

LOGICAL FRAMEWORK FOR THE PROJECT (revised as of February 2013)

	Intervention logic	Objectively verifiable indicators of achievement	Sources and means of verification	Assumptions
Overall objective(s)	<i>What is/are the overall broader objective(s) to which the action will contribute?</i>	<i>What are the key indicators related to the overall objective(s)?</i>	<i>What are the sources of information for these indicators?</i>	
	A favourable environment for a healthy, sustainable and open book culture that contributes to the economic, social and human development in the target countries	Favorable public policies measured in terms of: 1. contribution of book sector for development acknowledged in relevant public policies; 2. favourable legislation and its adequate implementation; 3. existence of a long-term, evidence-based strategy backed up with sufficient financial support, with special emphasis on audience (readers) development; 4. maintenance of statistics- and data-collection mechanism relevant to culture and CCIs, including on consumption	official public documents and statements; laws and reports on implementation (local and by international monitoring bodies); other reports and analyses	A basic assumption of the project is that <i>the dynamic understanding of culture that spells out its value in terms of culture's contribution to economic, social and human development is being <u>recognized and shared</u> across the majority of public, private and independent actors of the book sector in the target countries</i> . Further, the advancement of project goals is dependent upon the existence of political will for a positive change, sufficient level of transparency, openness to dialogue and lack of corruption in relevant bodies.
		Strong and diverse private book sector with: 1. strong skills and knowledge base; 2. growing employment rate & contribution to GDP 3. clear profile and roles of the actors along the "book chain"; 4. favourable investment climate; loan schemes for CCIs	National bibliographies & book statistics; annual reports on economic development; analyses	
		Flourishing creativity in writing and translating, incl.: 1. amateur and professional trainings (at all educational levels) 2. strong independent, non-commercial organizations 3. Decent working conditions for creators (writers, translators)	school and university programs; cultural policy reports; analyses of contracts used and of copyright legislation	
		Favourable conditions for cooperation w international partners: 1. availability of professional information, language & business skills; 2. support for international exchange; 3. balanced support for domestic market development (in local languages); 4. local book sectors transparent for international actors; 5. local participation in int. networks and associations	international book data sources (Index Translationum and BIP catalogues in EU countries), interviews with local book professionals, major book-related resources in the EU (e.g. fair catalogues, professional media, web sites)	
		Existence of formal and informal mechanisms for cooperation within the subsectors, within the book sector (e.g. along "the book chain") and between public, private and independent actors	actual contracts used in the book business; codes of conduct; documents of professional associations; official documents on public hearings and consultations; memos from meetings in the sector; reports on the sector	

Specific objective(s)	What specific objective(s) is the action intended to achieve to contribute to the overall objective(s)?	Which indicators clearly show that the objective(s) of the action has/have been achieved?	What are the sources of information that exist or can be collected? What are the methods required to get this information?	Which factors and conditions outside the Beneficiary's responsibility are necessary to achieve that/those objective(s)? (external conditions) Which risks should be taken into consideration?
	Strengthen the position of key actors at the book sector of the target countries by building new skills and knowledge, by supporting institutional strengthening of professional associations and by facilitating intra-sectoral cooperation	<ol style="list-style-type: none"> 1. Key target groups of the project with new knowledge of international developments in their areas, best practices and possible solutions, and with new professional skills; 2. More than 70% of participants in capacity building activities recognize the value of the new skills acquired and start applying them in their professional work; 3. Professional members-based associations' number and effectiveness increases: joining of members; positive dynamics of annual budgets; availability of strategic documents and regulations; new partnerships and activities start; recognition and visibility of professional associations is higher; motivation and participation in joint action by members is higher 4. Active involvement of sectoral representatives in wider policy dialogue increased: result-oriented and transparent meetings, discussions and public hearings increase, particularly concerning relevant legislation and its implementation 	<p>internal project documents: N of applications, signature lists, feedback forms, training programs, interviews with participants and trainers</p> <p>associations documents: strategic plans, memos, budgets, project texts, interviews with members and boards</p> <p>media monitoring</p>	<p>A major risk is the fact that the concept of "cultural industry" is still not very popular and widely used by stakeholders in the countries, and that the tradition of intra- and inter-sectoral dialogue is weak</p> <p>A major condition for success lies in continuity and coherency in public bodies' will and openness to dialogue. Further, public funding for culture both in the EU and the target countries is decreasing that may lead to further "confinement" of book markets within language/national borders</p>
	Back-up policies and strategic decision-taking by providing data and analysis, and facilitating consensus on a shared agenda	<ol style="list-style-type: none"> 1. methodology, implementation and results of research is up to EU standards, and is recognized by stakeholders as contributing to local solutions (key concepts and recommendations used in public and other documents and statements) 2. level of active participation in dialogue w other actors increased (N of meetings and participants, N of speakers at events and joint decisions) 	<p>memos from consultancy meetings and public discussions; written experts opinions; informal feedback from stakeholders; N of quotes/references to the project studies in other organizations' documents or public presentations; media monitoring; signature lists; memos from public consultations</p>	
	Contribute to diversity in book production in target countries and the EU by encouraging international and regional dialogue between book professionals	<ol style="list-style-type: none"> 1. An increase of quantity and quality of participation of local book professionals at events, networks, umbrella bodies in EU and the region (N of events, N of memberships, N of participants, level of variety of target events and participants) 2. increased interest of EU book professionals in the book sectors of the target countries (increased N of EU participants in local book events, N of translations into the local languages, of references to the countries' book sectors in international sources) 3. increased visibility of the target countries' book production across borders (more use of available information, more translations published) 	<p>international book related websites of organizations; professional book magazines; publishers catalogues; national book statistics; level and dynamics of visits to web-based resources on literature from the target countries; N of invitations for participation at international events</p>	

Expected results	<i>The results are the outputs envisaged to achieve the specific objective(s). What are the expected results? (enumerate them)</i>	<i>What are the indicators to measure whether and to what extent the action achieves the expected results?</i>	<i>What are the sources of information for these indicators?</i>	<i>What external conditions must be met to obtain the expected results on schedule?</i>
	Main target groups will get new knowledge and skills to better meet challenges and changes in the contemporary book business	variety and applicability of new skills learned; N of applications, N of participants, N of new cooperation projects resulting from trainings, diversity of sub-sectors' representatives participating; satisfaction level of participants	internal project documents: N of applications, signature lists, feedback forms, training programs, interviews with participants and trainers media monitoring	1. all Project Partners dedicate time and efforts needed for timely project implementation 2. The public bodies demonstrate sound interest and commitment to book policies in their countries 3. Quality of research outputs by local experts is up to standards
	Professional membership associations in the book sector will have an increased effectiveness and legitimacy, and will be better prepared for advocacy and policy-participation	N of new associations and members; dynamics of annual budget; availability of strategic documents and regulations; N of new partnerships and activities; higher recognition and visibility of professional associations locally and internationally	associations documents: strategic plans, memos, budgets, project texts, interviews with members and boards media monitoring	
	Current and future decisions in the book sector are backed-up by high quality, reliable, up to date data, and assited by qualitative analyses and recommendations	scale and verifiability of the data collected; quality of methodology and outputs; level of usage of key concepts and recommendations of the studies in public and other documents and statements; formal and informal meetings between various stakeholders increase, and are followed by concrete actions	memos from consultancy meetings and public discussions; written experts opinions; informal feedback from stakeholders; N of quotes/references to the project studies in other organizations' documents or public presentations; media monitoring; signature lists; memos from public consultations	
	Exchange projects (events participation, translations) across borders regionally and with EU increases	international exchange via participation at events in both directions increases; N of translations of contemporary texts increases; information materials more used by intended audiences	international book related websites of organizations; professional book magazines; publishers catalogues; national book statistics; level and dynamics of visits to web-based resources on literature from the target countries; N of invitations for participation at international events	
Activities	<i>What are the key activities to be carried out and in what sequence in order to produce the expected results? (group the activities by result)</i>	Means: <i>What are the means required to implement these activities, e.g. personnel, equipment, training, studies, supplies, operational facilities, etc.</i>	<i>What are the sources of information about action progress?</i> Costs <i>What are the action costs? How are they classified?</i>	<i>What pre-conditions are required before the action starts?</i> <i>What conditions outside the Beneficiary's direct control have to be met for the implementation of the planned activities?</i>
	Capacity-building activities: training seminars, mentorship, internships	personnel; travel; supplies operational facilities; expert capacity	final and interim reports; media materials; feedback forms; follow-up activities' plans service costs; fees; salaries; publication and translation costs; publicity costs	need for new knowledge acquisition is recognized by the target groups; availability of appropriate expertise, both local and international
	Policy-studies on readership, publishing and translations; policy discussions	experts; services; travel; operational facilities;	final and interim reports; media materials; follow-up activities' plans service costs; fees; salaries; publication, editing and translation costs; publicity costs; venue facilities; visibility costs	respective publicly funded bodies, respondents and stakeholders in the countries provide access to their data; availability of appropriate expertise, both local and international; need for updated information on the book sector recognized by stakeholders
	Provision of information; joint events with intra-regional and EU partners	experts; services; travel; operational facilities;	final and interim reports; media materials; follow-up activities' plans service costs; fees; salaries; publication and translation costs; publicity costs	identified need for networking and increased intercultural dialogue across borders by target groups; existence of appropriate hosting events and organization as well as of qualified and active local stakeholders; local