

CIRCULATION OF EUROPEAN LITERARY WORKS

Success stories of Ukrainian publishing houses

Success Stories



2020:

8 ways to empathy

Library of Adventures

2019:

Special Features: 10 conversations about the identity

Fantastic Europe: between magic and technology

**Classic and modern European literature in Ukraine:
continuation**

2017:

Classic and modern European literature in Ukraine

**Classic and modern European
literature in Ukraine**

**Ukrainian organization-leader:
«ASTROLABE PUBLISHING
LLC»**

**Budget: 58 278,65 euros
(Creative Europe covers 50 %)**

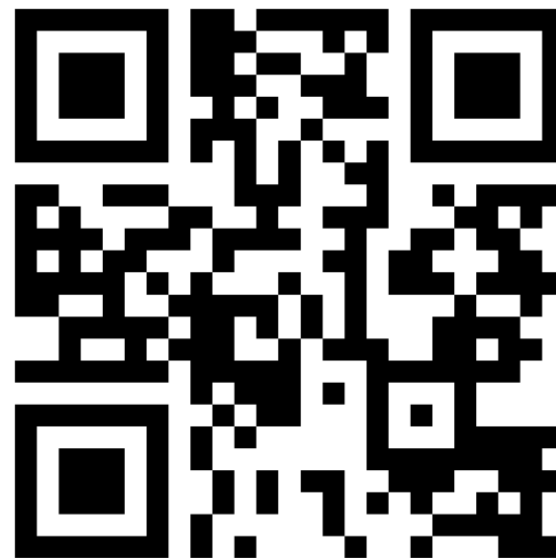
- Jacek Dukaj "Ice" (Poland)
- Kevin Barry "City of Bohane" (Ireland)
- Geoffrey Chaucer "The Canterbury Tales" (England)
- Joseph Conrad "Nostromo: A Tale of the Seaboard" (UK)
- Miguel de Unamuno "Peace in War" (Spain)
- Raymond Queneau "We Always Treat Women Too Well" (France)
- First Poetesses: Code of the Ancient Greek Woman Poetry (Greece)
- Ursula Poznanski "Erebos" (Austria)



**Special Features: 10 conversations
about the identity**

Ukrainian organization-leader:
ANETTA ANTONENKO PUBLISHER
Budget: 56 968,35 euros
(Creative Europe covers 50 %)

Publication of 10 books of prominent playwrights from Spain, France, Poland, Czech Republic, Belgium, Croatia, Lithuania, Scotland and Cyprus in Ukrainian language. Among them there are 3 EUPL winners.



Things to be taken into account:

- Relevance (Planning of authors to translate, which should correspond to priorities of CE)
- Dissemination (detailed planned strategy)
- Quality of content and activities (publishing strategy and access to works)
- Project management (professional team with good CVs, cost effectiveness, risk management and clear evaluation strategy)

Communication strategy

- Pre-project activities
 - Pre view of the project for press
 - Design of the information materials
 - Creation of informational resources dedicated to the project
- Plan the list of Media you normally work with (TV, printed and internet resources, add info about them and approximate coverage)
- Plan events for target audience (wide and professional target audience)

Communication strategy

- Emphasize, how would you promote Creative Europe program in the frame of your project
- Don't forget to mention the presentation of books and authors on several book festivals
- Plan distribution (traditional and no traditional ways)

TIPS from the publishers

- Plan, plan, plan (authors, copyright, translators)
– planning will make your project realization easier;
- Be realistic and evaluate you resources;
- Think about realistic risks;
- Apply with the project that you are really passionate about;
- Don't give up if you fail.

Q'n'A

THANK YOU FOR YOUR ATTENTION
AND GOOD LUCK WITH YOUR
APPLICATION!