

ANNEX II

JABUTI AWARD – CATEGORY BRAZILIAN BOOK PUBLISHED ABROAD

The Category “Brazilian Book Published Abroad” is within the Innovation Branch in the 2021 edition of Jabuti Award.

Its objectives are: to recognize the initiative of foreign publishers that publish Brazilian authors abroad as well as national publishers that export copyright and also to make the Jabuti Award internationally known.

The recognition is for the Foreign Publisher that bought and published in first edition the Brazilian book abroad and also the Brazilian Publisher that sold the copyright of the book. The author(s) of the book is(are) NOT eligible for this category.

The category is supported by Brazilian Publishers – a sectorial project that promotes the exports of Brazilian editorial content, a result of the partnership between the Brazilian Book Chamber/CBL and Apex-Brasil/Brazilian Trade and Investment Promotional Agency.

GUIDELINES

I. COMPETITORS

1. Jabuti Award will be awarded to books by Brazilian author(s) born or naturalized, published in Portuguese, in Brazil, in first edition, regardless of the period and abroad the book must have necessarily been released between January 1st, 2020 and December 31st, 2020.

1.1 If necessary, CBL has the right to request proof of nationality/residence of the author(s) as well as of the headquarters of the international publisher.

1.2 Unpublished works are those that have never been published in a foreign country, in a formal edition, printed or digital format, with an ISBN (serial number), and a Copyright Page or equivalent.

1.3 The book’s date of publication must be in its Copyright Page (or equivalent).

II. SUBMISSIONS

2. The works can be submitted by the Brazilian publisher, by the foreign publisher or by a literary agent between May 6th, 2021 (noon/midday) and July 1st, 2021 (until 6 p.m., Brazilian

Time) with the agreement of all parties. Submissions by authors will not be accepted in this category.

2.1 The publisher, company or person responsible for submitting the book assumes, at the time of submission, full responsibility for the veracity of the information provided, as well as for the absolute compliance between the work submitted and these guidelines.

2.2 Submission, independently of any other document, means full acceptance by the applicant or by his/her representative of the terms of these guidelines.

2.3 When submitting third-party books, the person responsible for submission:

2.3.1 Declares that the Brazilian/international publisher is aware of the submission.

2.3.2 Accepts full responsibility, according to the law, for the originality, authenticity and authorship of the material that, in any category, disputes the award, so CBL, the Curator Board, the Organizing Committee or judges will not be accountable for third party claims, in any title or at any time.

2.4. The co-edited works must be submitted by only one of the editors.

2.5 If a winning book in its category is co-edited, all co-editors will receive the Jabuti Trophy corresponding to their classification.

2.6 In the event that CBL and/or the jury raise doubts as to whether a work belongs to the category in which it has been submitted, it will be up to the Curator Board to give the final word, which may lead to the disqualification of the work.

III. SUBMISSION – STEP BY STEP

3. Submissions must be made according to the following procedures:

3.1 Complete the entry form available at www.premiojabuti.org.br or www.premiojabuti.com.br.

3.2 Next, complete the entry form for the category “Brazilian Book Published Abroad”.

3.3 Upload the PDF files that prove the following actions: book launch, promotion, advertising and commercialization of the book abroad (folders, clippings, among others) at www.premiojabuti.org.br or www.premiojabuti.com.br, according to the Entry form of the category “Brazilian Book Published Abroad”.

3.4 Pay the entry form through the payment system available at www.premiojabuti.org.br or www.premiojabuti.com.br.

3.4.1 In the case of individual work, per work submitted in the category:

3.4.1.1 BRL 285,00 (two hundred and eighty-five Brazilian reais) for CBL members.

3.4.1.2 BRL 370,00 (three hundred and seventy Brazilian reais) for associates of similar entities.

3.4.1.3 BRL 430,00 (four hundred and thirty Brazilian reais) for non-members.

3.4.2 In the case of anthology/series, by anthology/series submitted in the category:

3.4.2.1 BRL 440,00 (four hundred and forty Brazilian reais) for CBL members.

3.4.2.2 BRL 475,00 (four hundred and seventy-five Brazilian reais) for associates of similar entities.

3.4.2.3 BRL 515,00 (five hundred and fifteen Brazilian reais) for non-members.

3.4.1 Exceptionally for the 63rd Jabuti Award, CBL will give a 10% discount for all submissions made between May 6th, 2021 (midday/noon) and June 4th,2021 (11:59pm). It is valid for all participants (CBL member, legal person associated with similar entities and non-members) and all kinds of subscriptions (individual work or anthology/series);

3.4.2 During the period mentioned above (3.4.1), those are the following fees for submission:

3.4.2.1 In the case of individual work, per work submitted in the category:

3.4.2.1.1 BRL 256,50 (two hundred and fifty-six Brazilian reais and fifty cents) for CBL members.

3.4.1.2.1.2 BRL 333,00 (three hundred and thirty-three Brazilian reais) for associates of similar entities.

3.4.2.1.3 BRL 387,00 (three hundred and eighty-seven Brazilian reais) for non-members.

3.4.2.2 In the case of anthology/series, by anthology/series submitted in the category:

3.4.2.2.1 BRL 396,00 (three hundred and ninety-six Brazilian reais) for CBL members.

3.4.2.2.2 BRL 427,50 (four hundred and twenty-seven Brazilian reais and fifty cents) for associates of similar entities.

3.4.2.2.3 BRL 463,50 (four hundred and sixty-three Brazilian reais and fifty cents) for non-members.

3.5 Progressive discount will be given to a group of submissions made in the same transaction:

From 10 to 30 submissions	5% off the total amount
From 31 to 60 submissions	10% off the total amount
From 61 to 100 submissions	15% off the total amount
Over 100 submissions	20% off the total amount

3.5.1 Those already associated with Brazilian Publishers project that submit at least one work, in this category, will have a one-month fee waiver for the project.

3.6 Submitted works that do not follow these guidelines will be disqualified, without the right to get back the entry fee, which covers administrative expenses.

3.7 Only foreign editions published in a minimum of 500 (five hundred) copies will be eligible for this category.

3.7.1 The amount must be proved by means of proper documentation (invoice from the printing company, invoice from the transportation company etc.) whose upload will be made at the entry form of the category “Brazilian Book Published Abroad” at the time of submission.

IV. THE AWARD

4 The representatives of the five finalist publishers will also be awarded with the publishers of the Brazilian Publishers project with a Purchasing Project (according to the segments published by them).

4.2 The representative of the foreign publisher of the winning book of the category will receive a Jabuti trophy at the award ceremony.

4.2.1 If the awarded Brazilian Publisher is associated with the Brazilian Publishers project:

4.2.1.1 The Brazilian Publisher will receive a “translation grant” of BRL 5,000 (five thousand Brazilian reais);

4.2.1.2 The grant can be used to translate any work which is part of its catalog, even if it hasn't got a contract of copyright with any publisher abroad.

4.2.1.3 The grant must be used unfailingly up to 90 (ninety) days after the Jabuti Award Ceremony

4.2.1.4 The deposit will be made directly to the service provider (translation) that will need a contract for this work with the Publishers and this must be presented to CBL.

4.2.1.5 After the launch of the work in its international version, the Publisher must give 10 (ten) printed copies and/or an archive in electronic format, if the work has a digital version.

4.3 If the Brazilian Publisher is not associated with the Brazilian Publishers project, it will be awarded with an immediate and free association, in the full modality, for 12 (twelve) months, period that it can benefit from:

4.3.1 Fairs and international events, workshops and exclusive organizations, purchasing project, translation grant, participation in book catalogs and copyright of the projects, as well as in a platform of commercialization of copyright, individual support for international bidding processes, international promotion of the website and social media of the project, access to research and data from the market and individual consulting sessions.

4.4 No cash prize will be awarded for the winner of this category.

4.5 Books submitted within this category will not compete for the Book of the Year Award.

4.6 The winner will only be known at the 63rd Jabuti Award ceremony that CBL will previously advertise.

4.7 The auditing of the 63rd Jabuti Award is responsible for keeping the secret of the winner(s) until the moment of the ceremony of the 63rd Jabuti Award.

4.8 After the ceremony and the validation by the Curator Council and Auditors, the official results will be published on the website www.premiojabuti.org.br or www.premiojabuti.com.br.

V. EVALUATION CRITERIA

5. The analysis of the competing works will be focused on strategies of launching, promotion, commercialization and advertisement of the work.

5.1 Criteria to be considered by the jury:

1.	PROMOTION AND PUBLICITY STRATEGIES ABROAD
2.	CONTRIBUTION FOR SPREADING THE COUNTRY'S CULTURE AND/OR LITERATURE
3.	DISTRIBUTION STRATEGY