAGES EQUALITY THROUGH LITERATURE*

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**Duration of project:** 42 months

**Deliverable n° & name:** D3.7 Leeuwarden Festival Teaser Video

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**Actual date of D:** **Friday, 29<sup>th</sup> December 2023**

**Participant responsible:** AFUK

**Project coordinator:** AEPV

**Project website address:** <https://litup-project.eu/>

## 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) |
| <b>S-UE/EU-S</b> | Information and material the unauthorised disclosure of which could seriously harm the essential interests of the European Union or of one or more of the Member States.   |
| <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        | 26/12/2023 |
|         |             |                        |            |
|         |             |                        |            |

### I. Approval

This document has been approved by:

| Name       | Title               | Date       | Version |
|------------|---------------------|------------|---------|
| Marian Val | Project Coordinator | 29/12/2023 | V1      |
|            |                     |            |         |

### II. Scope of the deliverable and objectives

This deliverable aims to report the work done during the Leeuwarden 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 **D3.7. Leewarden Festival Teaser Video** as a public video, it is a record of all activities done in the context of *Task 3.4 Leeuwarden Literary Festival* as the activity celebrated in this WP, and led by AFUK. This was the second activity in this WP, after the delay of Task 3.1. KROKODIL Festival, and the celebration of T3.2 Publishers Meeting in Torino. Task 3.4 is celebrated in the context of the Meet me at the Lighthouse Festival, a literary Festival celebrated in the island of Schiermonnikoog (The Netherlands), in November 2023 between Thursday 9th and Friday 10th November.

The Deliverable will make a visual review of all activities that have been done during Task 3.4.

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## 1. Objectives of the activity

Leeuwarden Festival Teaser Video will present in a video format the activity developed in Task 3.4. Leeuwarden Literary Festival. 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 5:45 min in a JP4 format having in the back 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 including comments and opinions from publishers, authors and partners participating in the activity:

- Trip to the island.
- Activities in the Festival with comments on the experience from authors participating.
- Scenes from the Workshop 3 Value of Authors for literary promotion (Task T4.3)
- Clustering activities to meet publishers and authors in an informal way
- B2B for publishers celebrated during the event
- Lectures from authors participating.

### **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/-HaRwJCPM58>

### **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 Meet Me at the Lighthouse Festival. 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.