QUESTION: How can we make the case for private and public sector funding?

DIFFERENT WAYS TO FRAME ARGUMENT FOR FUNDING:

1. Translation brings cultural experience, understanding and tolerance
   • Shared experience across borders
   • Opening mind, creating more open society
   • Social cohesion among different groups

2. Commercial benefits
   • Branding of cultural identity; visibility of a culture
   • Building the creative economy (income for writers and translators; developing publishing industry; expanding literary economy)
   • (for funding from EU): Building regional identity

3. Freedom of expression: Translation addresses the imbalance in global dialogue
   • Invites other voices into the conversation of literature
   • Values diversity
   • International reputation helps to protect writers

4. Enriches our literary community and our own writers
   • Makes language more dynamic and expression of target country
   • Develops forms of literature
   • Allows local writers to be players in world forum – raises aspirations and quality
**RECOMMENDATIONS: WHAT** | **WHO**
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Collate evidence and stories to prove need for and usefulness of funding | UNESCO
- Petition UNESCO to improve database of translations to provide accurate data about translations published worldwide | UNESCO
- Create working group to explore evaluation practices advocating for literary translation
  - quantitative data (sales, income)
  - qualitative value (public value) | Translators and others
Collaborate with other funding agencies on international projects to make best use of resources | Funders
- EU should recognize unique value of network of translation centers and fund accordingly | EU
Collaborate on larger scale translation-related projects where appropriate in order to make greater impact and attract funding | Sector

**Improve dialogue between funders and sector** | **WHO**
---|---
- Engage funders; make translation visible; use writers and translators as advocates; build face-to-face relationships | Sector
- Offer range of support to sector based on knowledge of literary field and market | Funders

**Invest in developing readership** | **WHO**
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- Propose innovative projects that will help develop audience for literature in translation | Sector
- Support projects that target new readers and broaden the audience | Funders

**Develop public/private funding partnerships to maximize resources** | **WHO**
---|---
- Broker relationships between public and private funders and the sector | Public funders