

# DELIVERABLE REPORT

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<b>Participant responsible:</b>	KROKODIL
<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	27/08/2024

### I. Approval

This document has been approved by:

Name	Title	Date	Version
Marian Val	Project Coordinator	28/08/2024	V1

### II. Scope of the deliverable and objectives

This deliverable aims to report the work done during the T3.1 KROKODIL Festival, presenting partners and participants activity in a video format to promote LIT-UP, its activities to fulfil its objectives, and the funding received. This event was planned to be the first event in the project and to be celebrated in June 2022. But due to the starting of the project in that month and the need of time to collect the information and to prepare the document, it had to be rescheduled to June 2024. That issue was properly informed to the Project Officer.

## 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 catalogs. 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 **D3.1. Krokodil Teaser Video** as a public video, it is a record of all activities done in the context of *Task 3.1 Krokodil Festival* as the fifth activity celebrated in this WP.

The Deliverable will make a visual review of all activities that have been done during Task 3.1.

## 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

Krokodil Teaser Video will present in a video format the activity developed in Task 3.1. celebrated in Belgrade in June 2024. 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 in a JP4 format uploaded in YouTube and linked to the different websites in which it is going to be disseminated.



Regarding the structure of contents it makes a review of all activities developed during the festival showing activities promoted in the context of LIT-UP:

- Activities with children in the festival
- Publishers meeting
- Participation of invited authors in the festival in an activity with children.
- Clustering activities during the event in which participants meet in an informal way.
- Activities done during the festival for the general public.



### 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/qwEcPwZzoYk>

### 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 Krokodil Festival Event. Developed in the context of WP3, it shows the potential of the event and the opportunity to include LIT-UP activities to enrich the 2024 agenda. All of this, promoting the funding and support received from the EU.