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PRESENTATION
OF THE SLOVENIAN
BOOK AGENCY



A PRESENTATION OF THE SLOVENIAN BOOK AGENCY

The Slovenian Book Agency is a body governed by public law established by the Government of the Republic of Slovenia with the Act establishing the Public Agency of the Republic of Slovenia for Book. In accordance with this Act the field of books includes *ensuring conditions for the publication of books and magazines in the fields of literature and the humanities and for the work of authors in the fields of literature and the humanities, translations of Slovenian authors into foreign languages, international cooperation in the field of books, literary festivals and events, the development of the bookshop network, the development of reading culture, book, author and reading promotion, the coordination of all the links in the book chain, additional professional training in the field of books, the public lending right and the computerization in the field of books.*

The Agency was established in order to perform *professional, development and executive tasks related to the implementation of strategic documents and policies in the field of books.* In addition, the Agency carries out other activities to facilitate development in the field of books and performs functions in the public interest stipulated by the Act to ensure lasting conditions *for the development of the field of books and to make professional and independent decisions on the selection of programmes and projects* financed from the national budget.

The Agency was built on the principles of *ensuring conditions for high-quality creativity in the fields of literature and the humanities, for a greater accessibility of Slovenian books, for an increased awareness of the importance of books and reading in the development of the individual and society and for a wider international recognition of Slovenian authors working in the fields of literature and the humanities.*

Presentation of the Slovenian Book Agency
Information booklet

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THE TASKS OF THE AGENCY

- making decisions on the selection of programmes and projects in the field of books and making provision for the financing thereof,
- stimulating the publication of quality books and magazines in the fields of literature and the humanities,
- providing stimulating conditions for authors working in the fields of literature and the humanities by awarding grants,
- implementing the public lending right,
- facilitating the promotion of Slovenian books and authors,
- facilitating various forms of international cooperation in the field of books, particularly translations of Slovenian authors into foreign languages and national presentations of Slovenian literature and the humanities in international space,
- providing conditions for the development of reading culture,
- stimulating the development of the bookshop network in Slovenia and ensuring conditions for a wider accessibility of books,
- cooperating with other comparable international institutions working in the field of books,
- overseeing the implementation of co-financed programmes and projects,
- cooperating with government bodies in planning the strategic orientation in the field of books within the framework of various public policies,
- obtaining non-budgetary funds and other sources of financing for the implementation of the strategic aims in the field of books,
- keeping records and databases stipulated by various acts,
- cooperating with government bodies and other organisations affecting the status of books, their visibility and development,
- issuing administrative acts and performing other professional tasks in accordance with the Agency's mission and keeping records of the information provided by publishers in accordance with the provisions of the Single Price for Books Act.

THE STRUCTURE OF THE AGENCY BY FIELD OF ACTIVITY

- book and magazine programmes, the implementation of the public lending right,
- reading culture, literary events and campaigns for reading and book promotion,
- international cooperation,
- the implementation of the Single Price for Books Act,
- the development of portals and electronic publishing,
- Slovenia – Guest of Honour at the Frankfurt Book Fair.

In accordance with the Rules on expert committees of the Slovenian Book Agency three expert committees operate within the Agency, submitting proposals concerning the co-financing of programmes and projects (public tenders) for the consideration of the director:

- The expert committee on book and magazine production in the fields of literature and the humanities: Milena Mileva Blažič, Mladen Dolar, Nada Grošelj, Vanesa Matajc and Štefan Vevar.
- The expert committee on literary events and the development of reading culture: Simona Kopinšek, Darja Lavrenčič Vrabec, Martina Peštaj, Barbara Rogelj and Dušan Šarotar.
- The expert committee on the international promotion of Slovenian literature and the humanities: Marijan Dovič, Tina Kozin, Amalija Maček, Mojca Nidorfer Šiškovič and Urban Vovk.

Members of the Board of the Agency are: Jani Virk (president), Mitja Čander, Jelka Gazvoda, Irena Matko Lukan, Branimir Nešović, Neda Pagon and Tanja Petrič. Aleš Novak is the director of the Agency for the 2013–2018 term.

BOOK AND MAGAZINE PROGRAMMES, AUTHORS AND THE PUBLIC LENDING RIGHT

The aims of the Agency in the field of book and magazine programmes are to support quality book and magazine publishing programmes, to co-finance projects in the fields of literature and the humanities, to provide conditions for the creativity of authors and to increase the accessibility of quality books and magazines. In addition, its aims are to develop electronic publishing, to enhance the accessibility of electronic books and magazines on all platforms and to reduce the tax rate on electronic books.

Measures:

- co-financing the publication of books for children, young adults and adults in the fields of literature and the humanities through one- or multi-year public tenders,
- co-financing more comprehensive multi-year book projects through a multi-year public tender,
- co-financing the publication of electronic books (converting print editions into established e-pub formats),
- awarding grants, selecting contractors to award grants under the public lending right, implementing the public lending right and setting minimum royalties.

Public tenders:

- a three-year public tender for co-financing public cultural programmes in the field of books (the fields of book programmes and magazine programmes),
- a three-year public tender for selecting comprehensive multi-year publishing programmes,
- a three-year public tender for selecting contractors to award grants under the public lending right (for associations),

- an annual public tender in the field of book projects, magazine projects, grants,
- an annual public tender for the support of electronic publishing,
- a call for authors entitled to the public lending right.

The public lending right comprises the payment of financial contributions to persons entitled, i.e. living authors of library materials, for the lending of their works in general public libraries and grants for creativity. The funds for implementing the public lending right are set at 5 percent of the amount of funds the state allocates to general public libraries for the purchase of library materials. Types of materials that are subject to the public lending right are:

- book materials (original and translated works),
- non-book materials (audio cassettes and CDs, video cassettes and DVDs).

Persons entitled to financial contributions under the public lending right are:

- for book materials: writers and/or translators of monograph publications, illustrators or photographers, when they are the prevailing (co)authors of monograph publications,
- for non-book material: composers, lyricists, film directors, screenwriters, photography directors.

Authors from all fields can follow the statistics of the lending of their works in general public libraries at home.izum.si/cobiss/nadomestilo/nadomestilo.asp.

READING CULTURE AND LITERARY EVENTS

The aims of the Agency in the field of reading culture and literary events are to develop reading culture in different target groups, to foster lifelong reading habits and to enhance the accessibility of literary events in the fields of literature and the humanities promoting Slovenian authors and their creativity.

Measures:

- implementing national campaigns for the promotion of reading culture and books,
- co-financing literary events which promote Slovenian authors and creativity in the fields of literature and the humanities, including literary awards,
- co-financing programmes and projects which develop reading culture in different target groups and promote books and reading as values,
- co-financing the cultural support programme for the Slovenian Reading Room in Graz,
- carrying out education activities upon the establishment of the Slovenian Literary Centre in Trieste,
- co-organising events in the field of reading culture and literary events.

Public tenders:

- a three-year public tender for co-financing public cultural programmes in the field of books (the fields of literary events and reading culture),
- an annual project public tender in the fields of literary events and reading culture,
- an annual public tender for the cultural support programme for the Slovenian Reading Room in Graz,
- an annual public tender for co-financing bookshop cultural programmes,
- an annual public tender for the selection of books in the framework of the project Growing up with a book,
- an annual public tender for professional training in the field of books.

The national project Growing up with a book

Every year the Agency carries out the national campaign for reading promotion among young people **Growing up with a book**, in the framework of which two works of young adult literature by Slovenian authors are selected through a public tender. The works are suitable for seventh-grade primary school and first-year secondary school students respectively.

The aims of the campaign are:

- to promote acclaimed Slovenian authors of young adult literature,
- to motivate students to read and visit general public libraries,
- to encourage publishers to include more contemporary Slovenian authors in their publishing programmes for young adults.



The project **Growing up with a book** is a joint effort of the Slovenian Book Agency and a working group of representatives from the Ministry of Culture, the Ministry of Education, Science and Sport, Pionirska – Centre for Youth Literature and Librarianship at the Ljubljana City Library, the National Education Institute of the Republic of Slovenia, the Slovenian Public Libraries Association, the School libraries section at the Slovenian Library Association, the Society of School Librarians and the Slovene Writers' Association. The vast majority of schools participate in the project **Growing up with a book**, specifically, about 99 percent of primary schools and about 96 percent of secondary schools. To date over 200,000 students have received the books as a gift.

INTERNATIONAL COOPERATION

By co-financing **professional training projects**, the Agency supports the implementation of quality and prominent education projects in the field of books in the Slovenian and international cultural arena, the integration of providers of public vocational training in the field of books into education processes and the improvement of the professional competence of individuals employed or self-employed in the field of books.

By co-financing **the cultural programmes of bookshops**, the Agency facilitates the development of bookshops into cultural centres and the implementation of comprehensive cultural programmes carried out by bookshops, ensures the accessibility of an adequate range of co-financed books and magazines across Slovenia and enhances bookselling in the public interest.

In 2014 the Agency designed and implemented a new national campaign entitled **Closer to books**, which is one of the aims of the recently adopted National Programme for Culture 2014–2017. The campaign is based on TV advertisements which address target age groups, a radio and multimedia advertisement and promotional material for bookshops. The common aim of the campaign is to promote books and book-related shopping habits.



The aims of the Agency in the field of international cooperation are to increase the international recognition of Slovenian authors and publishers working in the fields of literature and the humanities, to establish different forms of international cooperation in the field of books, to translate Slovenian authors into foreign languages and to publish works by Slovenian authors with eminent foreign publishing houses, to facilitate cooperation with related institutions and networks and to implement the project Slovenia – Guest of Honour at the Frankfurt Book Fair.

Measures:

- presenting Slovenian literature at book fairs abroad,
- carrying out an international seminar for translators of Slovenian literature,
- publishing promotional material,
- co-financing translations of Slovenian authors into foreign languages,
- co-financing programmes and projects in the field of international cooperation,
- cooperating with related and other institutions,
- facilitating integration with international networks and initiatives.

Public tenders:

- a three-year public tender for co-financing public cultural programmes in the field of books (the field of international cooperation),
- an annual project public tender in the field of international cooperation,
- an annual project tender for translations and sample translations into foreign languages,
- an annual project tender for co-financing author mobility,
- an annual project tender for residencies for authors abroad.

In this field the Agency co-finances, through public tenders, quality and prominent events aimed at firmly positioning Slovenian literature and the humanities abroad, quality and visible presentations at fairs without

a national stand and quality and visible projects in Slovenia exclusively aimed at systematically positioning Slovenian literature and the humanities abroad. The Agency also financially supports the operation of information platforms aimed at providing better information on Slovenian literature and the humanities to the international public, as well as innovative publishing and translation plans aimed at popularising Slovenian literature and the humanities abroad. In addition, the Agency also co-finances translations and sample translations into foreign languages and the mobility of Slovenian authors.

In the field of international cooperation the Agency provides reminders and makes recommendations for various institutions and individuals in Slovenia and abroad and maintains a database of translations of Slovenian authors in foreign languages on the Agency's official website.

Every year the Agency organises *presentations of Slovenian literature and authors* at important international European book fairs. In 2014 the Agency increased its presence at fairs from three (Bologna, Leipzig and Frankfurt) to five (Prague and Moscow) to better position Slovenian authors on these markets as well. Moreover, the Agency carries out, independently or cooperatively, additional support programmes for the international recognition of Slovenian authors in other locations (Budapest, Vienna, Belgrade). A particularly fruitful cooperation has been developed with the international network Traduki, whereby the Agency enhances its support programmes and collaborations at the international level.

The Agency carries out *an annual international translation seminar*, which affords insight into the current state of Slovenian contemporary literature and the possibility to work with Slovenian authors, critics, publishers, lecturers and other agents in the field of books. The seminar contributes to an increased number of published high-quality translations, provides better information for translators from the Slovenian language and fosters closer cooperation between translators, publishing houses and authors.

In order to promote Slovenian authors abroad, the Agency prepares different *promotional material*: author presentation leaflets (four-page leaflets in English

and German for authors participating in the Leipzig Book Fair programme and for those participating in the international translation seminar), a catalogue of authors, illustrators and publishers for the Bologna Children's Book Fair (containing information on awarded authors and illustrators, Slovenian awards, a list of the publishers of the showcased works and forms of co-financing provided by the Agency and the Trubar Foundation as well as contact information) and sample translation booklets (containing author biographies, descriptions of their work, book abstracts, possibilities of co-financing and contact information). The Agency also publishes information material on co-financing possibilities and lists of publishers.



The Agency participates in *international networks and initiatives*. Particularly important is the cooperation with the international network Traduki, which runs a support programme for the translation of literature and the humanities as well as works for children and young adults. Further, the Agency cooperates with Goudfazant, a network of European institutions facilitating the international promotion of literature by providing support for translations and other forms of cooperation, and with an international initiative launched by the French National Book Centre striving to implement European cultural policies and measures in favour of books. The Agency was among the first institutions in Europe that in 2014 signed the declaration in favour of the book, which encourages European policy makers to ensure proper valuation and protection of authors' work, the lowest possible tax rate on print and electronic books and the interoperability of electronic books on all devices.

SLOVENIA – GUEST OF HONOUR AT THE FRANKFURT BOOK FAIR

The National Programme for Culture 2014–2017, adopted by the National Assembly of the Republic of Slovenia in November 2013, focuses upon the project Slovenia – Guest of Honour at the Frankfurt Book Fair as one of its main aims in the field of books. The presentation of the Republic of Slovenia as the main guest at the most important international book fair is important both from the point of view of long-term visibility and positioning of Slovenian authors and Slovenian creativity in the field of books in German-speaking countries as well as from the point of view of a wider recognition of Slovenian creativity and cultural and economic potential. A successful performance of countries as main guests at the Frankfurt Book Fair significantly increases the number of publications of showcased authors in German-speaking countries and other book markets. At the same time, the performance enhances the cultural and tourist potential of the country and contributes to economic growth and the development of cultural and service activities and creates new employment opportunities. By 2014 as many as 27 countries and regions were presented in the Guest of Honour programme, most recently Finland. For the Guest of Honour such a presentation has a double meaning: it places the literature and culture of their country in the centre of visitor and media attention at the largest book fair in the world and affects its book industry and international efficiency.



Thus the project is conceived in a way to connect the cultural, economic (publishing houses, printing houses, the design sector in connection with businesses and the film industry) and tourist sectors. The optimal envisioned aims are: an increased trading of copyright, an enhanced visibility of Slovenian culture abroad (visual arts, film, etc.), the recognition of the Republic of Slovenia as a tourist destination, the cooperation of printing companies, an increased trading of Slovenian design products, an increased number of translations of Slovenian literature, etc. As of 2013, 582 works by Slovenian authors were translated into German, 304 into English, and by the time of Slovenia's appearance as the Guest of Honour the number of translations of Slovenian authors into German and English is expected to increase by 30 percent annually and increase even further after the presentation. The aim of the presentation is also an increased number of works by Slovenian authors published with prominent publishing houses in the German-speaking area.



IMPLEMENTATION OF THE PROVISIONS OF THE SINGLE PRICE FOR BOOKS ACT

The Government of the Republic of Slovenia allocated 2,500,000 EUR for the project and entrusted the Slovenian Book Agency with its implementation. Within this financial plan Slovenia will make its appearance at a visible exposition space of 2500 m² designed in line with its concept. There the Agency will carry out a part of its programme, organise the accompanying programme, aimed at increasing the visibility of Slovenian design, carry out projects with the assistance of the Slovenian economic diplomacy, bring together books and tourism with special projects and carry out a translation support programme. Approximately one year before the presentation, the Agency will also open an information office in Frankfurt in cooperation with the Embassy of the Republic of Slovenia in Germany.



On the initiative of the Chamber of Publishers and Booksellers at the Chamber of Commerce and Industry of Slovenia the relevant ministry introduced the Single Price for Books Act, adopted in January and put into force in August 2014. Modelled on other European countries, the Act regulates the book market and the price stability and predictability of book sales for a limited duration, ensuring equal basic market conditions for the accessibility of a wide offer of books to end consumers in the period stipulated by the Act. The Act derives from the basic principles of protecting Slovenian books as a public good of profound cultural significance for the development of the individual, society, country and the Slovenian language, from the protection of maximum and equal accessibility of Slovenian books to all end consumers everywhere in the Republic of Slovenia and from the equality of book consumers. In the period stipulated by the Act consumers will be able to purchase a certain book at a uniform price regardless of the means or place of purchase. Authors, publishers, booksellers, libraries and end consumers are thus in an optimal mutual relationship. The publisher notifies the Agency regarding the uniform book price no later than a day prior to the start of sales. The Agency keeps a record of this information on its official website and obtains other required information by right of office from the National and University Library in Ljubljana. The uniform book price applies to all end consumers under the same conditions and simultaneously everywhere in the Republic of Slovenia for the period of six months from the date a book becomes available for purchase.

In accordance with the provisions of the Act, the Agency undertook new tasks related to the establishment of an information database which started operating in August 2014. The information database is the foundation for a book portal, which will be launched by the Agency in 2015 as a part of a European Social Fund project. The database has been functioning seamlessly since launch and also enables additional functionality. Users can access the database through the Agency's official website www.jakrs.si/en or directly at www.enotna-cena-knjige.jakrs.si.

CENTRAL BOOK INFORMATION PORTAL – CLOSER TO BOOKS

The Agency was successful in obtaining European funds in 2014. It received up to 100,000 EUR from the European Social Fund for co-financing the development and operation of the central book portal. The portal will provide comprehensive information to the general public on the current book production, Slovenian authors and the activity on the book and magazine market. By launching and maintaining the portal, the Agency will enhance its support to the long-term development of the book market, particularly in the fields of information and promotion support, and to the interconnectivity of people and content. The portal will be based on a complex database of all books published in the Slovenian book market and will be integrated with the database of the National and University Library. The portal will provide a transparent and comprehensive insight into the state of the Slovenian book market and book accessibility. Through metadata and other relevant content the database will be upgraded into a publically accessible module enabling an overview of the publishing market and fostering cooperation with publishers, traditional and online bookshops, authors, social networks, libraries, e-book lending system and other content and services. A module offering free access to magazines in the fields of art, literature, the humanities and magazines for children as well as providing information on publishers, a print edition subscription service, a selection of content from published magazines and other relevant information from this field will also operate within the framework of the portal.

The project will enhance the accessibility of quality cultural content from the field of books and facilitate long-term development and the improvement of the position of publishing, book and magazine markets, raising the awareness of the significance of culture in the development of the individual and society. It will also enable the transfer of knowledge to young people and improve the accessibility of cultural goods and services by cooperating with young people who are unemployed or self-employed in the field of culture. In addition, the project will enable a more quality implementation of tasks stipulated by the Act and monitoring of the implementation of provisions stipulated by the Act by relevant bodies.





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