

Proposals and activities to develop solidarity publishing partnerships

Recommendations

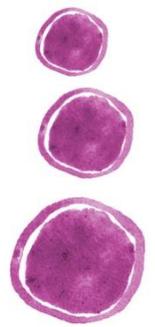
These recommendations are based on the experiences and practices of the International Alliance of independent publishers: they mainly focus on publishing partnerships between publishers from the South, given that support for publishing in these countries is often weak or inexistent, and between publishers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

For more information on publishing partnership process, see page 3 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.

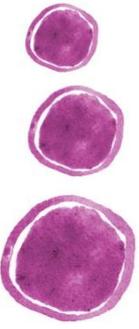
Toolbox (non exhaustive)

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
- 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
- 2014-2015 Arabic publishers list: <http://www.calameo.com/read/001040744cb5a85634610>

Support funds

- Centre national du livre (CNL): www.centrenationaldulivre.fr
- French Institute: www.institutfrançais.com
- Goethe Institute: 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:

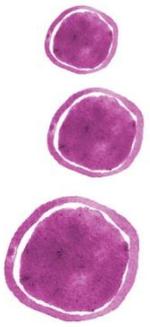
- Solidarity co-publication specifications
- Tasks allocation/ collective organisation/ trust relationships between publishers
- Transfer of copyrights
- Printing
- Transport
- Promotion/ diffusion
- Diversify business strategies
- Communication on solidarity co-publications with readers
- Digital factor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

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](#)



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.

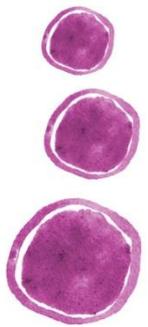
Transfer of copyrights and translations

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)
<u>Decision-making process</u>	vertical	<u>horizontal</u> <i>(decisions made collectively by all co-publishers)</i>
<u>Competencies</u>	divided	<u>shared</u> <i>(know-how shared, shared training of publishers)</i>
<u>Work responsibility schedule</u>	equality	<u>equity</u> <i>(costs shared depending on economic situation of publishers, and purchasing power of readers)</i>
<u>Public price</u>	open	<u>adapted</u> <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