

# Best practices for lobbying your governments for book-friendly policies

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CEGAL

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# Who we are and where we are at:

- The trade must stand as one.

Asociación de Cámaras del Libro de España ([www.fedecali.es](http://www.fedecali.es)) and including:

1. **FGEE (Publishers Federation)**
2. **CEGAL (Booksellers Federation)**
3. **Cambra del Llibre de Catalunya**
4. **Cámara del Libro de Madrid**
5. **Cámara del Libro de Euskadi**
6. **FANDE (Distributors Federation)**
7. **NEOBIS (Printers Association)**

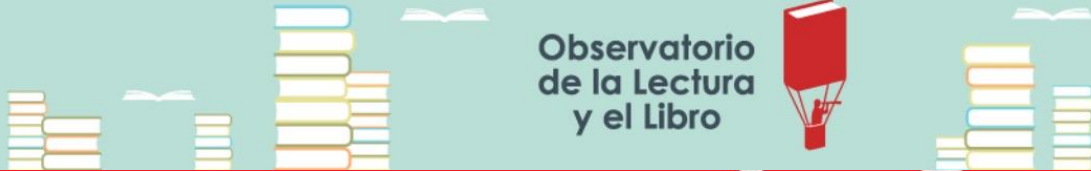
# The Government:



GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE EDUCACIÓN, CULTURA  
Y DEPORTE

SECRETARÍA  
DE ESTADO  
DE CULTURA



Observatorio  
de la Lectura  
y el Libro

Leer te da vidas extra.  
¿Cuántas tienes tú?

**Plan de Fomento de la Lectura  
2017-2020**



GOBIERNO  
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# What we have received:

	2014	2015	2016	2017
KIRICO	15.000,00	20.000,00	15.000,00	15.000,00
PLC	12.870,00	13.280,00	14.400,00	15.000,00
DDLL	15.000,00	15.000,00	17.500,00	17.500,00
LLR	0,00	0,00	13.100,00	7.500,00
ZC	0,00	0,00	7.500,00	7.500,00
CER/TTL	0,00	0,00	35.000,00	45.000,00
TTL	0,00	0,00	0,00	20.000,00
Congreso	0,00	0,00	0,00	35.000,00
Observatori	0,00	59.400,00	45.000,00	45.000,00
	42.870,00	107.680,00	147.500,00	207.500,00

# Moral Support:

- Cheap rent (about 4000 euros a year for about 150 m2)
- Social network from the Observatorio.
- Presence at the ZC and PLC awards, and in all the events of the year.
- Presence at the Estudios, at the Secretaría de Estado de Cultura.
- DDLL (Ministry, Regional Governments, City Councils, etc.).
- Still have to explore and improve more contacts with libraries and universities.

# More Support:

- April 23th at the Royal Palace and Cervantes Award Ceremony.
- Always present at the most important events, invited by the Government or the Royal Family. Publishers are, Distributors aren't.
- Feria del Libro de Madrid: Always opening.
- LIBER in October.
- Literary national awards (always a bookseller in the jury).
- Sello de Calidad de Librerías.
- María Moliner 600.000 euros for over 50.000 pop. libraries.

# Our failure:

- Still haven't been able to get the Royal Family into a bookshop or a library.
- Still haven't been able to get the prime Minister to be officially in a bookshop.
- Still haven't been able to "oblige" public sales of books to be bought in bookshops and not with distributors nor publishers.
- Still haven't been able to "oblige" school books to be bought in bookshops and not with distributors nor publishers.
- Still very far away from the Support to bookstores our French colleagues get.

# Our 3-year-plan:

- New Book Law or, at least, the return of the school books to the fixed Price system.
- Get the same Support locally and regionally, to a CEGAL Brand. We really need a Brand.
- We still need more benefits for the Sello de Calidad de Librerías.
- Some problems with the María Moliner public order.



# Any easy questions?

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