

NEXT PAGE FOUNDATION  
ACTIVITY REPORT 2012-2013

# INTRODUCTION

On 8 December 2011 Next Page Foundation turned 10. For these **10 years**, the Foundation had supported **over 300 publications** on key political topics or in under-represented languages, in print and electronic formats, **in 22 languages**; commissioned and distributed **38 studies** on various aspects of book publishing and translations; supported the establishment of exchange networks between publishers from “peripheral” languages; organized and participated in **50+ events** and worked on numerous other projects in **over 20 countries**. All of these projects are available in detail at the website of Next Page Foundation: [www.npage.org](http://www.npage.org)

None of this would have been possible without the support of our staff and partners around the world. We are thankful for the inspiration, energy, professional competence, trust, attitude and cooperation to:

- ▶ *Our former staff members* who are currently spread over on three different continents and pursuing successful careers;
- ▶ *Our interns and volunteers* who have learned a lot but also taught us a lot;
- ▶ *Our board members* who have inspired us and opened new horizons;
- ▶ *Our donors* who have trusted us and still do;
- ▶ *Our grantees* who always serve as a precious reality check;
- ▶ *Our consultants* in Belgrade, Cairo, London, Sarajevo, Vienna, Kuwait City and many other places in Europe and beyond;
- ▶ *Our partner organizations* who have shared with us responsibility, experience and great satisfaction;
- ▶ And last, but definitely not least, *all our friends* – for their support and inspiration!

# I. ACTIVITIES & OUTCOMES 2012-2013

## A. NEW INITIATIVES

### THE BOOK PLATFORM PROJECT



#### **About the project:**

In 2010 Next Page Foundation put together an ambitious program for strengthening the publishing sectors in Armenia, Georgia and Ukraine, for enhancing regional cooperation and for opening up the countries' literary scenes for more intensive dialogue with the EU member states. A funding proposal was submitted at a EuropeAid call for proposals, got approved in August 2011, and over the next two and a half years (2012-2014) the project was about to assist the book sectors in Armenia, Georgia and Ukraine in overcoming the challenges that publishing, writing and translating face today. The project is financially supported by the [Eastern Partnership Culture Programme of the EU](#).

#### **Why Book Platform: Development of book, translation and reading promotion in Armenia, Georgia and Ukraine**

*The particular symbiosis of culture and commerce is one of the key characteristics of the book publishing sector. The extent to which a given book sector is healthy is shaped by a combination of factors that involve the level of economic and technological growth and the existing regulatory frameworks but is also strongly determined by soft factors of human development such as literacy, education and level of citizens' participation in public life. As a cultural industry, a strong book publishing can be a contributor to national GDPs and employment rates but is also an essential prerequisite for the development of creativity, critical thought, informed public debate and – ultimately – for more democratic societies. Creators, producers and distributors in the book sector all over the world are facing the same challenges*

*ranging from changing reading habits and competition from the mass media to new technologies and threats to linguistic diversity. In developing and transitional countries, however, these are supplemented by critical limitations in infrastructure, lack of adequate public policies and restricted language markets.*

**Period of implementation:** January 1, 2012 - June 30, 2014, extended to August 31, 2014

### **Scope:**

The Book Platform project assisted in developing skills, in building international networks and in creating smart policies for creating an environment for a healthy, sustainable and open book culture in three countries of the EU Neighborhood Policy – Armenia, Georgia and Ukraine. The Book Platform offered a comprehensive approach to the challenges of the book market by a program that comprised of:

I. Capacity-building via both regional and national seminars, workshops, mentorship and internship schemes:

The different parts of the program were designed to answer the needs of different groups in the sector – publishers, professional associations (of publishers, writers, translators and other creators) and reading promoters (book-fairs, events organizers, cultural NGOs and journals).

**Activities implemented under this cluster in 2012-2013:**

#### **A. Workshops**



- ⇒ [Workshop “Writing the Future: Strategic Thinking and Fundraising for Literature and Publishing Organizations and Associations](#) (26-28 March 2012, Tbilisi, Georgia)
- ⇒ [Workshop “Audiences Outreach Strategies”](#) (8-9 Sept 2012, Georgia)

- ⇒ [Workshop “The Role of Copyright System in the Promotion of Publishing as a Cultural Industry”](#) (7-8 November 2012, Yerevan, Armenia)
- ⇒ [Workshop “Fair-Play and Collaboration: Intellectual Property, Working Conditions and Collaborative Actions for Writers and Literary Translators in Ukraine”](#) (15-16 Dec 2012, Lviv, Ukraine)
- ⇒ [Workshop “Fair-Play and Collaboration: Intellectual Property, Working Conditions and Collaborative Actions for Writers and Literary Translators in Armenia”](#) (14-15 January 2013, Yerevan, Armenia)
- ⇒ [Workshop “Fair-Play and Collaboration: Intellectual property, working conditions and collaborative actions for writers and literary translators in Georgia”](#) (25-26 January 2013, Tbilisi, Georgia)
- ⇒ [Workshop “Promotion of Reading”](#) (17-18 May 2013, Lviv, Ukraine)

## B. Internships

- ⇒ [Internship on Promotion of Reading - Ukraine](#) (7-15 December 2013 in Wroclaw, Poland)

## II. Thematic national studies and policy recommendations on the publishing industries, on literary translations flows and on reading:

The studies included primary data collection, analysis and policy recommendations in the three thematic areas for each of the countries, and were designed according to local needs and availability of previous data. They were elaborated to assist both book professionals and public policy makers in getting informed decisions and forming future strategies.

### Activities implemented under this cluster in 2012-2013:

#### A. Studies



- ⇒ [Translations from Armenian after 1991](#)

- ⇒ [Translations from Georgian after 1991](#)
- ⇒ [Translations from Ukrainian after 1991](#)
- ⇒ [Translations into Armenian \(1991-2013\)](#)
- ⇒ [Translations into Georgian since 1991](#)
- ⇒ [Translations into Ukrainian 1992-2012](#)
- ⇒ [Publishing and Bookselling in Armenia](#)
- ⇒ [Publishing and Bookselling in Georgia](#)
- ⇒ [Publishing and Bookselling in Ukraine](#)
- ⇒ [Reading Habits in Armenia](#)
- ⇒ [Reading Habits in Georgia](#)
- ⇒ [Reading in Ukraine](#)

#### **B. Public Presentations and Discussions on the Studies**

- ⇒ [Public Discussion on Translations from Armenian](#) (27 Feb 2013, Yerevan)
- ⇒ [Public Discussion on Translations in Ukraine](#) (13 September 2013, Lviv)
- ⇒ [Public Discussions on Readership in Armenia](#) (19 June and 28 Nov 2013, Yerevan)
- ⇒ [Public Discussion on Readership in Georgia](#) (4 March 2013, Tbilisi)
- ⇒ [Publishing in the European Neighbourhood - Presentation and Discussion at Frankfurt Book Fair 2013](#) (10 October 2013, Frankfurt)

#### **C. Policy Makers Meetings**

- ⇒ [Policy Makers Meetings on Publishing in Ukraine](#) (15 May 2013, Kyiv and 1 August 2013, Odessa)
- ⇒ [Policy Makers Meeting on Readership in Armenia](#) (5 December 2013, Yerevan)

#### **III. Enhanced literary and publishing dialogue:**

This part of the program aimed at helping the development of resources for promotion of contemporary literature from the three countries, both within the region and in EU countries. It also organized study visits of up to key European editors, publishers and events organizers to the three countries and facilitated the mobility of Armenian,

Georgian and Ukrainian book professionals for participation in European literary and book events.

**Activities implemented under this cluster in 2012-2013:**

**A. Editorial Visits**

⇒ [Editorial visits - Ukraine](#) (September 10-15, 2013, Lviv)

**B. Events Participation**

⇒ [Open Call: Book Platform Events Participation Support Scheme](#)

**Cooperation and partnerships**

The national partners of Next Page Foundation are the [Armenian Literature Foundation](#), [National Publishers Association \(Armenia\)](#), the [Georgian Book Publishers Association \(Georgia\)](#), and the [Publishers Forum-Lviv \(Ukraine\)](#). In addition, we had [CEATL \(Council of European Associations of Literary Translators\)](#) as an associate partner, and also cooperated with [Frankfurt Book Fair](#), Goethe Institut, and other 20+ European organizations that are Next Page's traditional allies, and kept enlarging its partners' base. Furthermore, in the three action countries the project got endorsed by the [Ministry of Culture and Monument Protection of Georgia](#), and we've collaborated successfully with [American University of Armenia](#), [The National Parliamentary Library of Georgia](#), and others. Some of the project events were part of the program of [Yerevan World Book Capital](#).

The program built upon previous efforts of national public and private institutions as well as of international organizations that have worked in the book sector in the three countries (such as Goethe Institute, Council of Europe, World Bank, MATRA program of the Royal Dutch Ministry of Foreign Affairs, Open Society Institute and others).

On the project website you can download the complete interim narrative and verification reports for [Year One \(January 1, 2012 - February 28, 2013\)](#) and for [Year Two \(March 1, 2013 - February 28, 2014\)](#).

## The Why Independent Project

### About the project:

*To what extent in the new generation of the EU Structural Funds will there be place for culture and projects in the field of culture, and how to justify the role of culture in the social, economic and human development of the country? What is and what could be the place of the independent cultural organizations in the negotiation and cultural policy making at local, national and European level? What advocacy tools can we have as an independent cultural sector beyond the specific artistic and cultural projects that we implement?*

These are part of the topics, covered in the *Why Independent* project, which aimed to encourage and motivate the independent cultural organizations in Bulgaria for more and better participation in the policy making process, for more partnership within the sector through experimenting with new instruments for communication and introduction of social design techniques.

**Period of implementation:** June 15, 2012 - August 15, 2013, extended to December 31, 2013

### Scope:

- ⇒ Elaboration of analytical reports aiming to: give overall perspective of the situation in the relevant sector (regional development, human resources, education, economics, rural development) and its relation to culture; provide arguments on the contribution of culture to the respective sector/objectives of OP; give specific examples of projects already implemented in the relevant OP; outline the possible issues, solutions and recommendations for the participation of 1) culture as a factor and 2) cultural organizations;

### Results:

- Analytical Report “EU Structural Funds: Framework & the Place of Culture 2007-2013 and 2014-2020” by Rozalina Laskova;

- Analytical Report “Culture and the Human Capital Development (Through Education, Employment and Social Inclusion) - Arguments and Opportunities for European Project Funding after 2014” by R. Laskova;
  - Visualization materials on Culture and the future Operational Programmes: Human Resources Development, Education and Science, Regions in Growth, Innovations and Competitiveness.
- ⇒ Awareness-raising among the cultural CSOs through a series of 5 workshops in the country, which will cover: a) presentation of and discussion on the analytical reports: new opportunities for promoting the role of culture in the new generation of the EU Structural Funds in the country, and b) new appropriate tools for advocacy in culture: presentation of selected and adapted new media and visualization of information, as well as communication tools for prompt distribution of information and consolidation for actions;

Results:

- 5 workshops in the country with over 135 participants, representing the independent cultural sectors of the regions, municipal authorities, the Ministry of Culture and the Managing Authorities;
  - Experts presentations on Culture and the future Operational Programmes: Human Resources Development, Education and Science, Regions in Growth, Innovations and Competitiveness;
  - Tools on new media and visualization of information for prompt distribution of information and consolidation for actions.
- ⇒ Creating of a new service mechanism to help informed reaction to public decisions and actions, including early warning instrument, consultations upon request and information provision;

Results: partnership with Culture Desk Foundation and distribution of project’s topic-related news through their web platform for cultural management [letsplayculture.com](http://letsplayculture.com)

- ⇒ Transfer of practices and experiences from advocacy at EU level in



culture and from national level from other social fields.

*Why Independent* is a project of Next Page Foundation, supported by the [Trust for Civil Society in Central and Eastern Europe](#), and implemented in partnership with [Culture Desk Foundation](#) and [A25 Cultural Foundation](#). Within the project a task force group was formed, including the experts Yuriy Vulkovsky, Rozalina Laskova, Diana Andreeva and Andrean Neshev.

# I. ACTIVITIES & OUTCOMES 2012-2013

## B. FOLLOW-UPS

### COMIXCULTURE: THE DIFFERENT APPROACH TO DIFFERENCES



#### Background

[comiXculture II](#), the logic continuation of the successful [comiXculture I](#) project, aims to address the lack of public visibility of the culturally and ethnically different groups by fostering the creation of comics stories representing their unique experiences. The project involves renowned comics artists from Eastern Europe and the Arab world who produced original work, reflecting on issues of diversity, e/immigration, being a minority in the globalized world. More information can be found on the [official website](#) of the project.

#### Developments in 2012-2013

##### ⇒ Publications in Magazines

With issue 16/17 for winter 2011/2012 the Serbian literary and art magazine *Kvartal* started a series of issues, which will include comics designed in the frames of the *comiXculture* project. The first issue featured *Irfan's Guitar* – comics based on the script by Aida Secic and illustrated by Džaizku.

*As a quarterly magazine dedicated to literature, Kvartal, published in Pančevo (across the Danube from Belgrade) has also dedicated its space to illustration and comics. Therefore comiXculture seemed like a project of interest to the editors of the magazine, which already published a story created together by Džaizku (cartoonist from Serbia) and Aida Šečić (writer from Bosnia). So far the series has been received nicely among the readers of Kvartal, which may indicate that this kind of a project*

*has proved interesting to both followers of comics and literature. In the upcoming edition, Kvartal will publish another collaboration – between Toma Pan (cartoonist from Serbia) and Andrej Blatnik (writer from Slovenia). This edition will include as well an overview of the comiXculture project by its coordinator – Yana Genova. (Sasa Rakezic alias Aleksandar Zograf)*

### ⇒ Next Page Opened its ComiX Library

Next Page Foundation opened its comix library for all friends of comics who want to borrow for temporary use any of the books and magazines on the list. In our comix library you can find “Palestine” by Joe Sacco (in English), “Maus” by Art Spiegelman (in Serbian), “Persepolis” by Marjane Satrapi (in English) and more of the most distinguished writers in the world of comics today! The list contains as well magazines with published works from the comiXculture project and other comic books and magazines in over 15 languages! More information you can find [here](#).

## THE ARABOOKS INITIATIVE / ENCOUNTERS PROJECT

### Background

The Arabooks Initiative, launched in 2005, tackles fundamental problems and deficits in Arab publishing identified and described in the [Lost and Found in Translation Report](#) that marked the starting point of our work in the Arab-speaking region. Albeit in 2011 we have not started any new projects in the region, we continued to build upon earlier initiatives such as *Encounters*.

*Encounters* is a continuation of an earlier pilot project of Next Page that supported the translation of 11 titles by East European authors into Arabic. The pilot demonstrated that cultural actors from both regions identify a cluster of topics of common interest ranging from historical ones (such as Ottoman history and legacy, the political project of socialism, etc.) to current social issues such as citizens’ participation deficit, sense of political and cultural marginalization, recent experience of war and displacement, immigration, vast social transformations, women rights, the

role of religion and the market, etc. Last but not least, Eastern Europe of today and particularly the new EU member states are just starting to develop a new interest in the global South due to the growing emigration from these countries. If not backed up with conditions for an intense intellectual and cultural dialogue, these contacts will remain framed by the narrow security or economic considerations.

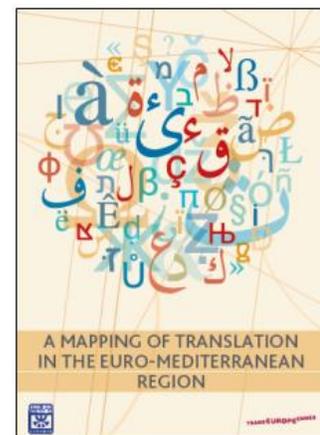
*Encounters* encourages translations in both directions – from Arabic into East European languages and from these languages into Arabic by supporting mutual translations of contemporary prose, essays and texts in humanities. The program comprises two main components – translation studies and translation grants.

### Developments 2012-2013

#### ⇒ *Surveys of Translation Flows between Arabic and East European Languages – Distribution of Results*

⇒ **69 Studies** and a **Final Summary of *Translating in the Mediterranean* Completed**

Ever since the EU Commission conference on literary translation held in 2006, the word “translation” is more and more often heard of in Brussels, and not only in relation to the need for interpreting between the increasing number of official EU languages. *Translating in the Mediterranean* project turned its attention to the Euro-Med relations and the cultural exchange that takes place via translations between the languages of South Med (Arabic, Turkish and Hebrew) and Europe. Sharing a common conviction of the central role of translations for the enrichment of languages, for the development of societies, the production and circulation of knowledge and ideas, seven partner organizations gathered around this project to produce an inventory of the current state of affairs in translations, and a basis to formulate and take long term action. Coordinated by Transeuropéennes and the Anna Lindh Foundation, the partners produced a total of 69 mappings divided by language pairs and themes that for the first time provide both



hard bibliographic data and evaluative analysis of the conditions under which translations between the two regions are being published.

Next Page Foundation joined the project because it matched our strategic aim to work for a greater recognition of translations as key for intensifying intercultural dialogue between Europe and its neighbours, for supporting a more well-informed public and for promoting international policies in translation. We conducted 21 studies on translations between Turkish and Arabic, and the languages of CEE and the Balkans.

The full-text final summary of this gigantic, multi-partners' effort as prepared by Transeuropeens is to be found [here](#) in English, French, Turkish and Arabic. We also invite you to take a look at the individual studies that provide a detailed insight into translations between different language pairs.

⇒ ***Translating in the Mediterranean* Report Launched in Brussels's Bozar**  
(26 June 2012 in Brussels, Belgium)

The two-year long work of *Translating in the Mediterranean* project had its culmination in the official launch of the report on June 26 at the Brussels legendary BOZAR (the Palais des Beaux Arts) organized by the Anna Lindh Foundation. The launch event aimed at sharing the results of the study and its recommendations with a diverse number of cultural actors, officials and policy makers and to stimulate the adoption of measures and policies for the promotion of translation in the Euro-Mediterranean region.

The ceremony was opened by the CEO of Bozar, Mr. Paul Dujardin, the director of the Anna Lindh Foundation Mr. Andreu Claret and Xavier Troussard – Head of Unit “Cultural policy and intercultural dialogue” at the Directorate General Education and Culture at the European Commission. Ghislaine Glasson Deschaumes of *Transeuropeenes* presented the main outcomes of the studies that can also be read [here](#).

The debate that followed was moderated by Yana Genova of Next Page and included interventions by a number of panelist: Egyptian writer and author of the bestselling “Taxi” Khaled El Khamissy, Anna Parzymies of the Warsaw University and Dialog publishers, the translator Maria Pakkala from the University of Helsinki, Mohamed Janjar of Kind Abdul Azis Foundation in Casablanca and the Turkish translator and researcher Hakan Ozkan. Speakers covered a wide variety of themes and had different approaches to the issue - from sharing experiences as translators and promoters of literature to the wider perspective of the impact of translations on social and political discourse in Arabic.



Pictures by Chaymaa Ramzy

*Translating in the Mediterranean* has set up a broad agenda for translations in the two regions. Now the harder work begins on mobilizing different type of resources and players around it.

### **SOUTH-SOUTH TRANSLATIONS PROJECT: NEW BOOKS PUBLISHED**

Lanckorońska, Karolina, *Michelangelo in Ravensbrück: One Woman’s War against the Nazis*, transl. from English into Arabic by Hanaa Abd Al-Fattah,(Sphinx Agency, Cairo 2012), supported by Next Page Foundation’s *South-South Translations Project*

*Michelangelo in Ravensbrück: One Woman’s War against the Nazis* is a memoir book by Countess Lanckoronska, who died in 2002 at the age of 104 - a wealthy countess, a

professor of art history, a devout Catholic, a fervent anticommunist and a member of the Polish underground. In September 1939, the Countess watched the Soviet army march into Poland and after joining the resistance she was arrested, sentenced to death, and held in Ravensbruck concentration camp. There she taught art history to other women who, like her, might be dead in a few days. This brilliantly written memoir records a neglected side of World War II: the mass murder of Poles, the serial horrors inflicted by both the Soviet Army and Nazis, and the immense courage of those

## II. PARTNERSHIPS, PARTICIPATIONS & PRESENTATIONS

### CONTINUING THE MEMBERSHIP IN THE ANNA LINDH FOUNDATION NATIONAL NETWORK

In the beginning of March 2011, Next Page was welcomed as a full member of the [Anna Lindh Euro-Mediterranean Foundation for Dialogue between Cultures](#) national network in Bulgaria. The Anna Lindh Foundation was founded in 2005, with the mission “to bring people together from across the Mediterranean to improve mutual respect between cultures” and is structured as a network of national networks. It links more than 3,000 civil society organizations from 43 different countries, dedicated to promoting intercultural dialogue through various means.

### JOINING THE BULGARIAN PLATFORM FOR INTERNATIONAL DEVELOPMENT

In July 2012, Next Page joined the [Bulgarian Platform for International Development](#). The Platform was founded in 2009 and nowadays is an influential network of over 22 NGOs working in diverse fields, such as education for development, health, gender issues, environment and sustainability. The Platform aims at becoming an active and legitimate partner to the state institutions in implementing the commitments of Bulgaria to European Union policy for cooperation and development towards third countries. This is rather essential with a view to the fact that as a relatively new player in the global development arena, Bulgarian government needs to urgently take a number of key decisions and Bulgarian NGOs would have to find ways to engage in the development agenda.

Shortly after its admission in the Platform, Next Page took part in the European Regional Consultation for the CSO Partnership for Development Effectiveness organized by [Open Forum](#), [Better Aid](#) and [CONCORD](#). More than 30 organizations from all over Europe gathered in Belgrade (Serbia) for a two-day discussion on the European CSOs reply on the Civil Society Partnership for Development Effectiveness (CPDE) – a proposal for an open platform that will bring together CSOs from all over the world through the application of principles, strategies and initiatives that promote

development effectiveness, especially in development cooperation. More on the CPDE could be read [here](#).

## **JOINING CULTURE ACTION EUROPE**

In the end of 2013 Next Page Foundation joined [Culture Action Europe](#). Set up in 1992, Culture Action Europe is Europe's biggest umbrella advocacy organisation for the arts and culture. Today, Culture Action Europe has more than 100 members that together represent over 80 000 arts and culture players across Europe and beyond at the local, regional, national or European level in more than 14 artistic disciplines. The members are from all domains of cultural activity, ranging from orchestras to writers' associations, research institutions to cultural contact points, national theatres to international cultural networks, conservatoires to choirs and festivals.

## **PARTICIPATION AT CONFERENCES AND OTHER EVENTS**

**ELIZABETH KOSTOVA FOUNDATION'S CAPITALITERATURE (29-31 MAY 2012 IN SOFIA, BULGARIA)**  
2012 marked the fifth anniversary of the [Elizabeth Kostova Foundation](#) and its [Sozopol Fiction Seminars](#). The Birthday Edition's follow-up program [Capitaliterature](#) was on stage in Sofia from May 29 through May 31 and featured a diverse program: the first Bulgarian issue of the American literary magazine Absinthe, bilingual literary reading, creative writing lectures by the acclaimed American writes Barry Lopez and Debra Gwartney, and more! As part of the program, the roundtable conversation about contemporary literature, reading and criticism [Blogging and the Social Media: Changing Roles and Rules in Literary Criticism](#) was conducted in cooperation with Next Page Foundation.

## **EUROPEAN LITERATURE DAYS 2013 (24-27 OCTOBER 2013 IN WACHAU, AUSTRIA)**

For the 5th successive year the [Wachau Literature Days](#) hosted writers, publishers, critics and cultural organizations from all over Europe for three days of debates and readings at the heart of the wine-producing region of Austria. Parallel to the literature fest, the Backflow conference focused more on the publishing markets and the

conditions under which literature is being produced and disseminated. The conference's panel and workshop aimed at examining new developments in small and "peripheral" book markets, the interactions between the large global players and the local, the potential role of new digital innovations for cultural communication across borders. Yana Genova from Next Page Foundation gave a presentation, partly based on the experience of Book Platform's studies on book sectors, on the social meaning and the role of shifting reading habits, new digital access and the future of the funding policies for small book markets.

#### **THE EUROPEAN CULTURE FORUM 2013 (4-6 NOVEMBER 2013 IN BRUSSELS, BELGIUM)**

With its over 1200 attendants the European Culture Forum, organized by the European Commission, is indeed the biggest gathering of people in culture in Europe. The [central topics for this year](#) focused on measuring culture and its value and impact, new funding models (understood rather in terms of self-sustainability and generating income) and audience development. Yana Genova from Next Page Foundation was at the Forum to participate at discussions and provide information on the Book Platform project to Europe's policy-makers and cultural professionals.

### III. FINANCIAL INFORMATION 2012-2013

#### STATEMENT OF ANNUAL REVENUE FOR 2012 AND 2013

As of 31 December 2013

uc=Bulgarian Leva BGN (1 Bulgarian Lev equals 0.51 Euro)

	2012	2013
Annual revenue (gross receipts)	302 000	395 000