

IDA PROGRAM

PROGRAMME TO SUPPORT THE INTERNATIONALIZATION OF THE PUBLISHING SECTOR 2020

GUIDELINES FOR CALL FOR PROPOSALS FOR "A" LINE

Intended for foreign companies duly established in their countries.

1. GENERAL INFORMATION

1.1 Backgrounds

The Ministerial Cabinet of Productive Transformation and Competitiveness has identified the Creative Industries as a prioritized sector. These industries are an important source in the generation of added value and qualified employment, but they are also relevant due to the cross-cutting aspects of the sector and its impact on other sectors of the economy. The prospective of the sector at the international level, the high participation of MSMEs, the high percentage of youth employment, the remuneration above the average of the service sector and the potential for internationalization, are additional factors to understand that this sector is a strategic for the country.

In 2018, Uruguay XXI, the country's investment, export and country brand promotion agency, incorporated the Creative Industries as a priority sector within the Export Promotion Department, with the objective of strengthening the internationalization process of the so-called traditional cultural industries: publishing, music and audiovisual. The prioritization of these three industries in Uruguay XXI responds to the need to strengthen their export capacities, since our country, even behaving as an important consumer of cultural products when it comes to indicators by number of inhabitants, does not represent a significant market within its own borders.

In order to promote the export development of these industries, Uruguay XXI defined to work under three strategic lines: i) promotion and dissemination, ii) support to commercial management and iii) permanent updating. This program to support the internationalization of the publishing sector was created with the aim of supporting commercial management and fostering the promotion and dissemination of the sector.

Within the framework of the Agreement between the National Direction of Culture (DNC) - MEC and Uruguay XXI, the bases are laid for the execution of work Plans and Projects and the generation of joint work capacities, for the promotion and internationalization of the different cultural industries.

The National Direction of Culture - responsible for cultural development throughout the national territory and in charge of orienting and planning public policies in culture - defines as a high priority the internationalization programs, in this case, of the publishing sector.

The program “Books from Uruguay”, active since 2012, in charge of promoting key events in the international publishing sector - such as the book fairs in Frankfurt, Bologna, Guadalajara and Buenos Aires - reflects this constancy in the strengthening of the country's image of both authors and national publishers. In 2016, the Program to Support the Translation of Uruguayan Literary Works was implemented in a single edition, with the objective of disseminating and promoting national literature abroad.

Protected in the continuity and in the constant development of the sector we accompany the presentation of the bases for the call of the IDA PROGRAM, PROGRAM OF SUPPORT TO THE INTERNATIONALIZATION OF THE EDITORIAL SECTOR 2020.

The pilot edition of the IDA Program, which took place during 2019, concluded successfully, receiving applications and granting available funds in its three lines.

It should also be noted that the new edition of the IDA Program has been expanded to include the possibility of applying the works of deceased authors to the lines of translation of works and creation of audiobooks.

1.2 Objective of the call

The aim of this call is to encourage the export of Uruguayan literature through support to publishers and authors, with duly constituted companies.

In order to achieve this objective, three lines of support have been set up with non-refundable funds:

- A. Support for the translation of literary works - For foreign companies duly established in their countries.
- B. Support for the translation of extracts from literary works and catalogues - For national companies duly established in Uruguay.
- C. Support for the production of audiobooks - Intended for national companies duly established in Uruguay.

2. ON THE AMOUNT ALLOCATED TO THIS LINE OF SUPPORT AND ADJUDICATION

This program will have a total fund of USD 23.500 for the three lines. The contributions will be made by Uruguay XXI-MEC. The fund will be allocated according to the demand received and availability.

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The proposals presented may be financed with a maximum amount of up to USD 3,000 per work.

The value added tax will not be subsidized.

3. ON THE APPLICATION

3.1 Who can apply?

Foreign publishers who wish to publish in a language other than Spanish, a Uruguayan book of any genre, which has been previously published in physical format or ebook and belongs to a writer of Uruguayan nationality. The selection of the translator will be the responsibility of the applicant company and his/her career will be taken into account in the evaluation.

* Persons who are related by consanguinity or affinity up to and including the second degree with any of the members of the admission table may not apply. The postulants will state by means of an affidavit that they are not included nor do they reach the limitations and restrictions established in this call, declaring that they are aware of the provisions of article 239 of the Uruguayan Penal Code, article 222 of June 24, 2013.

3.2 Documents needed to apply

Applicants must complete and submit the application form for this line of support, as well as attach the following documents.

- ☐ Reliable documentation accrediting the legal status of the company.
- ☐ Contract for the transfer of copyright in those cases in which the applicant is not the author of the work. In the case of authors: reliable documentation accrediting their identity and proof of authorship of the work (registration in Biblioteca Nacional or AGADU).

- ☐ Translator's CV.
- ☐ Agreement signed with the translator.
- ☐ Budget for translation, total and per word, expressed in United States dollars.

3.3 Where to apply?

In the Uruguay XXI website (www.uruguayxxi.gub.uy) / Tools / Programs), you will find the bases of this call, forms and annexes requested to apply.

The applications (form + corresponding attachments) must be sent to the following e-mail address: editorial@uruguayxxi.gub.uy.

3.4 Deadlines for applications

This call for proposals is open from January 2 to December 20, 2020¹. The applications will be evaluated on a monthly basis until the end of the planned fund. Applications sent by the 20th of each month will be evaluated within the same month. For example, if the company applies on September 18, it will be evaluated in September. If you apply on September 21, it will be evaluated in October.

4. ON EVALUATION

4.1 Dates

Applications will be evaluated between the 21st and the last day of each month until the funds have been awarded. The results will be published in the first week of the month following their evaluation.

4.2 Eligibility

The technical team of Uruguay XXI will verify the fulfillment of the conditions and information required for the application as well as the reasonableness of the budgets presented. If it is deemed necessary to expand and/or clarify any aspect of the information presented, Uruguay XXI will communicate with the applicants granting a deadline for the presentation of the requested information. Once the aforementioned communication has been made, the applicant who does not present the required information and/or does not make the relevant clarifications

¹ Subject to availability of funds.

will be automatically eliminated from the process. Applications that do not comply with the minimum requirements established for the call in these rules will not proceed to the next stage of evaluation.

4.3 Evaluation Tribunal

The evaluation will be carried out by a tribunal made up of:

- ☐ a representative of the Uruguayan Chamber of Books (Sebastián Artigas);
- ☐ a representative of the Ministry of Education and Culture (Carla Redaelli);
- ☐ and a representative of Uruguay XXI (Omaira Rodriguez).

This court shall define the pertinence of the request for support for the translation or production of audiobooks and may reject those requests which, in its opinion, do not contribute to the achievement of the objectives proposed by the Program. The evaluation will be carried out according to the following evaluation criteria.

4.4 Evaluation criteria

Line A: Support for the translation of literary works.

CRITERIA	DESCRIPTION	WEIGHTING
Career of the author to be translated	The prizes obtained and the published works will be taken into account.	30
Plan of promotion and distribution of the Work	The experience of the person executing the plan will be taken into account, as well as the actions proposed to promote the work.	30
Career of the translator	The curriculum vitae and the professional experience of the translator linked to the proposal will be weighted.	40

Relevance of the translation	The most widely spoken languages and the timeliness of the publication of the work will be considered.	10
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The application must have a minimum of 70 points to be accepted.

The court may request additional information it deems appropriate for the evaluation. For the delivery of the same one are granted 7 consecutive days counted from the following day to your request. If it is not possible to provide it in time and form, it will not be taken into account for its evaluation.

5. ON COPYRIGHT AND RELATED RIGHTS

In all cases, the applicants assume full and exclusive responsibility for the ownership of the work they present, as well as the use of material protected by copyrights, related rights, personality rights and image rights, keeping Uruguay XXI harmless.

In particular, they declare that they are aware of the provisions of Uruguayan Law No. 9,739 of December 17, 1937, as amended by Law No. 17,616 of January 10, 2003, Law No. 17,805 of August 26, 2004, Law No. 18,046 of October 24, 2006 and Law No. 19,149 of June 24, 2013.

6. ON OBLIGATIONS OF THE BENEFICIARY

6.1 Signature of contract

Once the support has been confirmed, a contract will be signed with Uruguay XXI, in which the beneficiary undertakes to translate and publish the work within a period of no more than 8 months from the month following the signing of the contract.

6.2 Mention

The publishing proposals that are obligatorily benefited must mention the Program in every instance of promotion and in the work. The indications on the use of logo will be provided opportunistically on the part of Uruguay XXI.

6.3 Deliverable

Beneficiaries must deliver to Uruguay XXI-MEC six copies of the printed book as well as, if applicable, the digital book (e-book), within a maximum period of thirty (30) days after publication.

7. ON NON-COMPLIANCE

In the event of non-compliance with the conditions of these rules, the publisher or its representative must refund the amounts received within a maximum period of ten (10) working days from the date of notification by the Instituto Uruguay XXI-MEC.

Without prejudice to the foregoing, and to the responsibilities that may arise, non-compliance with the commitments assumed will disqualify the submission of future proposals to Uruguay XXI-MEC.

The laws of the Oriental Republic of Uruguay will be applicable.

8. EXONERATION OF RESPONSIBILITIES - WITHDRAWAL OF THE SUMMONS

Uruguay XXI reserves the right to withdraw from the Call at any stage of its realization, to reject proposals that do not conform to the conditions established in these Bases; also reserving the right to reject them if it does not consider them convenient for Uruguay XXI-MEC and / or for any of the other participating institutions, without generating any right of the participants to claim for expenses, fees or compensation for damages, or for any concept.

9. MODIFICATIONS

Uruguay XXI-MEC may, for any reason and at any time before the deadline for submission of proposals expires, modify the documents by means of "clarifications", either on its own initiative or in response to clarifications requested by the interested parties. The "clarifications" will be published in the same place(s) where the Call is published.

10. ACCEPTANCE OF TERMS AND CONDITIONS

By the mere fact of submitting to the Call, it shall be understood that all those who submit proposals, know and accept without reservation the terms and conditions set forth in this document.

11. CONSENT TO DATA PROCESSING

Those who present themselves expressly consent to Uruguay XXI-MEC processing their personal data in accordance with Law 18.331 (Law on the Protection of Personal Data and Habeas Data) and Decrees 664/008 and 414/009.

The foregoing implies that, in the processing of personal data provided by applicants, they may only be used for the purposes for which they have been requested from the holder. In this sense, an adequate level of protection will be guaranteed, in accordance with the aforementioned legislation.

12. AUTHORIZATION

The participants of the project who present proposals within the framework of this Program, by the mere fact of presenting themselves, already expressly authorize Uruguay XXI-MEC and/or any of the other participating institutions to disseminate images in general, its institutional logo, as well as photographs of any act and/or event in which they participate in relation to this Call, through any means of communication, namely and among others (without limitation): written press, television, web pages, etc.

13. DISBURSEMENT

Five working days after the day following the signing of the contract, the beneficiary will receive in advance 50% of the total amount to be subsidized against presentation of the invoice, the remaining 50% being delivered with the delivery of the final product justifying the edition requested in numeral 6.3 and the presentation of the corresponding invoice. Disbursements will be made after the companies have submitted the required information in a timely manner in order to follow up on the results of the Program. The financed company will present the scanned invoices and receipts (eventually the originals may be requested) corresponding to the expenses incurred according to the support items described in these bases.

Value added tax (VAT) will not be subsidized.

Uruguay XXI will have a term of 45 working days, from the moment it has all the documentation required to make the payment of the remaining 50%.

14. LIMITATIONS

- a. People who have functional or contractual relations of a labor nature, permanent and stable with Uruguay XXI - National Direction of Culture - MEC.
- b. Citizens and companies in breach of contract with Uruguay XXI - Dirección Nacional de Cultura - MEC.
- c. Persons who are related by consanguinity or affinity up to and including the second degree to any of the members of the court.
- d. Companies that have been awarded contracts under the IDA Programme.

15. CONTACT

For clarifications or queries, the following means of contact are made available to applicants:
Export Promotion Department – Uruguay XXI

Address: Rincón 518-528, Montevideo, Uruguay.

Telephone: (+598) 2915 3838

E-mail: editorial@uruguayxxi.gub.uy