

## British Council International Publishing Fellowship – Call for Applicants

### About

The British Council is launching a new International Publishing Fellowship Programme. The programme will connect publishing professionals in the UK and overseas, and has been developed in collaboration with industry leaders.

The first edition will run for 12 months from September 2019. Six publishing professionals from the UK will be paired with counterparts in Georgia, Turkey or Ukraine.

UK Fellows will have the opportunity to visit Georgia, Turkey or Ukraine on a curated study visit, to gain insight into the sector and forge professional connections.

At the end of the Fellowship, Fellows will be invited to bid for a development fund of up to £3k each. Further information below.

### Key Activities

- Online meets (Nov-Jan 2019).
- Fellows from Georgia, Turkey and Ukraine visit the UK for a study trip (Feb 2020).
- British Fellows study trips (June-July 2020):
  - 2 x Fellows visit Georgia
  - 2 x Fellows visit Turkey
  - 2 x Fellows visit Ukraine
- Development Fund activities commence (Oct 2020 – Mar 2021).

### What Costs are Covered by the British Council?

The British Council will cover the costs of:

- UK Fellows' flights, visa costs, accommodation, transfers, and per diems on their overseas study trip.
- UK Fellows' domestic travel, per diems (and accommodation where necessary) to take part in activities when the overseas Fellows visit the UK.

### Development Fund

At the end of the Fellowship, Fellows will be invited to bid for a development fund of up to £3k each. This fund will enable them to continue forging international professional links. Fellows could spend the fund:

- visiting trade fairs
- shadowing opportunities
- professional training
- seed-funding international projects, etc.

Development Fund Applications will be assessed on the following:

- prior commitment to the Fellowship activities
- likely impact of the activities on developing the Fellow's career and international connections
- value for money.

### **Profile of Fellows**

Successful applicants will:

- have between 2-6 years' experience in the publishing sector.
- demonstrate a commitment to innovation and internationalism.
- work in trade fiction or trade non-fiction, across any genre. We especially welcome application from publishing professionals working in the following fields:
  - literary fiction
  - childrens & YA
  - history
  - nature writing
  - biography
  - comics and graphic novels

(NB this round of the Fellowship does not support Academic or STEM Publishing).

Fellows can come from any role where there would be a clear benefit to further internationalisation, e.g.

- Management
- Editorial
- International Rights
- International sales
- Marketing
- Publicity and Events
- Digital/Audio.

(NB This is a professional development activity opportunity aimed at individuals, not organisations. Individuals should apply in a personal capacity, with the consent of their employer).

### **Diversity statement**

Valuing diversity is essential to the British Council's work. We aim to abide by and promote equality legislation to try and avoid unjustified discrimination, recognising discrimination as a barrier to equality of opportunity, inclusion and human rights. All staff worldwide are required to ensure their behaviour is consistent with our policies.

### **Activities**

Fellows will need to commit to the following activities:

- minimum of 2 online meetups prior to the study visits.
- some light homework. For example, preparing short presentations on your publishing house, sector or domestic market.
- 3 x days activity in the UK, during the inbound study visit. This includes participating in:
  - 2 x day meetings and team-building activities
  - 1 x day hosting an overseas Fellow to shadow you at your publishing house in February 2020.
- up to 5 days outbound study trip to either Georgia, Turkey or Ukraine in June / July 2020.
- participation in evaluation activities.
- ad-hoc online interaction with other Fellows. For example, sharing sector information and opportunities, participating in discussions, via Slack group.

### **Employer's Commitment**

Your employer should provide a letter of support with your application. The letter will confirm that they agree to your participation in the programme, and will grant you the time to participate in:

- At least 2 online meet ups, prior to the study visits.
- 3 days activity in the UK, during the inbound study visit. This includes one day hosting an overseas Fellow to shadow you at your publishing house.
- Up to 5 days outbound study trip to either Georgia, Turkey or Ukraine.

### **How to apply**

To apply to the Fellowship, please email [uk-literature@britishcouncil.org](mailto:uk-literature@britishcouncil.org) with:

- A brief covering letter
- A completed application form
- A letter of support from your employer

Please include 'Publishing Fellowship' in the email subject

The deadline for applications is **5pm on Sept 6<sup>th</sup> 2019**. Shortlisted candidates will be invited to participate in a Skype interview in mid-September.

### **FAQs**

#### **Can I pick which country I go to for my study visit?**

2 UK Fellows will visit Georgia, 2 will visit Turkey, and 2 will visit Ukraine. We ask that you indicate your preference in your application form. We will try (but can't guarantee) to match you with your preferred country.

#### **How will you select Fellows?**

Fellows will be selected based on:

- The strength of their application.
- Their compatibility with overseas Fellows, based on
  - genre of publishing (e.g. children's, literary fiction, etc.)
  - role within their publishing house (e.g. editorial, rights, etc.).
- Preference of country.
- Geographical distribution of applicants within the UK.

### **Why were Georgia, Turkey and Ukraine selected as the other participating countries?**

This, the first iteration of the Fellowship, is being run in the 'Wider Europe' region. We selected countries within this region that have growing publishing markets undergoing fast-paced change. The publishing sectors in Georgia, Turkey and Ukraine present different opportunities and challenges; all have an appetite for increased engagement with the UK sector. Please see 'sector information' below for more information.

### **What kind of homework will Fellows be expected to complete?**

Fellows will undertake some research and preparation in their own time. Examples of this are:

- Preparing a presentation on your publishing house and its list, to be delivered during the online meet ups and at meetings in the UK and on your overseas study trip.
- Delivering a presentation on current trends within your segment of the market (e.g. children's, comics), during the online meet ups and at meetings in the UK and on your overseas study trip.
- Conducting some desk research into the country you are due to visit.
- Completing evaluation tasks.
- Preparing an application to the Development Fund.

### **Will I be paired with an overseas publisher, and what does this involve?**

Fellows will be paired with an overseas counterpart. They will shadow you at your publishing house for a day when they visit the UK, and you will shadow them for a day when you visit their country. You will need to liaise with them and put together an itinerary for their day. The itinerary should include meetings with key people within your publishing house.

### **Do I have to spend the develop fund money in the country I'm paired with?**

No, the development grant can be spent anywhere in the world.

### **What will happen on my study trip?**

An itinerary will be prepared by the British Council in partnership with the local publishers' association, and is likely to include:

- presentations
- meetings
- networking events
- a day's shadowing at the publishing house of the Fellow you are paired with
- some cultural events and/or sightseeing.

### **Am I expected to do business with other Fellows, e.g. buying or selling rights?**

You are welcome to, but there's no expectation or obligation to do this.

### **What Costs are Covered by the British Council?**

The British Council will cover the costs of:

- UK Fellows' flights, visa costs, accommodation, transfers, and per diems on their overseas study trip.
- UK Fellows' domestic travel, per diems (and accommodation where necessary) to take part in activities when the overseas Fellows visit the UK.
- Development Fund activities, subject to the terms and conditions of the Fund.

### **What Costs aren't Covered by the British Council?**

The British Council cannot cover the costs of:

- The Fellow's time in undertaking the Fellowship activities.
- Material or IT costs (e.g. stationary, printing, software, ad-hoc expenses).
- Costs incurred applying to the Fellowship, or the Development Fund.
- Meals during activities and trips, unless specified in the itinerary.
- Per diem or expense claims that do not comply with British Council policies.
- Travel insurance or public liability insurance for the Fellows.
- Any personal costs incurred by Fellows as a result of delayed or declined visas.

### **What happens if I change jobs during the Fellowship?**

The Fellowship is a professional development opportunity for individuals, rather than their employers. If you move to a similar role at another publishing house, you can continue to participate in the Fellowship programme. In these circumstances, you should request that your new employer accommodate any remaining commitments to the Fellowship. If your new employer isn't prepared to do this, we reserve the right to withdraw you from any remaining Fellowship activities (e.g. study visits, or eligibility for the Development Fund), at our discretion, and may offer the opportunity to someone else.

If you move into a role outside of the publishing sector, we reserve the right to withdraw you from any remaining Fellowship activities (e.g. study visits, or eligibility for the Development Fund), at our discretion, and may offer the opportunity to someone else.

### **I have a question that isn't answered here!**

Please direct any other queries about the Fellowship to [uk-literature@britishcouncil.org](mailto:uk-literature@britishcouncil.org). We'll be glad to advise.

## **Publishing Sector Briefs**

Georgia has a small but flourishing publishing sector. Within the Georgian market translated titles represent about 55% of the total titles published each year. Domestic titles make up the remaining 45%. The ratio has increased in favour of domestic titles in recent years, due to growth in the domestic sector and Georgia being Guest of Honour at the Frankfurt Book Fair.

Area/genre the ratio of all published books:

- Fiction - 45 %
- Academic / STEM - 20%
- Children's Literature - 11%
- School Books / Manuals / Textbook Collections - 2%
- Supplementary Textbooks / Manuals - 9%
- Picture Books (Comics, Graphic Novels) - 0.1%
- Religious Books - 1%
- Other (Musical scores, Maps, Dictionaries, Albums, etc). - 4%
- (source: Georgian Publishers' Association)

80 % of Georgian publishers are small independent publishing houses (5 employees or fewer). Only 20% are considered large or medium (over 20 employees). There is no tradition of literary agents in Georgia; this job is done by editors and rights managers of publishing houses. International rights sales are often facilitated by the Georgian National Book Centre.

## **Turkey**

Turkey has a population of over 80 million. According to YAYFED (Federation of Publishing Professional Associations) 410,641,305 books (units) in total were sold in 2018. Trade publishing accounted for 34.21%, with 140,477,335 units. According to the ISBN Agency affiliated to the Ministry of Culture and Tourism, 67,135 new titles were produced in 2018, an increase of 11.27 %. This reflects the success of independent publishing and puts Turkey in the 6th place in the world ranking according to IPA data.

Despite this, the overall sector has faced significant challenges in recent years. These challenges include a steep increase in material costs, an 18% increase in sales tax, faltering consumer confidence in the face of broader economic problems, and the well-publicised censorship, harassment and persecution of writers and publishers.

## **Ukraine**

Ukraine has a vibrant and fast developing creative sector. As of 2017, the share of creative industries was 4.4% of Ukraine's GDP.

Ukrainian publishers are typically independent, medium-sized (15-50 employees) or small (5-10). The sector publishes around 20,000 new titles a year. According to Chytomo's Ukrainian Reading and Publishing Data 2018 survey, most Ukrainian publishers specialize in translated literature. For 48% of the respondents, translated titles account for more than 50% of titles, and for almost 25% of respondents, the share is even bigger than 75%. The languages most often translated are English (67%), French (38%), German (34%), Polish (27%).

Recent trends include a higher ratio of translated titles, the emergence of domestic Ukrainian non-fiction, international recognition of Ukrainian children's illustrators, and a significant uptick in new

independent publishers. At the same time, the Ukrainian sector faces significant challenges: lack of centralised sales data (and outdated market mechanisms implemented during the post-Soviet transition); underdeveloped book distribution networks around the country, need of effective copyright regulation, and no tradition of literary agents (whose functions are usually taken over by publishers).

In recent years, there has been significant government-level support for the publishing industry. The Ukrainian publishing industry has raised its international profile (and the profile of its authors) at key forums - Frankfurt Book Fair, Bologna Children's Book Fair and the London Book Fair. In March 2019, The London Book Fair's International Excellent Award went to the Book Arsenal Literary Festival, which takes place in Kyiv, Ukraine. Among the latest initiatives are the National Reading Promotion Programme, Libraries Replenishment of Collections, and a Subvention Programme for Translations.