



Creative Europe: Culture Literary Translation Projects Call 2016

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Literary Translation (LT) Projects – Proposed revision of Guidelines for the 2016 Call

- Why revision of award criteria in LT Guidelines 2016?
- Objectives and priorities of the Literary Translation and links to the European Union Prize for Literature (EUPL)
- Analysis of the 2015 LT selection results; concerns to be addressed

Literary translation in Creative Europe

Objectives and priorities

- support cultural and linguistic diversity
- promote the transnational circulation of high quality literary works,
- improve access and reach new audiences
- raise the profile of translators

Literary translation in Creative Europe

Objectives and priorities

- encourage translation of literatures from lesser used languages into EN, FR, DE and ES
- encourage translation of less represented genres (books for young public, poetry, short stories, comics) - **NEW**
- translate and promote EUPL winning authors and books



European Union Prize for Literature (EUPL) Objectives

- Showcase European contemporary fiction
 - Raise the profile of authors outside home country and encourage transnational circulation
 - Raise awareness in the book sector about Europe's literary diversity - and promote translation, publishing, selling and reading of books from other European countries
- **EUPL and Literary Translation;** shared objectives, mutual support.

Analysis of the 2015 LT selection results and effects of 'automatic points'

- 37 countries apply, 6 countries win 2/3 of projects; imbalance.
- EUPL in 57 of 58 selected projects; other editorial plans lose out.
- EUPL essential for selection; high quality projects not selected.
- Only 14 successful countries in all; less target language diversity.
- Translations from/into "small" languages; less circulation.

Analysis of the 2015 LT selection results and effects of 'automatic points'

- More applications from UK, F, DE and ES, but fewer selected projects; not supporting priority.
 - Recurrent applicants dominate, difficult for new applicants.
 - Strong dominance of novels (EUPL); decreasing genre diversity.
- **Proposed revision of award criteria: address concerns, keep link between LT and EUPL – and find right level of 'automatic points'.**

Results of the 2014 and 2015 call

	2014 call (FPA)	%	2014 call	%	2015 call	
applications	23		238		246	
ineligible	0	0	28	12%	8	3%
selected	11	48%	64	27%	58	24%

Most represented countries: BG, FYROM, IT, RS, HU, SL

More than 500 translations

Literary translation

What are the **main changes** for the next call?

- Change of criteria weighting
 - EUPL Automatic points from 25 to 15 points
 - Relevance from 30 to 40
- Strong emphasis on the added value of the project for the circulation of works
 - translations from lesser used languages into EN, DE, FR, SP
 - translation of works from less represented genres such as literature for young public (children, adolescent and young adult), comics, short stories or poetry
- Simplified annexes

2016 budget & indicative timetable

Budget 2016: EUR 3 million

Calls to be launched for:

- 2-year projects (annual calls) +/- 60 projects

Call	Deadline	Information to applicants	Start date of the action
end Feb 2016	27 April 2016	August 2016	Jan-Feb 2017

Planned simplification of application documents

Only Online submission - no application package - *NEW*

- Less administrative documents at application stage
- No separate strategy document but space for additional information directly in the eForm
- Electronic copy of books to be provided upon request

Eligibility criteria – *no changes*

Eligible applicants:

- active publishers and min.2 years of existence

Eligible projects:

- Translation and promotion of a package of high quality works of fiction
- 3 to 10 works ; up to 100 000 EUR (max. 50%)

Eligibility criteria – *no changes*

Eligible languages:

- official languages of the participating countries, **AND source or target must be an official language of EU/EEA/ EFTA country**
- Latin or Ancient Greek also possible source

Eligibility criteria – *no changes*

Eligible languages:

- Target language must be translator's mother tongue
- Cross-border dimension of translations (not from one official national language into another one of same Country)

Eligibility criteria – *no changes*

Eligible works (paper or e-books):

- **Fiction** *with high literary quality*
- **Authors:** nationals/residents of eligible countries
- Original **already published** but not yet translated (unless justified need for new translation after 50y)

Eligibility criteria -

Eligible period: *new*

- Activities must start between **January and February 2017!**
- earlier start (but not before the deadline for submission) only possible upon approval

Eligible costs – *no changes*

- **Translation** costs for each work (return to budget-based approach)
- **Publication** printing, editing/proofreading, design, ...
- **Promotion** costs for special events, marketing initiatives **and excerpts of the translated works, ...**
- *If grant > EUR 60 000 **Audit** linked to the request of final payment*



No management staff costs nor indirect costs

Award criteria

Proposals are evaluated out 100 points according to

- **Relevance - 40 points *new***
- **Quality of content and activities – 25 points**
- **Promotion and communication – 20 points**
- **Automatic points- EU Prize for Literature - 15 points *new***

Award criteria 1 : relevance

how the project will contribute to transnational circulation of works of European literature and to improving access to it?

- added value to support the circulation and diversity of European literature in the targeted countries?
- how relevant with regard to 1) the circulation of works written in lesser used languages 2) *less represented genres such as literature for young public (children, adolescent and young adult), short stories or poetry? - **new***

Award criteria 1 : relevance

how the project will contribute to transnational circulation of works of European literature and to improving access to it?

- distribution strategy including the use of digital technologies?
- innovative business or professional practices

Award criteria 2 : quality of the content and activities

how the project is implemented in practice ?

- publisher's team skills : literary and language, organisational, marketing
- financial and human resource allocations
- time-table for the work programme
- literary quality of the works to be translated
- Relevance of the experience of the translators

Award criteria 3 : Promotion and communication

Approach to promoting the translated works of fiction within Europe and beyond?

- How clear and appropriate is the promotion strategy including the use of digital technologies?
- To what extent are promotional activities tailored to the specificities of each book in the package including the definition of (sales) objectives, target groups, tools, channels, media and timeline
- How specifically will 1) translators be promoted and 2) **EUPL books (NEW)** and EU support be made visible throughout the duration of the project?

Award criteria 4 – automatic points - **NEW**

Up to **15** Points will be automatically granted to projects including **1 to 5 books** for which their author **has won the European Union Prize for Literature.**

- 1 EUPL = 3 points
- 2 EUPL = 6points
- 3 EUPL = 9points
- 4 EUPL = 12points
- 5EUPL = 15points

The maximum total number of submitted books per package is 10.



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Questions & answers