

Livres Canada Books

Mentoring Program – France 2020-2021



GUIDELINES

Deadline for receipt of applications: Monday, January 11, 2021

Objective

The objective of the Mentoring Program – France 2020-2021 is to provide a group of eligible publishers export expertise to help them familiarize themselves with export activities into the French market (examination and evaluation of their export potential, promotional activities, rights sales, and distribution mechanisms). This program will allow eligible publishers to increase their export knowledge and properly evaluate the efforts needed to export their titles into this market.

This program is also offered to publishers of English language books, but the events linked to this program will take place in French.

Program activities will include a webinar on: an overview of French publishing, the sale of rights, and distribution in the French market (date in January to be determined) and a private online session with the consultants Mathias Echenay and et Phi anh Nguyen of [Axiales](#) on the eligible publisher's potential in the French market. **Note that the webinar is open to all those who would like to participate, but the webinar will be offered in French. A recording will be available after the webinar.**

Consultants

Livres Canada Books has retained the services of Mathias Echenay and Phi anh Nguyen of Axiales, to provide new perspectives on the French market and how Canadian publishers can maximize their potential.

Whether the questions are strategic or operational, Axiales supports the people and teams of book companies by taking into account the current issues linked to the evolution of practices and professions. With twenty years of experience in publishing and in the service of books, Axiales is a network of independent consultants specializing in all book sectors.

These professionals have all held positions of responsibility and have chosen to pool their expertise and their methods to effectively meet the expectations of publishing, distribution, and bookstore professionals, regardless of their location, their size and specialty.

In 2014, the consultants bought the Axiales brand to continue this great adventure in the service of books.

Eligibility Criteria

- To be eligible for the Mentoring Program – France 2020-2021, the applicant must have been confirmed eligible for one of the following federal programs: Support for Publishers component of the Canada Book Fund in 2019-2020, Supporting Artistic Practice: Literary Publishers 2019 or Literary Publishing Projects 2019 of the Canada Council for the Arts. This eligibility status must remain valid in 2020-2021.
- The applicant must have eligible export sales of less than \$50,000 in the company's last completed financial period *OR* less than an average of \$50,000 over the company's last three (3) most recently completed financial periods.
- The applicant must have fulfilled its contractual obligations with respect to author royalty payments by the application deadline.
- Provincial or national associations are not eligible under this program.

Condition for Participation

Eligibility for funding in 2020-2021 under Livres Canada Books assistance programs is conditional upon the applicant having satisfactorily fulfilled all conditions and requirements in force according to the terms of contributions the company has received from Livres Canada Books in previous years.

Eligible Books

A book that is:

- either written by a Canadian author or adapted or translated by a Canadian;
- at least 48 pages in length, except for children's books, which can be less than 48 pages;
- at least 15,000 words in length for a digital new title (i.e., not published in print or another physical format), except for digital children's books, digital editions of eligible printed books and certain educational books like math textbooks, which can be less than 15,000 words;
- clearly and publicly attributed to the author(s) and/or translator(s);
- the publisher's own title;
- bearing an ISBN assigned to or acquired by the publisher (exceptions may apply in the case of international co-publication);
- published under the publisher's imprint or under an imprint for which it has acquired publishing, management and marketing rights; and
- printed or manufactured in Canada, except for co-published books or books with an acceptable justification.

Notes on authorship

- The author or translator is always the person to whom the book is publicly attributed. The name of the author(s) or translator(s) must appear on the outside of the cover, the spine, the title page or the copyright page.
- A book with multiple authors is considered Canadian-authored if at least one of the co-authors is Canadian.
- A collective work (e.g., an anthology) is considered Canadian-authored if at least 50% of the contributors are Canadian.
- If less than 50% of the contributors to a collective work are Canadian, the editor of the work can be considered the author if the book is clearly and publicly attributed to the editor and he or she has written a substantive preface, introduction, afterword, or conclusion to the book. The work of an editor in overseeing and guiding a book to publication is not considered authorship.
- For children's picture books only, an illustrator is considered an author.

Eligible Export Sales

The total of the following:

- revenue from the sale of eligible titles net of trade discounts and credits for returns and allowances
- revenue from the sale of rights and permissions of eligible books
- amounts withheld by distributors for the sale of eligible titles (If the amount withheld by distributors is not already included in net sales, this amount may be added. The adjustment is for distribution fees only and must not include the trade discount.)

For any other definitions, visit the [Canada Book Fund](#) website of the Department of Canadian Heritage.

General Criteria

Applicants must comply with and meet all definitions and conditions listed in these guidelines.

Evaluation Process

Applications will be reviewed by Livres Canada Books who will select up to 15 eligible publishers.

Evaluation Criteria

Decisions made by Livres Canada Books will be based on the relative value of the application of the company relative to other applicants. The assessment will take into account the objectives of the Mentoring Program and the following criteria:

- potential of the applicant's titles within the French market;
- stage development and implementation of a strategy for export by the applicant in France;
- previous experience of the applicant in terms of promotion and marketing in the French market;
- quality of the answers and arguments presented by the applicant.

Application Procedure

1. The applicant must complete parts A, B, and C of the application form. We also request a breakdown of your digital export sales, as much as possible.
2. The applicant must provide a copy of the company's most recent catalogue if it is not available online.
3. Applicants with sales of eligible Canadian-authored books according to the **Canada Book Fund** equal to or greater than \$3 million (Application Form – Part B, line 5) during the reference year, including any distribution fee adjustment, will have to provide audited financial statements for the company's most recent financial period. Applicants with sales of Canadian-authored titles below \$3 million will have to provide review engagement reports.

The audited financial statements or review engagement report should not be more than 12 months old.

4. For the confirmation of eligible export sales, the applicant must include in the application either:
 - a. a signed statement by an independent public accountant on the accountant's official letterhead confirming the level of their eligible export sales (Application Form – Part B, Line 3) for their most recently completed financial period (sample statements available on our [website](#)). The audited financial statements or review engagement report and the statement by an independent public accountant on eligible export sales must refer to the same financial period.

OR

- b. Applicants who have received a grant through the Supporting Artistic Practice: Literary Publishers 2019, and Literary Publishing Projects 2019 of the Canada Council for the Arts must provide financial statements for the company's most recently completed financial period (these must include a balance sheet and income statement conforming to generally accepted accounting principles).
5. For the confirmation of royalty payments, the applicant must include in the application a signed statement by an independent public accountant on the accountant's official letterhead confirming the applicant has fulfilled all contractual obligations with respect to author royalty payments or any other method of paying authors for their most recently completed financial period. Alternatively, the royalty certification can be presented as a note in the audited/reviewed financial statements rather than as a separate letter.
 6. If the applicant has submitted an application to Support for Publishers component of the Canada Book Fund in 2020-2021, the applicant must provide financial documents to Livres Canada Books from the same reference year.

As is the case for Canada Book Fund, Livres Canada Books nonetheless reserves the right to require audited financial statements from publishers with fewer than \$3 million in sales of eligible Canadian-authored books, should it feel individual cases warrant such a level of assurance. Such publishers will be advised of this requirement in a timely manner. Livres Canada Books may also increase the number of recipient audits per year.

In reviewing applications for the Mentoring Program, Livres Canada Books will consult documents provided by applicants to Livres Canada Books and the Canada Book Fund to verify required information and documents.

NOTE: Applications cannot be processed until all information and required documents are complete.

Audit Provision

Livres Canada Books reserves the right to conduct an audit of any company funded under under Livres Canada Books' programs, including random audits. If a material difference exists between the recipient's report and that of Livres Canada Books' auditor and the contribution must be adjusted, 50% of the cost of the audit will be borne by the recipient. The decision on the selection of firms to be audited is made randomly. Notwithstanding such random selection, the Programs Manager in consultation with the Executive Director may select for audit a firm or firms whose financial data, reports or other material contain questionable or inconsistent information.

Further Information

Any applicant with questions on Livres Canada Books' application procedure should contact us as soon as possible so we can provide an answer before the deadline of January 11, 2021.

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