

## PROJECT DESCRIPTION

### PROBLEM DEFINITION

Because Georgian is a small and complex language, there has been little interest by international publishers in translating books into the language. As a consequence in the last twenty years translations into Georgian have been only within a few concentrated areas of interest and, if commercially available at all, are expensive. At the same time, Georgia's broadcast media has only modest and generally low quality international coverage. All of this leads to four dangerous trends in Georgian society:

1. Many in Georgia, particularly the overwhelming majority who are not fluent in English and can't afford much Internet time do not in fact know much about the conversations and motivations of the rest of the world.
2. Much of what is translated into Georgian is about Georgia. Coverage about issues in the rest of the world tends to focus on its specific relevance for Georgia's politics and relations of the day rather than the importance in the world.
3. Various analytical frameworks or even discussions in the rest of the world tend to be absent in Georgia.
4. And finally because there are few external ideas that are formally introduced, it is difficult for those that would be interested to understand those ideas to talk to each other across territorial and generational lines. In the absence of a formal introduction, many people with questions and ideas are left not only without an intellectual catalyst but also without many people with whom to discuss ideas.

**THE GOAL** of the project is to increase the capacity of Georgian readers to engage with the ideas and discussions that are shaping the world (such as economics, climate change, international foreign policy and global political analysis), and to improve the levels of debate on topics of general international relevance across generations. By providing popular books in Georgian at an affordable price, the project aims to bring Georgians into the debates that are taking place worldwide.

### OBJECTIVES

- 1:** Selecting, translating, and publishing popular non-fiction books and making them available to readers across Georgia.
- 2:** Distributing translated books to regional and some rural spots around Georgia.
- 3:** Promoting translated books through various media across the country
- 4:** Invoking interest of local population, encouraging their participation, and helping local communities to organize themselves around topics of interest.

### MEANS OF IMPLEMENTATION

The books that the project will produce are best-selling non-fiction on a range of topics. Within the project framework each month one new book will be translated, published and distributed through the network created by the project team to cover most of Georgia. The selected books are those that are most discussed and widely read throughout the world and concern wide variety of topics, including issues like global crisis or effects of globalization on the developing world. To see the books that have already been selected by the International Book Selection Board of Radarami please see **Appendix 4**.

## 1. SELECTION

The books are selected by a board composed of international academics, writers and people with a knowledge and interest in Georgia and current affairs (see **Annex 2** for list of board members). They select nonfiction books that have been influential and popular, that propose a new idea or look at the word in a new way, that have sold well and that was published recently, within the past five or ten years.

Securing rights from the publisher is the next step. The project has a budget of a nominal fee of \$100, so books will only be selected for translation if the rights are available for this price.

## 2. TRANSLATION

Because this is a time-consuming process, there are several books at different stages of translation translated simultaneously. Each book has more than one translator responsible for the quality of the text; an expert general editor, different for each book depending on topic, who can advise on content and meaning, and a designated copy editor who edits for language and readability (**Appendix 1**).

## 3. DISTRIBUTION AND PUBLICITY

Distribution points are already identified and will be constantly expanding. Distribution network includes major urban centres and smaller towns around Georgia.

The books are distributed through bookshops across the regions for sale at a low price (not more than 2 GEL) once a month. They are also donated to libraries, community centres and NGO resource centres for free. (**See Appendix 3**).

After each book is translated and published there are presentations in different regions in Georgia followed by media coverage. Also it is planned to initiate book reviews and discussion mostly through radio shows and at the universities.

## 4. GENERATION OF DISCUSSION

Discussion and networking of people around the books occurs in several ways. Firstly, for those who have online access a Facebook page as well as the Radarami website which allows sharing of ideas and questions across the groups who have read each book. In addition each book contains a short code, to which readers can send a text message. Radarami will pool these numbers, identify clusters and arrange meeting points in their area to so they can meet each other, talk about the next book, answer questions and so on.

Project implementation schedule

Stages	Activity	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
Book production	Translation of book	■											
	Printing of book		■										
II Media and publicity	Media spots – talk shows, radio features, newspaper articles		■	■									
III Distribution	Distribution of book to bookshops		■	■									
	Distribution of book to libraries etc		■	■									
IV Feedback and discussion	Cluster identification			■									
	Cluster meeting points			■									
	Online discussion / survey			■									

## 2. Expected results

### CONCRETE OUTPUTS

International bestseller will be available for Georgian readers across the country, as a result

- Georgian readers will have chance to participate in international dialogue
- Readers of all ages will have chance get acquainted with topics that are among most frequently discussed around the world
- Readers will have opportunity to share their ideas with other readers through Radarami created sms network, readers can meet and discuss topics that are most interesting to them.
- Students will have access to literature that might be of interest to them (e.g. 'Globalization and its Discontent' are now part of curriculum for the students at the department of economics at Ilia State University and Academy of Defence)
- Radarami will create precedent of translating and discussing important non-fiction books.
- Readers will receive more information about the events that are of immediate concern for Georgian society.
- Libraries and universities around Georgia will be supplied with new book each month.
- Popular authors will visit Georgia and meet with readers, also they will give lectures on different topics at the universities around Georgia.

### EFFECT ON SOCIETY

The project will generate more knowledgeable individuals and enable them to have better informed discussions about the key ideas of the 21<sup>st</sup> century. It will enable citizens of all generations and social groups to take part in a global discussion, to feel connected to international political ideas and to feel better empowered to understand the outside world.

In this way they will become more engaged and better able to participate in public life as citizens, community activists, public officials, decision-makers and voters. Because this is an inclusive, intergenerational project it will enable people to share ideas across age and social groups.