



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.bolognafiere.it
- **Seine-Saint-Denis Youth Book and Press Fair:** 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>

To make remarks and give your point of view on these recommendations, contact the team of the International Alliance of Independent Publishers (equipe@alliance-editeurs.org).

Read the [International Declaration of Independent Publishers 2014](#)