



ANNEX I

JABUTI AWARD 2021 – CATEGORY: PROMOTION OF READING

Jabuti Award 2021 encompasses the category “Promotion of reading” within the Innovation Branch. The main objectives are recognizing and giving visibility to the actions, projects and initiatives of social, cultural and technological nature that arouse and support the interest in reading. They have to be inclusive and comprehensive and specially honor actions that are directed to arouse the interest and develop new readers and qualify these initiatives through Jabuti Award.

GUIDELINES – CATEGORY: PROMOTION OF READING

I COMPETITORS

1. Jabuti Award will be granted to Natural or Legal People responsible for actions, projects and initiatives of promoting reading practices implemented in Brazil.

1.2 Encouragement initiatives such as: Book Soirées, Meetings with Authors, Book/Literary gathering events, Book Club, Community Library, Campaigns, Literary Fairs; Development (reading projects in schools, capacitation for mediators); Content (magazines, newspapers, etc.); Storytelling; Workshops, Technology and Audiovisual (blogs, platforms, portals, video channels, podcasts, etc.);

1.3 The period of the actions to be analyzed by the judges will be, necessarily, between January 1st, 2020 and December 31st, 2020, even if the initiative had begun before this period.

II SUBMISSIONS

2. Each project can be submitted by a natural or legal person in the period between May 06th, 2021 (midday/noon) and July 1st, 2021 (until 6 p.m. Brazilian time), with the agreement of other developers, if there are more than one.

2.1 If necessary, CBL has the right to request proof of nationality/residence of the author(s) as well as headquarters/activity, respectively of the natural or legal Person described a responsible for the project in the entry form.

- 2.2** The responsible for the submission assumes, at the time of submission, full responsibility for the veracity of the information provided, as well as for the absolute compliance between the project submitted and these guidelines.
- 2.3** The projects with partnership must be submitted by only one of the partners.
- 2.4** In case there is more than one promoter, the responsible for the submission guarantees the explicit agreement of all the parties competing for the Jabuti award.
- 2.5** When submitting third-party projects, the responsible for the submission declares:
- 2.5.1** That the other participants of the competing action are aware of the submission.
 - 2.5.2** He/she accepts full responsibility, according to the law, for the originality, authenticity and authorship of the material that 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.
- 2.6** A consent proof by all integrating parties of the project can be asked by CBL at any time.
- 2.7** Projects submitted in the category of Promotion of Reading do not compete for the Book of the Year Award.
- 2.8** Submission, independently of any other document, means full acceptance by the applicant or by his/her representative of the terms of these guidelines.
- 2.9** In the event that CBL and/or the jury raise doubts as to whether a project belongs to this category, it will be up to the Curator Board to give the final word, which may lead to the disqualification of the work without getting back the entry fee, that covers administrative expenses.

III SUBMISSIONS – 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 “Promotion of Reading”.
 - 3.3** Upload the PDF files that prove the following actions: promotion, advertising and project development (published articles, programs, promotion folders, among others) at www.premiojabuti.org.br or www.premiojabuti.com.br.
 - 3.4** Upload a video document of up to three minutes that describes and/or shows the project in action. It is indispensable to inform the correct link to be watched by the jury in video sharing platform, such as YouTube.

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

3.6 Each initiative submitted at the “Promotion of Reading” from the Innovation Branch will pay the equivalent fee, as follows:

3.6.1 BRL 285,00 (two hundred and eighty-five Brazilian reais) for natural or legal person that is a CBL member.

3.6.2 BRL 327,00 (three hundred and twenty-seven Brazilian reais) for natural person without any kind of connection to the Legal Person in the promotion of the project.

3.6.3 BRL 370,00 (three hundred and seventy Brazilian reais) for natural or legal person associated with similar entities.

3.6.4 BRL 430,00 (four hundred and thirty Brazilian reais) for legal persons that are not CBL members nor members of similar entities.

3.7 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 (11:59 pm). It is valid for all participants (natural or legal person, CBL member/natural person without link to legal persons in the promotion of the project, natural or legal person associated with similar entities, legal person that is not CBL member).

3.7.1 During the period mentioned above (**3.7**), each initiative submitted at the “Promotion of Reading” from the Innovation Branch will pay the equivalent fee, as follows:

3.7.1.1 BRL 256,50 (two hundred and fifty-six Brazilian reais and fifty cents) for natural or legal person that is a CBL member.

3.7.1.2 BRL 294,30 (two hundred and ninety-four Brazilian reais and thirty cents) for natural person without any kind of connection to the Legal Person in the promotion of the project.

3.7.1.3 BRL 333,00 (three hundred and thirty-three Brazilian reais) for natural or legal person associated with similar entities.

3.7.1.4 BRL 387,00 (three hundred and eighty-seven Brazilian reais) for legal persons that are not CBL members nor members of similar entities.

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



IV AWARD

4. The project with the highest score given by the judges will be awarded with the Jabuti trophy and a cash prize of BRL 5,000 (five thousand Brazilian reais), with legal fees deducted.

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

4.2 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.

4.3 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 projects will be focused on the information provided by the fulfillment of the entry form of the category.

Criteria to be considered by the jury:

1.	INNOVATIVE AND CREATIVE NATURE
2.	CAPACITY OF REPLICATION IN SMALLER AREAS AND IN OTHER REALITIES
3.	INCLUSION AND MOBILIZATION OF READERS AND NON-READERS