

## **IDA PROGRAM**

### **PROGRAMME TO SUPPORT INTERNATIONALIZATION IN THE PUBLISHING SECTOR 2020**

**GUIDELINES FOR THE CALL FOR PROPOSALS FOR SUPPORT LINES B AND C.** Intended for national companies duly established in Uruguay and foreign companies duly established in their countries.

#### **1. GENERAL INFORMATION**

##### **1.1 Background**

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 diffusion, ii) support to commercial management and iii) permanent updating. The present program to support the internationalization of the publishing sector was created with the objective of supporting commercial management and fostering the promotion and dissemination of the sector.

Within the framework of the agreement between the National Directorate of Culture (DNC) - MEC and Uruguay XXI, the foundations are laid for the execution of work plans and projects and the generation of joint work capacities for the promotion and internationalization of 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 Books from Uruguay program, 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 for publishers and authors, with companies duly established at the national or international level.

In order to meet 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 excerpts/chapters of literary works and catalogues - Destination for national companies duly established in Uruguay.

- C. Support for the production of audiobooks - Intended for national companies duly established in Uruguay.

In all cases, the works benefited by this Program must belong to living Uruguayan authors at the time of application.

## **2. ON THE AMOUNT EARMARKED FOR THE PROGRAMME AND ITS ALLOCATION**

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.

Contributions will be made by Uruguay XXI.

For proposals submitted to line B there is a maximum amount of USD 1,000 per proposal submitted. No more than three projects per applicant may be financed under this line.

The proposals presented in line C may be financed with a maximum amount of up to USD 3,000 per work. No more than one work by the same author may be submitted under this line.

In no case will the amount destined to translate or make audiobooks of deceased authors exceed 30% of the total fund.

For the applications of lines B and C, the Value Added Tax (VAT) will be paid only in those cases where this is a cost for the beneficiary companies.

## **3. ON THE APPLICATION**

### **3.1 Who can apply?**

Line B: Support for the translation of excerpts/chapters from works and catalogues.

Uruguayan publishers or Uruguayan authors with legal status, who have a work edited in physical format or e-book, from which they wish to translate an extract/chapter to expand its international dissemination, or in the case of publishers, have a catalog that requires translation.

Line C: Support for the production of audiobooks.

Uruguayan publishers or Uruguayan authors with legal personality, who have a work edited in physical format or e-book and belongs to a writer of Uruguayan nationality. The selection of the recording studio and broadcaster will be the responsibility of the applicant company. Experience will be taken into account in the evaluation.

\* In all cases, persons who are related by consanguinity or affinity up to and including the second degree to any of the members of the admission board may not apply. Applicants shall state by sworn statement that they are not included or reach the limitations and restrictions established in this call, declaring to know the provisions of Article 239 of the Criminal Code Article 222 of June 24, 2013.

### 3.2 Documents needed to apply

Applicants must complete and submit the application form corresponding to the line of support of their interest, as well as attach the following documents as appropriate.

- For lines B and C: reliable documentation accrediting the legal status of the company.
- For lines B and C: contract for the assignment 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 with the National Library or AGADU)
- For line B: translator's CV.
- For line B: translation budget, total and per word, expressed in US dollars.
- For line C: budget of the production of the audiobook including recording studio and voice-over fees.
- For B and C: complete annex of affidavit.

### 3.3 Where to apply?

In the Uruguay XXI website ([www.uruguayxxi.gub.uy](http://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](mailto:editorial@uruguayxxi.gub.uy).

### 3.4 Deadlines for applications

This call for proposals is open from 2 January to 20 December 2020<sup>1</sup>. 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 21st, it will be evaluated in October.

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<sup>1</sup> Subject to availability of funds.

## 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 submission 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 pertinent clarifications 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 tribunal 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

**For Line B:** Support for the translation of extracts/chapters and catalogues

CRITERIA	DESCRIPTION	WEIGHTING
Career of the author or relevance of the catalogue to be translated.	The prizes obtained and the published works will be taken into account in the case of authors and the presence of titles of living Uruguayan authors in the catalogues.	40
Promotion and distribution plan.	The experience of the person executing the plan will be taken into account, as well as the effectiveness of the translated material promotion plan.	35
Career of the translator	The curricular background and professional experience of the translator linked to the proposal will be weighed.	25

The application must have a minimum of 70 points to be accepted.

The table 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.

**For Line C:** Support for the production of audiobooks.

CRITERIA	DESCRIPTION	WEIGHTING
Career of the author of the audiobook.	The prizes obtained and the published works will be taken into account.	45

Promotion and distribution plan.	The presence in more than one platform or the agreement with an aggregator will be weighted. (company that uploads audiobooks to platform)	35
Career of the technician who will carry out the audiobook and of the speaker.	The experience of the technician will be taken into account as well as the solvency of the speaker.	20

The application must have a minimum of 70 points to be accepted.

The table 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.

\* In all cases, the proposals to be evaluated will only be those that meet all the requirements for application (documents requested and deadlines determined in the bases).

## 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 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:

Line B: carry out the translation corresponding to the catalogue or extract/chapter of the work within a period of no more than 3 months from the month following the signing of the contract.

Line C: carry out the production and distribute the audiobook within a period of no more than 4 months from the month following the signing of the contract.

### 6.2 Mention

Publishing proposals that benefit from line B and C of the programme must be mentioned in all instances of promotion and, in the case of line B, also in the translated extract/chapter or catalogue. Indications on the use of the logo will be provided in due course by Uruguay XXI.

### 6.3 Deliverable

Beneficiaries must deliver to Uruguay XXI-MEC:

Line B: Six copies of the printed or digital catalogue or translated extract/chapter file.

Line C: Audiobook Archive.

## 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 upon presentation of an official receipt, 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 official receipt.

Disbursements will be made after the companies have presented the required information in a timely manner in order to follow up 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 headings described in these bases.

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%.

For line B and C applications, Value Added Tax (VAT) will be paid only in those cases where this is a cost for the beneficiary companies.

## 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 that maintain breaches 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](mailto:editorial@uruguayxxi.gub.uy)