

European declaration in favour of the book on 9 October 2014

Publishing is Europe's leading cultural industry.

Digital technology and consumer behaviour are creating new opportunities and new markets for the dissemination of creative content. All the players in the book industry - authors, translators, publishers, booksellers, librarians and the institutions that support them - are establishing new business models that will secure the transfer of literature, knowledge and education by ensuring that consumers have the most varied and accessible offer possible and by preserving the over half a million jobs throughout the book industry in Europe.

This must be encouraged by the European political project. Across Europe and within the European Union, the book industry benefits from the support of Member States. All Member States signed the Berne Convention for the Protection of Literary and Artistic Works and the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

In line with the international engagements of their respective governments, the participants to the first meeting in Paris reiterate that they are keen to see the emergence of common stances in favour of the promotion and sustainability of cultural diversities in the book sector.

Copyright / author's rights (droit d'auteur), is an essential factor in the development of cultural diversity. It is one of the fundamental conditions of the creation, innovation, investment and jobs in Europe, and the *sine qua non* condition for the circulation of European ideas and languages.

Ensuring the respect of intellectual property is a priority. The fight against piracy of content, for equitable remuneration of creation and the encouragement of easy access to legal usages form the core of our common actions.

In terms of taxation, in order to facilitate the widest possible access to books, a reduced VAT rate - as low as possible - on all books, whatever their format, must be encouraged within the European Union and all over Europe.

Today, the book industry has to cope with unfair competition coming from major international Internet players practising tax avoidance, and price dumping on a large scale in order to establish a domineering position on the book market and sell their own products. As importantly, readers must be able to buy and read their books in the format and on the device of their choice. **Interoperability** of book formats, which allow readers to read any book on any device must be implemented. Readers must be able to buy the books of their choice via a brick-and-mortar or an on-line bookshop, without being locked up into proprietary formats.

As institutions which support the book in Europe, together with the trade associations (CEATL, European Council of Literary Translators' Association - EIBF, European and International Booksellers Federation - EWC, European Writers' Council - FEP, Federation of European Publishers) we propose to continue these reflections, through regular meetings in order to discuss the appropriateness of collective action, striving to guarantee the rights of authors and a healthy book chain for the benefit of all European readers.