

Information sheet «book promotion»

The Swiss Arts Council supports projects that raise visibility and awareness of Swiss books at an international level. This promotional tool supplements the support of the Swiss participation at international book fairs via Switzerland's three publishers associations (SBVV, ASDEL, SESI).

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Applicants – applications can be submitted by:

- Swiss and international organisers of events in the fields of books and literature
- Publishers as well as publishers and booksellers associations

Eligible genres – applications can be submitted for projects in the following genres:

- Fiction
- Books for children and adolescents
- Nonfiction books on Swiss topics relating to art and culture, in particular design, architecture, photography as well as fine arts and artists
- Comic books and graphic novels

Eligible project types:

- Presence at international book fairs that is not already covered by the Swiss publishers associations
- Promotional events and presentations for booksellers, publishers, event organisers, translators and other multipliers
- Events involving groups of Swiss publishers
- Special programmes with a Swiss focus at international book and literature events

Promotion criteria

Pro Helvetia's general promotion criteria must be fulfilled in accordance with its «Verordnung über Beiträge der Stiftung Pro Helvetia» (grant ordinance) of 23 November 2011. Furthermore, the following criteria must also be fulfilled:

- A clear curatorial concept is provided.
- The potential impact is significant and goes beyond the promotion of an individual book. The project to be promoted involves several books and/or authors.
- Cooperation with local partners (cultural institutions) is required in the case of Swiss applicants; in the case of applicants from abroad, Swiss partners must be involved.
- The project is innovative and generates an appropriate amount of media attention.

In addition, Pro Helvetia gives priority to projects that:

- focus on Swiss authors, translators and/or topical Swiss issues;
- present authors, books and/or topics from the domains promoted by Pro Helvetia;
- have a broadly based organisational structure, including funding.

Dossier contents

Applications must be submitted online at www.myprohelvetia.ch with the following documentation attached:

- Clearly formulated curatorial concept with information on the object of promotion as well as on the artists, publishers and curators involved
- Information on partners in terms of cooperation and funding
- Communication strategy and impact intended
- Budget and funding plan

Funding

Pro Helvetia contributes a share of the funding amounting to a maximum of CHF 25,000 per project.

Deadlines

1 March and 1 September. Up to 1 March, projects can be submitted that are to be realised as from two months after this deadline earliest, but in the first half of the following year latest. Up to 1 September, projects can be submitted that are to be realised as from two months after this deadline earliest, but until the end of the next year latest.

Non-eligible projects – Pro Helvetia does not support:

- Projects in the areas of science and self-help literature
- Events focusing on individual authors or books
- Projects in connection with book fairs that are already supported by one or more of the three Swiss booksellers and publishers associations. They include the Frankfurt Book Fair, the Leipzig Book Fair, the Buch Wien festival, the Fiera del libro per ragazzi in Bologna, the Salon du livre in Paris, the Salon du livre in Montreal, the Fiera internazionale del Libro in Torino, the Più libri più liberi in Rome and the London Book Fair.
- Projects that are part of a school curriculum or a basic or advanced training course

Pro Helvetia's guidelines for applicants can be accessed at www.prohelvetia.ch.

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