



Announcing a New Partnership to Help Bring CODE's Burt Award Winning Books from Africa to the World!

It is more important than ever to provide young readers with the books that they want to read and in the format they want to read them. As the successful publishers of CODE's Burt Award winning titles we are eager to present you with our new and improved strategy for marketing print and eBook versions of the Burt Award winning books both inside and outside of Africa thanks to our new partnership with **the African Book Collective (ABC)** <http://www.africanbookscollective.com/>. This partnership with ABC will represent an exciting opportunity for publishers to sell the Burt Award winning books to thousands of outlets all over the world.

CODE is interested in working with the rights holders of all Burt Award winning books to ensure that these books are available for readers outside and inside Africa. After initial attempts to work as the digital publisher of some of these books, CODE realized that it is best if we could instead play a supporting role helping to connect winning publishers to a trusted marketing and distribution outlet like ABC.

ABC are a worldwide one-stop-shop for trade, individuals, and library customers. Unlike other commercial distributors, who cannot give much attention to specialized markets, ABC is a marketing and distribution operation for publishers focusing on Africa. ABC has remitted over \$3M to African publishers since trading began in 1990 and have sold over 20,000 African published books worldwide. Donor-supported on its establishment in 1989, it became fully self-sufficient in 2007, unusual for a non-profit organisation: overheads only are covered, profits from sales being remitted to the publishers in Africa. Any surpluses are paid out to publishers as bonuses in addition to a base remittance of 40% for print books and 80% for ePUB format eBooks.

CODE's goal, as always, is to ensure that the Burt Award winning publishers and authors benefit as much as possible from the program. Thanks to our joint efforts, this initiative to ensure that all Burt Award titles are available to consumers on all formats **will lead to increased sales of the Burt Award ebooks** and increased recognition for the Burt Award program, overall. **There will be no costs at all for publishers to have their books digitized and distributed through ABC and all titles would only be licensed to ABC according to terms in an agreement that publishers negotiate with them.** ABC has commercial partnerships in place with major outlets in the book trade. ABC feeds new title information

to major bibliographic information providers and book wholesalers ensuring books can be sourced anywhere in the world in a timely fashion. ABC has in place speedy order turn-around times and efficient payment processing systems. Customers can order online directly from the ABC site or any online retailer such as Amazon, or through any commercial wholesaler or bookshop. ABC distributed titles, authors and publishing houses receive unique URLs on the ABC website making it easy for publishers to direct customers to a point of sale. Over 2000 titles are immediately available in print and from a range of ebook retail sites and digital library platforms expanding ABC's reach, while subscription and collection buying options have the potential to reach even more communities with a need for these books.

As part of this new initiative with ABC, CODE asks that all Burt Award winning publishers agree to work with ABC as CODE's preferred service provider and vendor to digitize and market all of their Burt Award winning titles. CODE has committing financial resources to fund the digitization of the books, as needed, and **ABC and CODE are also committed to engaging in meaningful efforts to market these titles and will play a very active role in helping to link potential customers, especially in North America,** to the ABC website where they can purchase print or digital copies of these excellent, Award-winning titles.

Do you want to learn more?

Please visit the FAQ section on ABC's webpage <http://www.africanbookscollective.com/faq>

You can also contact:

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Or

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About the African Books Collective:

African Books Collective (ABC) <http://www.africanbookscollective.com/> is a non-profit Oxford-based, worldwide marketing and distribution outlet for 2,500 print titles from Africa, of which 800 are also ebooks - scholarly, literature and children's books. Founded, owned and governed by a group of African publishers, its participants are 149 independent and autonomous African publishers from 24 countries.

ABC seeks to be the primary distribution choice for independent African publishers; to provide the most comprehensive selection of relevant material to customers worldwide in the form they require; to achieve ABC's cultural aims whilst operating in a wholly commercial space; and to grow the market for African books worldwide.

About CODE and the Burt Award for African Literature:

CODE is a Canadian NGO with 55 years of experience in advancing literacy and learning in Canada and around the world. CODE's international programs encourage development through education through support to libraries, professional development for teachers, as well as national and local book publishing in 20 languages. CODE also runs the Burt Literary Awards, a global literary award and readership initiative now present in Ethiopia, Ghana, Kenya, Tanzania, the Caribbean, and Canada. www.codecan.org

CODE's *Burt Award for African Literature* is a literary award and readership initiative that recognizes excellence in young adult literature and provides young readers with high quality, engaging books that they want to read. Established by CODE in collaboration with the Literary Prizes Foundation, and local partners, the *Burt Award for African Literature* is presented annually to up to three English-language literary works for young adults (aged 12 through 18) written by African authors in each of the 4 African program countries. Cash prizes of \$9,000, \$7000, and \$5000 (all amounts in Canadian dollars) are awarded to the up to three authors of winning titles each year in each country. Publishers of each winning title are awarded a guaranteed purchase of up to 3000 copies which are then donated by CODE to schools, libraries and other community organizations serving young people. Publishers of the winning titles also commit to actively retail additional 2000 copies in the open retail market, including to Ministries of Education or other institutions and organizations. Publishers also commit to working with CODE to develop digital versions (e-books) of winning titles, helping to promote the growth of both a regional and international audience for these exiting titles for young adults.

