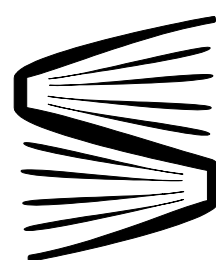
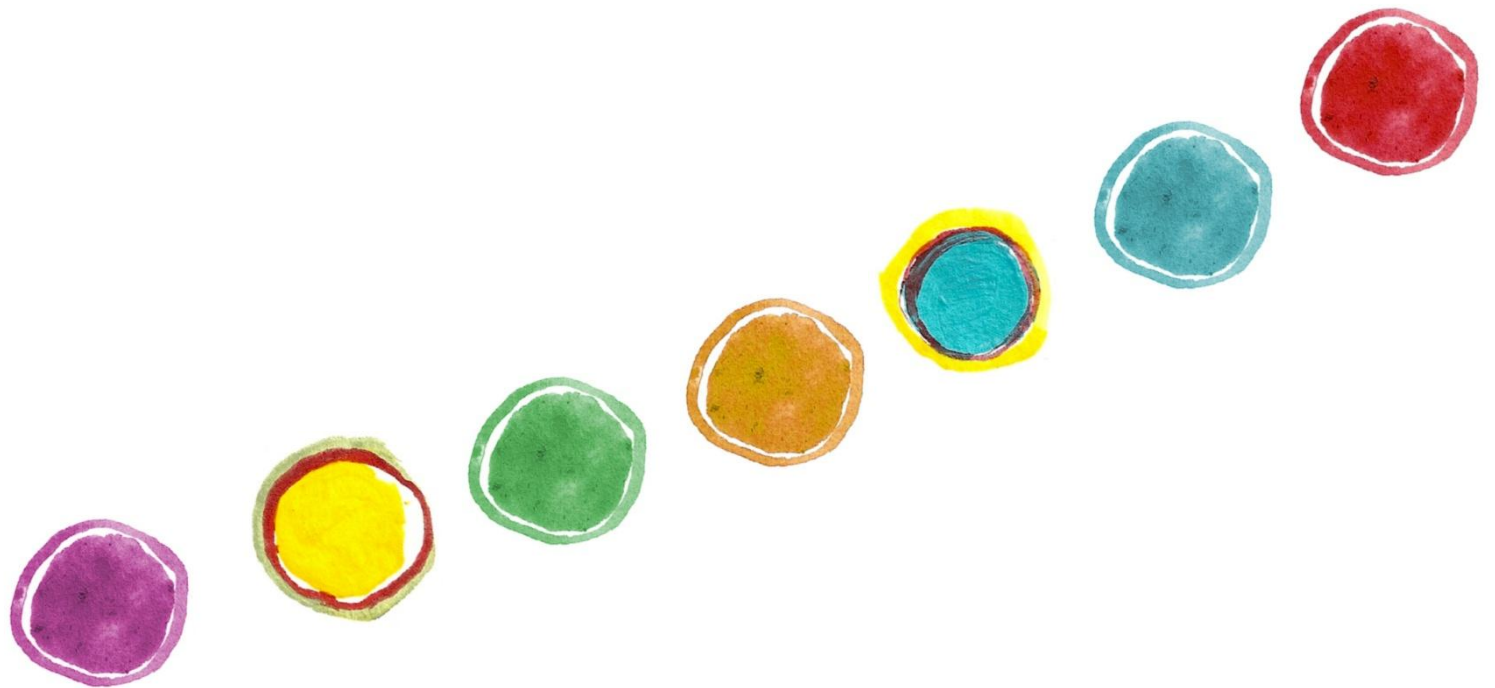









# 80 recommendations & tools in support of bibliodiversity



International  
Alliance  
of independent  
publishers

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## Preamble

### **80 recommendations and tools to support and promote bibliodiversity!**

At the International Assembly of independent publishers 2012-2014 held over two years, **seven preparatory and thematic workshops** were held – in Guadalajara (Mexico), Paris (France), Bologna (Italy), Ouagadougou (Burkina Faso), Frankfurt (Germany) and Abu Dhabi (United Arab Emirates) – **followed with a closing meeting under the umbrella of UNESCO**, hosted in Cape Town (South Africa) from September 18<sup>th</sup> to 21<sup>st</sup>, 2014.

Preparatory workshops, followed with virtual and/ or face-to-face working groups, addressed selected key themes: **public book policies, digital publishing (e-publishing), national and local languages publishing, book donation, solidarity publishing partnerships, and youth literature**. These workshops and discussions led to recommendations – aimed at public authorities, international organisations, and book professionals – being collectively discussed and validated by independent publishers.

These recommendations build on the principles upheld in the *2014 International Declaration of independent publishers*, an important document promoting bibliodiversity, signed on September 20<sup>th</sup>, 2014 by more than 400 independent publishers from 45 countries.

They list the necessary prerequisites, divided in themes, for the development, maintenance and strengthening of bibliodiversity in concerned countries. Some recommendations are accompanied by tools and projects (existing or to be developed in the context of the 2015-2016 Alliance programme of activities), enabling a practical implementation of independent publishers' proposals.

To read the 2014 International Declaration of independent publishers, [click here](#).

## **Disclaimer**

**The recommendations listed here are not exhaustive**, this work being in progress due to the various fields and countries covered. The recommendations will therefore be complemented and improved through contributions from book professionals (booksellers, librarians, authors, translators, digital actors, diffusers/ distributors, etc.).

**The toolboxes presented here are referring to a small quantity of tools** already developed in the various language areas. Moreover, tools and projects being developed or soon-to-be-developed (through the 2015-2016 Alliance programme of activities) are mainly designed to meet independent publishers expectations and do not cover the entire spectrum of needs that could arise.

**Hence, for all book actors to take ownership of these recommendations and tools, we invite you to contact us with your comments, suggestions, ideas and proposals that could enhance and strengthen this document.**

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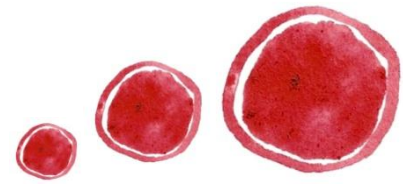
[Facebook](#)

[Twitter](#)

## **Acknowledgements**

The International Alliance of independent publishers wishes to acknowledge the various partners who made the International Assembly of independent publishers possible between 2012 and 2014: the [Charles Léopold Mayer Foundation](#), the [Prince Claus Fund](#), the [Fondation de France](#), the [International Organisation of the Francophonie](#), the [Ile-de-France Region](#), the [Goethe Institute](#), the [National Centre for the Book \(CNL\)](#), the [Swiss Agency for Development and Cooperation \(SDC\)](#), the [Regional Cooperation for Andean countries](#), the [French Institute of Tunisia](#), the [French Institute of Madagascar](#), the [French Institute of South Africa](#), the [French Institute of Lebanon](#), the [University Library for Languages and Civilisations \(BULAC\)](#), the [Frankfurt Book Fair](#), the [Bologna Book Fair](#), the [Abu Dhabi Book Fair](#), [Canarias Crea](#) (Canary Islands), the [Centro Estero per l'Internazionalizzazione](#) (Italy), [Copyright Agency Cultural Fund](#) (Australia), [Jacana Media](#) (South Africa), [Modjaji Books](#) (South Africa), the [Open Book Festival](#) (South Africa), the [Alliance Française of Cape Town](#), and the [National Library of South Africa](#).

The following recommendations are the result of studies, reflections and proposals put forward by publishers. The team of the Alliance sincerely thank them for the time and investment contributed towards this document.



## Public policies safeguarding bibliodiversity

### Disclaimer

The following recommendations are not exhaustive. They reflect some current issues affecting independent publishers from various countries. Because it is impossible to formulate recommendations for each link of the book chain, not all are cited in these recommendations, including that of the bookshop. However, independent publishers do wish to work closely with independent bookshops and call on public authorities to create and/ or develop measures supporting independent bookshop networks.

These general proposals, aimed mainly at public authorities and international organisations, are therefore the **legal foundations required to safeguard in-country bibliodiversity**. They must be adapted and completed based on each country's socio-economic context. To ensure their coherence, they must be articulated in collaboration with all actors from the book chain throughout their development and implementation.

### Recommendations

#### Legal instruments and taxation

- **In the countries where there are no such instruments, implement a fixed paper and e-books price legislation.** This legislation would curb disloyal competition between superstores (and bookshop chains), and independent bookshops. **The implementation of a fixed price policy on e-books would prevent** major digital platforms from abusing their dominant position to discount book prices, which is depriving publishers of business latitude.
- **Limit the scope of copyrights and intellectual property ownership logics,** to reinstate a balance between the right of the creator and the right to access knowledge, information and creativity found in society in general. It would for example reduce the duration of copyrights protection to return to more reasonable durations, in opposition to the current trend that prolongs it.

#### Competition between public and private publishers

- **Ensure that there is no unfair competition between state publishers and private publishers.** When a publishing structure exists, **great care must be taken for it not to be suppressed by state publishing.** In Mexico, for example, more than 60% of national publishing outputs are from the State, which drastically diminishes the competitive advantage of the private sector and its growth opportunities.

#### Publishers training

- Implement, in countries where it is not available, some **“book profession” training programmes** in universities, to guarantee the training of future professionals, strengthen the capacities of professionals through in-service training, and promote the independent publisher profession.



- **Establish bursaries and grants schemes to enable study visits and temporary exchanges of publishers between independent publishing houses.** This would facilitate mutual knowledge and training, intercultural relations and the creation of networks, often necessary for the implantation of co-publishing and translation projects.

### Translation and co-publishing aid funds

- **Maintain and/or develop aid funds for in-translation and ex-translation in each country,** based on the model of the French National Book Centre (CNL). Among the selection criteria, these funds must guarantee the fair remuneration of translators. It would also be advisable for these aid funds to support unusual translation flows: for example from Persian to English, from Arabic to Spanish, etc.
- **When there are several languages in one country, set up support programme for translations between the various local languages of the country,** enabling the development of local publishing and circulation of texts in languages less represented in publishing outputs.
- **Implement measures to support co-publishing addressed to independent publishing houses of various countries sharing a same language, by creating public bi-national and multinational aid funds** to support co-publishing practices between publishers from different countries, as for example the aid fund for bi-national co-publishing currently implemented between Peru and Chile.

*See also “Proposals and actions to develop solidarity publishing partnerships” recommendations*

### Book circulation

- **Establish national and regional agreements to obtain preferential tariffs for book transportation and distribution.** Agreements between book professionals and post services, bus companies, airlines, etc. would enable the establishment of adapted tariffs for books, facilitating the circulation of books at the national and regional levels.
- **Implement a transport business labelling system to facilitate book distribution.** For example in Africa, labelling by public authorities of some bus or taxi companies would enable book professionals, among others, to identify providers who can be entrusted with the transport of their books.
- **Implement regional public policies that would strengthen the linkages and circulation of books between countries within a region and/ or sharing a same language, to support fair exchanges and curb colonial logics.** One the challenges of independent publishing in Latin America is to achieve fair exchanges (at present very unequal) with Spain. The same can be said of relations between Francophone Africa and France, and some Asian countries and the United Kingdom. In order to do so, national public policies must consider regional public policies and vice-versa, to create horizontal relations based on sharing, co-publishing and mutual assistance.



### Public reading, libraries, and reading spaces

- **Implement efficient and sustainable public reading programmes for the development of reading.** These programmes must involve schools (colleges and secondary schools) and public libraries, and be sustainable. Practically, activities promoting reading can be workshops (storytelling, reading clubs, meetings with authors, etc.); book and reading days (youth literature day, well-known writers' calendar). The implementation of these programmes must involve all links of the book chain.
- **Consider and strengthen the presence of independent publishers lists in library acquisition criteria.** It is essential to ensure the presence of local publishing outputs in public, school and university libraries through acquisition programmes with transparent criteria, enabling a true representation of publishing outputs of a given country.
- **Ensure a linguistic representation in libraries.** It is necessary that libraries acquisitions not only focus on books published in the dominant language of a country, but also consider publishing in local languages (for example, Bambara language publishing in Mali).
- **Ensure representation of a country's coexisting cultures in libraries.** Encourage and support municipal libraries to annually purchase a certain number of foreign language books (proportionally to the presence of speakers of this language on the territory).

### Support the digital development of independent publishers

- **Support the digitalization of independent publishers' backlists through public funds and present a multilingual offering of digital books.** The global domination of Google in terms of consultation and digitalization of contents (70% of search engine market shares in the world) is not neutral and is a threat for bibliodiversity. It impacts on negotiations with publishers and remuneration of authors.
- **Create public funds allowing the acquisition of software and computer equipment at competitive rates for independent publishers.** Contrary to major publishing houses, the smaller size of independent publishers does not allow them to recover costs of software and computer equipment through an economy of scale. The implantation of a support fund would allow them to acquire the computer equipment necessary for their publishing activities at a preferential rate, and to follow the technological evolutions at the same rate as major publishing companies.

### Digital platforms

- **Ensure that major digital platforms pay the same taxes as local bookshops in countries where they operate.** If Amazon can propose advantageous trading conditions for consumers, it is because they pay less tax than local businesses (physical bookshops, online bookshops, digital publishers, etc.). For example, the quasi-totality of business done in France by the American giant company is declared in Luxembourg. This practice, not so dissimilar to tax evasion, enables Amazon to avoid tax and therefore suppresses competition. To support the emergence of actors offering an alternative to Amazon, and development of online sales through bookshops, it therefore seems essential that tax regulations be the same for all and that a common level of competition be guaranteed.



- **Prevent Amazon, through an appropriate legal instrument, from sending books ordered by its clients at tariffs below regular freight charges.** This law would end the disloyal competition between independent publishers (who favour relationships with readers), and Amazon, who simply registers book orders and send them to its clients.

### **Local cultural expressions, and local and national languages**

- **Develop and strengthen the national book industry in each country, including publishing houses, which encourage local cultural expressions and bibliodiversity.** UNESCO's "*Convention on the Protection and Promotion of the Diversity of Cultural Expressions*" indeed highlights the core role played by local cultural expressions. Supporting local cultural industries is an essential objective not only to protect and encourage cultural expressions, but also to support education and societal development in general.
- **Develop in-country public policies to support publishing in local languages.** This support must include translation aid between the various languages of a given country. Also, international organisations (UNESCO, UN) must ensure that governments respect ratified international agreements on cultural diversity, including States that hinder local languages development.

*See also "Essential measures for local and national languages publishing" recommendations*

### **Book fairs**

- **Support in-country establishment of independent publishers collective stands** that will allow them to be represented and identified in major book fairs such as Frankfurt, enabling purchase and transfer of copyrights, but also acknowledgment of independent publishers on the international market.

## **Toolboxes (non exhaustive)**

### **Studies, analysis**

- **"Nueva agenda por el libro y la lectura: recomendaciones para políticas públicas en Iberoamérica"** (© 2013 CERLALC-UNESCO):  
[http://cerlalc.org/pdf/home\\_pdf/nueva\\_agenda.pdf](http://cerlalc.org/pdf/home_pdf/nueva_agenda.pdf)
- **"Modelo de Ley para el fomento de la lectura, el libro y las bibliotecas"** (© 2011 CERLALC-UNESCO): [http://cerlalc.org/wp-content/uploads/2013/03/Modelo\\_Ley.pdf](http://cerlalc.org/wp-content/uploads/2013/03/Modelo_Ley.pdf)
- **"Global Fixed Book Price Report"** (International Publishers Association, 2014):  
<http://www.internationalpublishers.org/images/stories/news/FBP.pdf>
- **"VAT/GST/Sales /Tax rate: Global Survey on Books & E-Books: Europe, Latin America and Canada"** (International Publishers Association, 2013):  
<http://www.internationalpublishers.org/images/stories/news/VAT2013.pdf>
- **"Appel pour des tarifs postaux préférentiels pour le livre en Amérique latine"** (advocacy carried out in 2010 by the International Alliance of independent publishers):  
[http://www.alliance-editeurs.org/IMG/pdf/Plaidoyer\\_tarifs\\_postaux\\_Amerique\\_latine-2.pdf](http://www.alliance-editeurs.org/IMG/pdf/Plaidoyer_tarifs_postaux_Amerique_latine-2.pdf)
- **"The Amazon system, what threats for bibliodiversity?"** (considerations proposed by the International Alliance of independent publishers' Digital Lab in October 2014):  
<http://alliance-lab.org/archives/2320?lang=fr#.VGtyM2evjcs>

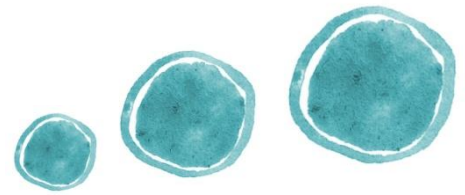
**International Alliance of independent publishers** – [www.alliance-editeurs.org](http://www.alliance-editeurs.org)  
80 recommendations & tools in support of bibliodiversity

### **Tools to be developed** (2015-2016 perspectives)

- **Detailed mapping** of government policies in each geographical area (Latin America, Arab world, Africa, Europe, etc.) in order to compare existing book support instruments and identify each country's gaps and needs.







## Proposals and activities supporting digital bibliodiversity

### Recommendations

#### Addressed to independent publishers

- **Invest in the digital field.** It is important that all independent publishers know how to develop simple valid ePUB files. Without this basic knowledge, service providers (conversion, enhancement, etc.) could occupy an over-determining position in the book chain.
- **Develop digital reading practices (on tablets, Smartphones, etc.).** The content of e-books should not be developed by digital experts for frequent digital users. E-books must be designed by publishers themselves. The development of digital reading habits could enable the improvement of the general quality of e-books and would make publishers aware of issues related to the e-book market.
- **Curb piracy by establishing a pact built on trust with readers rather than through DRM.** If publishers propose more e-books on their list (good quality and well priced e-books), readers would have fewer reasons for pirating books. Anti-piracy techniques such as DRM penalise publishers because they complicate the purchase. There are other instruments that are better adapted and less binding for readers, such as watermarking solutions used by, among others, [Verso Books](#).
- **Establish synergies with other cultural industries** (including music and cinema) that experience similar impacts, including through their relationships with major distribution platforms.
- **Develop the usage of existing open software and tools**, for example for the creation of web templates or for the production of ePUB format books.
- **Support traditional independent bookshops in the development of online sales platforms** to support the emergence of local digital ecosystems, decreasing the dependence of publishers on major digital platforms such as Amazon.
- **Generalise the facilitation of digital publishing meetings** in partnership with major international book fairs, which provide an opportunity to connect traditional publishers and digital actors. Host, in the context of these meetings, technical training sessions for independent publishing houses staff.

#### To the attention of standardisation organisations

- **Define e-books standards in collaboration with publishers (contents creators) and not uniquely with dealers.** Because of costs and time, it is sometimes difficult for independent publishers to produce e-books in various formats. It is therefore necessary to consider the publishers' limitations when developing standards, which would facilitate ownership.
- **Consider problems and issues linked to e-books formats and metadata in non-Western languages** (Arabic, Farsi, etc.). For example, currently, it is not possible to reference e-books

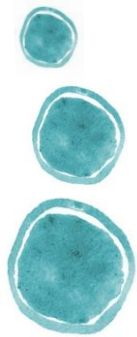
in Farsi (or printing-on-demand) based on author, publisher, etc. The lack of metadata means that books are not easily found via Google. Given that Farsi is different from Arabic for only 4 letters, tools used for Arabic could also take Farsi into account.

### **To the attention of libraries and digital libraries**

- **Purchase, in libraries of the North, digital contents published by publishers of the South.** The availability of e-books produced in the South in libraries of the North is an opportunity for these books to circulate, and for readers to access outputs from the South, strengthening backlists and ensuring an increased representation of publishing diversity.
- **Carry out surveys on the number of titles in local languages available in digital format in each country's libraries,** including in the Arab world, in order to evaluate the degree of in-library digital bibliodiversity - or remediate if necessary.

### **To the attention of public authorities and international institutions**

- Include and consider all problematics and issues related to digitalization in the **UNESCO “Convention on the Protection and Promotion of the Diversity of Cultural Expressions”**.
- **Develop a fixed e-book price** to prevent major digital platforms from abusing their dominant position to bring down the price of books, depriving publishers of business competition.
- **Ensure that major digital platforms pay the same taxes as local bookshops in the countries where they operate.** If Amazon can propose preferential trading conditions to consumers, it is because they pay lower tax than local businesses (bookshops, online bookshops, digital publishers, etc.). In France, for example, the quasi-totality of trade made by the American giant company is declared in Luxembourg. This practice, apparent to tax evasion, enables Amazon to avoid tax and therefore suppresses competition. To support the emergence of actors alternative to Amazon, and the development of online sales via bookshops, it is therefore essential that tax regulations be the same for all and that a similar level of competition be guaranteed.
- **Establish support funds for digitalisation of backlists,** including for developing countries publishers that can hardly address this issue (for financial, technical, and human resources related reasons).
- **Engage with public authorities and banking institutions regarding the necessity of enabling secure local online payments,** essential to the development of e-book trade.
- **Lift financial sanctions against banks in Iran when transactions are related to Iranian cultural actors and publishers.** Because of these sanctions, Iranian publishers cannot sell their e-books abroad. In order to do this, they have to register a business abroad, which involves additional costs. Sanctions against Iranian banks prevent local publishers from transferring copyrights and purchase software.



### To the attention of software designers

- **Establish preferential rates for independent publishers, for the purchase of software necessary to develop e-books.** Digital publishing involves important external costs (software purchases, licences, etc.) that add to the production costs (copyrights, layout, distribution, promotion, etc.). These costs are difficult to absorb for independent publishers, contrary to major publishing groups.
- **Develop tools enabling the creation of e-books in Farsi.** The creation of Farsi e-books with Indesign is extremely complex at present, and is only made possible through haphazard solutions. It is imperative to create tools that would enable the creation of good quality Farsi ePUB.

### Toolboxes (non exhaustive)

#### Existing tools of the Alliance's Digital Lab ([www.alliance-lab.org](http://www.alliance-lab.org))

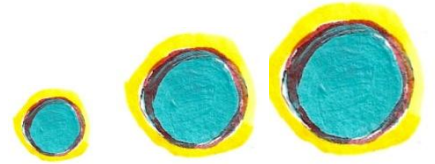
- **Study on digital publishing in developing countries** (<http://alliance-lab.org/etude/?lang=fr>), by Octavio KULESZ (Argentinian digital publisher)
- **Practical files:** book promotion in times of digital publishing; usage of XML/HTML/CSS... <http://alliance-lab.org/archives/category/ressources?lang=fr>
- **Video tutorials** on “Create an ePUB with Sigil” and “Create an ePUB with Calibre” themes: <http://alliance-lab.org/archives/category/ressources/videos-ressources?lang=fr>
- **Manual** supporting the development of a commercial website using Prestashop: <http://alliance-lab.org/?s=prestashop&lang=fr>
- **The Amazon system, what threat for bibliodiversity?**, considerations proposed by the International Alliance of independent publishers (October 2014): <http://alliance-lab.org/archives/2320?lang=fr#.VG36a2evjcs>

#### Other references/ online resources (list to be completed)

- **Social media** for usage by publishers, guide developed by the Centre régional des Lettres de Basse Normandie (Lower Normandy Regional Centre for Letters): [http://www.fill.fr//images/documents/vad\\_m\\_cum\\_r\\_seaux\\_sociaux\\_lusage\\_des\\_diteurs.pdf](http://www.fill.fr//images/documents/vad_m_cum_r_seaux_sociaux_lusage_des_diteurs.pdf)
- **Publishing Perspectives:** [www.publishingperspectives.com](http://www.publishingperspectives.com)
- **Le Motif:** [www.lemotif.fr](http://www.lemotif.fr)
- **Labo de l'édition:** [www.labodeledition.com](http://www.labodeledition.com)
- **CERLALC:** [www.cerlalc.org](http://www.cerlalc.org)

### Upcoming tools (2015-2016 perspectives)

- **Wordpress templates** (openly accessible through download) for publishers
- **Survey on digital procurement policies** of libraries in the Arab world (What titles? Percentage of e-books in Arabic available? Representation of independent publishers?)
- **Varied tutoring techniques** (ePUB creation, correction of recurring problems, file validation, etc.)
- **Practical guidelines** to help publishers create and manage their metadata
- **Video tutorials** on the creation of e-books in Arabic language
- **Directory** listing digital actors in the Arabic world
- **Distribution contract template** that independent publishers could compare with proposed contracts by distribution platforms and aggregators.



## The Amazon system, a threat to bibliodiversity?

### Considerations proposed by the Digital Lab of the International Alliance of independent publishers (October 2014)

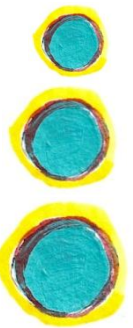
*The increasing dependence of Western publishers on digital giants companies such as Amazon, Google, or Apple bears consequences for bibliodiversity. Recent conflicts opposing Amazon to Hachette in the United States as well as librarians and booksellers in France and Germany (for “abuse of dominant position”) are some examples of this. To better understand the Amazon system, the Lab team proposes some points of reflection on the workings of the American company and its impacts on the book chain and bibliodiversity.*

#### Adverse impacts on the book chain

Because of its dominant position on the market and its huge logistic capacities, Amazon is an almost unavoidable outlet for Western publishers wishing to commercialise their book on the Internet – whether they are e-books or not. Although publishers are quite critical of Amazon’s operation, they increasingly depend on this system that represents a growing part of their trade. For readers, however, it is a practical outlet: Amazon is considered the fastest and most efficient platform, and it is where readers go when they want to buy books online.

The hegemonic position of the American company has major consequences for the book chain:

- Because of its dominant position, **Amazon imposes very strict business conditions to publishers**, in terms of price policy that deprives publishers of any business latitude, among others. **By constituting itself as a [monopsony](#) in some countries** (almost a unique trade outlet for publishers), the American company has the power to strongly influence book prices by lowering them. This is the case in Germany, where the German association of bookshops and publishers (Börsenverein des Deutschen Buchhandels) lodged a complaint to the Federal business bureau for “[abuse of dominant position](#)”. German publishers and booksellers criticise Amazon for taking advantage of its domination on the online book sales market to obtain reduction of 40% to 50% on book prices.
- Although Amazon is of course a serious competition for traditional bookshops, its recent activities and projects show that **the platform wishes to position itself among other links of the book chain**. By publishing texts privately printed, Amazon is gradually becoming a publisher. With its [second-hand e-books resale project](#), it is a threat to authors as readers could resale an e-book to another reader. Similar to what is happening with second-hand paper books, this transaction would not bring income for a book’s publisher and author.
- With the launch of [Createspace](#), its printing-on-demand system for Europe, Amazon also takes control of manufacturing. This tool follows BookSurge, Amazon’s prior print-on-demand service that [excluded all competition](#) by forcing publishers who wanted to submit their books for print-on-demand to do it via this platform.



If Amazon generates important sales figures through the sales of cultural products, it is far from making profits. At the third trimester of 2014, the business thus announced a [net loss of 437 million of dollars](#), the most important loss it ever registered in one trimester. These losses can be explained, according to the American company, by major investments made to conquer new markets. Even if financial markets supported the distributor until now, a break of trust from investors could lead to an eventual explosion of the “Amazon financial bubble”, threatening the entirety of the Western cultural ecosystem. The reduction by 20% of the Amazon share value since the beginning of the year could also be a warning sign that markets are losing confidence. **To reduce dependency on Amazon, it would be less risky to decentralise the offer as from now, and guarantee the sustainability of a system made of independent digital actors.**

### Closed model and data control, detrimental to readers

- **Technologically speaking, the model imposed by Amazon for digital publishing is a closed model and limited in terms of functionality.** Amazon does not trade books in ePUB format. This open format, proposed by the IDPF<sup>1</sup>, imposed itself as the standard for e-books files. EPUB is readable without conversion on all reading supports (tablets, e-readers, smartphone, etc.), except Kindle Amazon. Conversely, proprietary formats MoBi and KF8 imposed by Amazon can only be read on Kindle. Moreover, MoBi and KF8 formats are limited in functionalities, and do not provide for genuine interactivity. By imposing its closed model as a unique alternative, **Amazon closes the market and makes cultural producers dependent on its system**, on par with seed bearers like Monsanto creating a dependence on their products via patents and [“Terminator” technologies](#).
- Contrary to general opinion, Amazon is not only an online trade website. Its strength can be summarised in two major points:
  1. [Cloud computing](#) ;
  2. [Big data](#).

Through its mastering of cloud computing, Amazon increasingly controls web “raw data” and can stock a large amounts of data. With these big data, Amazon exercises huge power over consumers’ personal data. Indeed, the most important aspect of online trade is not so much the sale itself, but the collection of clients personal data (What are they purchasing? When? Where? At what time and how often? Etc.). And personal data collection feeds targeted online publicity.

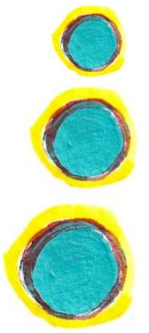
Moreover, even if Amazon is not involved in the Prism case, recent revelations on the American National Security Agency (NSA) large-scale spying of online services (including Facebook and Google) raises **the issues of users private data protection, and of the danger of such a concentration of information in the hands of so few major companies.**

### Bypassing laws and public policies: the rules are not the same for all

- If Amazon can propose advantageous trade conditions for the consumer, it is notably because they pay less tax than local businesses (traditional bookshops, online bookshops, digital publishers, etc.). Almost all sales done in France by the American giant company

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<sup>1</sup> The International Digital Publishing Forum (IDPF) is a not-for-profit organisation whose goal is to enable access to digital publications by promoting the creation of open standards. IDPF is behind the ePUB e-book format.

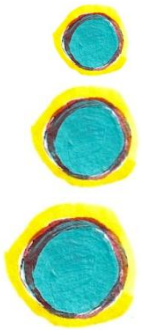


are declared in Luxembourg. This practice, which is not so dissimilar to tax evasion, enables Amazon to evade tax and therefore suppress competition. To support the emergence of actors alternative to Amazon, and the development of online sales in bookshops, **it seems clear that tax regulations must be the same for all and that the same level of competition be guaranteed.**

- The American company's commercial success has for long omitted **the harsh work conditions imposed by Amazon in its distribution warehouses**. The infernal cadence, extreme surveillance of employees, and anti-union policies are now [known](#), but it seems necessary to inform readers about the other side of Jeff Bezos' business (founder and current CEO of Amazon).
- Using consumer protection as an argument, **Amazon bends laws that are meant to protect the book sector to practice a "discount policy" that seeks to suppress competition**. Amazon proposes free shipping regardless of purchase amount in countries benefiting from a fixed book price policy (France, Germany, Austria, etc.). Bypassing the law enables Amazon to cut prices with the intention of spreading its monopoly on the online book market. The recent French law (called "Anti-Amazon law") forbids free shipping for books sent to a physical address, clearly recognising this practice as a disloyal competition for traditional bookshops<sup>2</sup>. On announcement of the adoption of the law, Amazon indicated that it would propose shipping fees of 1 cents of Euro in France, bypassing once again the law to carry out its dumping policy.
- Another example of bypassing: in Brazil, recent discussions on the [reviewing of the Book Law](#) saw Amazon pressurising for digital readers to be included in the new definition of a book, on par with e-books. If this were the case, Amazon's Kindle would benefit from the same tax rebate as books. Several deputies and Brazilian independent publishers from the LIBRE collective [opposed this proposal](#), considering that digital devices (including closed systems such as Kindle) were not books and that leaving the space open for Amazon Brazil could have negative impacts on bibliodiversity.
- Amazon monopolistic tendencies are even more worrying when we know that Jeff Bezos has built a **long-term policy and media protection network in the United States**. He purchased the [Washington Post](#) in August 2013. The purchase of the newspaper by Amazon's owner stirred debate among the daily's editorial team, notably because of [links between Amazon and the CIA](#), source of a potential conflict of interest.

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<sup>2</sup> Besides the interdiction of free shipping, the law also forbids Amazon (and all digital bookshops) from offering "a 5% rebate on books shipped to a physical address". When the book is purchased in a bookshop or on the Internet and withdrawn from bookshops, the 5% rebate can however be applied. The objective of this measure is to "[re-balance competition](#)" between traditional bookshops and online bookshops.



## Proposals for activities and measures supporting bibliodiversity

- **What alternatives to Amazon do actors from the book chain find and develop?**
  - Support digital development in traditional bookshops and local players to become an alternative to Amazon. Some bookshops already have performing online sale systems, they must simply be advertised to readers;
  - Imagine a new open source technology channel, that would be based not on economy of scale but on a new division of labour: the point would be to build connected meta-networks and multi-supports, inter-professional platforms, that would give greater stability to the market and more sustainability and diversity of contents.
- **What regulations international organisations and public authorities could implement in the face of the Amazon monopoly/ monopsony<sup>3</sup>?**
  - Ensure that the issue of monopoly/ monopsony of major digital platforms is considered in UNESCO's *Convention on the protection and promotion of the diversity of cultural expressions*;
  - Building on the French "Anti-Amazon" law model, propose public policy measures that would allow the control of major digital platforms monopolistic tendencies;
  - Call upon the World Trade Organisation (WTO) to better regulate and monitor the conditions of sales of cultural products.

The [Digital Lab](#) was created by the [International Alliance of independent publishers](#) to support publishers in their experimentation and questions around digital publishing – by proposing solutions adapted to their needs and respecting local ecosystems. The Digital Lab is an outcome of the reflection started in 2011 with the publishing of the [Study on digital publishing in developing countries](#) (by Octavio KULESZ).

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<sup>3</sup> In the "2014 International Declaration of independent publishers", publishers stress the fact that "**Digital actors in hegemonic position, such as Amazon, Google or Apple, must not disregard in-country tax laws and regulations. [...] They call upon public authorities and international organisations to establish regulations in favour of bibliodiversity, for publishers and booksellers to play their essential roles of actors and mediators in support of culture**".



## Essential measures for publishing in local and national languages

### Problematics and issues

- The promotion of the written word and reading in general, and of mother tongues in particular, is crucial;
- Publishing in local and national languages is marginalised, under-estimated and less valued, even though it plays an essential role in education, sustainable social development, cultural heritage and the construction of a literary pool;
- Manuals and other reading material in local and national languages have a determining role to play in the development of education;
- The formulation and adoption of national book policies assorted with sectorial linguistic policies guarantee the development of a local book industry;
- Resources allocated by the State and literary programme development partners and printed outputs in national and local languages are steadily diminishing;
- Private publishers' work conditions are generally made difficult because of the prevalence of a disabling policy and economic environment.

### Recommendations

#### To the attention of book professionals and professional collectives

- **Facilitate and/ or strengthen national and regional professional organisations** so they can carry out lobbying and exercise pressure on States, international institutions (UNESCO, African Union, UEMOA, CERLALC, etc.).
- **Diversify national language quality book production at a price adapted to local purchasing power** – if needed, through grants, or through the implementation of solidarity co-publishing projects enabling a sharing of production costs, for example.
- **Develop co-publishing and co-diffusion projects to share resources and diffusion strategies**, including with regards to wide communication and transborder languages.
- **Ensure that terms of national languages books copyrights contracts are respected**, whether it is for publications aimed at a general public or for community usage (teaching, literacy campaigns, etc.).
- **Strengthen cooperation and collaboration with tertiary research and teaching institutions** to mainstream activities: dictionaries and lexicons, harmonisation of dialects/ regional variations, etc.
- **Identify and use existing digital tools** (for production as well as conservation of books in local languages and their promotion): for example, develop and regularly feed a digital database on national and local languages works for these to be available remotely through ISBN, language, country, title, author, publisher, etc.





- **Encourage the adaptation of the best national languages works** to cinema, television and radio programmes to ensure the widest audience possible.
- **Work towards the development of a national language “bestsellers” list**, with works on the top of the list benefiting from more promotion through co-publishing and translation projects, etc.
- **Initiate new distribution channel modalities** that are better suited to support a wider diffusion of books in national languages to a wider public: at the local level via local languages press organisations, bookshops, literacy centres; abroad through the involvement of local diasporas.

### To the attention of public authorities

- **Consider being multilingual as a positive element** for the construction and consolidation of State: introduce and generalise the teaching of national languages in formal education systems, not only limiting it to the first years of schooling.
- **Entrust non-State publishing houses with the design and publication of education textbooks and other material in national and local languages** and give priority to local publishers in their call for tenders for textbooks and reading material in national languages, to develop and consolidate the local book chain.
- **Ensure the effective presence of local and national languages books in libraries and other reading centres**: allocate acquisition budgets for the purchase of local languages outputs, support the implementation of promotion operations in literacy centres, etc.
- **Give recognition to national languages authors and value their literary creation**, on par with other authors, including through the creation of awards and competitions for national languages literary productions on national, sub-regional and continental levels.
- **Carry out concerted actions with publishers for the support of the implementation of promotional events** (book week, fairs and book fairs) and, more specifically the implementation of a National Languages Writing and Book Fair (SAELLA)

### To the attention of development partners

- **Intensify the technical and financial support** for programmes targeting the production and usage of national and local languages literary productions.
- **Raise awareness and invite book donation structures** to keep abreast of local languages productions and include these in the donation process.



## Resources (non exhaustive)

### Reference organisations

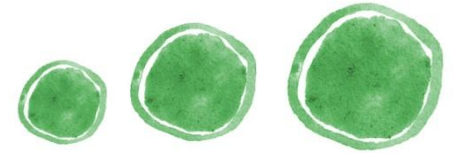
- **ACALAN** (African Academy of Languages): [www.acalan.org/fr/accueil/accueil.php](http://www.acalan.org/fr/accueil/accueil.php)
- **ADEA** (Association for the Development of Education in Africa): [www.adeanet.org](http://www.adeanet.org)
- **Afrilivres**: [www.afrilivres.net](http://www.afrilivres.net)
- **Afrolit Resources Centre & Repository**: [www.afrolit.com](http://www.afrolit.com)
- **APNET**: website temporarily unavailable
- **IBBY** (International Board on Books for Young People): [www.ibby.org](http://www.ibby.org)
- **IFLA** (International Federation of Library Associations and Institutions): [www.ifla.org](http://www.ifla.org)
- **UNESCO**: [www.unesco.org](http://www.unesco.org)

### Publishing houses publishing in local and national languages

- **Bakame** (Rwanda/ publications in Kinyarwanda): [www.bakame.ch](http://www.bakame.ch)
- **Donniya** (Mali/ publications in Bambara): [www.editionsdonniya.com](http://www.editionsdonniya.com)
- **Edilis** (Côte d'Ivoire/ publications in Baoulé, Bété, Sénoufo, Dioula, Koulango, Akyé, Abidji, Dan, Wobé, Mahou, Lobiri): [www.edilis.org](http://www.edilis.org)
- **Editions Papyrus Afrique** (Senegal/ publications in Peul, Wolof...)
- **Ganndal** (Guiney Conakry/ publications in Pular): <http://editionsganndal.blogspot.fr/>
- **Geko Publishing** (South Africa/ publications in Zulu, Xhosa, Afrikaans, Tswana, Sotho, Tsonga, Swati, Ndebele...): [www.gekopublishing.co.za](http://www.gekopublishing.co.za)
- **Graines de Pensées** (Togo/ publications in Mina, Éwé...)
- **Jacana Media** (South Africa/ publications in Zulu, Xhosa, Afrikaans, Tswana, Sotho, Tsonga, Swati, Ndebele...): [www.jacana.co.za](http://www.jacana.co.za)
- **Jeunes malgaches** (Madagascar/ publications in Malagasy): [www.prediff.mg](http://www.prediff.mg)
- **Ku Si Mon** (Guiney Bissau/ Publications in Kriol): [www.kusimon.com](http://www.kusimon.com)
- **Ruisseaux d'Afrique** (Benin/ Publications in Fon-gbe): [www.ruisseauxdafrique.com](http://www.ruisseauxdafrique.com)
- **Sankofa & Gurli** (Burkina Faso/ Publications in Peul, Wolof...)

## Upcoming tools and projects (2015-2016 perspectives)

- Establishment of the African Languages Writing and Book Fair (SAELLA)
- Creation of a support fund for local and national languages projects
- Support for co-publishing, copyrights transfers and translations in local and national languages.



## Rethinking book donations

### Background

Book donations from North to South – but also from South to North – are based on international solidarity mechanisms that sometimes rely on a gloomy vision of developing countries. In the Francophone space, every year French structures send in the Francophonie of the South an important quantity of books donated by individuals, associations or French libraries (following “weeding” operations).

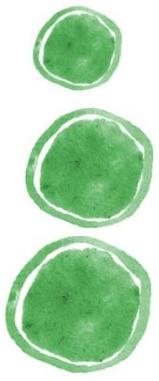
In the Arab world, foreign embassies or religious parties with proselyte aims disseminate works in reading spaces. In Brazil, book donations are done at national level: companies such as banks and major corporations use book donations for promotional purposes.

Whatever the context and objectives (obvious or hidden), book donations, when they are not adapted to the needs of readers, can have adverse consequences. They represent in many cases a disloyal competition for local actors of the book chain.

### Recommendations for “another” book donation

#### To the attention of book donation organisations and book professionals

- **Establish, as a work foundation and for all donation operations, monitoring, consultation and fair relationships:** book donation programmes must be accompanied with knowledge sharing in terms of library management and activation. It is therefore essential to support librarians in the acquisition procedures and implementation of activities. This support could lead librarians to better target the needs of their readers. It is also important that librarians be able to judge the relevance of a donation, and refuse if considered irrelevant.
- **Stimulate local economy:** all donation operations must aim at stimulating the country’s local economy. Donation organisations can get locally published books from local bookshops, thus participating to the development of local publishing and the stimulation of bookshop circuits. Moreover, if books from the North are sent to libraries from the South, it is necessary that libraries from the North also purchase books published in Africa, the Arab world, and so on, to address the issue of diversification and plurality of their backlist. Acquisition of books published in the South could be a supplementary criterion, considered in public calls for tender in the North.
- **Promote direct support for local publishing:** instead of sending books taken from weeding operations, some libraries in the North do “library clearance sales”, enabling them to collect funds. This money can serve to start an acquisition budget for a local library, that could buy books through a local bookshop, or to develop publishing projects supported by local publishers. A donation structure can therefore create a partnership with a library from the North and a publisher from the South: the publisher from the South publishes a book through the support garnered via the library clearance sale or any other activity organised by the library in the North. This book will be sold at a lesser cost in many schools in this country, for example, and could be bought by libraries in the North.



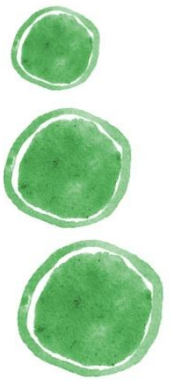
- **Consider local and national languages in book donations:** the integration of local production in book donations aims at addressing the need for books in local and national languages and bilingual books. Children need to read books in their mother tongue, to facilitate their learning. In order to do this, a close collaboration between local publishers and bookshops is essential. A portion of purchase of books in local and national languages done by the donor organisation could stock the library or create a mobile library that could circulate from one library to another in the country, to reach the most isolated population who are often speakers of a local or national language.

*See also “Essential measures for publishing in local and national languages” recommendations*

- **Guide digital book donations (reading support and digital contents):** digital donations practices must also be guided through a Charter, thus avoiding loopholes observed in paper book donation practices – in particular the issue of relevance of contents for readers. Also, and for major investments made in education projects not to be wasted, it is necessary that local book chain actors be mainstreamed in this instrument, with a fair remuneration of authors, publishers and booksellers. The development of digital projects must therefore be accompanied by a strong ownership by local actors, enabling them to create their own digital ecosystem.

### **To the attention of book professionals**

- **Continue lobbying actions with public authorities in the countries of the South:** professional collectives (publishers, bookshops, librarians) have a role to play to raise awareness among the Ministries of Education and Culture, for acquisition budgets to be voted, allowing the dotation of libraries of the North and the South with books (orders made directly to local libraries). In Côte d’Ivoire, for example, over the past few years, local publishers receive orders from the Ministry of Culture to supply books to the country’s libraries.
- **Establish a toolbox that would assist donation schemes with the acquisition of local books:** it is necessary that publishers and booksellers value their productions via existing database, among other means, to encourage donation organisations to include local productions in donation processes.



## **Toolboxes (non exhaustive)**

*References listed here are mainly from the Francophone region as book donations are more common there.*

### **Database listing books published in the Francophone region:**

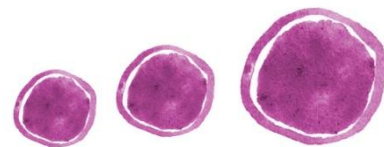
- **Afrilivres**, pan African association, showcases the production of 30 publishers from sub-Saharan Africa: [www.afrilivres.net/](http://www.afrilivres.net/) collective list developed in April 2014: <http://fr.calameo.com/read/001045068bcffd041c69>
- **Electre** (French database for bilingual books and/ or books in French published in Africa and available in France): [www.electre.com/ElectreHome.aspx](http://www.electre.com/ElectreHome.aspx)
- **Sudplanète** (developed by Africultures): [www.spla.pro/fr/](http://www.spla.pro/fr/)
- **Takam Tikou** (online journal of La Joie par les livres/ BNF): [www.takamtikou.bnf.fr](http://www.takamtikou.bnf.fr)

### **Diffusion and distribution structures of African books:**

- **African Books Collective** (diffusion in Europe and Africa): [www.africanbookscollective.com](http://www.africanbookscollective.com)
- **L'Oiseau Indigo** (diffusion in Belgium, France and Switzerland): [www.loiseauindigo.fr](http://www.loiseauindigo.fr)
- **International Alliance of independent publishers** ("Lectures d'Afrique(s)" backlog/ diffusion in France): [www.alliance-editeurs.org/les-nouveautes-du-fonds-lectures-d?lang=fr](http://www.alliance-editeurs.org/les-nouveautes-du-fonds-lectures-d?lang=fr)

## **Upcoming tools and projects (2015-2016 perspectives)**

- **A book donation Charter "reviewed by professionals of the South"**, based on the [Book donation Charter](#) developed by Culture and Development
- **A toolbox**: practical proposals based on existing practices, examples of "good practices", database of African books diffusers/ distributors, website, contact persons, etc. – local professionals will be able to adapt the toolbox to their respective linguistic region
- **A workshop** between librarians from the North and South, and African publishers during the next IFLA Congress (Cape Town, South Africa, August 2015): knowledge of African productions, sharing, networking for future projects, etc.



## Proposals and activities to develop solidarity publishing partnerships

### Recommendations

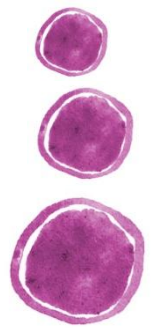
*These recommendations are based on the experiences and practices of the International Alliance of independent publishers: they mainly focus on publishing partnerships between publishers from the South, given that support for publishing in these countries is often weak or inexistent, and between publishers of the South and North, given that these exchanges are few.*

*For more information on publishing partnership process, see page 25 of the document.*

#### To the attention of book professionals and actors

- **Value publishing projects based on solidarity and equity principles among readers**, as do, for instance, publishers member of the Alliance by displaying the “Fair Book” logo on co-publishing and translations.
- **Mobilise and assist authors**: raise awareness among authors regarding copyrights transfers and North-South and South-North co-publishing projects; multiply calls to authors to reserve their copyrights for a specific country of region (a Beninese author published in France can, during negotiation of his/ her contract with a French publisher, reserve the copyrights for Benin or Francophone Africa).
- **Strengthen collaboration with independent bookshops**: work with bookshops towards a better promotion of solidarity co-publishing projects; create preferential business relations between independent bookshops and publishers.
- **Multiply promotion and co-publishing operations** (invitation of authors, relay in media, facilitation of literary days, etc.). These operations can be designed and facilitated in collaboration with local book chain actors: booksellers, librarians, book fairs. In the francophone area for example: use the Book Caravan initiative (AILF) to advertise productions, to facilitate activities, facilitate commercial operations between national languages publishers and bookshops; with the support of NGOs, or through associations, etc.; support country-wide dissemination of information through a collective list of African books (Afrilivres list) that could be distributed through the Caravan; update database such as SudPlanète, the database of the Book Caravan, the Electre database for books diffused and distributed in France, bibliographical lists such as Takam Tikou, etc.
- **Develop co-publishing diffusion via circuits complementary to the bookshop circuit**. In the education sector, some titles could be included in the school programme lists (raise awareness among Ministries of Education, teachers and lecturers, propose memberships in schools, universities, reading clubs, literacy centres, etc.); in the public reading sector, agreements could be reached with reading centres, cultural services; on social networks or through cross-funding, promotion campaigns could complement publicity done by the bookshop and reach more readers.





### **To the attention of public authorities, institutional partners and private foundations**

- **Create, develop and sustain co-publishing and translation funds** (that could be based on existing funds from the Centre national du livre in France, for example). Public aid funds could be bi-national or multinational, and promote co-publishing practices between publishers from different countries, based on the bi-national co-publishing aid fund model currently implemented between Peru and Chile. These aid funds must consider, promote and support unusual flows (from South to South, from South to North).
- **Develop copyright transfers aid funds** (that could be based on existing funds from the Centre national du livre in France, for example). These aid funds (existing or to be created) could also support and promote copyright transfers from South to North, or South to South. To be truly efficient, application processes for these funds must be developed in collaboration with professionals in the field, to facilitate their access and distribution.
- **Promote and support the setting up of in-country digital printing plants and printing on demand** (including in sub-Saharan Africa). To address transport related issues and high costs that complicate some co-publishing projects, a Ministry of Culture could for example support a publisher collective for the purchase of equipment (including training of staff and maintenance) that would be shared by members of the collective.

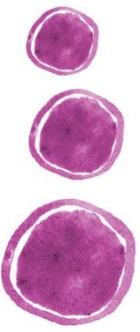
### **Toolbox (non exhaustive)**

#### **References**

- Information on “The Fair Book”: <http://www.alliance-editeurs.org/the-fair-trade-book?lang=en>
- Call to authors, publishers and francophone institutions: [http://www.alliance-editeurs.org/IMG/pdf/Appel\\_aux\\_auteurs\\_aux\\_editeurs\\_et\\_aux\\_institutions\\_francophones.pdf](http://www.alliance-editeurs.org/IMG/pdf/Appel_aux_auteurs_aux_editeurs_et_aux_institutions_francophones.pdf)
- List of pan-African solidarity co-publications of the collection “Terres solidaires”: [http://issuu.com/alliance\\_des\\_editeurs/docs/catalogue\\_terres\\_solidaires/1?e=3055727/5750126](http://issuu.com/alliance_des_editeurs/docs/catalogue_terres_solidaires/1?e=3055727/5750126)
- 2014-2015 Arabic publishers list: <http://www.calameo.com/read/001040744cb5a85634610>

#### **Support funds**

- Centre national du livre (CNL): [www.centrenationaldulivre.fr](http://www.centrenationaldulivre.fr)
- French Institute: [www.institutfrancais.com](http://www.institutfrancais.com)
- Goethe Institute: [www.goethe.de](http://www.goethe.de)
- Programme d’aide à la coédition Jules Supervielle (Co-publishing aid programme - PRAC): <http://www.ambafrance-pa.org/?CONVOCATORIA-Programa-Regional-de>



## Upcoming tools and projects (2015-2016 perspectives)

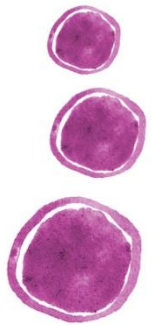
### A guide to solidarity publishing partnerships bearing the “Fair Book” logo, including the following parties:

- Solidarity co-publication specifications
- Tasks allocation/ collective organisation/ trust relationships between publishers
- Transfer of copyrights
- Printing
- Transport
- Promotion/ diffusion
- Diversify business strategies
- Communication on solidarity co-publications with readers
- Digital factor
- Solidarity principle after the release of the co-publication

### Toolbox, including:

- Database of existing aid and support for publishing partnerships (Centre national du livre, French Institute, International Organisation of the Francophonie, Goethe Institute, etc.). In some cases, instructions could be included, for professionals to take ownership of these aid mechanisms
- Contract templates: transfer of copyrights contract templates, co-publishing and translation templates (including the digital)
- Planning budget (examples of planning budget with geographical zoning, unit production cost calculation, selling price calculation, etc.)
- In-country tax: VAT rate in francophone countries, custom laws, etc. (enabling an update of Luc Pinhas' *Éditer dans l'espace francophone*)
- Tools for sharing files on digital platforms (Dropbox, We transfer, etc.)
- Database of photography websites (Magnum, Picture Tank, Afriphotos, etc.)
- Co-publishing in a digital age (develop a specific section on the Alliance's Digital Lab)
- Printing: quotation templates from two reference books in several countries of Africa, which enable an easy comparison of solutions better suited to co-publishing projects
- Transport: roadmap on intra-African transport modalities and outside of Africa
- Promotion: digital tools available, database to be completed, specialised journals to contact, etc.





## Supplementary information on solidarity publishing partnership

For more than ten years, independent publishers develop publishing partnerships: whether it is solidarity co-publications within coordinated collections supported by the Alliance (“Enjeux Planète”, “Terres solidaires”, youth collections...), transfer of copyrights, translation or co-publishing formal or once off agreements.

Transfers of copyrights and translations, although a common occurrence between countries of the North for several years, are progressively developing between countries of the North and South, and between countries of the South. The development of these South-South and North-South publishing exchanges is closely linked to regular meetings between publishers (workshops, inter professional meetings, collective stands at fairs, etc.), providing a space for sharing, developing mutual trust, and identifying common publishing lines.

### Co-publishing

Depending on geographic area, co-publishing packages can differ:

- In Latin America, given the inter-country transport costs and distances, publishers do few unique printing for a single book and prefer printing in their respective country. Co-publishing can however help in sharing other costs: copyrights, translation, page layout, promotion.
- In Africa, given the high costs of local printing, publishers prefer a unique printing enabling economy of scale on printing. Other costs are also shared.
- In the Anglophone world, given the remote location of publishers, transport costs, and differences in the physical appearance of books (for example paperback in India and South Africa, hard cover in Australia or the United States), printing is rarely shared. Publisher print in their countries, but share other costs, including legal fees when applicable (review of a text prior to publication, to avoid legal proceedings, for example).

Therefore, each co-publishing project has its own specificities: the project’s financial, legal, contractual, logistic package is defined on a case-by-case basis and collectively.

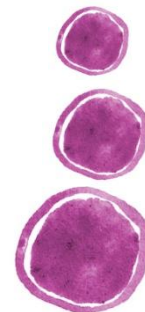
### Transfer of copyrights and translations

North-South transfers of copyrights – for a same language (from French to French, for example) or for another language (from Spanish to English, for example) – are nowadays common. However, the flows are for the most part the same: from North to South.

In 2014, a shift occurred: an Algerian publisher transferred the copyrights of one of his titles to a French publisher; the book got shortlisted for the Prix Goncourt in France... This landmark case, although an exception, indicates a change: literature published in the South is increasingly recognised in the North, African publishers are identified and are true interlocutors for publishers in the North.

In the case of copyrights transfers from French (France) to French (Africa), it still happens that French publishers refuse to transfer copyrights of a title to African publishers, arguing the looming loss should the book not be exported and commercialised by the French publisher on the African continent.

The same can be said for translation flows, often from English, French (France), or Spanish (Spain) to another language. For the past few years, through the Alliance, among others, new dynamics come into play with translations from Brazil to Africa, from Africa to Arabic, etc. and some projects are currently considered from Persian to African languages, from India to Chile... These “new” flows, reflecting the richness of publishing lists and the need to value intercultural dialogue, deserve to be much more supported than they are at present, through aid funds that need to be strengthened or created.



### Why are we defining these partnerships as being “interdependent”?

In this table we summarise the main characteristics of “solidarity” (or interdependent) publishing partnerships.

Co-publishing	Classic	Solidarity (interdependent)
Decision-making process	vertical	horizontal <i>(decisions made collectively by all co-publishers)</i>
Competencies	divided	shared <i>(know-how shared, shared training of publishers)</i>
Work responsibility schedule	equality	equity <i>(costs shared depending on economic situation of publishers, and purchasing power of readers)</i>
Public price	open	adapted <i>(adjustment of book price to purchasing power of readers, equalization and display of prices on the outside back cover when possible)</i>

### Co-publications, what benefits for publishers?

- Diversify one’s list and build an offer policy
- Promote important authors and/ or texts; use co-publishing as a guarantee of quality for texts (several publishers work together on one text)
- Acquire brand awareness and gain legitimacy at national level, with regards to the book chain actors, among others; at international level, towards authors, foreign publishers, institutions
- Share financial costs (copyrights purchase, translation, transfer of copyrights, printing, promotion, etc.); take the risk of embarking on a project that could have been difficult if not impossible to do alone
- Support translations (co-publications enable the sharing of translation costs, which are often too high for one publisher)
- Support African languages projects: co-publication enables transborder projects in one African language
- Make the book more accessible to readers (through an equalization of selling price: fair sharing of publishing costs based on the selling price in each zone and display of prices on outside back cover)
- Sharing of know-how and professional practices
- “Untangle” and facilitate North-South relations, but also relations between independent publishers and publishers belonging to publishing groups
- Propose alternatives to book donations (book donation structures can purchase pan African co-publications rather than sending books published in the North)
- Adhere to a publishers network and strengthen trust relationships between publishers on the international level



## Activities to strengthen a plural youth publishing

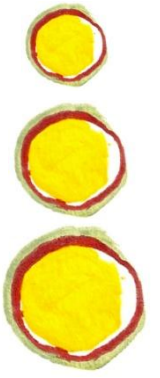
### Recommendations

#### To the attention of publisher collectives and book professionals

- **Develop training:** set up training workshops in graphic design-**illustration** for publishers and graphic designers, for a “historical” perspective (survey what is out there, the various movements, current trends) and “practical” perspective. These training sessions can be held in the margins of international book fairs. Set up *in situ* **creation workshops**, facilitated by publishers and illustrators. Some training sessions could also be designed on the model of the Francophonie International Volunteering Programme, in partnership with universities and art schools, which provides the opportunity for a publishing house to employ a young graphic designer for one year.
- **Raise awareness of young public:** organise youth literature promotion activities, in schools in particular, through book mediators trained on issues of youth literature diversity; through the participation of youth literature authors and illustrators, to give children an opportunity to express their opinions around illustrations, and experience illustration.
- **Promote the work of illustrators:** develop an English directory or portal listing illustrators of the South, that are not necessarily known or not yet published on the international market, based on the principle of Afriphotos for African photography, for example. This tool could be used and strengthened by publishers when they identify local artists.

#### To the attention of book fairs

- **Support the collective organisation of independent publishers on international fairs in the North and South.** For example, book fairs in the North could implement a **preferential tariff system** (“solidarity tariffs”) aimed at publishers of the South to set up collective stands, to facilitate the visibility and circulation of their outputs on the international market.
- **Support promotion activities at book fairs.** For example, at the Bologna Book Fair, organise artists and illustrators exhibitions and autograph sessions in the fair but also in bookshops and exhibition spaces throughout the city. Events and animations to promote African youth literature could also be necessary to create a sustainable dynamic of “African” collective stands in Fairs. In order to do this, a working group focusing specifically on youth literature within collectives such as Afrilivres or APNET could be created.
- **Develop “South-South” copyrights exchanges in the context of book fairs.** It would be beneficial that one or several major book fairs (for example in Africa: Dakar, Abidjan, Harare, Cape Town, etc.) develop a professional hub focusing on sales and purchases of copyrights. This would facilitate exchanges between publishers from the South, which are necessary for a wider circulation of texts and the consolidation of independent publishing in the South. Moreover, sharing of experiences between book fairs such as Bologna and fairs in Africa would enable a better mutual knowledge of markets in the North and South, and would enable the implementation of complementary and sustainable programmes for publishers.



## **Toolbox** (non exhaustive)

**Toolbox to “promote outputs on the international stage”** developed by the International Alliance of independent publishers and available online: <http://www.alliance-editeurs.org/formation/?lang=en>

### **Summary of the toolbox’s themes:**

- Introduction to youth international market
- Hire the services of an agent?
- Support programmes for francophone translation and publishing
- Fellowship programmes and invitation: the example of the Frankfurt Book Fair
- Exhibition of illustrations and the illustrator award at the Bologna Book Fair
- International Book Fairs programmes
- International market studies and listing of resources structures

### **Summary of “ready-to-use” documents and support templates in the toolbox:**

- Participating in an exchange of copyrights fair: retro-planning
- Prospection material
- Prospection monitoring tables
- “Selling rights” glossary, developed by Aquitaine book regional structure
- Legal pack (transfer of copyrights, and publisher/ translator contract templates) and legal recommendations (transfers, digital rights)

### **Resources website, references**

- **Comment vendre des droits à l’étranger ? Petit mode d’emploi** (How to sell rights abroad? Short Guide), developed by Mon Agent et Compagnie and Le Motif: <http://www.lemotif.fr/fr/ressources-professionnelles/guides-et-brochures/comment-vendre-des-droits-a-l-etranger-/>
- **Bologna Book Fair:** [www.bookfair.bolognafiore.it](http://www.bookfair.bolognafiore.it)
- **Seine-Saint-Denis Youth Book and Press Fair:** [www.salon-livre-presse-jeunesse.net](http://www.salon-livre-presse-jeunesse.net)
- **Shanghai International Children’s Book Fair:** <http://www.ccbookfair.com/en/>
- **Sharjah International Book Fair:** <http://www.sharjahbookfair.com/default.aspx>