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I. Approval

This document has been approved by:

Name	Title	Date	Version
Marian Val	Project coordinator	10.may.25	V.2

II. Scope of the deliverable and objectives

This deliverable aims to collect workshops conclusions and analyse them to reflect opportunities to be introduced in the Congress. This document presents activities done and conclusions achieved. It is a document in pdf format to be published in the project website and to support the promotion of project activities.

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1. Introduction

Establish a network of intermediate agents to support publishers and authors that will be based on the share of successful experiences and the evaluation in common of challenges and opportunities to develop the industry and to promote literary works abroad. The celebration of different events during project implementation in different countries will let participants take part in events such as workshops or congresses organised by local partners and dealing with different challenges and opportunities in the publishing industry and the source of long term relationship of cooperation in future events overpassing the end of this project.

The holding of these five workshops has contributed as planned to achieving the third major objective of the project, detailed in the previous paragraph.

In this deliverable we detail the five workshops, objectives, contents and development. Finally, workshop 4, due to the change of date of the event to which it was associated, has been held online.

We must highlight that, due to the terrible floods in Valencia caused by the DANA of 29th October, the preparation and participation in workshops 4 and 5 have been compromised.

LIST OF WORKSHOPS

1. Residences for literary creation. June 24. Serbia
2. Promotion opportunity in book fairs. May 23. Italy
3. Value of authors for literary promotion. November 23. Frisia
4. Digital skills to impact potential audiences. November 24. On-line
5. Strategies for promoting cooperation between publishers. April 25. On line

2. Workshops presentation

2.1. Workshop 1. Residences for literary creation

'The future of literary residencies and their role in the publishing business' is the title of the first workshop, which was held in Belgrade and organised by the Krokodil Association of Serbia in the context of the 16th KROKODIL Festival.

2.1.1. Workshop objectives

The objective of this workshop was to provide an overview of the literary residencies currently held in European and American countries, and reflecting on their role in the development of future publishing strategies, from the point of view of authors, agents and publishers.

2.1.2. Presentation of the workshop

For the first time this year, KROKODIL Association organised a specialized event in the form of professional meetings for publishers. The first edition of this event, entitled 'Meet me in Belgrade', took place in the context of the sixteenth edition of KROKODIL Festival, June 21–23, in several locations in front of the Museum of Yugoslavia (Mihaila Mike Jankovića 6, Belgrade, Serbia).

The aim of this program was to create an international platform to enable local, regional, and foreign publishers to meet, share experiences and ideas, and initiate new projects and cooperation.

This first edition featured dynamic, brief B2B meetings between publishers, as well as four longer sessions of half an hour each. Publishers working in 6 countries and 9 language markets (some of which are minority languages) took part in this event.

Ever since its foundation in 2009, KROKODIL has organised the annual KROKODIL Literary Festival. Primarily conceived as a regional affair dedicated to the promotion of dialogue, reconciliation and reconstruction of broken links, particularly in the overlapping regions of the Western Balkans and Southeast Europe, the festival soon became more and more international, and grew into one of the most distinctive and popular events in the region, exploring the most important cultural, political and social topics of the day.

XVI KROKODIL Festival

Dates: June 21-23

Location: In front of the Museum of Yugoslavia, address: Mihaila Mike Jankovića 6, Belgrade, Serbia.

Saturday, June 22

10:00h – 11:30h

- Panel discussion: 'The future of literary residencies and their role in the publishing business'.

In the context of the International Krokodil Festival, the following workshop took place on the 22nd of June, 2024: 'The future of literary residencies and their role in the publishing business'.

Maja Vucovic, a member of Krokodil, chaired the round-the-table session in which three other experts took part:

Dora Sustic: author

German Gacio: publisher

Nevena Milojevic: literary agent

They discussed general issues about literary residencies, as well as specific aspects of publishing in the Balkan area: public funding, building bridges, creating new residencies, physical context of residencies, fellowships, literary festivals.

These are some of the conclusions that were reached throughout the discussion:

- Residencies can be ideal platforms for authors to publish their work, as they provide the right context in terms of concentration and funding for writing.
- There is no public funding for publishing in the Balkan area, other than that coming from the European Union.
- Authors believe that agents should be stronger in the Balkan area.
- Agents feel that the Balkan area is isolated from the world, but publishers are starting to provide fellowships for rights professionals to meet in cities (B2B).
- Building bridges is vital, as authors are not always able to publish their work, but cooperating with translators can guarantee publication in a target language.
- Literary agents concentrate on the final product, and authors often ask them what they should write, "what's trendy?".

- Specific projects:

- 1) "Black crown" provides 36 residencies around the world: a 90-days stay followed by a 9-month period to write and 26 guaranteed translations.
- 2) Combined residencies in Ecuador, with a writer, a publisher and a translator getting together to reflect on how to publish a given book in that country.

- Interaction between authors and translators is resulting in quality translations of emerging authors.
- Agents are also working increasingly with translators, since they know the field, in order to decide which is the best publisher for each author.
- KROKODIL-style projects help agents and publishers think beyond the market, as they provide direct access to and interactions with authors and translators, which are essential for the publishing industry.

Twenty-four publishers from Valencia, the Basque Country, Serbia, Slovenia, Russia, Ecuador, Turkey, Italy, and France participated as audience members in this workshop.



2.2. Workshop 2. Promotion opportunity in book fairs

The *Il Leone Verde* publishing house, based in Turin, was in charge of producing this workshop for the LIT-UP project, under the title 'Promotion opportunity in book fairs', in the context of the 2023 edition of the Salone Internazionale del Libro di Torino. It consisted of two sessions, the first one dedicated to the participation of publishers in international fairs, and the second one to fellowships in the publishing context.

2.2.1. Workshop objectives

The objective of the first session was to help publishers and authors improve their skills to participate in international fairs with the highest benefits possible. The competences acquired were then applied directly at the Rights Centre of the Salone. As for the second session, it centred around the rationale and the dynamics behind international fellowships, as well as the best way for small and minority language publishers to access them.

2.2.2. Presentation of the workshop

Since 1988, the Salone Internazionale del Libro di Torino is Italy's biggest publishing fair. Every year, publishers, writers, librarians, agents, illustrators, and translators get together to participate in professional activities and be part of the rights market and the professional exchange in Book to Books, Book to Screens and Book to Sounds. Around 2,000 professionals from all around the world take part in some of the 1,200 events, transforming the fair into an international festival of culture.

Furthermore, the Salone Internazionale del Libro di Torino is the most important sales and representation opportunity for new publications. By taking part in it, LIT-UP empowers publishers and authors working with small and minority languages to promote their work in the international market, and to increase their expertise and contacts. Through a professional exchange, and taking part in meetings, workshops, and events, they are able to discuss publishing and audio-visual rights, and to collaborate with publishers working in bigger markets.

The Salone Internazionale del Libro is a general fair, where different genres, ranging from scholastic and gastronomic publications to poetry and thriller books, for all age groups, are represented. It hosts more than a thousand publishers every year, from large groups to independent publishers. There is also a project dedicated to publishing start-ups that were founded less than 24 months earlier and are not linked to large publishing groups, which offers them a great opportunity to establish themselves at national level.

THURSDAY, MAY 18

The meeting in Sala Lisbona - Centro Congressi Lingotto, which is in Via Nizza 280

- **10:15 – 11:45 h:**

Anna Mioni

A ROAD MAP FOR YOUR TRIP TO AN INTERNATIONAL BOOKFAIR

Tips and tricks for successful participation

The first session of the workshop, entitled 'A Road Map for your Trip to an International Bookfair. *Tips and tricks for successful participation*', was provided by Anna Mioni.

Minoni, an expert agent and head of the AC² Literary Agency, tackled the issue of international book fairs, totally relevant to the role of the publishers taking part in the LIT-UP project. She shared with them a very detailed and practical 'checklist' that will help them get ready for the most prestigious book fairs in the world: traveling to the fairs, drawing up an agenda, preparing a catalogue, choosing the content for work meetings with fellow publishers ...

These are the aspects that the expert highlighted, which make up the conclusions that the LIT-UP publishers took home for their future participation in international bookfairs:

– Practical issues (travel, accommodation) are best dealt with well in advance, due to their high costs. Ideally, this should be done as soon as the previous year's fair is over.

- It is vital to decide whether to be present with your own stand or as part of a collective one.
- Meetings are rarely improvised. They should be arranged in advance, starting around four months before the start of the fair.
- It is important to choose the right books to promote at each fair (prize winners and shortlisted/longlisted titles, authors already sold to foreign publishers, best sellers, books with international potential ...), as well as sharing translated excerpts of each of them.
- More than ever before, the format in which the materials are presented is to be taken into account (printed/pdf catalogues, leaflets, videos, booktrailers, banners), as is creating a specific catalogue for foreign right sales.
- Meetings have a specific dynamic which must be observed: 30 minutes, punctuality, prior confirmation, cancelling and/or rescheduling, business cards, English or help by interpreters.
- Importance of knowing what each international bookfair specialises in:

Frankfurt Book Fair: people from all continents, all genres of publishing. 360° approach.

FRANKFURT RIGHTS portal: <https://frankfurtrights.com/> to showcase books and get in touch with exhibitors all year around.

ONLINE CATALOGUE and MATCHMAKING to look for potential contacts for meetings.

LITAg, agents' centre in quiet area with tables for rights meetings.

Stands in halls divided by geographical areas.

Professional fair, with general public only allowed at the weekend.

Panels and debates.

London Book Fair: very popular with American publishers, some of whom choose this fair instead of Frankfurt (others do both). Many exhibitors from the Indian Subcontinent, Australia and Oceania.

ONLINE CATALOGUE to look for potential contacts for meetings. IRC, agents' centre in quiet area with tables for rights meetings. Stands in halls.

Business fair, general public not allowed. Panels and debates.

Bologna Children's Book Fair: originally for children's books. Attendants from all over the world. LICENSING and BOOKPLUS and joint venture with SHANGHAI China, increasingly open to all genres: <https://www.bolognachildrensbookfair.com>

GLOBAL RIGHTS EXCHANGE portal to showcase books and get in touch with exhibitors all year around: <https://www.globalrightsexchange.com/>.

ONLINE CATALOGUE to look for potential contacts for meetings.

Agents' centre in quiet area with tables for rights meetings. Stands in halls divided by geographical areas.
Business fair; only professionals can attend.
Panels, debates and training courses.

Guadalajara Book Fair: for Latin America.

Sharjah and Abu Dhabi Book Fairs: for MENA countries. Shanghai

and Beijing Book Fairs: for China and Asia in general. Goteborg

Paris

Istanbul

Jaipur

...

- **12:00 – 13:30 h:**

Silvia Vassena

WHY FELLOWSHIPS IN PUBLISHING

An accelerator of trade and friendship

The second session of the workshop was led by Silvia Vassena, under the title 'Why fellowships in publishing. *An accelerator of trade and friendship*'.

Vassena, a reputed publishing consultant, chose to reflect on the role of fellowships in the publishing context, and their importance to promote relationships between publishing professionals, while reinforcing their business.

These are some of the ideas that the expert shared with the LIT-UP participants:

- Fellowships are becoming major facilitators.
- There are other facilitators, and they don't always offer fellowships: book fairs, literary festivals, associations, networking.
- Features of fellowships: defined, sponsored and focused.
- Aims of fellowships: internationalisation and focus on the host country's market.
- Aspects of candidates to be taken into account:
 - Numbers: anywhere between 6 and 20+
 - Type of professional
 - Experience
 - World area
- Examples of international fellowship programmes:
 - Frankfurt
 - Torino

Bologna
 Roma
 Thessaloniki
 Guadalajara
 Sharjah
 Istanbul
 Seoul Fellowship
 ASEAN Rights Fair
 Selangor
 Cairo Calling

- Publishers must be clear on which their aim is, and select a programme accordingly, after researching the contents of the most appropriate ones. If they are a candidate, they must be very selective in their final choice.
- Importance of languages: 'Languages inhabit/shape the places of us fellow humans, and fellowships are human places of understanding.'
 - Main conclusion: fellowships ignite friendship and business with contents, heart and brain.



2.3. Workshop 3. Value of authors for literary promotion

Afûk, the Frisian partner of LIT-UP, organised the third workshop, entitled 'Meet Me at the Lighthouse', on the topic of the value of authors for literary promotion.

2.3.1. Workshop objectives

The objective of this workshop was to provide first hand examples and experiences of the initiatives promoted by organisations in the Netherlands in relation to publishing, with a focus on the Frisian province, but also with a broader view of the Dutch scene.

2.3.2. Presentation of the workshop

Afûk, which was founded in 1928, is the largest organisation in Fryslân for the promotion of the Frisian language and culture. In doing so, it has an important role in the cultural network of Fryslân, and works closely together with the provincial government to implement language and cultural policy in Fryslân.

Afûk offers and develops Frisian language courses for adults, develops educational programmes, publishes (e-)books, apps and magazines in Frisian and about Fryslân for all ages and purposes, gives advice to companies and public organisations about language policy and creates and implements a range of projects concerning language promotion.

Meet me at the Lighthouse (MMATL) is a literary festival on the most northern Dutch island, Schiermonnikoog. It brings together writers, poets, thinkers and audiences in a programme that includes recitals, discussions, night walks and reading clubs. In *Meet me at the Lighthouse*, issues such as nature, ecology, tourism and identity form a common theme, making the island of Schiermonnikoog the decor, the inspiration and the topic of conversation.

In 2023, the literary festival was held from 9 to 12 November, on various special locations on the island. Author and journalist Adriaan van Dis, philosopher and writer Eva Meijer, poet Myron Hamming and writer and gardener Mariken Heitman were the first major names on the programme.

For the first time in the history of this festival, LIT-UP was also part of the programme, with performances by international authors from partner regions and activities for professionals.

Friday November 10, 2023

Workshop 3. The value of authors for the literary promotion This

insightful workshop was divided into two sessions:

- Session 1: National and International Book and Author Promotion in the Netherlands. Led by Mireille Berman (Dutch Foundation for Literature) alongside writers and poets Tsead Bruinja and Nyk de Vries, this session provided participants with valuable knowledge on promoting books and authors on both national and international platforms.

Here are some of the main ideas put forward by the speakers in this session:

- Some general data:

The Netherlands have 6 foundations for the promotion of art. They provide grants and research international promotion.

In a country with 18 million inhabitants, there are 1,100 publishing houses (many of them small and independent, 40 major ones) and more than 1,300 bookshops.

40% of book sales happen online.

The current trend by authors is to self publish their work.

More than 500 books are translated yearly from Dutch, 50% of them subsidised by the Foundation.

20% of books are sold in their original English version. Dutch publishers seem to be taking that lane.

- Reading promotion initiatives:

"Dutch Book Week", during which readers buy a book and get another one for free. Print run of free books: 800,000.

"Poetry days"

More than 5,000 reading clubs: the Dutch are eager readers, although audiences are decreasing.

International promotion: attending bookfairs, particularly Frankfurt, to find right partners to publish in other languages (personal matchmaking, based on trust), producing quality brochures for specific publishing sectors (fiction, children's ...), offering fellowships for publishers worldwide to come to Amsterdam.

Ebooks only account for 6% of the book production; the Dutch love paper books.

- Translators as a bridge with international publishers, as they can advise on whether a given book may "travel well".
- Travel grants for authors.
- Sheer luck sometimes helps, with a title/author mentioned at a dinner in New York becoming an international top seller.

Regarding the promotion of the Frisian language and literature,

- Novels, poetry, etc. are increasingly being translated. Although they are not understood abroad, they are taken as "delicatessen", a certain added flavour provided by a few poems in Frisian being included in the publication.
- In the case of Frisian publications (with the exception of Germany), poems are easier to take abroad, as they are shorter and more direct.
- Films and music are shown with subtitles. (The Frisian language is rather close to English.)
- As for the content and design of Frisian books, the stories are recognisable and the layout is more up-to-date, almost experimental.
- For promotion purposes, reviews are vital, as are enthusiastic publishers, help from foundations and awards. All those elements help foreign publishers to become interested and buy rights. Podcasts are also important, for the promotion of both reading and books, and audiobooks also have their place.
- The promotion of "smaller books" is something that the Foundation should take seriously, since they may not work in commercial terms, but can provide literary quality. Mixing well-known books and totally unknown ones which are difficult to promote may prove an interesting formula.
- Sample translations into English and German are paramount for the promotion of Dutch and Frisian books.

- Session 2: Literary Promotion in Friesland. Participants joined Ernst Bruinsma (Books of Fryslân), writer Anita Terpstra, and children's book ambassador Tialda Hoogeveen to explore literary promotion in Friesland.

In a thoroughly visual session, Ernst Bruinsma, the head of Boeken fan Fryslan and Leeuwarden City of Literature, as well as a publisher with Afûk and a member of the LIT-UP Frislân team, provided an overview of the work that Frisian organisations carry out for the promotion of reading and publishing.

He showed the participants alternative ways of selling books (taking them to and showing them at different events), doing a successful sales promotion (by delivering the books to the readers at their homes using wheelbarrows!), providing translations of the national book week gift, organising a Frisian book week, complete with a book gift (Anita Terpstra, who's book had been gifted, was there to give the details).

The figure of the poet laureate Fryslân was also mentioned as a strategy to highlight the value of Frisian literature.

Finally, Ernst explained the role of the children's book ambassador with the help of Tialda Hoogeveen, who had herself been an ambassador the year before.

We feature the above initiatives with the conviction that some of them may be of use for the rest of the LIT-UP partners.

Forty-five publishers, authors and agents from Frisia, Spain, Denmark, Slovenia and Italy participated as audience members in this interesting and amazing workshop.



2.4. Workshop 4. Strategies for promoting cooperation between publishers

2.4.1. Workshop objectives

The aim of this workshop is to pool the different strategies implemented by the partners in order to establish cooperation networks that will strengthen their work and place them on an equal footing in the European market.

The workshop, converted into an online round table, shows that if the right conditions are in place and institutional support is obtained, it is easier to establish these relationships.

2.4.2. Presentation of the workshop

Strategies of cooperation.

European projects and Publishers' international conferences.

Grants and Opportunities

The Event in a Nutshell

When: 18th April 2024 From 10:00 AM to 13:00 PM

Targeted at: authors, publishers and intermediate agents from Europe with medium level of English.

Objective: Talk about the opportunities to cooperate in european projects and/or international meetings for publishers.

Modality: Online

Participants Barbara Pregelj (Slovenia), Sara Montero (Spain), Rosa Codoñer (Spain)

15 participants from Spain, Slovenia, Italy and France

2.5. Workshop 5. Digital skills to impact potential audiences

1. Workshop objectives

This online workshop present the most important digital channels and tools to impact targeted and potential audiences at local, national and european level. During this session, participants have knew the most state-of art social medianetworks, digital

language, new online narratives, strategies to leverage their projects influence and how to use the IA in the best way to improve all theses objectives.

2. Presentation of the workshop

LIT_UP Workshop: How to make the AI your best friend

The presence of artificial intelligence in our daily lives is a fact. It's almost impossible to avoid this. Although there are many reasons to do it (avoid it), what if we turn the perspective and make AI work to our benefit to boost the presence of less-usage language literature at EU level?

This workshop will present the most state-of-the-art tools, tips, and prompts for leveraging artificial intelligence (AI) as one of the most important digital skills nowadays.

The Event in a Nutshell

When: 5th November 2024 From 4 PM to 6:00 PM

Targeted at: authors, publishers and intermediate agents from Europe with medium level of English.

Objective: Provide with the most IA and digital tools to increase their European presence

Modality: Online

Link to register: <https://forms.gle/AbDe31FYh2Mz9fbL8>

Speaker: Inma Garrido Bernal

25 participants from Spain, Solvenia, Frisia, Serbia, Macedonia, Italy and France

3. Conclusions

We can conclude from these workshops that such events are very productive for all participants. The exchange of experiences between publishers and authors from different countries, learning about the different ways of facing and resolving the difficulties that arise in each place, learning about the support programmes and financial aid available to publish translations and even participating in co-publications is fundamental for continuing to grow in the international market without losing your own identity, language or sense of belonging to your community.

From the topics discussed in the workshops and from this general conclusion, the final programme and the most interesting topics to be discussed at the Congress to be held in San Sebastian in June will emerge:

minority languages and linguistic emergencies in the framework of cooperation projects, bibliodiversity, public policies of support, etc.

The experience has been more than satisfactory for all participants and we hope that this will translate into success for the Congress.