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First awarding of the Aldo Manuzio Prize for European Books and Culture

A recognition of the publisher's role in the construction of Europe

Rome, 29 July 2008

The Aldo Manuzio Prize has been promoted by the Office for Official Publications of the European Communities, the Italian members of the EU Publishers' Forum, AIE (the association of Italian publishers), Eurispes (European Institute for Social, Political and Economic Studies) and the municipality of Rome. The main aim of the prize is to recognise those publishing initiatives that have contributed to the diffusion of European culture. It is an excellent example of partnership between the EU institutions and civil society, one to be promoted to the rest of Europe.

This time it was the publishers' turn! The Aldo Manuzio Prize is designed to reward publishers and the role they play in European integration. It is a prize that aims to promote the diffusion of books about Europe and European culture, based on common roots and values rather than economics and finance.

The prize was conceived during a difficult period of integration and a general lack of awareness of European matters among citizens. The European Commission wants to close this gap. But it is an immense task operating in a territory of 500 million inhabitants, with different cultures, different languages and different information

needs. The Commission is thus aware that cooperation with local entities is essential.

In the case of culture and books, publishers are the privileged interlocutors. 'There is no Europe without culture. There is no culture without publishers', said Mario Pendinelli, journalist and member of the board of trustees of the prize, during the ceremony. Thanks to their know-how and knowledge of their market, publishers play a crucial role in diffusing the right information on Europe.

With this conviction, the Publications Office of the European Communities, the publishing house of the European Union, encourages the diffusion of Europe-related information. It contributes to this goal by making the EU institutions' wide range of editorial products both published and unpublished available for free. Publishers can then re-use these products, adapting, translating and diffusing them under a different medium.

For this purpose, the Publications Office created the EU Publishers' Forum. This is an initiative looking to create a dialogue as well as a partnership with commercial, academic and public publishers whose editorial activities include European topics, and who wish to diffuse information on Europe.

The prize came into being around a table of informal discussions within the Forum. During various contacts with some of its members, particularly with Eurispes, an Italian think-tank and publisher, the idea arose of promoting books about Europe together, at a national level, by creating a prize. The name was chosen after

Aldo Manuzio, considered to be the first European publisher in a modern sense.

The ceremony took place in Rome on 29 July 2008 in one of the beautiful rooms of the Capitol. The prize was awarded to those publishers who had distinguished themselves by contributing to the diffusion of books on Europe and European culture through a specific editorial product. The prize is divided into five sections:

- 1) Catalogues (winner: Rubbettino editore, Catanzaro);
- 2) Series, divided in two subsections:
 - small and medium enterprises (winner: Casa editrice Ananke, Torino)
 - large enterprises (winner: Formez – Centro di Formazione Studi, Roma);
- 3) European publications (winner: Casa Editrice Università La Sapienza, Roma);
- 4) Schools (winner: Armando Editore, Roma);
- 5) Books and new technologies (winner: Casalini Libri, Firenze).

The third section concerns the Publications Office directly as it rewarded the publisher who has best interpreted the opportunities offered by the European institutions. In fact, the publishing house La Sapienza has



Capitol Square / Place du Capitole/
Kapitolplatz



translated, published and commercialised two books:

- a) *Biologia moderna e visioni dell'umanità* (ISBN 978-88-87242-38-6);
- b) *Arti, Ricerca Scientifica & Visioni di Libertà* (ISBN 978-88-872-42-74-7);

based on unpublished texts authored by the European Commission Directorate-General for Research.

As Martine Reicherts, Director of the Publications Office, explained during the ceremony, 'the main objective is to communicate together to citizens the ongoing European project with its achievements and to show Europe with a human face'. 'The publishing world has a crucial role to play in the construction of Europe', she continued. 'It contributes to making Europe accessible to all.'

In the following interviews, Martine Reicherts and the winner of the European publications section illustrate their experience of the event, as well as their idea on how it could be developed in the future. For both of them, there is a wish that a similar initiative might continue not only in Italy, but be spread elsewhere too in Europe.



*Eurispes, meeting with journalists /
Rencontre avec les journalistes/
Gespräch mit den Journalisten*

Interview with Martine Reicherts, Director of the Publications Office and guest of honour at the Aldo Manuzio Prize award ceremony

After a year's mandate at the Publications Office, you have had the chance to participate in an action aimed at diffusing European culture organised by the private sector. What was your impression? What have you noticed particularly about this event?

It is the first time that I participate in an action on Europe and European culture organised by the private sector.

I realised that the Office of Publications could play a part in the perception of the brand image of our institutions and particularly in improving it.

In the beautiful and prestigious setting of the Capitol, I was impressed by the warm welcome, the friendly atmosphere, and the naturalness of all the participants no matter what their status was.

I was amazed by the dynamism of the organisers and all the actors of the event both from the academic and the political world and delighted to see how efficiently and quickly they set it up in just three months.

In your opinion could such an initiative be exported to other countries?

I think it can be exported to other places, not necessarily just in one country. I can imagine that these projects can also be jointly organised by different countries linked by common borders, languages or cultures.

In any case, similar initiatives must come from the publishers and we would be willing to lend our support.

In your view, how can the Publications Office contribute to better communicate Europe in the future?



Source: http://commons.wikimedia.org/wiki/Image:Piazza_Campidoglio.JPG

>>>

The Publications Office is the publishing house of the European institutions and bodies of the European Union (the author services), responsible for producing and distributing EU publications on all media (paper/electronic) and by all means.

In my opinion, it should develop this traditional role. It can achieve this objective in various ways.

- Fostering its task of editorial advisor to the author services, not only technically but also on content. To begin with, we have to distinguish the content and the 'container';
- Being in the forefront of leading latest developments in publishing and information technology. Thanks to this expertise we can develop tools such as interactive websites enabling the collection of precious feedback directly from the citizen. This can have an impact on the quality of the institutional texts;
- Improving relations with the representations, the author services and all the users of our tools and products;
- Diffusing information on Europe for free, with no commercial purposes, underlining our role of a public institution. ■

Interview with Luigi Migliaccio, Director of the Università La Sapienza publishing house, which won the prize for the 'European publications' section

(The original interview is available on page 14)

La Sapienza has worked twice in succession on a publishing project of the Directorate-General for Research.

Can you describe briefly how this collaboration with the European Commission started and how it has developed?

In our capacity as members of the European Publishers' Forum, we were offered the opportunity of collaborating in two projects to be published simultaneously in French, English and Italian. The original text, in the first project, was written partly in French and partly in English, whilst, in the second, it was in French. Both texts concerned the relations between research and ethics and between research and society and were therefore very interesting for our university press.

Following the Italian 'Aldo Manuzio' initiative, what, in your view, should be the focus of collaboration between the European Union institutions and the European publishing industry?



Luigi
Migliaccio

- a.** Promoting similar prizes in other Member States [in Germany, for example, it could be called the 'Johannes Gensfleisch zum Gutenberg' prize (!)] in order to raise the awareness of European publishers regarding cultural issues in the European Community;
- b.** Promoting meetings in European capitals between members of the Forum, in order to create synergies between publishers, again concerning fundamental issues of European culture, in meetings which simplify exchanges and dialogue compared with the circumstances at international book fairs;
- c.** Promoting multilingual collections where texts are published simultaneously by several publishers in their respective mother tongues;
- d.** Trying to reduce the costs of translation or funding it, at least in part (where appropriate), or even recommending/encouraging European publishers to grant a discount on the assignment of copyright for publication in other languages;
- e.** Providing information and advice to publishers (also targeted at individual publishing projects) on the procedures for applying for funding under existing EU programmes;



Capitol, Carroccio Room/ Capitoile, salle du Carroccio/
Kapitol – „Carroccio“ Saal

f. Publicising the activities of the European Publishers' Forum.

How is La Sapienza facing up to the challenges of an information market characterised by very rapid technological change? What role do books play in the Internet and information age, and do they have a future?

Let me start by saying that the paper book still dominates the market, compared with other forms of communicating knowledge, and will continue to do so.

The new forms of communication and communication media are intended to exist alongside the book, not to replace it (although it is interesting to note that some software companies in the USA are studying how to reproduce on screen the effect of ink on paper!).

This university is developing the use of the Internet, rather than paper printing, for magazines and journals, thus drastically reducing knowledge dissemination times to the final user, not to mention production costs and eliminating distribution costs.

Paper books by 'university authors' are increasingly accompanied by integrated digital media.

Lastly, digital printing is tending to replace offset printing for small print-runs, with the following benefits:

- › the print-run can be calculated *ex post*, depending on demand, which, for university publishing in Italy, is very limited;
- › there are no storage costs;
- › production times can be reduced;
- › cover prices are starting to come down.

Over the next 20 years, I believe we will see 'conventional' books, Internet publishing and the digital press co-existing on the market in differing proportions. So the idea being piloted in primary schools in China and Germany of giving pupils a DVD reader containing all the texts for a particular course does not appear to have many takers in Italy for the moment, despite the weight of all the books schoolchildren have to carry.

In an increasingly globalising information market, how do you think the language and culture of a country can be preserved?

- a. By using the Internet: readers print their own copy — appropriate websites can help to disseminate products to end-users;
- b. By sponsoring and funding the publication of collections — this is the way that the



Aldo Manuzio
(Bassiano, 1449–Venice, 1515)

The greatest publisher of his time, Aldo Manuzio is considered the first European publisher in a modern sense for having diffused the Greek classics on a large scale. He also contributed to the affirmation of national languages as well as the definitive affirmation of the Latin character over the gothic since he was the first to translate classic texts into Italian.

He was a pioneer, publishing classics with a print-run of 1 000 copies, every month for five years. Thanks to their small format and accessible price, these classics were spread all over Europe. This was a true revolution, taking account of the fact that, in the 16th century, the average print-run was 200 copies (already a lot when one thinks of the single copy produced by a scribe).

Manuzio established the structure of the modern book, introducing a small format and a balanced layout between text and illustrations. His other great innovation concerned typefaces, improving and disseminating cursive script, the famous 'italic' that is still in use today. His nationality gave the name to this typeface. The 'Aldine' italic type became the very prototype of Italian Renaissance script and, thus, of modernity.

Source: *Grafica e Stampa*, Zanichelli editore; *Enciclopedia Rizzoli*; *A short history of the printed word*, Hartley and Marks Publishers.

The Publications Office for Official Publications of the European Communities (<http://publications.europa.eu>) and the European Union Publishers' Forum (http://publications.europa.eu/procorner/puforum/index_en.htm)

The Publications Office is the publishing house of the institutions and bodies of the European Union (EU). It publishes the *Official Journal of the European Union* in 23 languages, offers a number of online services and produces a range of other titles on paper as well as electronically, on the activities and policies of the European Union.

Apart from this main role, the Publications Office works with partner publishers and international organisations to promote the dissemination of EU documents, other than those published by the European Union itself, as well as their translations, on specific markets.

For this purpose, the European Union Publishers' Forum section provides information on manuscripts and publications available for licensing or co-publishing to its members (who join on a volunteer basis) and

manages co-publications related to the EU range of editorial production on publishers' request.

It works as a bridge linking the European institutions and the publishing world. Its main objective is to get closer to citizens by diffusing EU-related information in their language, on the basis of the local information market needs and in partnership with national publishers.

Membership of the Forum is free and open to those commercial, private and public publishers whose publishing activities include European topics. A registration form is available at the Publications Office website, 'partnership corner':

http://publications.europa.eu/procorner/puforum/registration_form/index_en.htm

Contact: forum-info@publications.europa.eu

collections which have educated generations of citizens were created;

- c. By promoting synergies between publishers with the aim of publishing a text in languages other than the original — to give just one example: Hungary publishes some excellent books in fields such as architecture, medicine, botany, music, not to mention its novels. In Italy, many works by Sandor Marai have been published, but, to date, no biography of this author has been published here because of the associated translation costs, even though the life of this Hungarian author is at least as fascinating as his novels.

Première édition du prix «Aldo Manuzio»
pour la diffusion de la culture et du livre européens

En reconnaissance du rôle joué par l'éditeur dans la construction de l'Europe

Rome, le 29 juillet 2008

Le prix «Aldo Manuzio» a été institué par l'Office des publications officielles des Communautés européennes conjointement avec les membres italiens du Forum des éditeurs de l'UE, l'Association des éditeurs italiens (AIE), Eurispes (Institut européen des études sociales, politiques et économiques) et la municipalité de Rome.

Il est essentiellement destiné à récompenser les initiatives dans le domaine de l'édition qui ont contribué à la diffusion de la culture européenne. Il s'agit là d'un excellent exemple de partenariat entre les institutions de l'Union européenne et la société civile, qui devrait inspirer des initiatives similaires dans le reste de l'Europe.

Cette fois-ci, c'était le tour des éditeurs! Le prix «Aldo Manuzio» a la particularité de récompenser les éditeurs et le rôle de ceux-ci dans l'intégration européenne. Il a pour but de promouvoir la diffusion de livres sur l'Europe et sur la culture européenne en référence à des racines et des valeurs communes, et non sur la base de considérations économiques et financières.

Le prix «Aldo Manuzio» a été créé au cœur d'une période marquée par des difficultés d'intégration et une méconnaissance des affaires européennes chez le citoyen. C'est là un déficit que la Commission européenne souhaite combler, mais la tâche à laquelle elle s'est attelée est énorme, puisqu'il s'agit de toucher 500 millions d'habitants, avec des cultures, des langues et des besoins d'information différents. Aussi la Commission estime-t-elle qu'une coopération avec les acteurs locaux est essentielle et inévitable.

Dans le cas de la culture et des livres, les éditeurs sont les interlocuteurs privilégiés. «Il n'y a pas d'Europe sans culture. Il n'y a pas de culture sans éditeurs», voilà ce qu'a déclaré, lors de la cérémonie, M. Mario Pandinelli, journaliste et membre de la commission de surveillance du prix «Aldo Manuzio». Grâce à leur savoir-faire et à leur connaissance du marché, les éditeurs jouent un rôle clé dans la diffusion d'une information appropriée sur l'Europe.

C'est fort de cette conviction que l'Office des publications des Communautés européennes, la maison d'édition de l'Union européenne, encourage la diffusion d'informations relatives à l'Europe. Il contribue à la réalisation de cet objectif en mettant gratuitement à disposition le vaste éventail de produits éditoriaux, tant publiés que non publiés, des institutions de l'Union. Les éditeurs peuvent alors réutiliser ces produits, les adapter, les traduire ou les diffuser sur un autre support.

À cet effet, l'Office a créé le Forum des éditeurs de l'UE. Cette initiative vise à instaurer un dialogue et un partenariat avec les éditeurs commerciaux, universitaires et publics dont les activités éditoriales couvrent des sujets européens, souhaitant diffuser des informations sur l'Europe.

L'idée du prix «Aldo Manuzio» a germé autour d'une table de discussion informelle dans le cadre du Forum. Lors de divers contacts avec certains de ses membres, et notamment Eurispes, un institut de recherche, mais aussi éditeur, italien, il a été lancé l'idée d'une promotion conjointe de livres sur l'Europe par la création d'un prix au niveau national. Il a été décidé de donner à ce prix le nom d'Aldo Manuzio, considéré comme le premier éditeur européen au sens moderne du terme.

La cérémonie s'est déroulée à Rome le 29 juillet 2008 dans l'une des superbes salles du Capitole. Le prix a récompensé les éditeurs qui se sont distingués par leur contribution à la diffusion de livres sur l'Europe et la culture européenne en publiant un produit éditorial spécifique. C'est la raison pour laquelle des lauréats ont été désignés dans cinq sections différentes:

1. Catalogues (lauréat: Rubbettino Editore, Catanzaro);
2. Collections, avec deux sous-sections:
 - petites et moyennes entreprises (lauréat: maison d'édition Ananke, Turin);
 - grandes entreprises (lauréat: Formez – Centro di Formazione Studi, Rome);
3. Publications européennes (lauréat: maison d'édition universitaire La Sapienza, Rome);
4. Écoles (lauréat: Armando Editore, Rome);
5. Livres et technologies nouvelles (lauréat: Casalini Libri, Florence).

La troisième section concerne directement l'Office des publications, puisque le prix a récompensé l'éditeur qui a le mieux saisi les opportunités offertes par les institutions européennes. Il s'agit de La Sapienza, qui a traduit, publié et commercialisé deux livres:



Martine Reicherts prend la parole/
starts her speech/ ergreift das Wort



Luigi Migliaccio reçoit le prix/receives the prize/
nimmt den Preis entgegen

a. Biologia moderna e visioni dell'umanità
(ISBN 978-88-87242-38-6)

b. Arti, ricerca Scientifica & Visioni di Libertà
(ISBN 978-88-872-42-74-7),
fondés sur des textes inédits, non publiés
précédemment, rédigés au sein de
la direction générale de la recherche de
la Commission européenne.

M^{me} Martine Reicherts, directeur de
l'Office des publications, a déclaré lors
de la cérémonie: «L'objectif principal
est d'informer le citoyen sur le projet
européen qui est en train de se réaliser
et de lui montrer une Europe à visage
humain. Le monde de l'édition a un rôle
capital à jouer dans la construction de
l'Europe: il contribue à rendre l'Europe
accessible à tous.»

Dans les interviews publiés ci-après,
M^{me} Reicherts et le lauréat de la section
«Publications européennes» nous parlent
des enseignements qu'ils ont tirés de cet
événement et exposent leurs idées quant
à son éventuelle évolution future. L'une et
l'autre forment le vœu qu'une initiative de
cette nature se poursuive non seulement
en Italie, mais fasse également des émules
dans d'autres pays d'Europe. ■

Entretien avec M^{me} Martine Reicherts, directeur de l'Office des publications et invitée d'honneur du prix «Aldo Manuzio»

**Au terme de votre première année à
la tête de l'Office des publications,
vous avez eu l'occasion de participer
à une action visant à diffuser la culture
européenne et organisée par le secteur
privé. Quelles sont vos impressions
et qu'est-ce qui vous a marquée le plus
lors de cet événement?**

C'est la première fois que je participe à
une action organisée par le secteur
privé sur l'Europe et la culture européenne.

J'ai constaté que l'Office pourrait jouer
un rôle dans la perception de l'image de
marque de nos institutions, et notamment
l'amélioration de celle-ci.

Dans le cadre magnifique et prestigieux
du Capitole, j'ai été sensible à l'accueil
chaleureux, à l'ambiance conviviale

et à la simplicité de tous les participants,
quel que soit leur statut.

J'ai été impressionnée par le dynamisme
des organisateurs et de tous les acteurs
du monde universitaire et politique qui
ont participé à cet événement, et j'ai été
heureuse de voir avec quelle efficacité et
quelle rapidité ils l'ont organisé en l'espace
de trois mois seulement.

**À votre avis, une initiative de cette
nature pourrait-elle s'exporter vers
d'autres pays?**

Je pense qu'elle peut s'exporter vers
d'autres lieux, pas nécessairement à
l'intérieur d'un seul pays. Pour moi, il est
concevable qu'un tel projet puisse aussi
être organisé conjointement par plusieurs
pays ayant une frontière, une langue ou une
culture commune. >>>

En tout état de cause, ce sera aux éditeurs de prendre l'initiative, et nous ne manquerons pas de les soutenir!

De quelle manière pensez-vous que l'Office des publications peut contribuer à une meilleure communication en Europe?

L'Office des publications est la maison d'édition des institutions et organes de l'Union européenne (les services auteurs). Il est responsable de la réalisation et de la diffusion des publications de l'UE sur tous supports (papier/électronique) et par tous moyens.

À mon avis, il devrait développer ce rôle traditionnel et ce, par différents moyens:

- › en renforçant son rôle de conseiller éditorial auprès des services auteurs, non seulement sur le plan technique, mais également sur celui du contenu. Tout d'abord, nous devons faire une distinction entre le contenu et le «contenant»;
- › en étant à la pointe du progrès dans le domaine des technologies de l'édition et de l'information. Ce savoir-faire nous permettra de développer des outils tels que des sites web interactifs, grâce auxquels nous pourrions obtenir un retour d'information directement auprès du citoyen. Cela pourra avoir une incidence sur la qualité des textes institutionnels;
- › en renforçant nos relations avec les représentations, les services auteurs et l'ensemble des utilisateurs de nos outils et de nos produits;
- › en diffusant gratuitement, donc sans visées commerciales, des informations sur l'Europe, conformément à notre fonction d'institution publique. ■

Entretien avec M. Luigi Migliaccio, directeur de la maison d'édition de l'université La Sapienza lauréate dans la section «Publications européennes»

(L'entretien original est disponible à la page 14)

La maison d'édition «La Sapienza» a participé pour la deuxième fois consécutive à un projet éditorial de la Direction générale de la recherche. Pouvez-vous nous dire en quelques mots comment cette expérience de coopération avec la Commission européenne a commencé et s'est développée?

Notre présence au Forum européen des éditeurs nous a donné la possibilité de participer à deux projets consistant à publier simultanément des documents en langues française, anglaise et italienne. Les «manuscrits» originaux étaient en français et en anglais dans le cas du premier projet et uniquement en français dans le cas du second. Dans les deux cas, les textes concernent les rapports entre la recherche et l'éthique, d'une part, et entre la recherche et la société, d'autre part, ce qui les rend très intéressants pour nos presses universitaires.

Après l'initiative italienne «Aldo Manuzio», comment pourrait se présenter, selon vous, une coopération fructueuse entre les institutions communautaires et le monde européen de l'édition?

- a. promouvoir la création d'un prix similaire dans les autres pays de l'Union [en Allemagne, ce prix pourrait s'appeler, par exemple «Johannes Gensfleisch, dit Gutenberg» (...!)], ceci pour sensibiliser les éditeurs européens aux thématiques culturelles des Communautés européennes;
- b. encourager des rencontres qui rassembleraient, dans les capitales européennes, les éditeurs inscrits au Forum pour mettre en œuvre des synergies, toujours dans le domaine des thèmes fondateurs de la culture européenne, lors de réunions qui faciliteraient les rencontres et le dialogue portant sur les situations que l'on peut observer lors des foires du livre internationales;
- c. promouvoir des collections multilingues dans lesquelles les textes seraient publiés simultanément par plusieurs éditeurs, chacun les publiant dans sa langue «maternelle»;
- d. tenter de réduire les coûts des traductions, en finançant ces coûts au moins en partie (lorsque cela sera jugé opportun), ou bien en incitant ou en poussant les éditeurs «européens» à consentir une «remise» sur la cession des droits d'auteur pour la licence de publication dans d'autres langues;
- e. fournir aux éditeurs des informations et des conseils (même s'il ne s'agit que d'un projet éditorial individuel) au sujet des procédures à suivre pour demander des financements dans le cadre des programmes communautaires existants;
- f. faire connaître les activités des éditeurs du Forum de l'UE.

Comment La Sapienza affronte-t-elle les défis d'un marché de l'information caractérisé par une évolution technologique très rapide? Quel est et quel sera, selon vous, le rôle du livre à l'ère de l'internet et de l'information «éphémère»?

Deux moments de la cérémonie/
Two moments of the ceremony/
Zwei Momente der Zeremonie



On peut penser que le livre papier est et restera prédominant sur le marché par rapport à d'autres formes de transmission de la connaissance.

Les nouveaux systèmes de communication et de support pour la communication ont vocation à coexister avec le livre, et non à le remplacer (il est d'ailleurs intéressant de constater que certaines sociétés américaines de logiciels étudient la manière de reproduire à l'écran l'effet de l'encre sur le papier!).

Notre université renforce l'usage de l'internet, en lieu et place de l'impression sur papier, pour les périodiques. Cela réduit radicalement les délais de diffusion de la connaissance à l'utilisateur final, ainsi que les coûts de production, et élimine les coûts de distribution.

Les livres papier publiés par les «auteurs universitaires» sont accompagnés de plus en plus souvent de supports numériques complémentaires.

Enfin, l'impression numérique remplace progressivement l'impression offset pour les petits tirages:

➤ les tirages sont déterminés en fonction de la demande exacte du marché qui, dans le cas de l'édition universitaire, est très limitée en Italie;

- les coûts de stockage sont éliminés;
- les délais de production sont réduits;
- les prix de vente des livres commencent à baisser.

Pour les vingt années à venir, je vois coexister sur le marché, dans des proportions variables, le livre «traditionnel», l'internet et la presse numérique. Aussi le projet consistant à doter quelques élèves des écoles élémentaires chinoises et allemandes d'un lecteur de DVD contenant le texte de l'ensemble des manuels de cours ne semble pas, pour l'heure, susciter un grand intérêt en Italie, malgré le poids des livres que les enfants doivent transporter.

Sur un marché de l'information en mondialisation croissante, comment pensez-vous que la langue et la culture d'un pays puissent être préservées?

- a. en utilisant l'internet: le lecteur imprime sa propre copie. En organisant des sites web appropriés, on renforce la diffusion du produit à l'utilisateur final;
- b. en soutenant et en finançant la publication de collections. C'est d'ailleurs ainsi que sont nées les collections qui ont éduqué des générations de citoyens;
- c. en encourageant les synergies entre les éditeurs, également lorsqu'elles ont pour but la publication d'un texte en plusieurs langues en plus de la langue «originale». Un exemple parmi bien d'autres: la Hongrie

L'Office des publications officielles des Communautés européennes (<http://publications.europa.eu/>) et le Forum des éditeurs de l'Union européenne (http://publications.europa.eu/procorner/puforum/index_fr.htm)

L'Office des publications est la maison d'édition des institutions et des organes de l'Union européenne (UE). Il publie le *Journal officiel de l'Union européenne* en 23 langues, propose un certain nombre de services en ligne et produit un éventail d'autres titres, sur papier et sur support électronique, concernant les activités et les politiques de l'Union.

En dehors de cette fonction principale, l'Office des publications coopère avec des éditeurs partenaires et des organisations internationales pour promouvoir la diffusion de documents de l'UE, autres que ceux publiés par l'Union elle-même, ainsi que leurs traductions, sur des marchés spécifiques.

À cet effet, la section du Forum des éditeurs de l'Union européenne donne des informations sur les manuscrits et les publications disponibles pour licence ou coédition à l'intention des membres du Forum (qui adhèrent sur une base

volontaire) et gère, à la demande d'éditeurs, des coéditions concernant la gamme des produits éditoriaux de l'Union.

Le Forum joue un rôle de trait d'union entre les institutions européennes et le monde de l'édition. Son objectif principal est de rapprocher l'Europe des citoyens, en diffusant dans la langue de ceux-ci des informations sur l'UE, en tenant compte des besoins des marchés locaux de l'information et en partenariat avec des éditeurs nationaux.

L'adhésion au Forum est gratuite et est ouverte aux éditeurs commerciaux, privés et publics dont les activités éditoriales couvrent des sujets européens. Un formulaire d'enregistrement est disponible sur le site web de l'Office des publications, dans la partie «Nos partenaires»: http://publications.europa.eu/procorner/puforum/registration_form/index_en.htm.

Contact: forum-info@publications.europa.eu



Aldo Manuzio (Bassiano, 1449 – Venise, 1515)

Aldo Manuzio était le plus grand éditeur de son temps et il est considéré comme le premier éditeur européen au sens moderne du terme pour avoir assuré une large diffusion des classiques grecs. Il a également aidé les langues nationales à s'affirmer et a permis au caractère latin de prendre le pas sur le caractère gothique, car il a été le premier à traduire des textes classiques en italien.

Il a fait œuvre de pionnier en publiant chaque mois, pendant cinq ans, des classiques avec un tirage de mille exemplaires. Grâce à leur petit format et à leur prix accessible, ces ouvrages ont été diffusés dans toute l'Europe. C'était là une véritable révolution, sachant qu'au XVI^e siècle, le tirage moyen d'un ouvrage était de deux cents exemplaires (ce qui était déjà beaucoup lorsqu'on pense à l'exemplaire unique que produisait parfois un copiste).

Manuzio a créé la structure du livre moderne, en adoptant le petit format et une disposition équilibrée entre le texte et les éléments illustratifs. Il a également été un grand précurseur dans le domaine des caractères d'imprimerie, et a amélioré et diffusé l'écriture cursive, la fameuse «italique» qui est toujours utilisée aujourd'hui et qui doit son nom à la nationalité de Manuzio. Le cursif «aldin» est devenu le prototype même de l'écriture de la Renaissance italienne – et donc de la modernité.

Source: *Grafica e Stampa*, Zanichelli editore; *Enciclopedia Rizzoli*; *A short history of the printed word*, Hartley and Marks Publishers.

possède des textes excellents, par exemple dans les domaines de l'architecture, de la médecine, de la botanique et de la musique, sans parler de la littérature. En Italie, de nombreuses œuvres de Sándor Márai ont été publiées mais, à ce jour, je ne suis pas parvenu à publier une biographie de cet auteur, en raison de l'importance des coûts de traduction. Et pourtant la vie de Márai est presque aussi passionnante que le sont ses romans. ■

Erste Vergabe des Aldus-Manutius-Preises
„Europäisches Buch und Kultur“

Würdigung des Beitrags von Verlegern zur europäischen Integration

Rom, 29. Juli 2008

Der Aldus-Manutius-Preis geht auf eine gemeinsame Initiative des Amtes für amtliche Veröffentlichungen der Europäischen Gemeinschaften und der italienischen Mitglieder des Verlegerforums der Europäischen Union, des Verbandes der italienischen Verleger, von Eurispes (Institut für politische, wirtschaftliche und soziale Studien) und der Stadt Rom zurück. Mit dem Preis sollen vor allem verlegerische Leistungen gewürdigt werden, die zur Verbreitung der europäischen Kultur beigetragen haben. Diese beispielhafte Partnerschaft zwischen den EU-Institutionen und der Zivilgesellschaft hat Vorbildcharakter für ganz Europa.

Diesmal waren die Verleger an der Reihe! Mit dem Aldus-Manutius-Preis sollen die Verleger für ihren Beitrag zur europäischen Integration ausgezeichnet werden. Dadurch soll die Verbreitung von Büchern über Europa und die Verbreitung der europäischen Kultur gefördert werden. Im Vordergrund stehen dabei eher gemeinsame Wurzeln und Werte als wirtschaftliche und finanzielle Belange.

Dieser Preis wurde in einer Zeit ins Leben gerufen, in der die europäische Integration eine schwierige Phase durchläuft und die Bürger nicht ausreichend über europapolitische Themen informiert sind. Die Europäische Kommission möchte etwas dagegen unternehmen. Allerdings ist es mit viel Aufwand verbunden, in einem Gebiet mit 500 Millionen Einwohnern und verschiedenen Kulturen und Sprachen und unterschiedlichem Informationsbedarf tätig zu werden. Daher ist sich die Kommission darüber im Klaren,

dass die Zusammenarbeit mit lokalen Einrichtungen von entscheidender Bedeutung ist und kein Weg an ihr vorbei führt.

Was Bücher und Kultur anbelangt, sind Verleger die bevorzugten Ansprechpartner. „Es gibt kein Europa ohne Kultur. Und es gibt keine Kultur ohne Verleger“, erklärte Mario Pandinelli, Journalist und Mitglied des Preis-Kuratoriums, anlässlich der Preisverleihung. Aufgrund ihres Wissens, ihrer Fähigkeiten und ihrer Marktkenntnis spielen sie bei der Verbreitung der richtigen Informationen über Europa eine maßgebliche Rolle.

In dieser Überzeugung fördert das Amt für amtliche Veröffentlichungen der Europäischen Gemeinschaften (so der offizielle Name des Verlagshauses der EU) die Verbreitung von Informationen mit Bezug zu europäischen Belangen. Das Amt trägt selbst zu diesem Ziel bei, indem es die ganze Bandbreite der veröffentlichten und unveröffentlichten redaktionellen Erzeugnisse aller EU-Institutionen kostenlos verfügbar macht. Sie können in der Folge von Verlegern wiederverwendet, angepasst, übersetzt oder in Form eines anderen Mediums verbreitet werden.

Zu diesem Zweck gründete die EU das EU-Verlegerforum. Mit dieser Initiative

Ende der Zeremonie / Closing of the ceremony / Clôture de la cérémonie



Besprechung in „La Sapienza“ / Meeting at La Sapienza / Réunion à La Sapienza/



soll sowohl ein Dialog als auch eine Partnerschaft mit jenen kommerziellen, akademischen und öffentlichen Verlegern geschaffen werden, deren Verlagstätigkeiten europäische Themen zum Inhalt haben und die Informationen über Europa verbreiten möchten.

Die Idee für diesen Preis entstand bei informellen Tischgesprächen in diesem Forum. Bei verschiedenen Kontakten mit Mitgliedern, insbesondere mit Eurispes (italienische Denkfabrik und Verlagshaus), wurde die Idee geboren, gemeinsam auf nationaler Ebene Bücher über Europa zu fördern, indem ein Preis gestiftet wird. Dieser erhielt den Namen von Aldus Manutius, der als erster europäischer Verleger im modernen Sinne gilt.

Die Preisverleihung fand am 29. Juli 2008 in einem der prachtvollen Räume des Kapitols statt. Mit dem Preis wurden Verleger geehrt, die mittels eines bestimmten redaktionellen Erzeugnisses in besonderer Weise zur Verbreitung von Büchern über Europa und der europäischen Kultur beigetragen haben. Aus diesem Grund besteht der Preis aus fünf Kategorien:

1. Kataloge (Preisträger: Rubbettino editore, Catanzaro)
2. Serien, in zwei Unterkategorien aufgeteilt:
 - kleine und mittlere Unternehmen (Preisträger: Casa editrice Ananke, Turin)
 - Großunternehmen (Preisträger: Formez – Centro di Formazione Studi, Rom)
3. Europäische Veröffentlichungen (Preisträger: Casa Editrice Università La Sapienza, Rom)
4. Schulen (Preisträger: Armando Editore, Rom)
5. Bücher und neue Technologien (Preisträger: Casalini Libri, Florenz)

Die dritte Kategorie betraf unmittelbar das Amt für Veröffentlichungen, da hier der Verleger geehrt wurde, dem die beste Interpretation der von den Europäischen Institutionen gebotenen Möglichkeiten gelang. La Sapienza hat zwei Bücher übersetzt, veröffentlicht und auf den Markt gebracht:

- a. *Biologia moderna e visioni dell'umanità* (ISBN 978-88-87242-38-6)
- b. *Arti, Ricerca Scientifica & Visioni di Libertà* (ISBN 978-88-872-42-74-7)

Beiden Büchern liegen unveröffentlichte, von der Generaldirektion Forschung der Europäischen Kommission verfasste Texte zugrunde.

Frau Martine Reicherts, Direktorin des Amtes für Veröffentlichungen, erklärte bei der Preisverleihung: „Unser Hauptziel besteht darin, den Bürgern das sich entwickelnde Projekt Europa, seine Erfolge, aber auch seine Grenzen zu vermitteln und das humane Antlitz Europas aufzuzeigen.“ Sie betonte, dass „dem Verlagsgewerbe beim Aufbau Europas eine entscheidende Bedeutung zukommt. Es trägt dazu

bei, allen den europäischen Gedanken zugänglich zu machen.“

In den folgenden Interviews sprechen Frau Reicherts und der Preisträger in der Kategorie „Europäische Veröffentlichungen“ über ihre Eindrücke von der Preisverleihung und über ihre Vorstellungen, wie sich diese Veranstaltung künftig weiterentwickeln könnte. Beide äußern den Wunsch, dass diese Initiative nicht nur in Italien fortgesetzt werde, sondern in anderen europäischen Ländern in ähnlicher Form stattfinden möge. ■

Interview mit Martine Reicherts, Direktorin des Amtes für Veröffentlichungen und Ehrengast bei der Verleihung des Aldus-Manutius-Preises

Frau Reicherts, Sie stehen jetzt seit einem Jahr an der Spitze des Amtes für Veröffentlichungen und Sie haben die Gelegenheit erhalten, sich an einer von privaten Unternehmen ins Leben gerufenen Aktion zu beteiligen, deren Ziel die Verbreitung der europäischen Kultur ist. Welchen Eindruck haben Sie gewonnen? Was hat Sie bei dieser Preisverleihung am stärksten berührt?

Ich beteilige mich hier zum ersten Mal an einer von privaten Unternehmen ins Leben gerufenen Aktion, die sich mit Europa und der europäischen Kultur beschäftigt.

Ich habe festgestellt, dass das Amt eine Rolle in der Wahrnehmung des Markenzeichens unserer Institutionen und insbesondere in ihrer Verbesserung spielen könnte.

Im prachtvollen und repräsentativen Rahmen des Kapitols war ich beeindruckt von dem herzlichen Empfang, der freundlichen Atmosphäre und der unkomplizierten Schlichtheit aller Teilnehmer, unabhängig von ihrem Status.

Ich bewundere die Dynamik, die die Organisatoren der Veranstaltung und die Teilnehmer aus dem akademischen und dem politischen Umfeld an den Tag legten.

Ich habe mich über ihre Fähigkeit gefreut, effizient und schnell innerhalb von nur drei Monaten eine herausragende Veranstaltung aus der Taufe zu heben.

Könnte Ihrer Ansicht nach solch eine Initiative auch auf andere Länder übertragen werden?

Ich glaube durchaus, dass sie nicht nur in einem einzelnen Land durchgeführt werden kann, sondern auch auf andere Orte übertragbar ist. Ich könnte mir auch vorstellen, dass ein derartiges Projekt von Ländern, die gemeinsame Grenzen, Sprachen und Kulturen haben, zusammen organisiert wird.

Jedenfalls müssen auch von den Verlegern ähnliche Initiativen kommen, und wir werden mit unserer Unterstützung zur Seite stehen!

Wie könnte Ihrer Meinung nach das Amt für Veröffentlichungen dazu beitragen, Europa den Bürgern künftig besser zu vermitteln?

Das Amt für Veröffentlichungen ist das Verlagshaus der europäischen Institutionen und der Organe der Europäischen Union (die Autoredienste). Es ist damit verantwortlich für die Herausgabe und Verbreitung der

»»»



Martine Reicherts
und Renato Guarini,
La Sapienza's
Hochschulrektor/
chancellor/recteur

Veröffentlichungen der EU in jedweder Form (Papier/elektronisch) und auf allen Vertriebswegen.

Ich bin der Meinung, dass es diese traditionelle Rolle weiterentwickeln sollte. Es kann dieses Ziel auf verschiedenen Wegen erreichen:

- › durch die Stärkung seiner Rolle als redaktioneller Ratgeber für die Autorentennte, und zwar nicht nur in technischer, sondern auch in inhaltlicher Hinsicht; dabei ist es zunächst wichtig, zwischen dem Inhalt und dem „Behältnis“ zu unterscheiden;
- › durch das Einnehmen einer Spitzenstellung in Bezug auf die neuesten Entwicklungen in den Publikations- und Informationstechnologien. Dank dieser Fachkenntnisse sind wir in der Lage, neue Werkzeuge zu entwickeln, wie zum Beispiel interaktive Webseiten, die es uns ermöglichen, wertvolle Rückmeldungen direkt von den Bürgern zu sammeln. Das kann sich auf die Qualität der institutionellen Texte auswirken;
- › durch die Verbesserung der Beziehungen zu den Ständigen Vertretungen der Mitgliedstaaten, den Autorentennten und allen Nutzern unserer Werkzeuge und Produkte;
- › durch die kostenlose Verbreitung von Informationen über Europa ohne kommerzielle Interessen, indem wir unserer Rolle als öffentliche Institution gerecht werden.

Interview mit Luigi Migliaccio, Direktor des Verlags der Università La Sapienza, Gewinner der Auszeichnung für „europäische Publikationen“

(Original Interview kann auf Seite 14 nachgelesen werden)

Der Verlag La Sapienza hat sich nun bereits zum zweiten Mal an einem Verlagsprojekt der Generaldirektion Forschung beteiligt. Können Sie uns kurz erläutern, wie dieses Projekt entstanden ist und wie sich die Zusammenarbeit mit der Europäischen Kommission entwickelt hat?

Im Rahmen unserer Mitarbeit im Verlegerforum der Europäischen Union wurde uns die Teilnahme an zwei Projekten angeboten, bei denen Publikationen gleichzeitig in französischer, englischer und italienischer Sprache veröffentlicht werden sollten. Die Manuskripte waren beim ersten Projekt zum Teil auf Französisch und zum Teil auf Englisch und beim zweiten Projekt auf Französisch verfasst worden. Beide hatten die Beziehungen zwischen Forschung und Ethik sowie zwischen Forschung und Gesellschaft zum Thema, waren also für unseren Universitätsverlag sehr interessant.

Wie könnten Sie sich nach der italienischen Initiative „Aldo Manuzio“ eine Zusammenarbeit zwischen den

Gemeinschaftsinstitutionen und der europäischen Verlagswelt vorstellen?

- a. Man könnte in den anderen EU-Mitgliedstaaten einen ähnlichen Preis verleihen [in Deutschland könnte er beispielsweise „Johannes Gensfleisch, genannt Gutenberg“ (...!) heißen]. Auf diese Weise könnten die europäischen Verleger für die kulturellen Themen der Europäischen Gemeinschaften sensibilisiert werden.
- b. In den europäischen Hauptstädten sollten Treffen der Mitglieder des Forums abgehalten werden, um auf Gebieten, die für die europäischen Kulturen von grundlegender Bedeutung sind, ein synergisches Zusammenwirken der Verleger zu fördern. Solche Treffen würden einen besseren Rahmen für den Austausch und Dialog bieten als die internationalen Buchmessen.
- c. Die Veröffentlichung mehrsprachiger Buchreihen sollte gefördert werden. Dabei würden mehrere Verleger dieselben Texte gleichzeitig in ihrer jeweiligen „Muttersprache“ publizieren.
- d. Man könnte versuchen, die Überset-

Das Amt für amtliche Veröffentlichungen der Europäischen Gemeinschaften (<http://publications.europa.eu/>) und das Verlegerforum der Europäischen Union (http://publications.europa.eu/procorner/puforum/index_de.htm)

Das Amt für Veröffentlichungen ist das Verlagshaus der Institutionen und der Organe der Europäischen Union (EU). Es veröffentlicht das *Amtsblatt der Europäischen Union* in 23 Sprachen, bietet eine Reihe von Online-Diensten an und produziert verschiedene Titel in gedruckter und elektronischer Form zu den Aktivitäten und den Politikbereichen der Europäischen Union.

Neben dieser Hauptaufgabe arbeitet das Amt für Veröffentlichungen auch mit Verlegern und internationalen Organisationen zusammen, um die Verbreitung sowohl jener EU-Dokumente, die nicht von der Europäischen Union selbst veröffentlicht werden, als auch ihrer Übersetzungen auf ausgewählten Märkten zu fördern.

Zu diesem Zweck hält das EU-Verlegerforum Informationen über Manuskripte und Veröffentlichungen bereit, die von Mitgliedern (die freiwillig beitreten) in Lizenz verwendet oder in Form von Koeditionen veröffentlicht werden können. Ferner koordiniert und verwaltet das Forum auf Wunsch von Verlegern Koeditionen,

die einen Bezug zu der ganzen Bandbreite an redaktionellen Erzeugnissen der EU haben.

Es fungiert als Brücke zwischen den europäischen Institutionen und dem Verlagsgewerbe. Seine Hauptaufgabe besteht darin, mehr Bürgernähe zu erreichen. Zu diesem Zweck werden EU-relevante Informationen in den Sprachen der Bürger verbreitet – und zwar auf der Grundlage der vor Ort vom jeweiligen Markt benötigten Informationen und in Form von Partnerschaften mit nationalen Verlegern.

Die Mitgliedschaft ist freiwillig und steht all jenen kommerziellen, privaten und öffentlichen Verlegern offen, deren Verlagstätigkeit auch europäische Themen umfasst. Auf der folgenden Webseite des Amtes für Veröffentlichungen ist unter der Rubrik „Partner-Ecke“ (*Partnership corner*) ein Anmeldeformular verfügbar: http://publications.europa.eu/procorner/puforum/registration_form/index_en.htm.

Kontakt: Forum-info@publications.europa.eu

zungskosten zu senken oder (in geeigneten Fällen) zumindest teilweise mitzufinanzieren, indem man den „europäischen“ Verlegern empfiehlt oder sie veranlasst, sich gegenseitig einen „Rabatt“ auf die Copyright-Gebühr für die Veröffentlichung in einer anderen Sprache zu gewähren.

e. Es sollte ein Informations- und Beratungsangebot für Verleger geben, damit sie wissen, wie sie im Rahmen der vorhandenen ereinschaftsprogramme Zuschüsse (auch für einzelne Verlagsprojekte) beantragen können.

f. Die Arbeit der Verleger des europäischen Forums sollte besser bekannt gemacht werden.

Wie begegnet La Sapienza den Herausforderungen des Informationsmarkts mit seiner rasanten technologischen Entwicklung? Welche Rolle können Bücher heute und morgen – in der Zeit des Internets und der immer schneller konsumierten Informationen – noch spielen?

Zunächst einmal muss man feststellen, dass das auf Papier gedruckte Buch im Vergleich zu anderen Formen der Wissensvermittlung noch immer den Markt beherrscht, und das wird auch so bleiben.

Neue Kommunikationssysteme und -träger können das Buch lediglich ergänzen, aber nicht ersetzen (interessanterweise versuchen einige Softwarehäuser in den USA schon, auf dem Bildschirm den Effekt von Drucker-schwärze auf Papier nachzuahmen!).

An unserer Universität bauen wir das Internet im Bereich der Zeitschriften aus, die wir nicht mehr drucken. Sie erreichen den Leser dadurch viel schneller, und zudem sinken die Produktionskosten, da der Vertrieb wegfällt.

Immer öfter liegen den von „akademischen Verfassern“ herausgegebenen Büchern auch ergänzende digitale Träger bei.

Bei kleinen Auflagen tritt der Digitaldruck mehr und mehr an die Stelle des Offset-drucks:

- › über die Auflagenhöhe wird erst im Nachhinein – abhängig von der Nachfrage, die in Italien bei akademischen Publikationen sehr gering ist – entschieden;
- › die Lagerkosten entfallen;
- › die Produktionszeit verkürzt sich;
- › die „Buchpreise“ beginnen zu sinken.

In den kommenden zwanzig Jahren wird es auf dem Markt zu einer Koexistenz (mit variablen Anteilen) von „traditionellen“ Büchern, Internet und Digitaldruck kommen. Deshalb scheinen Pläne, wie es sie in China oder Deutschland gibt, wo einige Grundschüler mit einem DVD-Lesegerät ausgestattet werden sollen, auf dem alle Schulbücher gespeichert sind, in Italien derzeit nicht auf Interesse zu stoßen, obwohl schwere Schulbücher auch dort ein Problem darstellen.

Was kann man Ihrer Meinung nach auf einem durch die zunehmende Globalisierung geprägten Informationsmarkt tun, um die Sprache und Kultur eines Landes zu bewahren?

a. Indem man das Internet nutzt: der Leser kann sich sein Exemplar ausdrucken (mit gut gestalteten Websites kann man mehr Endverbraucher erreichen);

b. durch Sponsoring und Finanzierung der Publikation von Buchreihen (so sind übrigens Buchreihen entstanden, die für die Bildung ganzer Generationen von Bürgern enorme Bedeutung hatten);

c. durch Förderung von Synergien zwischen Verlegern, deren Zweck auch die Veröffentlichung von Büchern in anderen Sprachen als der „Originalsprache“ sein kann. Ein Beispiel unter vielen ist Ungarn: Dort wurden viele Schriften verfasst, z. B. auf den Gebieten Architektur, Medizin, Botanik, Musik, ganz zu schweigen von den Romanautoren. In Ita-



Aldus Manutius
(Bassiano, 1449 – Venedig, 1515)

Aldus Manutius war zu seinen Lebzeiten der wichtigste Verleger. Er gilt außerdem als erster europäischer Verleger im modernen Sinn, da er den Vertrieb der klassischen griechischen Literatur in großem Stil durchführte. Er trug ferner zur Stärkung der Rolle von Nationalsprachen und zur Etablierung der lateinischen Schriftzeichen anstelle der gotischen bei, indem er als Erster klassische Texte ins Italienische übersetzte.

Zum ersten Mal in der Geschichte wurden durch ihn Klassiker in Abständen von einem Monat und über fünf aufeinander folgende Jahre hinweg mit einer gedruckten Auflage von 1 000 Kopien veröffentlicht. Das Kleinformat und der erschwingliche Preis seiner Produkte trugen zur europaweiten Verbreitung der Klassiker bei. Dies stellte eine Revolution dar, wenn man bedenkt, dass im sechzehnten Jahrhundert die durchschnittliche Auflagenhöhe 200 Kopien betrug (was recht viel ist, wenn man berücksichtigt, dass ein Schreiber handschriftlich nur eine Kopie abfassen konnte).

Manutius legte die Struktur des modernen Buches fest, indem er ein kleines Format und für das Layout ein zwischen dem Text und den Illustrationen ausgewogenes Verhältnis einführte. Seine andere große Erfindung betrifft die Schriftarten sowie die Verbesserung und Verbreitung der Kursivschrift, des sogenannten „Italic“, das auch heute noch verwendet wird. Diese Schriftart wurde nach der Nationalität von Aldus Manutius benannt. Die Aldina-Kursivschrift wurde zum eigentlichen Prototyp der italienischen Renaissance-Schriftart und läutete damit auch die Moderne ein.

Quelle: Grafica e Stampa, Zanichelli editore; Enciclopedia Rizzoli; A short history of the printed word, Hartley and Marks Publishers.

lien wurden viele Werke von Sándor Márai veröffentlicht, doch ist es mir wegen der hohen Übersetzungskosten bis heute nicht gelungen, eine Biografie dieses Autors zu veröffentlichen. Dabei ist das Leben dieses ungarischen Autors mindestens genauso fesselnd wie seine Romane.



In der Universität „La Sapienza“/At La Sapienza University/ A l'Université La Sapienza

Intervista con Luigi Migliaccio, direttore della casa editrice Università La Sapienza vincitrice del premio per la sezione «Pubblicazioni europee»



Luigi Migliaccio
ritira il premio

La casa editrice La Sapienza ha lavorato per ben due volte consecutive ad un progetto editoriale della direzione generale per la Ricerca. Ci può descrivere brevemente com'è iniziata e come si è sviluppata questa esperienza lavorativa con la Commissione europea?

Partecipando alle attività del Forum europeo degli editori ci è stata offerta la possibilità di aderire a due progetti di testi da pubblicare simultaneamente in francese, inglese e italiano. I manoscritti originali erano, nel primo progetto, parte in francese e parte in inglese, nel secondo in francese. Entrambi i testi riguardano i rapporti tra ricerca ed etica e tra ricerca e società, e quindi molto interessanti per la nostra «University Press».

Dopo l'iniziativa italiana «Aldo Manuzio», secondo lei, quale potrebbe essere una cooperazione auspicabile tra le istituzioni comunitarie e il mondo editoriale europeo?

a. Promuovere l'istituzione di un analogo premio negli altri Paesi dell'Unione europea: in Germania, ad esempio, potrebbe chiamarsi «Johann Genfleisch detto Gutenberg» (!), e ciò al fine di sensibilizzare

gli editori europei alle tematiche culturali delle Comunità europee;

b. promuovere, tra gli iscritti al Forum, incontri nelle capitali europee per implementare le sinergie tra gli editori, sempre con riguardo ai temi fondanti per le culture europee, attraverso riunioni che semplifichino gli incontri e il dialogo rispetto alle situazioni che si determinano nelle fiere librerie internazionali;

c. promuovere delle collane plurilingue in cui i testi vengano pubblicati simultaneamente da più editori nelle proprie lingue madri;

d. cercare di ridurre i costi delle traduzioni finanziandole, almeno in parte (quando ritenuto opportuno), oppure raccomandando/provocando fra gli editori «europei» uno sconto sulla cessione del copyright per la licenza di pubblicazione in un'altra lingua;

e. fornire agli editori informazioni e consulenze (anche finalizzati a singoli progetti editoriali) circa le procedure per chiedere finanziamenti nell'ambito dei programmi comunitari esistenti;

f. pubblicizzare le attività degli editori del Forum europeo.

Come affronta La Sapienza le sfide di un mercato dell'informazione caratterizzato da sviluppi tecnologici rapidissimi? Qual è e quale sarà, a suo parere, il ruolo del libro nell'era di internet e dell'informazione a «rapido consumo»?

Premesso che il libro cartaceo ha e conserverà il predominio sul mercato rispetto ad altre forme di comunicazione della conoscenza; premesso che i nuovi sistemi di comunicazione e di supporti per la comunicazione sono destinati ad affiancare il libro e non già a sostituirlo (è davvero interessante che alcune *software house* negli USA stiano studiando come riprodurre su un monitor l'effetto dell'inchiostro sulla carta!), questa università

sta potenziando l'uso di Internet, in luogo della stampa su carta, per le riviste. Ciò riduce drasticamente i tempi di diffusione della conoscenza presso l'utente finale e ne riduce i costi di produzione, eliminando quelli di distribuzione. I libri cartacei curati dagli autori «universitari» sono sempre più spesso corredati di supporti digitali integrativi.

La stampa digitale, infine, sta sostituendo quella offset per le piccole tirature:

- › si definiscono le tirature «a consuntivo» in funzione della domanda del mercato, che per l'editoria universitaria, in Italia, è molto limitata;
- › si eliminano i costi di magazzino;
- › si riducono i tempi di produzione;
- › si stanno cominciando a ridurre i prezzi di copertina.

Nei prossimi vent'anni vedo una coesistenza sul mercato, per quote differenti, del libro tradizionale, di Internet e della stampa digitale. Quindi il progetto di dotare alcuni studenti delle scuole elementari in Cina e in Germania di un lettore di DVD che contenga *tutti* i testi del corso non sembra per il momento avere in Italia un pubblico interessato, nonostante il peso dei libri.

In un mercato dell'informazione in crescente globalizzazione, come pensa sia possibile preservare la lingua e la cultura di un paese?

a. Utilizzando Internet: il lettore si stampa la propria copia. Organizzando appositi siti web si aumenta la diffusione del prodotto presso l'utente finale;

b. sponsorizzando e finanziando la pubblicazione di collane. Così, del resto, sono nate le collane che hanno educato generazioni di cittadini;

c. promuovendo sinergie tra editori, anche finalizzate alla pubblicazione di un testo in più lingue oltre quella originaria. Un esempio tra tanti: l'Ungheria ha ottimi testi, ad esempio per l'architettura, la medicina, la botanica, la musica, per non parlare dei romanzieri. In Italia sono state pubblicate molte opere di Sándor Márai, ma sino ad oggi non sono riuscito a pubblicare una biografia di questo autore a causa dell'incidenza dei costi di traduzione, eppure la vita di Márai è affascinante almeno quanto i suoi romanzi. ■



PODL — The Publications Office digital library project: a huge challenge for 2009



Access to the complete collection of European publications? By the end of 2009 they will be just a mouse-click away for everybody.

Digitising publications not only means making them available online, easily accessible to all, from everywhere in the world and at anytime, but also preserving them. The older EU printed publications, recording the history of European integration, will soon be limited to a few copies kept in archives, libraries and one day maybe only museums. Transforming ink into bit allows for safeguarding the information they contain, guaranteeing its future accessibility.

This is why, the Office for Official Publications of the European Communities aims to complete the PODL, its online digital library, by digitising most of the EU publications printed since 1952. It represents a huge challenge during the next 12 months, as the PODL will be

launched in October 2009 at next year's Frankfurt Book Fair.

Some 130 000 publications containing 13 million pages will have to be digitised, 26 billion words will be made searchable. These impressive numbers give a rough idea of the massive undertaking that this project constitutes. Each publication will be scanned in its entirety, attributed basic metadata, text layer and very good bookmarks. Finally a strict control will be carried out to ensure high-quality results of the PDF file using ISO archive standard (PDF/A-1b).

The end-user will be able to search both in metadata and in the text as well as to download a web-optimised version for free via EU Bookshop (<http://bookshop.europa.eu>), the online service giving access to publications from the EU, agencies and other bodies dating back to 2003. Any feedback from users will help improve the Publications Office's service to citizens.

In addition, the PODL also contributes to *Europeana* — the European digital library, museum and archive — a thematic network funded by the European Commission in July 2007 under the four-year (2005–08) Community programme 'eContentplus'. It was created to make digital content in Europe more accessible, usable and exploitable by promoting leading-edge technical solutions for this purpose. eContentplus, in turn, is part of the i2010 policy whose objective is to make the EU cultural and scientific heritage accessible to all and preserve it correctly for future generations.

In conclusion, the PODL will bring back to life a wide range of titles, witnessing the construction of the European Union. Together with an easy accessibility and 'searchability', it will then contribute to the diffusion of European culture, offer another bookshelf to citizens and give new material and opportunities to publishers. ■

The European Union Publishers' Forum library



Das Amt für Veröffentlichungen arbeitet mit Partnerverlagen und internationalen Organisationen zusammen, um die Verbreitung von EU-Dokumenten sowie deren Übersetzungen, soweit sie nicht von der Europäischen Union selbst veröffentlicht werden, auf spezifischen Märkten zu fördern.

Dieser Abschnitt enthält Informationen über Manuskripte und Veröffentlichungen, die für die Vergabe von Lizenz- oder Koeditionsverträgen an Mitglieder des Europäischen Verlegerforums zur Verfügung stehen.

Die Titel werden jeweils unter Themenbereichen aufgeführt und kurz beschrieben. Weitere Angaben erhalten Sie auf Anfrage.

Kontakt: forum-info@publications.europa.eu

Das Amt für Veröffentlichungen begrüßt auch direkte Anfragen von Verlegern im Zusammenhang mit unseren EU-Veröffentlichungen.

Die Titel sind auf der Website des **EU Bookshop** (<http://bookshop.europa.eu>) oder der **Europa-Website** (<http://ec.europa.eu>) zu finden.



The Publications Office works with partner publishers and international organisations to promote the dissemination of EU documents, other than those published by the European Union itself, as well as their translations, on specific markets.

This section of the bulletin is designed to provide information on some manuscripts and publications available for licensing or co-publishing to members of the European Union Publishers' Forum.

Titles are classified under subject headings. While descriptions are generally succinct, additional information will be provided on request.

Contact: forum-info@publications.europa.eu

The Publications Office also welcomes requests directly from publishers related to our range of EU publications. Titles can be found at **EU Bookshop** (<http://bookshop.europa.eu>) or at the **Europa website** (<http://ec.europa.eu>).



L'Office des publications collabore avec des éditeurs partenaires et des organisations internationales afin de promouvoir la diffusion des documents communautaires, autres que ceux qui sont publiés par l'Union européenne, ainsi que leurs traductions, sur des marchés spécifiques.

La présente section fournit des informations sur les manuscrits et les publications disponibles pour licence ou coédition à l'intention des membres du Forum des éditeurs de l'Union européenne.

Les titres sont indexés par sujet. Quant aux descriptions, elles sont généralement succinctes, et une information plus détaillée est disponible sur simple demande.

Contact: forum-info@publications.europa.eu

L'Office des publications accepte volontiers les demandes directes des éditeurs concernant notre large éventail de publications de l'Union. Les titres peuvent être consultés sur les sites de l'**EU Bookshop** (<http://bookshop.europa.eu>) ou **Europa** (<http://ec.europa.eu>).

Manuscripts

The European Union Publishers' Forum seeks publishers interested in publishing the following manuscripts and publications in one or more EU official languages:

Activities of the European Union: internal security



Title: **Towards a European approach to police science** (*working title*)

Corporate author: European Police College (CEPOL)

Language of manuscript: English

Year: 2008

Number of pages: approximately 280 / 97 600 words / 550 000 characters

Illustrations: graphics and tables
Target public: scientists, researchers, criminologists, academics, police officers, policing staff, etc.

Content: In recent years, police forces across Europe have had to face many new challenges. New realities in Europe, as well as globalisation, require international management skills in order to cope. Indeed, the enlargement of the European Union and the accelerated development of the

third pillar of the EU since the 1990s, have increased European cooperation significantly in the field of internal security. People's demands for more participation and the growing involvement of the police in local, national and international security concepts have set up new frameworks of training and research within and outside the police.

Research and science have become a much more important element for police practice and police training and education. But what kind of research fits the needs of the police? Many police-related disciplines like criminology, law, police tactics and others are providing knowledge,

often separated from each other, leaving many gaps to bridge. Complex modern challenges of policing need interdisciplinary and comparative approaches. The notion of 'police science', which is presented here on a specific European background, deals with the historical roots of 'police science', core topics, the relations between 'police science', police education and police training, tensions between researchers and practitioners. The focus is on a European perspective. It tries to overcome the limitations of disciplines in order to build a roof over research and science activities in the field of police and policing.

The publication is based on a report initiated by the European Police College (CEPOL), drafted by six experts from universities and police colleges from six different European countries. The preliminary findings were discussed at a conference in Münster (Germany) organised by CEPOL in September 2007. Papers and contributions from scholars and police training experts to document current positions and lines of arguments have been added as a supplement. The role of research and science in modern-day policing, as well as the notion of 'police science' in a specific European environment, will be a topic on the agenda for years to come.

Economy



Title: **A European single market for the 21st century**

Corporate author: European Commission, Directorate-General for Economic and Financial Affairs

Language of manuscript: English

Licence granted for: the English version
Year: 2008

Manuscript size: approximately 90 000 words

Illustrations, graphs and tables: 90

Target public: The book will attract the attention of policymakers and academics interested in the economics and politics of European integration in general and the single market in particular. It offers an insight into the thinking within the Commission on the future of the single market in the 21st century. This should interest not only observers within the European Union, but also policymakers and academics in countries that are major competitors

of the EU in international markets such as the United States, Japan, China and India. Moreover, the book should also appeal to policymakers in other country groupings with policy initiatives aimed at economic and/or political integration (such as ASEAN or Mercosur). Academic associations that might be interested in the book include the European Union Studies Association (EUSA) and the European economic association (EEA).

Content: The book will consist of two main parts preceded by an introductory chapter. The first part will describe the 2007 single market review and explain its rationale from an economic perspective. It will describe how the single market has failed to fully adapt to a changing economic environment characterised

by EU enlargement, globalisation and ageing populations. It will present empirical estimates of the effects of the single market programme and highlight the conclusion that the potential of the single market has not been fully exploited. The first part will conclude with a description of the single market review, which sets out the Commission's response to the different challenges for a European single market in the 21st century.

The second part of the book will discuss the European Commission's initiative within the context of the single market review to step up the monitoring of EU product markets and sectors. It will present the economic and political rationale of the initiative and describe

the new approach developed by the Commission services for the organisation of market monitoring within the EU. The two-stage approach proposed is flexible and draws on existing experience within the Commission and EU Member States. The book will present the outcome of the first stage of the analysis, which includes a screening of sectors to be investigated for market malfunctioning as well as a first analysis of why the markets identified function poorly. The analysis at the level of the European Union as a whole will be complemented by similar work done on individual EU Member States, in order to determine whether the problems identified require a policy response at the national or the Community level.



Title: Gauging fiscal policymaking in the EU: an assessment of current practice and challenges

Corporate author: European Commission, Directorate-General for Economic and Financial Affairs
Language of manuscript: English
Licence granted for: the English version
Year: 2008
Manuscript size: approximately 75 000 words
Illustrations: 38 graphs and 40 tables
Target public: academia, researchers and economic policymakers

Content: This volume contains shorter and revised versions of the proceedings on fiscal indicators presented at the workshop organised by the European Commission in Brussels on 22 September 2006.

The workshop featured keynote lectures by eminent researchers such as F. Ballabriga, C. Martinez-Mongay, J. Gokhale, P. Brandner, L. Diebalek, W. Köhler-Töglhofer, A. Afonso, P. Claeys, F. Balassone, D. Franco, S. Zotteri, R. Barrell, I. Hurst and J. Mitchell.

More detailed information on the text divided in seven chapters is provided by the Forum Secretariat on request.

Title: Five years of an enlarged EU — a positive-sum game (provisional title)

Corporate author: European Commission, Directorate-General for Economic and Financial Affairs
Language of manuscript: English
Licence granted for: the English version
Year: 2008
Number of pages: approximately 220
Format: A5
Illustrations: graphs and tables
Target public: given the empirical dimension of the contributions, this work targets researchers and economists from academia, EU institutions and think tanks.

Content: On 1 May 2009, the EU will celebrate the fifth anniversary of the 2004 enlargement which involved 10 new Member States from central and eastern Europe. Currently, there seems to be a widespread impression that this wave of enlargement is not well understood by the public. Much emphasis is put on costs and challenges, while the advantages of enlargement — a wider Europe and greater market access as well as the contribution of

multilateral surveillance offered by the EU in policy formulation — are not sufficiently appreciated. Against this background, this work aims at shedding light on these issues from different perspectives.

This work provides an analysis of the impact of enlargement on the old and new Member States as well as on the EU as a whole focusing on the five-year period between 2004 and 2009.

The work is structured in four chapters as follows:

- Chapter 1: Trade and foreign direct investment in an enlarged EU: opportunities and challenges
- Chapter 2: Migration in an enlarged EU: solution or problem for labour market woes and cash-strapped social security systems?
- Chapter 3: Financial integration and stability in an enlarged EU
- Chapter 4: Integration, openness and growth: did accession make a difference?

Title: Can Italy adjust and grow?

Corporate author: European Commission, Directorate-General for Economic and Financial Affairs
Language of manuscript: English
Licence granted for: the English version
Year: 2007
Number of pages: 200
Target public: economists, academia, national/international institutes

Content: Based on the proceedings of a seminar held in Brussels on 2 March 2007, the book discusses the current situation, prospects and policy challenges facing the Italian economy, with a view to allowing a better understanding of the

structural weaknesses underlying Italy's growth performance vis-à-vis the other euro-area countries and identifying priorities for action. The book is dedicated to the memory of Riccardo Faini, an outstanding Italian economist who passed away on 20 January. His comprehensive and insightful analysis of the Italian economy constitutes an invaluable heritage that inspires this book.

Title: Policy instruments for sound fiscal policies: fiscal rules and institutions

Corporate author: European Commission, Directorate-General for Economic and Financial Affairs
Language of manuscript: English
Licence granted for: the English version
Manuscript size: approximately 150 000 words
Illustrations: 30 graphs and 25 tables (approximately)
Target public: academia, researchers and economic policymakers

Content: Economic literature has provided abundant analyses on how taxes, public expenditure and government balance should be set over the business cycle for fiscal policy to be considered optimal and sustainable. However, there is ample evidence that such policies were, in practice, not always pursued by policymakers, which in turn points to an incorrect use of discretion when deciding fiscal policy strategies. The effects stemming from this improper conduct of fiscal policy have led to a deficit bias and growing debt ratios in most of developed economies. Moreover, an increasing tendency to implement pro-cyclical fiscal policies, especially in good times, has also frequently been observed.

It is broadly agreed that an adequate fiscal framework at national level may play an important role in ensuring an appropriate use of discretion in the design and implementation of fiscal policy. In particular, domestic fiscal rules imposing constraints on budgetary aggregates (i.e. budget balances, debt levels or expenditure and revenue developments) and independent institutions operating in the field of fiscal policy may be instrumental in tackling the deficit bias and ensuring a time-consistent budgetary policymaking.

The articles included in this book focus on different aspects of fiscal rules and institutions (e.g. design and scope) and assess the potential contribution of these fiscal arrangements to implementing sound budgetary policies and ensuring sustainable fiscal positions. The authors of these articles are leading academic experts in this field and economists and policymakers dealing with fiscal policy issues.



Title: Innovation policy and innovation indicators in BRICS: Brazil, Russia, India, China and South Africa

Corporate author: European Commission, Directorate-General for Research, International Cooperation Directorate

Language of manuscript: English
Year: 2008

Number of pages: approximately 250
Format: B5 hardback book

Target public: academic libraries, national and international R & D institutions, NGOs

Content: Globelics (global multidisciplinary network of researchers on the economics of learning, innovation and capacity-building systems created by Bengt-Åke Lundvall and Luc Soete) is carrying out a research project on the national innovation systems of Brazil, Russia, India, China and South

Africa which aims at analysing and comparing the different development trajectories and strategies of the BRICS countries from the perspective of the national systems of innovation. The project is carried out by a network of researchers and institutions from the five countries.

Together with Globelics, RedeSist (the Brazilian research network on local innovation and production systems) organised the second international workshop on the comparative study of the national innovation systems of Brazil, Russia, India, China and South Africa which took place from 25 to 27 April 2007 in Rio de Janeiro (Brazil) with the support of the main Brazilian agencies for science, technology and innovation policies,

and of the European Commission. The workshop focused on the five national systems of innovation and also addressed topics such as innovation policies, financing of innovation systems and innovation indicators.

The book presents the main issues and findings of the discussions held during the abovementioned workshop, with a double purpose:

- characterise and discuss science, technology and innovation policies in BRICS — the book describes the main objectives, instruments, actors and results and focuses on the efforts and areas, varying from indigenous knowledge to those closer to frontier science and

technologies;

- discuss critically the main advantages and problems of current innovation indicators and put forward suggestions for the development of further indicators capable of representing innovation activities performed in BRICS.

The book has been edited by José E. Cassiolato based on the individual contributions of Helena M. M. Lastres, Márcia Rapini, Fabio Stallivieri and Priscila Koeller (Brazil), Tatiana Kuznetsova and Leonid Gokhberg (Russia), K. J. Joseph and Dinesh Abrol (India), Xielin Liu (China), Jo Lorentzen, Glenda Kruss and Rosemary Wolson (South Africa).

Title: ITER: uniting science today, global energy tomorrow (provisional title)

Corporate author: European Commission, Directorate-General for Research

Language of manuscript: English
Year: 2007/08

Number of pages: 75
Format: B5

Target public: general public

Content: With the agreement to build the international ITER experimental fusion reactor in Europe, the EU is to host one of the largest scientific undertakings ever conceived by humanity. The ITER site at Cadarache, in southern France, will become the focus of world research on fusion energy. This project's outcome could have a profound impact on how future generations live, by showing that energy from fusion is a practical possibility.

ITER is bringing together nations representing in total more than half the world's population, to cooperate in the development of this major new technology that will be of potential benefit to all. By hosting ITER, the EU exercises a special

responsibility at the forefront of fusion research.

In this book, the history of the development of fusion energy research and the progress which has led the EU and major countries in the world to the decision to have an international collaboration on an unprecedented scale is described in detail. By presenting the essentials of fusion science exploring the world of fusion energy research that has brought us to ITER and the efforts of all the people who, over the years, have turned a challenging international collaboration into a success, the book explains the 'what, why and how' of the device itself.

Title: Understanding natural disasters: contributions to risk reduction in Europe

Corporate author: European Commission, Directorate-General for Research

Language of manuscript: English
Year: 2007

Licence granted for: English version
Number of pages: approximately 500

Format: art book, hardback
Target public: academic libraries, R & D institutions in the field of natural hazards and related disasters, civil protection authorities, land planning and development authorities, governmental organisations, European Commission services, NGOs and institutions etc.

Content: Natural hazards including earthquakes, floods, landslides, forest fires, avalanches, storms and volcanic eruptions are a continuous threat to the social and economic assets of Europe. For several years, the European Commission has invested in R & D to understand and manage natural hazards and to reduce the risk related to their occurrence. The knowledge and experience gained from this research have to be transferred to the research stakeholders.

The objective of this publication is to capitalise on relevant R & D achievements by contributing to putting them into practical and operational use.

The publication integrates the presentation of the physical and sociological aspects of natural hazards with the theory and lessons learnt from past disasters.

It will make available contributions of top scientists and engineers from various countries of the European Union, aiming to bring the reader state-of-the-art scientific knowledge within the field of natural hazards in Europe and worldwide. In particular it focuses on how R & D can help the stakeholders in managing the risk of disasters in Europe.

Statistics



Title: **Frontiers in benchmarking techniques**

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language of manuscript: English
Number of pages: approximately 450
Target public: statisticians, economists and econometricians working on benchmarking techniques

Content: This volume contains shorter and revised versions of the papers presented at the workshop on frontiers in benchmarking techniques and their application to official statistics, held in Luxembourg, on 7 and 8 April 2005.

The workshop featured keynote lectures by eminent researchers in benchmarking techniques, such as Tommaso Di Fonzo, Victor Guerrero, Tommaso Proietti, Benoit Quenneville, Alicia N. Rambaldi, Abdelwahe Trabelsi and Martin Weale.

The main objectives of this book are to present recent developments in the theoretical and empirical use of benchmarking techniques, identify applications of sophisticated benchmarking techniques by private and public institutions involved in the production and analysis of infra-annual statistics, and stimulate the debate between academics, researchers and institutions in the field of benchmarking techniques.

The papers encompass recent methodological advances in several important areas of benchmarking techniques, such as temporal

desegregation techniques, univariate and multivariate benchmarking techniques, use of benchmarking techniques in the presence of both spatial and temporal constraints, comparison of alternative temporal desegregation and benchmarking techniques, and innovative applications of the production and analysis of infra-annual statistics.

Activities on European Union



Title: **Europe: giving shape to an idea**

Corporate author: Council of the European Union
Languages available to date: French, English and German
Number of pages: approximately 450
Format: hard back, art book
Illustrations: approximately 300, mostly unpublished

Content: This book aims to present a part of European history which is little known — of the successive attempts to give concrete shape to that ambitious vision. In so doing, it shows that many of the ideas put forward in the past contained the seeds of the European Union as it exists now. It also shows an



awareness of the need to harness the complex political forces of Europe within an overarching framework has existed for a long time. It first appears with Dante, since when the search has continued uninterrupted until after the Second World War.

Publications

Culture



Title: **Europe without God? The European Union and the dialogue with religions, churches and communities of conviction**

Editors: Michael H. Weninger
Corporate author: European Commission, Directorate-General for Education and Culture
Language of manuscript: German
Licence granted for: German and Portuguese versions
Year: 2007
Number of pages: approximately 390
Format: hardback
Target public: general public

Content: The book details the difficulties as well as the opportunities for a dialogue with religions, churches and communities of conviction within the European Union. To understand the basic conditions for such a policy, the analysis first offers concise information about the last 50 years of the European integration process. It goes on to describe the different church–state relationships in the EU and the legal basis for and about the partners on all sides of such a dialogue. The Treaty

establishing a Constitution for Europe is also analysed in the context of the necessary dialogue as well as the different traditions of Islam as a challenge for Europe. Finally, the book presents the major concepts and main theological aspects for a genuine engagement in favour of an ever-closer Europe by the confessional partners. The publication is the very first on this subject and offers comprehensive information.





Title: Europe in figures — Eurostat statistical yearbook 2008

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
 Languages: English, German, French
 Publication Year: 2008
 566 pp. — 21 x 29.7 cm
 ISBN: 978-92-79-06607-8
 Theme(s): General and regional statistics
 Available on: www.epp.eurostat.ec.europa.eu

Content: *Europe in figures — Eurostat yearbook 2008* presents a comprehensive selection of statistical data on Europe. Most data cover the period 1996–2006 and some indicators are provided for other countries such as EU candidate countries, members of EFTA, Japan or the USA (subject to availability). With just over 500 statistical tables, graphs and maps, the yearbook treats the following areas: the economy, education, health, living conditions and welfare, the labour market, industry and services, agriculture, forestry and fisheries, international trade, transport, the environment, energy, science and

technology and European regions. This edition's spotlight chapter covers Europe's ageing society and associated demographic challenges. This publication also includes a CD-ROM with the content of the yearbook, comprising an electronic version in PDF format, tables and graphs in spreadsheet format, and further background information. Furthermore, it contains PDF versions of the pocketbook *Key figures on Europe* and the end-of-year brochure *Statistical portrait of the European Union — European Year of Intercultural Dialogue*. The yearbook may be viewed as an introduction to European statistics



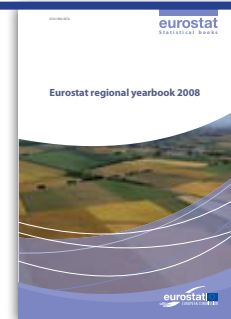
and provides guidance to the vast range of data freely available from the Eurostat website at: <http://ec.europa.eu/eurostat>.

Title: Eurostat regional yearbook 2008

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
 Languages: English, German, French
 Publication Year: 2008
 162 pp. — 21 x 29.7 cm
 ISBN: 978-92-79-05077-0
 Theme(s): General and regional statistics
 Available on: www.epp.eurostat.ec.europa.eu

Content: *Eurostat regional yearbook 2008* offers a wealth of information on life in the European regions in the 27 Member States of the European Union and this year also in the EFTA countries. If you would like to dig deeper into the way the regions of Europe are evolving in a number of statistical domains, this publication has something for you! The texts are written by specialists in the different statistical domains and accompanied by statistical

maps, figures and tables on each subject. A broad set of regional data are presented on the following themes: population, urban statistics, gross domestic product, household accounts, structural business statistics, labour market, sectoral productivity, labour cost, transport, tourism, science, technology and innovation, health and agriculture. The publication is available in German, English and French.



Title: Science, technology and innovation in Europe

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
 Languages: English
 Publication Year: 2008
 233 pp. — 21 x 29.7 cm
 ISBN: 978-92-79-07801-9
 Theme(s): Science and technology
 Available on: www.epp.eurostat.ec.europa.eu

Content: It is widely recognised that knowledge and innovation are the key determinants of jobs and growth. With a wide set of data tables, graphs and written analysis, this publication draws a comprehensive picture of the science, technology and innovation activities in the European Union as carried out by its people, enterprises and governments. It reveals in particular the contributions and expenditures on research

and development; defines the characteristics of the highly-skilled people participating. It further widely describes the innovation activities of enterprises as well as patenting which is one of the channels leading to commercialising newly developed technology.

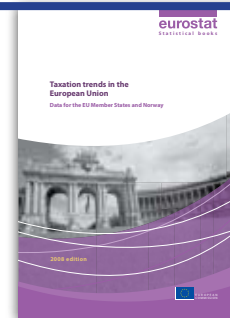


Title: Taxation trends in the European Union — Data for the EU Member States and Norway

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2008
440 pp. — 21 x 29.7 cm
ISBN: 978-92-79-08400-3
Theme(s): Economy and finance
Available on: www.epp.eurostat.ec.europa.eu

Content: This report contains a detailed statistical and economic analysis of the tax systems of the Member States of the European Union and Norway. The data are presented within a unified statistical framework (the ESA95 harmonised system of national and regional accounts), which makes it possible to assess the heterogeneous national tax systems on a fully comparable basis. The standard classifications of tax revenues (by major type of tax or by level of government) presented in most international tax revenue statistics are hard to interpret in economic terms. This publication stands out for offering a breakdown of tax revenues by economic function

(i.e. according to whether they are raised on consumption, labour or capital). This classification is based on disaggregated tax data and on a breakdown of the revenue from personal income tax. In addition, the report contains indicators of the average effective tax burden on consumption, labour and capital. Country chapters give an overview of the tax system in each of the 28 countries covered, the revenue trends and the main recent policy changes. Detailed tables allow comparison between the individual countries and European averages. Data cover the 1995–2006 period and are presented both as a percentage of GDP and as a percentage of total taxation.



Title: Consumers in Europe — Facts and figures on services of general interest

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2007
182 pp. — 21 x 29.7 cm
ISBN: 978-92-79-04596-7
Theme(s): Population and social conditions
Available on: www.epp.eurostat.ec.europa.eu

Content: This publication brings together the most relevant and useful information for the evaluation and development of consumer policy. The material includes data from various sources including Eurostat, other Commission services as well as other surveys and studies. This edition focuses on services of general interest. Although the prime objective of this publication is to help policymakers at the European

level to better understand the needs of consumers in general, the publication should also be of use to other stakeholders interested in consumer affairs, such as consumer organisations, other public authorities and even suppliers of goods and services. This is the third edition of a series of publications. Data cover the period 1999–2006.

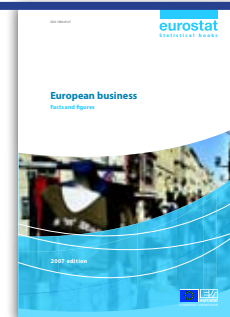


Title: European business — Facts and figures — 2007 edition

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2007
431 pp. — 21 x 29.7 cm
ISBN: 978-92-79-07024-2
Theme(s): Industry, trade and services
Available on: www.epp.eurostat.ec.europa.eu

Content: This publication gives a comprehensive picture of the structure, development and characteristics of European business and its different activities: from energy and the extractive industries to communications, information services and the media. It presents the latest available statistics from a wide selection of statistical sources describing for each activity: production and employment;

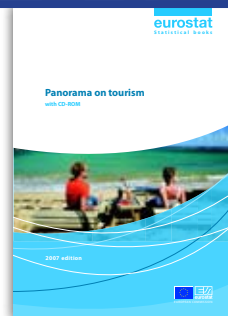
country specialisation and regional distribution; productivity and profitability; the importance of small and medium-sized enterprises (SMEs); work-force characteristics; external trade etc.



Title: **Panorama on tourism**

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2007
73 pp. — 21 x 29.7 cm
ISBN: 978-92-79-04901-9
Theme(s): Industry, trade and services
Available on: www.epp.eurostat.ec.europa.eu

Content: The panorama gives an overview of tourism in Europe and describes what tourism is about in the EU Member States, candidate and EFTA countries. It focuses on general facts in tourism that remain stable over time. This includes recent trends, the tourism behaviour of Europeans and details on tourism in the EU countries.



Title: **Measuring progress towards a more sustainable Europe — 2007 monitoring report of the EU sustainable development strategy**

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2007
313 pp. — 21 x 29.7 cm
ISBN: 978-92-79-05043-5
Theme(s): General and regional statistics
Available on: www.epp.eurostat.ec.europa.eu

Content: The EU sustainable development strategy, launched by the European Council in Gothenburg in 2001 and renewed in June 2006, aims for the continuous improvement of quality of life for current and future generations. The Eurostat monitoring report, to be published every two years, underpins the European Commission's progress report on the implementation of the strategy. It provides an objective, statistical picture of progress, based on the EU set of sustainable development

indicators. Quantitative rules applied consistently across indicators, and visualised through weather symbols, provide a relative assessment of whether Europe is moving in the right direction, and with sufficient haste, given the objectives and targets defined in the strategy. The data presented cover the period 1990–2006 (or the latest year available). The statistics covered illustrate the range of issues relevant for sustainable development, and should contribute to raising awareness of the opportunities and challenges lying ahead.

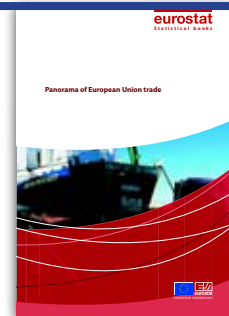


Title: **Panorama of European Union trade — Data 1999–2006**

Corporate author: European Commission, Eurostat (Statistical Office of the European Communities)
Language: English
Publication Year: 2007
66 pp. — 21 x 29.7 cm
ISBN: 978-92-79-05826-4
Theme(s): External trade
Available on: www.epp.eurostat.ec.europa.eu

Content: This panorama sets out to describe the features and trends of the EU's external trade during the period 1999–2006. It emphasises the place of the European Union on the world market and analyses its trade flows with its main trading partners as well as the goods exchanged. The panorama also looks into the trade

between the 27 Member States and of the euro area. The impact of the 2007 enlargement as well as the trade relations between the European Union and the candidate countries are illustrated in specific sections.



Happy Birthday Frankfurt Book Fair!

Celebrating its 60th birthday this year, the Frankfurt Book Fair — the largest in the world — takes place every October. This year, the *Buchmesse*, as it is called in German, blows out 60 candles.

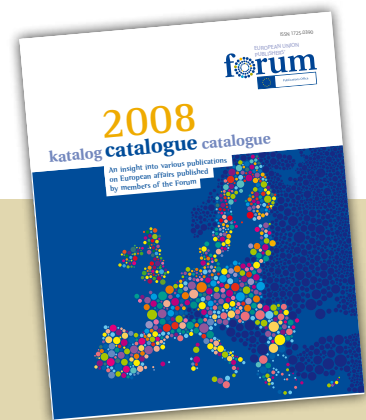
Many thousands of visitors, journalists, publishers and curious people have passed through the stands over the years, taking part in conferences and seminars, and flipping through pages and pages of books.

In fact, the fair was born more than 500 years ago. After Johannes Gutenberg (1400–1468) invented the printing process with movable type, books became more available to people. The first fair was held by local booksellers in Mainz, a city not far from Frankfurt. It slowly became the most important meeting place for book lovers and vendors, until the Enlightenment. From 1632, the Leipzig Book Fair overshadowed the Frankfurt one, presenting a larger number of books and becoming the first German fair. After the Second World War, the Frankfurt fair reopened its gates in 1949, recovering its predominance in the book trade. Today the Frankfurt Book Fair is still the most famous book fair in the world. ■

Source: Frankfurtbuchmesse website, Wikipedia.



60 YEARS
FRANKFURT
BOOK FAIR



The Forum catalogue

The 2008 edition of the Forum catalogue includes 113 contributions from 29 members.

The catalogue is distributed to an extensive network of information centres and contact points set up by the European Union for the public: Europe Direct information relays and documentation centres, European documentation centres, national information centres, various fairs across Europe and 'open day' events.



Curiosity

The Rosetta stone revival: a digital project to safeguard languages for the next 10 000 years



Source: www.flickr.com

The old stele returns with a new face and the same wizardry. The Rosetta stone was the key tool used for deciphering hieroglyphics; now the project of the same name will keep alive languages at risk. Indeed, the Rosetta project, developed by a group of experts from the Long Now Foundation, aims at preserving 2 500 languages — from the almost 7 000 existing ones — for the next 10 000 years.

The project takes its name from the Rosetta stone, a multilingual stele created in 196 BC. It was discovered by the Frenchman Champollion in 1799 in an Egyptian town which the French referred to as Rosetta during Napoleon Bonaparte's campaign. The stone reproduces the same text in hieroglyphic, demotic (an Egyptian language used to write less important documents) and classical Greek. Thanks to knowledge of Greek, the translation opened up the possibility of understanding the Egyptian language.

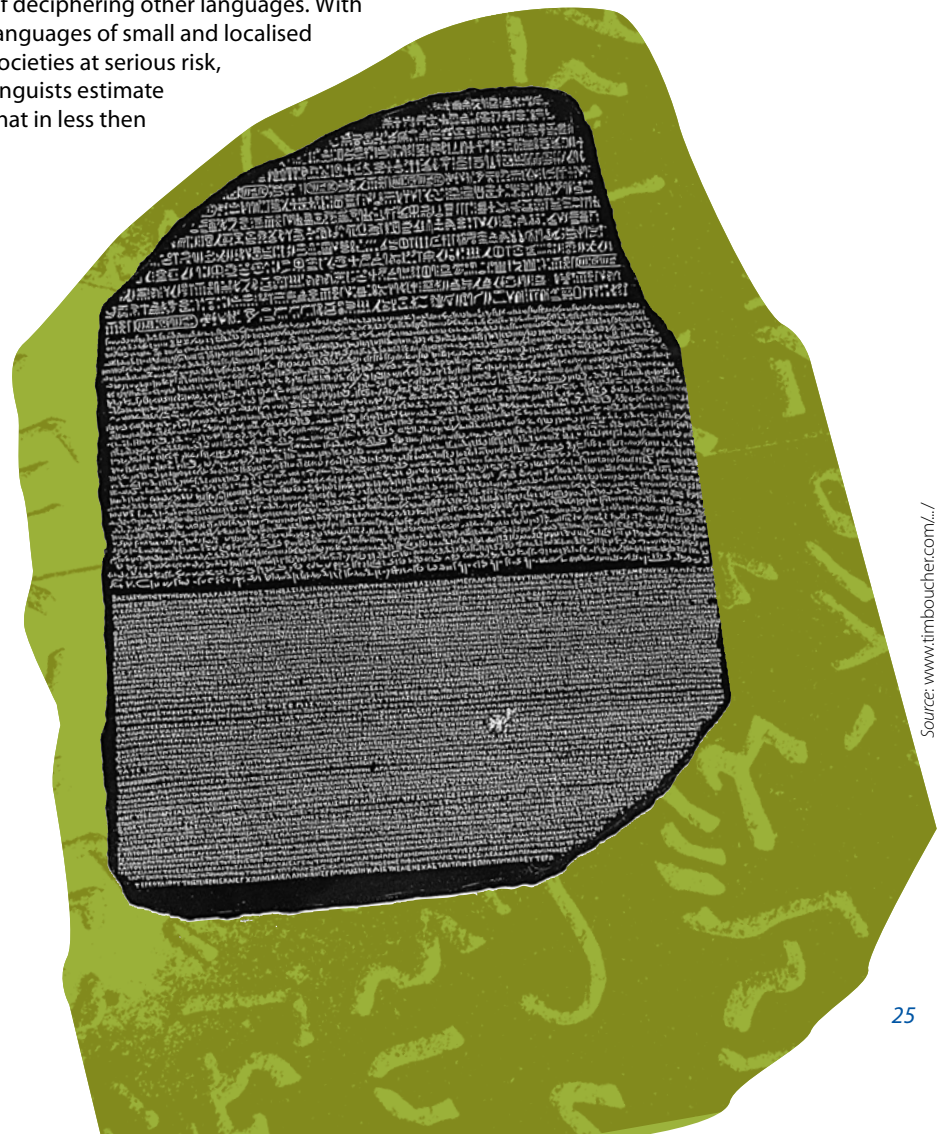
Attractively designed, the new support is more resistant than paper and a plastic CD. It is a nickel disk containing 15 000 pages of linguistic documentation (including the Book of Genesis), a list of universal words and a pronunciation guide. Each page has the breadth of five hairs. The disk is 5.08 cm in diameter and it has an approximate life of 2 000 years or, at best, 10 000 years. It is

contained in a crystal sphere; an image of the earth is represented in the middle of sphere on which *Languages of the world* is written in eight different languages. To read the disk, the new generation will only need a microscope.

Just like the old stone, the Rosetta disk aims to give to future generations the possibility of deciphering other languages. With languages of small and localised societies at serious risk, linguists estimate that in less than

one century, 90 % of spoken languages will be replaced by English, Spanish and Chinese. The loss of languages means a serious loss of cultural diversity and to help reverse this trend, the digital Rosetta project aims to keep those languages permanently written in 'stone'.

Source: www.rosetta-project.org



Source: www.timboucher.com/

Book fairs around Europe in 2009

When	Where	Website
12 to 15 February 2009	Vilnius (Lithuania) — Vilnius Book Fair	www.litexpo.lt
26 February to 1 March 2009	Riga (Latvia) — Latvian Book Fair	www.bt1.lv
March 2009	Milan (Italy) — Mostra del Libro Antico	www.mostradellibroantico.it
March 2009	Naples (Italy) — Galassia Gutenberg	www.galassia.org
5 to 9 March 2009	Brussels (Belgium) — Foire du Livre de Bruxelles	www.foiredulivredebruxelles.be
12 to 15 March 2009	Leipzig (Germany) — Leipzig Book Fair	www.leipzig-messe.de
13 to 18 March 2009	Paris (France) — Salon du Livre	www.salondulivreparis.com
23 to 26 March 2009	Bologna (Italy) — Fiera del libro per ragazzi	www.bolognachildrensbookfair.com
24 to 28 March 2009	Milan (Italy) — Graffiti	www.graftalia.biz
18 April to 3 May 2009	Braga (Portugal) — Livro - Book Fair	www.peb.pt
20 to 22 April 2009	London (UK) — London Book Fair	www.londonbookfair.co.uk
22 to 26 April 2009	Geneva (Switzerland) — Salon international du livre et de la presse	www.salondulivre.ch
23 to 26 April 2009	Budapest (Hungary) — International Book Festival	www.bookfestival.hu
23 to 26 April 2009	Linz (Austria) — Litera Linz	www.linzkongress.at
23 to 26 April 2009	St Petersburg (Russia) — St Petersburg International Book Salon	www.bookunion.spb.ru
May 2009	Basle (Switzerland) — Buch Basel	www.buchbasel.ch
May 2009	Turin (Italy) — Fiera Internazionale del Libro	www.fieralibro.it
14 to 17 May 2009	Prague (Czech Republic) — International Book Fair and Literary Festival Book	www.svetknihy.cz
21 to 24 May 2009	Warsaw (Poland) — Miedzynarodowe Targi Ksiazki	www.bookfair.pl
28 to 31 May 2009	Thessaloniki (Greece) — Thessaloniki International Book Fair	www.thessalonikibookfair.com
15 to 31 August 2009	Edinburgh (UK) — Edinburgh International Book Festival	www.edbookfest.co.uk
September 2009	Moscow (Russia) — MIBF — Moscow International Book Fair	www.mibf.ru
September 2009	Göteborg (Sweden) — Bok & Bibliotek	www.bok-bibliotek.se
October 2009	Belgrade (Serbia) — International Belgrade Book Fair	www.sajam.co.rs
7 to 9 October 2009	Madrid (Spain) — LIBER, Feria Internacional del Libro	www.ifema.es
14 to 18 October 2009	Frankfurt/Main (Germany) — Frankfurter Buchmesse	www.buchmesse.de
22 to 25 October 2009	Helsinki (Finland) — Helsinki Book Fair	www.helsinki-bookfair.fi
5 to 8 November 2009	Cracow (Poland) — Targi Książki w Krakowie	www.targi.krakow.pl
November 2009	Istanbul (Turkey) — Istanbul Book Fair	www.istanbulbookfair.com
November 2009	Zagreb (Croatia) — Interliber-EDUCA	www.zv.hr
November 2009	Bratislava (Slovakia) Biblioteka — International Book Fair, International Exhibition of Education	www.incheba.sk
November 2009	Bucharest (Romania) — Gaudeamus	www.gaudeamus.ro
November 2009	Vienna (Austria) — Buch Wien — International Book Fair	www.buchwien.at
December 2009	Roma (Italy) — Più Libri Più Liberi	www.piulibripiuliberi.it/
December 2009	Sofia (Bulgaria) — Sofia International Book Fair	www.abk.bg

Dates may be subject to change.

Sources: www.auma-messen.de; www.eventseye.com; www.aie.it; www.buchmesse.de



Dear publishers, dear Forum members,

When I started working at the EU Publishers' Forum section at the end of 2002, I was like a shelf with some books on it. After six years in this position, that shelf is full and I have added other shelves on top still keen to be filled.

It is in this frame of mind and recognition that I leave my function as coordinator of this Forum. A unique and creative experience: I was able to work in a European institution whilst having a communicating door with the outside world, the world of publishing.

Being a publisher is a fascinating job. There is the responsibility to make information and literature available to the public but also to ensure its quality. Nonetheless, it is not easy to be a publisher today. There are so many new challenges to consider and assess, as in most of the European Union: modern technologies, the Internet, new business models, self-publishing, megastores, linguistic borders, public generated-content, decreasing interest in reading, etc.

And the 'book' is no longer the editorial product *par excellence*, if we think of it as a container of information and literature. Its meaning has broadened to various creations of the latest technologies which acquire increasing importance and prominence.

However, no matter what the container is, it is always the content that has the leading role. We all have the choice on the container, depending on our preferences, our needs and our wallet. But its content will never cease its primordial task of sharing information, widening horizons and kindling our imagination.

Thanks to the Internet, information is far more widely available and accessible and with no geographic bounds. It is wonderful to watch this democratisation bursting. We can all have a say, participate and influence — even in those countries with limited freedom of expression. On the other hand, we are flooded with information from countless sources. Here is where the publisher's role is needed more than ever, with his professionalism, know-how and reputation, all these elements guaranteeing quality.

I have the privilege of working for the European Union, in an operational institution, the Publications Office, whose aim is to contribute to making the European reality known, its impact on our daily life, its potential for the future as well as its limitations.

I do believe that publishers, as information multipliers, can achieve great results in diffusing European culture. I wish you the possibility to operate into this direction, with clarity, objectivity and the necessary support from national and Community bodies. On my side, I want to say thank you!

Valentina Fratto

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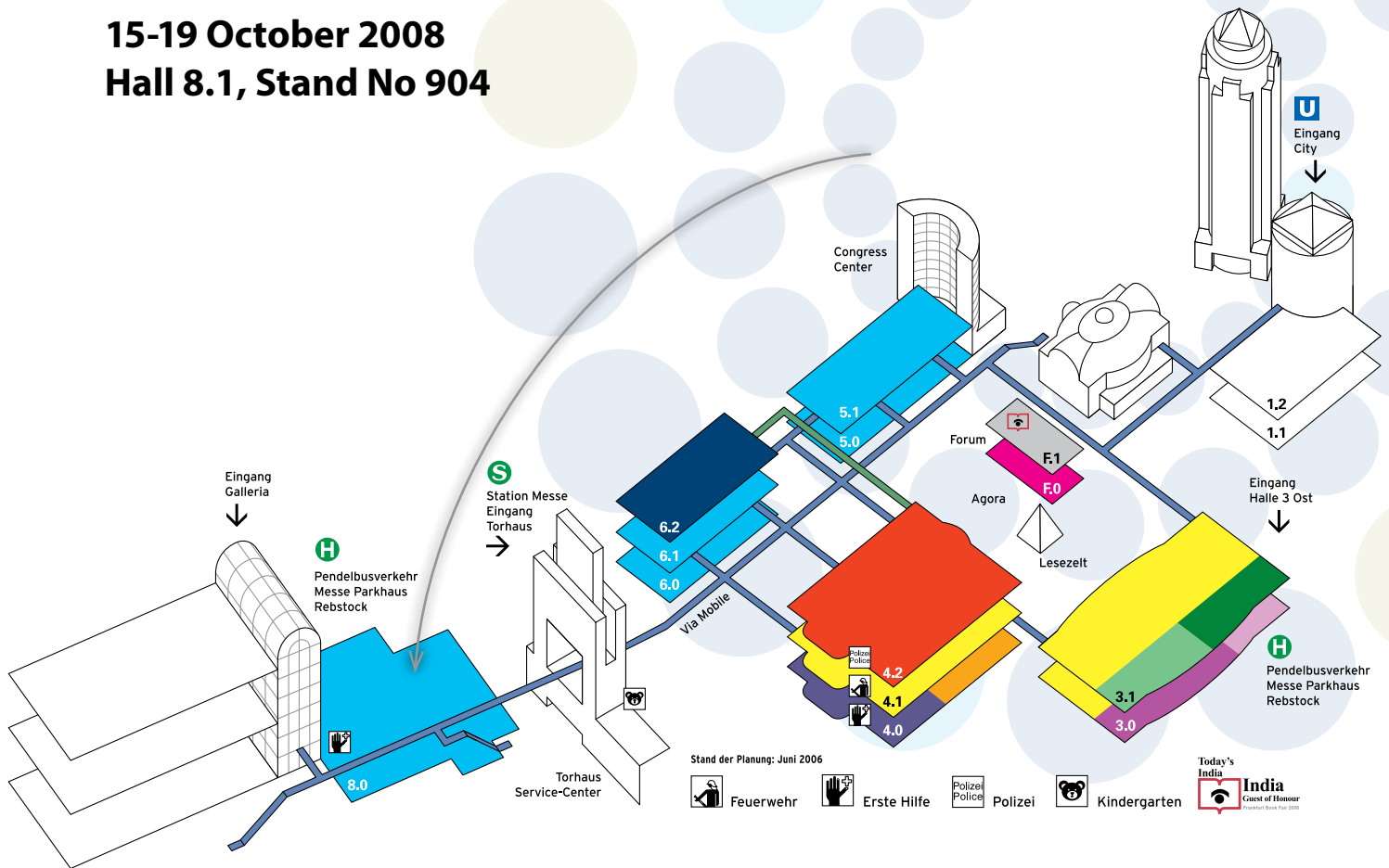


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60 YEARS

FRANKFURT BOOK FAIR

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