

CREATIVE EUROPE

Culture Sub-programme

SUPPORT TO LITERARY TRANSLATION PROJECTS

(Two-year projects)

Detailed description of the project

The document will be annexed to the agreement

<i>Project title</i>	
<i>Applicant</i>	

ACTION PLAN COVERING THE ENTIRE DURATION OF THE PROJECT

1. Overall objectives and results

Please describe the objectives of the project and the result you want to achieve.

AWARD CRITERIA

Please answer the following questions. Note that the quality of the application will be evaluated on the basis of the answers provided.

(We recommend not to exceed 2000 characters without spaces per each answer)

RELEVANCE

*Explain to what extent the project will contribute to increasing the **diversity of European () literature** in the targeted countries*

*Explain how relevant the project is with regard to 1) the circulation of works written in **lesser used languages** into English-, German-, French- or Spanish-speaking territories and 2) the circulation of **under-represented genres** such as literature for young public (children, adolescent and young adult), short stories or poetry*

*Describe the **distribution strategy** and its relevance to the project and explain how in particular it will ensure an easy access of the translated works to the general public:*

*Describe to what extent the project will help your organisation explore and adopt **innovations** in your practices of translation, promotion or distribution of European literature?*

QUALITY OF THE CONTENT AND ACTIVITIES

(We recommend not to exceed 2000 characters without spaces per each answer)

Explain how appropriate the budget allocation is to the different phases of the project (translation, publication and promotion)? For this purpose, the clarity, structure and details of the project budget will also be assessed.

*Explain how relevant the **literary quality of the works** to be translated is with the objectives of the project? To this end, the description provided for each work will also be assessed.*

*Explain how relevant the **education and the experience of the professional translators** are to the nature of the works to be translated? For this, the biography of the translators will also be assessed.*

PROMOTION AND COMMUNICATION OF THE TRANSLATED PACKAGE

(We recommend not to exceed 2000 characters without spaces per each answer)

Describe the promotion strategy and explain how it will contribute to reaching new audience for European translated books:

Outline the promotional activities foreseen by book (including the definition of sales objectives, target groups, use of digital technologies, choice of tools, channels and media) in the table below taking into account the specificities of each book:

Book n°	Title	Target group and sales target	Promotional and communication activities
1			
2			
3			
5			
6			
7			
8			
9			
10			

More specifically describe how 1) translators will be promoted and 2) EUPL books and EU support will be made visible throughout the duration of the project

ADDITIONAL ELEMENTS

You can use this box, if necessary, to add complementary elements for a better understanding of the project and in particular its translation, publication and promotion strategy