FRANKFURT 2020: Incentive for Purchasing Translation Rights and for Publishing in German

**Background**

**Canada will be the Guest of Honour at the Frankfurt Book Fair, the largest event of its kind, in October 2020. In this context, the Canada Council for the Arts will support the purchase of translation rights and the publication of works by Canadian authors for the German-speaking market. Specifically, the Canada Council, in partnership with the Department of Canadian Heritage, is setting up a one-time initiative for the translation,** and in some cases, the production and promotion **of Canadian works into German. For the duration of the initiative, the Council will fund the translation of works by Canadian authors even in** genres normally outside its mandate.

**Objectives**

*Frankfurt 2020: Incentive for Purchasing Translation Rights and for Publishing in German* is an initiative that supports the translation and publication of Canadian works by publishers operating in German-speaking markets.

**Grant type —** [**project**](http://canadacouncil.ca/glossary/project?)

****Deadlines**** — any time before the translation is completed

****Grant amount** — Maximum of CAD$20,000** plus a supplement to cover specific promotion and production costs for certain types of book.

****Notification of results**** — Usually within three months from the date you submit your application.

**Restrictions** — Although there is no limit to the number of applications you can submit, you cannot receive grants for more than two titles per Canadian publisher per year, except in the case of series for young readers.

Applications submitted to the Frankfurt 2020 initiative do not count towards the maximum number of applications you can submit to the Canada Council each year (from March 1 to February 28 or 29).

APPLICANTS — who can apply

Applicants eligible for this initiative are:

* book publishers operating in German-speaking markets

**ACTIVITIES** — what you can apply for

* Translation into German of a general-interest book by a Canadian author
* Translation into German of a literary work by a Canadian author
* Translation into German of an illustrated book containing at least 50% photos or illustrations (e.g. children’s book, graphic novel, other illustrated book, etc.) by a Canadian author

**Eligible titles**

Eligible titles must:

* have been published in Canada at the time of submitting the application
* contain at least 50% original content (texts or illustrations) written or created by Canadian authors
* be clearly and publicly attributed to the author(s)
* be at least 48 pages long for a printed book except for children’s books, which may have fewer than 48 pages
* have a print run of at least 350 copies – print-on-demand books are eligible provided that the publisher can show that at least 350 copies have been printed.

**Ineligible titles**

* Works written by a group of authors, 50% of whom are not Canadian
* Works that have been commissioned or paid for by an individual, group, political party or company without the original publisher retaining complete and independent editorial control
* Works co-published with governments or government services/agencies, with the exception of titles co-published with museums or art galleries
* Works for which the author does not receive royalties for each copy sold
* Works for which the author has financially contributed to publication costs, which includes any publication requirement for the author to purchase a given number of copies of their own book
* Books for which 50% or more of the print-run is pre-sold outside the regular channels of book sales and reading clubs
* Books that contain mostly advertising, advertising material and/or trademarks other than the publisher’s
* Directories, day planners that contain fewer than 48 pages of original editorial content, catalogues, calendars, cards, books of cards, updates, colouring books, sticker/exercise books, game books and other similar works
* Periodicals
* Titles which, in the Canada Council’s opinion, contain:
  + hate propaganda, obscene/child pornography or other illegal material as defined in the *Criminal Code*;
  + pornography or other material consisting of predominately sexual content unless evidence of an educational goal or other similar objective can be shown;
  + material containing excessive or gratuitous violence;
  + material that denigrates an identifiable group;
  + any other similarly offensive material.

**You cannot submit an application for** activities that appear on the [General List of Ineligible Activities](http://canadacouncil.ca/funding/grants/guide/apply-to-programs/general-list-of-ineligible-activities?).

**EXPENSES** — What is covered?

* 50% of translation-related costs up to a maximum of CAD$20,000 per title; the Council recognizes the established translation fee scales in German-speaking countries;
* For translations of literary works, the cost of promoting the translated book (maximum of CAD$2,000 per translated title);
* For translations of illustrated books containing at least 50% photos and/or illustrations (e.g. children’s books, graphic novels, illustrated books etc.), production costs per translated title of up to CAD$4,000 and promotion costs per translated title of up to CAD$2,000.

**ASSESSMENT** — How decisions are made?

An [**internal committee**](http://canadacouncil.ca/glossary/internal-committee)assesses the applications based on the categories and weighted criteria listed below. The Council seeks input from outside experts as needed. For your application to be considered, you will need to obtain a minimum score **in each category**.

Applications for **non-literary genres**:

**Impact** **- 65%** (minimum score of 45/65)

* Creation of new markets in Germany and elsewhere in the German-speaking world
* Development of the international profile of the work, of the author and of the Canadian publisher

**Feasibility** **- 35%** (minimum score of 25/35)

* Your ability and experience to successfully carry out the project
* The translator’s ability and experience to undertake the translation
* A reasonable budget

Applications for **literary titles:**

**Impact** - **60 %** (minimum score of 40/60)

* Creation of new markets in Germany and elsewhere in the German-speaking world
* Development of the international profile of the work, of the author and of the Canadian publisher

**Artistic merit** - **15%** (minimum score of 10/15)

* Recognized quality of the work to be translated

**Feasibility** - **25 %** (minimum score of 18/25)

* Your ability and experience to successfully carry out the project
* The translator’s ability and experience to undertake the translation
* A reasonable budget

The artistic merit score for literary titles is based on various forms of recognition: literary prizes or shortlists, critical acclaim and reviews, literary stature of the author or Canadian publisher, press runs, or book sales.

The Council will give priority to the first translation of an author or a work or first translation into the German language.

**REQUIRED INFORMATION AND SUPPORT MATERIAL - what you need to apply**

You need to provide the following:

* Project description
* Brief profile of your press and publishing mandate
* Budget
* Promotion plan

You also need to submit:

* A copy of the Canadian book(s) or literary work(s) to be translated
* An up-to-date biography of the translator(s), which includes relevant translation and publication credits
* A copy of the contract or letter of intent signed by you and the translation-rights holder (publisher, author, literary agent, etc.)
* A copy of the contract or letter of intent signed by you and the translator

**GRANT PAYMENT AND FINAL REPORTS**

If your application is approved, you will first need to complete the Grant Acknowledgement Form in order to receive your grant. Click [here](http://canadacouncil.ca/funding/grants/guide/if-you-receive-a-grant) for more information about grant recipient responsibilities.

Payment will be provided upon the completion and submission of a final copy of the translated work to the Canada Council.

You will need to submit a final report within the three months following the end of the project.

**RESOURCE PERSON**

We suggest that you speak to a [Canada Council Program Officer](mailto:frankfurt2020@canadacouncil.ca) before submitting an application to your first application under this initiative.

**To apply:**

You can submit your completed application by email (preferred method) or by mail/courier.

If you are submitting your application **by mail/courier:**

Your completed application must be sent in **1** package; we will not accept multiple mailings, with the exception of the Canadian book, which can be mailed separately.

Your completed application package must include all required documents and information, including:

* your completed identification form
* your completed application form
* responses to all the mandatory questions in the application
* budget
* all required documents
* all mandatory support material on a USB key. We will not accept other formats, with the exception of the Canadian book(s).
* completed checklist

Incomplete applications will not be assessed.

If you are submitting your application **by email:**

* the total email size, including attachments cannot exceed **25MB.**
* We will only accept **1 email submission, one mailed copy of the Canadian book(s) and 1 mailed USB** key (with support material) per application.

The completed application must contain all required documents and information, including:

* your completed identification form
* your completed application form
* responses to all the mandatory questions in the application
* budget
* all required documents
* all mandatory support material on a USB key. We will not accept other formats, with the exception of the Canadian book(s).
* completed checklist

Submit your documents and support material in one email with separate attachments; do not combine everything in one document. Send the complete application to [frankfurt2020@canadacouncil.ca](mailto:frankfurt2020@canadacouncil.ca).

**Support material**

* **Attachments** with an email submission
* we do not accept compressed files such as . .zip, .rar, .7zip etc., htm, or .html or executable files such as .exe, .com etc.
* **USB key** by mail/courier

If you submit your application by email and you are unable to include your support material within the 25 MB limit, you may send it by mail/courier. **You must include with the USB key**:

* the name you used to apply

**Budgets**

Canada Council budget forms are not compatible with Apple Numbers, nor with open-source office software like Open Office. Please use Microsoft Excel for PC or Apple or create a free account with Microsoft Excel online in order to use Excel in your browser.

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**Frankfurt 2020: Incentive for Purchasing Translation Rights and for Publishing in German**

Application Form réponse obligatoire = required

Please use plain-text format and an 11 pt. font

GRANT DESCRIPTION

# Applicant Identification réponse obligatoire (Administrative information)

Corporate name:

Full mailing address:

Contact person responsible for this application:

Full mailing address of contact person:

Email address of contact person:

Telephone number of contact person:

# Translation rights holderréponse obligatoire (Administrative information for each title)

Translation rights holder:

Full mailing address:

Email address:

Telephone number:

# Provide a one-sentence summary of your project réponse obligatoire

If possible, use the format **WORK TITLE AND AUTHOR** (maximum 25 words)

For example, “For the translation into German of *(work)* by Pierre Untel.”

This summary will be used in the Canada Council’s official reporting.

# Scheduled publication date(s) of the translated title(s) réponse obligatoire

# Purpose of the applicationréponse obligatoire

Title:

Canadian author(s):

Translator(s):

🞏 General-interest book

🞏 Literary work

🞏 Illustrated book that contains at least 50% photos and/or illustrations   
(e.g. children’s book, graphic novel, illustrated book, etc.)

# What art form(s), style(s), genre(s) and/or expression(s) are most relevant to this application? réponse obligatoire(Maximum 25 words)

Some examples include: poetry, adult novel, children’s book, essay, etc.

This information helps the Canada Council collect examples of art forms and practices in Canada and will not be used for assessing your application.

# Why have you chosen this work for translation into German? How does it relate to your editorial vision and publishing mandate? réponse obligatoire (Maximum 250 words)

# How will this translation help you to develop new markets in Germany and elsewhere in the German-speaking world? réponse obligatoire (Maximum 250 words)

Briefly describe your marketing strategy, including the print-run of the work.

# Provide your promotion plan for the book(s). (Maximum 250 words)

# Demonstrate your capacity and experience to successfully carry out this project. Provide examples of similar projects that you have successfully completed. réponse obligatoire

# How does this project help you to develop or raise the international profile of the work(s), of the author(s) and of the Canadian publisher(s)? réponse obligatoire (Maximum 250 words)

# For each book, indicate whether this is the first book by the Canadian author, first translation of the author or first translation into German. réponse obligatoire

# Provide information about the awards and critical acclaim achieved by the original work and its sales etc.réponse obligatoire (Maximum 500 words)

# If there is anything that has not been asked that is essential to understanding your application, provide it here. réponse obligatoire(Maximum 250 words)

BUDGET

Please complete the attached budget form.réponse obligatoire

# Grant amount requested réponse obligatoire

The grant amount corresponds to a maximum 50% of translation costs up to CAD $20,000 per book. The Council recognizes the established translation fee scales in German-speaking countries.

Applicants may also request up to CAD $2,000 to cover promotion expenses related to literary work or an illustrated book containing at least 50% photos and/or illustrations (e.g. children’s book, graphic novel, illustrated book, etc.); this amount must match the amount requested in your completed budget.

Applicants may also request up to CAD $4,000 to cover production expenses related to literary work or an illustrated book containing at least 50% photos or illustrations (e.g. children’s book, graphic novel, illustrated book, etc.); this amount must match the amount requested in your completed budget.

If your application is successful, you might not be awarded the full amount requested.

# REQUIRED DOCUMENTS

# Provide a signed copy of the contract or letter of agreement between you and the translation rights holder for each title (i.e. publisher, author, literary agent, etc.). réponse obligatoire

# Provide a signed copy of the contract or letter of agreement between you and the translator for each title.réponse obligatoire

# Provide the translator’s current biography as well as a recent list of their relevant translations for each title. The biography should demonstrate their ability to translate the title for which you are requesting a grant. (Maximum 3 pages) réponse obligatoire

SUPPORT MATERIAL

# Provide a copy of the original book(s). réponse obligatoire

The support material you submit will be donated, in accordance with copyright laws, to charitable organizations after assessment.

Total file size:

The total combined size of all files you submit cannot exceed 4 GB.

Note: If you submit a copy of the original book or books to the Canada Council by mail, the assessment process will not begin until all titles have been received.

**Declaration**

**As representative of the applicant group or organization,**

* I understand that, for the ***Frankfurt 2020: Incentive for Purchasing of Translation Rights and for Publishing in German*** initiative, we cannot receive grants for more than two titles per Canadian publisher per year with the exception of series for young readers.
* I understand that applications submitted for the ***Frankfurt 2020: Incentive for Purchasing of Translation Rights and for Publishing in German*** initiative do not count towards the maximum number of applications that can be submitted to the Canada Council each year (from March 1 to February 28 or 29).
* I am aware that the Canada Council is subject to the [*Access to Information Act* and *Privacy Act*](http://canadacouncil.ca/about/public-accountability/access-to-information-and-privacy-acts?).
* I understand that we are responsible for informing ourselves about and following any and all applicable ethical and legal responsibilities that may apply to our activities.
* I understand that all granting decisions are final. We agree to abide by the Canada Council’s decision.
* I understand that, if this grant application is successful, we will be subject to the terms and conditions of the grant.
* I understand that, if this grant application is successful, we will be required to submit a final report for this grant.
* I am authorized to sign this application on behalf of the group/organization and assume the responsibilities of the grant.

**I confirm that:**

* I agree with the statements above.
* the statements in this application are accurate and complete to the best of my knowledge.

**I am submitting my support material:**

* on a USB stick by mail.
* by email.

**Name**

**Signature Date**

**Please send your application to the following address:   
Arts Abroad: Frankfurt2020 – Translation Initiative**Canada Council for the Arts  
150 Elgin Street, P.O.B. 1047  
Ottawa, Ontario K1P 5V8

**OR**

[frankfurt2020@canadacouncil.ca](mailto:frankfurt2020@canadacouncil.ca)

Checklist

Please check the boxes below to confirm that you have completed all the relevant sections of the form and included or attached all the required support material. Please also ensure that your name is on all the items submitted.

* Applicant identification
* Declaration **(original signatures required)**
* Application form
  + Budget document
    - The signed copy of the contract or letter of agreement between you and the translation rights holder, i.e. the publisher, author, literary agent, etc. for each title
    - The signed copy of the contract or letter of agreement between you and the translator for each title
  + The translator’s biography for each title
* A copy of the original book(s)