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## **"BULGARIAN LITERARY HERITAGE"**

DRAFT PROGRAM OF THE NATIONAL BOOK CENTER  
at the Ministry of Culture

### **MISSION:**

**"Deeds die away, letters endure..." (Pindar)**

### **Project Aims**

- Publication and distribution of a series of 100-150 volumes, including the most valuable of the Bulgarian written culture created down the ages;
- Digitalization of the written cultural heritage and publication of 100-150 CD-ROMs, reproducing the books' content, while providing enlarged reference material and better search options;
- Development and support of a specially designed web-page "Bulgarian Literary Heritage";
- Permanent itinerant exhibition both in Bulgaria and abroad, to present originals and to reproduce the spirit of the times, the social and cultural environment where they have been created.

### **Project Scope**

- The Bulgarian classic fiction;
- Classic literature for children;
- Philosophical heritage;
- Christian and theological heritage;
- Studies on the national written cultural heritage.

### **Project General Objectives**

- The Bulgarian written heritage to be granted its due place in the building, preservation and development of the national self-consciousness as part of the European and world culture.
- New millennium generations to preserve their individual identity in a global society by keeping and developing the specific character of the national values.
- To consolidate the Bulgarian diaspora dispersed all over the world, through a return to the roots of the national self-identification.
- To build the Bulgarian spiritual bridge to the world, which would trans-expose the national written heritage to the universal treasure-house.

### **Action Plan**

1. Establishment of a Public Council to take decisions on the implementation of the project.
2. Selection and nomination of teams to work on each literary area and compilation of a list of authors and works to be included in the series.
3. Promoting the project mission and objectives and initiating a public debate on its matter, scope and aims.
4. Development of Terms of Reference for participation in the project.

5. Distribution of funds according to the rules established by the Public Council.
6. Marketing research with a view of establishing an *initial print run* for the libraries in the country and for the Bulgarian cultural centers abroad (subject of subsidy from the National Book center) and of a *secondary print run* for sale at the book market.
7. Carrying out public procurements for:
  - A) design and polygraphic layout of the series;
  - B) pre-print units;
  - B) publishers;
  - Γ) printing houses.
8. Contracting the companies selected through the public procurement competitions.
9. Publishing the volumes of the series.
10. Distribution of the print run to the libraries and the Bulgarian cultural centers abroad.
11. Presentation of the project outputs, promotion of the first volumes of the series and establishment of a permanent itinerant exhibition.

### **Project Strengths**

- For the first time a consistent and comprehensive presentation of the Bulgarian written heritage as fundament of the national culture will be performed.
- Conditions will be created for a return to the roots, as well as for preservation and further development of the national identity.
- The project outputs will serve as a rallying point for the people with Bulgarian self-consciousness throughout the world.
- The entire intellectual potential of the book community in Bulgaria will be involved in the implementation of the project: literary historians, critics and reviewers, philosophers, theologians, editors, publishers, librarians, mediators etc.

### **Opportunities provided by the project**

- Filling the gaps in the cultural map of Bulgaria.
- Facilitating the access to the national written heritage through large distribution to librarian and book trade networks, as well as through the World Wide Web.
- Gaining experience in the re-rationalization of the national written heritage, as well as in the new technologies.
- Stimulating the institutional and individual sponsorship.

### **Assumptions and Risks**

- Irregular financial flow.

### **Target Groups**

- **The young audience:** preschool children, pupils and students;
- **Expert audience:** scholars and scientists, teachers and lecturers;
- **Bulgarians,** temporarily or permanently living abroad;
- **Bulgarian scholars** abroad;
- **Foreign specialists and researchers** in the field of Slavonic and Bulgarian studies;
- **Indirectly influenced audience:** politicians, mediators, sponsors;
- **Broad readers' audience.**

## RESEARCH METHODS

- To be carried out by the publishers following the best available in their view marketing methods.
- NBC to carry out a secondary study of the readers' interests through the libraries and the Bulgarian cultural centers abroad.
- A special permanent research will be introduced through Internet taking into account the best available marketing methods.

## MARKETING MIX

### THE PRODUCT:

The project envisages the creation of several different kinds of products: books, CD-ROMs, webpage, permanent itinerant exhibition.

### Marginal activities:

Production of advertising materials, promoting the project (calendars, diaries, posters, pens, notebooks, souvenirs, electronic and classic games etc.)

### PLACE

The capital (Sofia), the district centers (28 towns), the Bulgarian cultural centers abroad, foreign Slavic Departments and associations.

- Publishing houses, bookshops, book fairs, libraries, cultural centers, Internet etc.
- Two forms of distribution:
  1. Provision to the libraries and the Bulgarian cultural centers abroad;
  2. Placing on the market – both on the classic and electronic ones.

### PROMOTION

The project promotion is foreseen in several stages:

- Preliminary broad advertisement of the project's essence and aims through the media;
- Opening of a permanent itinerant exhibition;
- Consecutive presentation of the different written heritage fields upon publication of the volumes;
- Carrying out of scientific conferences and round tables on the new perception and rationalization of the national written heritage;
- Initiating the creation of radio and TV broadcasts;
- Establishment of a permanent promotion campaign on Internet;
- Placing on the market of specially created advertising products.

### LIFE CYCLE

The foreseen project cycle covers a period of **3 to 5 years**. A gradual growth of consumers' interest is envisaged, following the volumes publication and the concomitant promotion activities. With this respect the top of the curve line is expected in the middle of the period of project implementation. A relative constancy in demand throughout the project life cycle will be guaranteed by adequate marketing research and promotion campaigns. The long period of project "maturity" within the entire life cycle will be ensured by the parallel introduction of new products.

## **COSTS**

Expected total cost of the project: **1 746 350 BGN (at 1998 prices)**.

It should be noted that this cost estimation does not include the **Digitalization of the Literary Heritage**. These costs will be evaluated after consultations with the respective expert community, with the Council of Europe and other eventual partners in the publication of the CD-ROMs and the establishment of the respective webpage.

## **FINANCING**

The basic concept of the project is to provide value for the taxpayer's money through the project outputs. The National Book Center will finance the production of the volumes by the publishing community and will buy up the preliminary agreed print run for the libraries (2 000 – 3 000 copies). The ultimate aim of such financing scheme is to ensure an optimum print run which would guarantee the lowest prime cost of the products.

Without breaking the market principles, the project will ensure the lowest possible prime cost of an otherwise rather costly product. This would also guarantee a lower market (retail) price, which would make the product more accessible to a larger audience.

A mixed form of financing is envisaged:

- Subvention – 100% for the print runs, to be distributed for free to the libraries and the cultural centers abroad. It is estimated that during the second and the third years of the project life cycle the subvention would decrease by 10% thanks to the resources accumulated by publishers and sponsors in the specially established investment fund “Bulgarian Literary Heritage”;
- By the publishers – 100% for the print runs destined exclusively for the book market.

## **EXPECTED RESULTS**

### **In the intellectual sphere**

- To induce solid and durable public interest in the imperishable values of the Bulgarian written culture;
- To facilitate a wide consistent access to the national written heritage, through a large distribution to the libraries throughout the country;
- To facilitate the scientific research and various education tasks related to the study of the Bulgarian written culture;
- To ensure continuity in the perception of the national value system by the young generations;
- To develop creativity and stimulate generation of new ideas in the other cultural areas.

### **In the economic sphere**

- To establish a conceptually new attitude of the Government towards the book as an intellectual and economic product;

- To involve and support the book sector as a whole;
- To provide the libraries with the opportunity to enrich their collections with unique editions;
- To establish a new type of intellectual and economic environment, stimulating the implementation of similar projects in other cultural areas.

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