



IDA

PROGRAM FOR TRANSLATION AND SUPPORT FOR THE INTERNATIONALIZATION OF THE PUBLISHING INDUSTRY | 2021 EDITION RULES AND GUIDELINES FOR THE CALL FOR ENTRIES FOR LINE D: SUPPORT FOR THE PRODUCTION OF AUDIOBOOKS.

Intended for national companies duly incorporated in Uruguay.

1. GENERAL INFORMATION

1.1 Background

Uruguay XXI, the agency responsible for the investment, export, and country image, incorporated in 2018 the Creative Industries as a prioritized sector of the Export Promotion Department, to strengthen the export of the traditional cultural industries: publishing, music and audiovisual. According to this objective, it created the IDA Program for translation in 2019, which was supported by the National Directorate of Culture (NDC) of the Ministry of Education and Culture (MEC).

Within the Framework Agreement entered into between the National Directorate of Culture (NDC) of the Ministry of Education and Culture (MEC) and Uruguay XXI on January 30, 2014, in Montevideo, the foundations were laid for the implementation of work Plans and Projects and the creation of joint work capacities, for the promotion and internationalization of the different cultural industries.

The National Directorate of Culture - responsible for the cultural development throughout the national territory and in charge of guiding and planning public policies on culture - defines internationalization programs as a high priority, in this case, for the publishing sector. For this reason, the National Institute of Letters, the body in charge of promoting the activities of authors at the national level and fostering the publishing industry in the country and abroad since 2020, has among its tasks the support to the dissemination and marketing possibilities of the work of Uruguayan authors abroad.



In line with the continuity and constant development of the sector, we are pleased to announce the presentation of the rules and guidelines for the IDA call for entries: *PROGRAM FOR TRANSLATION AND SUPPORT FOR THE INTERNATIONALIZATION OF THE PUBLISHING SECTOR - 2021 EDITION.*

The 2019 and 2020 editions concluded successfully, receiving applications and awarding the funds available in its three lines: 12 translated works in support modality A, i.e. translation of works into languages other than Spanish; a total of 4 for line B -translation of catalogs and excerpts of works- and a total of 4 audiobook productions.

Similarly, the 2020 edition of the IDA Program was expanded to include the possibility of applying the works of deceased authors to the lines of translation of works and creation of audiobooks.

A new line is integrated in the 2021 edition. It contemplates support for the translation and an incentive for the publishing of national dramaturgy works in collaboration with the National Institute of Performing Arts. Likewise, the line for the creation of audiobooks will have the production support of the Cultural Power Plants of the National Directorate of Culture.

1.2 Objective of the call for entries

The objective of this call for entries is to promote the export of Uruguayan literature by supporting publishers and authors with duly incorporated companies.

For this objective, four lines of support with non-refundable funds have been established:

- A. Support for the translation of literary works. Line intended for foreign companies duly incorporated in their countries.
- B. Support for the translation and incentive for the publishing of national dramaturgy works. Intended for foreign companies duly incorporated in their countries. This is a special contribution from the National Institute of Performing Arts of the National Directorate of Culture.



- C. Support for the translation into English of excerpts/chapters of literary works and catalogs. Intended for national companies duly incorporated in Uruguay.
- D. Support for the production of audiobooks. Intended for national companies duly incorporated in Uruguay.

2. ON THE AMOUNT ALLOCATED FOR THIS LINE AND ITS AWARDING

This program will have a total fund of USD 30,000 (thirty thousand US dollars). USD 20,000 (twenty thousand US dollars) for lines A, C, and D and a specific contribution from the National Institute of Performing Arts of USD 10,000 (ten thousand US dollars) for line B. The fund will be awarded according to the demand received and availability.

For line D, a maximum amount of up to USD 1,000 (one thousand U.S. dollars) is available to finance voice-over and artistic supervision costs. The recording studio and sound technician will be provided by the Program. No more than one work by the same author per year may be submitted under this line.

In no case may the amount destined to translate or produce audiobooks by deceased authors exceed 30% of the total fund.

Value Added Tax (VAT) will be financed only in those cases in which this is a cost for the beneficiary companies.

3. ABOUT THE APPLICATION

3.1 Who may apply?

Uruguayan publishers or Uruguayan authors with a duly constituted company, who have a work published in physical or e-book format and belongs to a Uruguayan writer. The program will provide the recording studio hours and the technical operator to make the recording.

The beneficiary may only use this fund for voice-over costs, artistic supervision and other expenses not covered by the sound package offered by the program, which will be provided by the Cultural Power Plants of the National Directorate of Culture.



The experience of the speaker selected by the applicant company will be taken into account in the evaluation.

*In all cases, persons related by blood or affinity, up to and including the second degree of kinship, to any of the members of the admission committee are not eligible to apply. Applicants shall state by a sworn statement that they are not included or reach the limitations and restrictions established in this call, declaring to be aware of the provisions of Article 239 of the Criminal Code Article 222 of June 24, 2013.

3.2 Documents required for applying

Applicants must complete and send the application form corresponding to the line of support they are interested in, attaching the following documents as appropriate:

- Reliable documentation proving that the company is duly constituted.
- Copyright assignment contract in those cases in which the applicant is not the author of the work. In the case of authors: reliable documentation proving their identity and proof of authorship of the work (registration at the National Library or AGADU).
- Audiobook production budget, including voice-over fees and other expenses not included in the sound package offered by the program.
- Complete the sworn statement attachment.

3.3 Where to apply?

Enter <https://www.uruguayxxi.gub.uy/en/i-want-to-export/tools/ida-program-2021/> where you will find the rules and guidelines of this call, forms and attachments required to apply.

3.4 Application deadlines

This call will remain active as of November 8 until the funds are fully allocated. The application modality will be an open window system, and proposals will be



evaluated monthly until the completion of the fund. Applications received until the 20th of each month will be evaluated between the 21st and 30th of the same month. The results will be published in the first week of the month following their evaluation on the [program's web page](#).

4. ABOUT THE EVALUATION

4.1 Eligibility

The National Institute of Letters team, in coordination with Uruguay XXI, will verify the compliance with 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 submitted, applicants will be contacted and given a deadline for the submission of the requested information. Once the aforementioned communication has been made, the applicant who does not submit the required information and/or does not make the corresponding clarifications will be automatically eliminated from the process. Applications that do not comply with the minimum requirements established for the call for applications in these guidelines will not proceed to the next stage of evaluation.

When the awarding of the available funds has been completed, those applications that have reached the minimum required score will be placed on a priority list that will be taken into account if a beneficiary withdraws support.

4.2 Evaluation Judges

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

- A representative of the National Library of Uruguay (Valentin Trujillo);
- A representative of the Ministry of Education and Culture (Joanna Peluffo Velarde for lines A, C and D and Alvaro Ahunchain for line B);
- and a representative of Uruguay XXI (Omaira Rodríguez).



This panel will define the relevance of the request for support for the translation or production of an audiobook. The evaluation will be carried out according to the following evaluation criteria.

4.3 Evaluation Criteria

Line D: Support for the production of audiobooks.

CRITERIA	DESCRIPTION	PERCENTAGE
Previous experience of the author of which the audiobook will be made.	Awards won and published Works will be taken into account.	Up to 45
Promotion and distribution plan.	The experience of the person executing the plan will be taken into account. The presence in more than one platform or the agreement with an aggregator will be taken into account (company that uploads audiobooks to the platform).	Up to 35
Suitability of the speaker.	The experience and competence of the speaker will be taken into account.	Up to 20

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

The panel may request additional information that it deems necessary for the evaluation. The information must be submitted within seven calendar days from the day following the date of the request. The additional documentation will not be accepted after the established deadline.

*In all cases, the proposals to be evaluated will only be those that comply with all the application requirements (documents requested and deadlines established in the rules and guidelines).



5. ON COPYRIGHT AND RELATED RIGHTS

In all cases, applicants assume full and exclusive responsibility for the ownership of the work they submit, as well as the use of material protected by copyright, related rights, personality rights and image rights, holding Uruguay XXI/MEC harmless.

In particular, they declare to be aware of the provisions of Law No. 9.739 of December 17, 1937, and its amendment 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 THE BENEFICIARY'S OBLIGATIONS

6.1 Signing of the contract

Once the support has been confirmed, a contract will be signed with Uruguay XXI, in which the beneficiary undertakes to carry out the production together with the Cultural Power Plants and distribute the audiobook in a period of no more than 4 months as of the first working day of the month following the signing of the contract.

6.2 Mention

Publishing proposals that benefit from any of the four lines of support of the Program must necessarily mention it in all instances of promotion of the work, excerpt/chapter, or translated catalog. Uruguay XXI will send the logos that must appear in each case.

6.3 Deliverables

Beneficiaries must deliver to Uruguay XXI and the National Directorate of Culture (MEC), to each the Audiobook file.

7. ON NON-COMPLIANCE

In the event of non-compliance with the conditions of these rules and guidelines, the publisher or its representative shall reimburse the amounts received within a

maximum period of ten (10) working days from the date of notification by the Institute Uruguay XXI and/or the National Directorate of Culture (MEC).

Notwithstanding the above and the liabilities that may arise, failure to comply with the commitments undertaken shall disqualify the applicant from submitting future proposals to Uruguay XXI and/or the National Directorate of Culture (MEC).

The laws of the Eastern Republic of Uruguay shall apply as well as the competence and jurisdiction of its courts.

8. LIABILITY WAIVER - WITHDRAWAL OF THE CALL FOR ENTRIES

Uruguay XXI and the National Directorate of Culture (MEC) reserve the right to withdraw from the Call for entries at any stage of its execution, to reject proposals that do not comply with the conditions outlined in these Rules and guidelines, and also reserve the right to reject them if they do not consider them convenient for the abovementioned institutions and/or for any of the other participating institutions, without giving rise to any right of the participants to claim for expenses, fees, or compensation for damages, or any other reason whatsoever.

9. MODIFICATIONS

Uruguay XXI and the National Directorate of Culture (MEC) may change the documents for any reason and at any time before the deadline for submission of proposals; modify the documents through "clarifications" either on its own initiative or in response to clarifications requested by the interested parties. "Clarifications" will be published on the same site(s) where the Call for entries is published.

10. ACCEPTANCE OF THE TERMS AND CONDITIONS

By the mere fact of submitting a proposal to the Call, it shall be understood that all those who submit proposals know and accept without reservation the terms and conditions outlined herein.



11. CONSENT TO DATA PROCESSING

Those who apply, from now on expressly consent to Uruguay XXI-MEC to treat their personal data in accordance with the provisions of Law 18.331 (Law on Protection of Personal Data and Habeas Data), and Decrees 664/008 and 414/009.

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

12. AUTHORIZATION

Project participants submitting proposals within the framework of this Program, by the mere fact of submitting, 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 media, namely and among others (without limitation): written press, television, web pages, etc.

13. PAYMENT

Seven working days after the working day following the signing of the contract, the beneficiary will receive 50% of the total amount to be subsidized in advance upon presentation of the invoice in the case of foreign companies and the official receipt in the case of national companies, and the remaining 50% upon delivery of the final product supporting the edition requested in section 6.3 and presentation of the corresponding invoice or receipt.

Payments will be made after the companies have submitted the required information in due time and proper form for the purpose of monitoring the results of the Program.

The financed company will submit the scanned invoices and receipts (eventually and if deemed necessary, the originals may be requested) corresponding to the



expenses incurred in accordance with the lines of support described in these guidelines.

Value Added Tax (VAT) will be financed only in those cases where this is a cost for the beneficiary companies.

Uruguay XXI will have 45 working days from the moment it has all the required documentation to pay the remaining 50%.

14. LIMITATIONS

- a. Persons who have functional or contractual employment relationships of a permanent and stable nature with Uruguay XXI- National Directorate of Culture- MEC.
- b. Persons who have not complied with agreements signed with Uruguay XXI- National Directorate of Culture- MEC.
- c. Persons related by blood or affinity up to the second degree of kinship to any of the members of the jury.
- d. Companies that have ongoing awards from the IDA Program.

15. CONTACT

For clarifications or queries, the following contact details are available to applicants:

Uruguay XXI Export Promotion Department editorial@uruguayxxi.gub.uy and National Institute of Letters institutodeletras.dnc@mec.gub.uy.