

DELIVERABLE REPORT

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Dissemination Level	
PU	Public
C-UE/EU-C	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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SEN	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 T3.5 Maribor Book Fair, presenting partners and participants activity in a video format to promote LIT-UP, its activities to fulfil its objectives, and the funding received. As it has been explained with detail in D3.10 this task was celebrated finally in the context of Lijbljana Book Fair.

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 **D3.9. Maribor Teaser Video** as a public video, it is a record of all activities done in the context of *Task 3.5 Maribor Book Fair* as the fourth activity celebrated in this WP.

The Deliverable will make a visual review of all activities that have been done during Task 3.5.

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1. Objectives of the activity

Maribor Teaser Video will present in a video format the activity developed in Task 3.5. celebrated in Ljubljana. 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 5:04 min 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 activity:

- Ljubljana event in the as the context of the event.
- Ljubljana event objectives.
- The structure of the work done in the two days of meeting
- Activities performed during the event and participants.
- Clustering activities done during the event.
- B2B meetings celebrated during the meeting.
- Visit to the Faculty of Education and the Faculty of Arts.
- Celebration of the International Day of the Book.



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://www.youtube.com/watch?v=MRLQ1HPUp0M>

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 Ljbljana Event. 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.