QUESTIONNAIRES TO STAKEHOLDERS

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APPENDIX 2:
QUESTIONNAIRES

For: Writers, Publishers, Printers, Booksellers, Librarians - Book promoters, Government officials

As a matter of relevance, the listed elements in the various questionnaires are focused on areas requiring policy attention. They are, however, not uniform and every country’s national stakeholders’ team should adapt the items to local realities and confirm the validity of each one.

TOOL #01

QUESTIONNAIRE for WRITERS ASSOCIATIONS

The purpose of this Questionnaire is to serve as a convenient summary to provide an overview of feedback on National Book and Reading Policies in Africa in the country, based on actual facts over the national book industry sector.

Respondent for Questionnaire

Name:
Address:
Contact Phone Number:
E-mail Address:

1. How many writer’s association does the country have?

2. Are they functional?

   Yes □ No □

3. Please indicate how many members are affiliated to the main writers association

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________

4. Please indicate whether writers in national/local languages are part of the same association or do they belong to another one?

   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
   __________________________________________________________
5. Does the country have a working Copyright Law?
   Yes [ ] No [ ]

6. If yes, when was it approved? By whom (Government and/or Parliament)?

   How has it been implemented and enforced?
   Book Council supported by law [ ]
   Private Sector Initiative [ ]
   Is it working well? Yes [ ] No [ ]

   Depending on your answer, please explain the reasons in one or two sentences.

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

7. If it does exist many writers’ associations, do you think they all play a similar role to promote writers’ rights?
   Yes [ ] No [ ]

8. Has the country ratified the Florence Agreement and its Nairobi Protocol?
   Yes [ ] No [ ]

   If yes, when was it signed and is it well enforced?

   ________________________________________________________________
   ________________________________________________________________

9. Please explain your relationships with local publishers and how your rights are protected?
10. Can your association protect the rights of writers who are published outside the country?

11. Does local publishing regularly paying royalties to the writers?
   Yes ☐    No ☐

12. Does the country have a policy promoting national book writers in the framework of textbooks and Instructional materials policy?
   Yes ☐    No ☐

13. If yes, how functional is it?

14. If no, does your association making efforts to resolve the situation?
   Yes ☐    No ☐

15. How would you describe the state of book distribution in the country?

16. Can you describe the major difficulties that writers encounter in their effort of book development in the country?
17. Regardless of the situation in your country, do you think it is necessary for countries in Africa to have National Book and Reading Policies?

Yes □  No □

18. Would you support an initiative by national stakeholders to advocate for National Book and Reading Policies in your country?

Yes □  No □

19. To your opinion, what are the main recommendations that you would make to the Government to help you write books in a better and safe manner (including copyright protection and books in national languages promotion) in the country?

Please provide recommendations as much as possible:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

TOOL #2

QUESTIONNAIRE for PUBLISHERS

A- Identification

1- Publishing Company’s name:
________________________________________________________________________
2- Date of creation: 

3- Location and details:

   Physical address:  

   Phone Number:  

   Fax Number:  

   E mail:  

   Website:  

4- Company’s status:

   National: Yes [ ] No [ ]

   International: Yes [ ] No [ ]

   Individual: Yes [ ] No [ ]

B- Staffing

5- Number of employees:  

   Full time:  

   Part time:  

6- Do you have well trained staff in publishing technics?

   Yes [ ]

   How many?  

   In what skills?  

   No [ ]

7- What are the major needs for training for your staff?
C- Technical equipment’s

8- Do you have quality technical equipment for your editorial design work?

8.1 Available computer equipment

Yes ☐ No ☐

8.2 Others (printers, scanners, etc.)

Yes ☐ No ☐

8.3 Type of outsourced technical works (if any)


D- Publishing activities

9- What are your publishing language(s)?


10- Company’s key publishing policy/program/? (please indicate the main components of your publishing policy)


11- Total number of books published in your catalogue, and average print runs


12- Do you publish digital books?

Yes ☐ No ☐
If yes, what kind of books?

How many titles are available to date?

How are they distributed locally and abroad?

What are the current opportunities in the country and main challenges encountered in this specific area?

13- Company’s publishing areas:

Children books: Yes ☐ No ☐

Textbooks (indicate if preschool, primary, secondary, vocational and/or University):

Yes ☐ No ☐

Reading books in national/local languages: Yes ☐ No ☐

Novels / poetry: Yes ☐ No ☐

General literature: Yes ☐ No ☐

Academics: Yes ☐ No ☐

14- Do you easily find the authors you need for the works in your publishing plan?

Yes ☐ No ☐

14- If yes, are they trained sometime?

Yes ☐ No ☐

15 – What is the average of your books locally printed?

16- What other countries are you printing in? Please explain why
17- Are there good printing opportunities in the country?

   Yes □   No □

If yes, please explain (quality printing, prices, timing, etc.)

18  What would be the advantages of printing your books abroad vs locally (if it applies)?

19- Are you involved in co-publishing projects both locally and internationally?

   Yes □   No □

If yes, at what percentage of your catalogue?

**E- Promotion / Distribution**

20- Are your publications sold both in local bookshops and abroad / outside your country?

If so, how are they distributed?

   By yourself ________________________________
   Through local booksellers _______________________
   Through international distributors ________________

21- Do you have distribution contracts with booksellers and other local distributors?

   Yes □   No □

If yes, how it usually works (deposit in sale points or through central delivery)?

23- What is the regular discount rate to booksellers (fixed or variable rate)?
24 – Do you represent any international publisher in your country (from the south or the north)?

Yes ☐  No ☐

If yes, what kind of relationship do you have?

_________________________________________________________________________________

25- How is the quality of your cooperation with local booksellers?

_________________________________________________________________________________

_________________________________________________________________________________

F- Financing and recommendations for an affordable book price in the country

26- How are your publishing activities financed?

Self (what percentage)? ____________________________

Government contributions? ____________________________

Bank loans? ____________________________

Others (various sponsorships / subsidies)? ____________________________

27- Are you able to get bank loans?

_________________________________________________________________________________

G- Relationships with Ministry of Education and Ministry of Culture

28- How would you describe your relationships with officials in charge of education (if textbook publisher) and those in charge of culture, at all levels?

_________________________________________________________________________________

_________________________________________________________________________________

29- Have you easy access to National/International bidding calls (NBC/IBC) launched by Government?

Yes ☐  No ☐
In both cases how can you describe the position of national publishers to participate in?

H- Professional Organisations

30- Are you affiliated to a professional organization?
   Yes □   No □

If yes, which one?

Any other international affiliation?

31- Do you receive any benefit from an affiliation with the National publishers association?

I- Major challenges for the book sector development in your country

32- Please describe the major difficulties that impede national book sector development in the country?

J- General recommendations for the National book and reading policy formulation

33- To your opinion, what are the main recommendations that you would make to the Government to help you produce books whose selling price will be affordable to customers (including piracy, taxation and other production costs for raw printing materials) in the country?
Please provide recommendations as much as possible:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

TOOL #3

QUESTIONNAIRE for PRINTERS

A- Identification

1- Printing Company’s name:

________________________________________________________________________

2- Date of creation:

________________________________________________________________________

3- Location and details:

Physical address: __________________________________________________________

Phone Number: ____________________________________________________________

Fax Number: ______________________________________________________________

E-mail: ________________________________________________________________

Website: _________________________________________________________________

4- Company status:

National: Yes ☐ No ☐

International: Yes ☐ No ☐
B- Staffing

5- Number of employees:

Full time: ________________________________

Part time: ________________________________

6- Do you have well trained staff in printing technics?  Yes ☐  No ☐

7- What are the major needs for training for your staff?

____________________________________________________________________

____________________________________________________________________

C- Technical equipment

8- Do you have sufficient and quality equipment for your printing activities?  Yes ☐  ☐

No

8.1 Categories of available machines
  + Printing machines (nature and quantity)

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

+ Finishing machines (nature and quantity)

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

+ Computer equipment (number, types)

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________
8.2 Others (specify)


8.3 Type of outsourced works (if any)


D- Printing services

9- What are the main printing services you offer (basic business printing, newspapers, magazines, books, etc.)?


10- How would you assess your current printing capacity?


11- If you print books, how many do you produce per month/quarter/year? (number of titles)


For what average print runs?


12- Do you have business relationships with national publishers?
If yes, how would appreciate it and how often are you solicited


13- If you print textbooks, what are the average print runs and for what grade levels?


14- Do you feel being able to print good quality books at competitive prices compared to those imported from abroad?

  Yes  ☐  No  ☐

If no, what are the main reasons for such a situation?


15- If you are experiencing difficulties for importing printing raw materials, how would you describe them?


What are the applicable taxation rates for paper, machines, inks, etc.?

  Paper  
  Machines  
  Ink  
  Others  
  VAT  

**E- Financing and recommendations for an affordable book price in the country**

16- How generally are financed your printing activities?
Self (what percentage)?

Government supports?

Bank loans?

17- How easy are you able to get bank loans?

F- Relationships with Ministry of Education and Ministry of Culture

18- In general, how would you describe your relationships with officials in charge of education (if textbook printer) and those in charge of Culture, at all levels?

G- Professional Organizations

19- Are you affiliate to a professional organization?  Yes ☐  No ☐

If yes, which one?

Any other international affiliation?

20- Do you really think profiting from an affiliation to the National printing association?

H- Major challenges for the book sector development in your country

21- Can you describe the major difficulties that encounters the book printing sector development in the country?
J- General recommendations for the National book policy formulation

22- To your opinion, what are the main recommendations that you would make to the Government to help you produce affordable books (including taxation, other production costs for raw printing materials, etc.) in the country?

Please provide recommendations as much as possible:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

TOOL #4

QUESTIONNAIRE for DISTRIBUTORS / BOOKSELLERS

A- Identification

1- Company’s name:
________________________________________________________________________

2- Date of creation:
________________________________________________________________________

3- Location and details:
________________________________________________________________________

Physical address:________________________________________________________________________

Phone Number:________________________________________________________________________

Fax Number:________________________________________________________________________

E-mail:________________________________________________________________________

Website:________________________________________________________________________

4- Company status:
________________________________________________________________________

International: Yes ☐ No ☐

National: Yes ☐ No ☐
Individual: Yes [ ] No [ ]

5- Do you have branches in the capital city and in the countryside?
   Yes [ ] No [ ]
   If yes, how many and at what location(s)?
   ____________________________________________________________
   ____________________________________________________________

B- Staffing

6- Number of employees:
   Full time: ____________________________________________________
   Part time: ____________________________________________________

7- Do you have trained staff for book trade?
   Yes [ ] No [ ]

8- What are the major needs for training for your staff?
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________

C- Commercial activities

9- What are the average percentages for each of the categories below in your business?
   General literature __________________________________________
   Children books ____________________________________________
   Reading books _____________________________________________
   Young adults _____________________________________________
   Scientific, academic and specialized books __________________
Reading/supplementary and other books in national languages

Others

10- Would you be able to manage more quantities under current conditions? (please explain)

11- How are your distribution activities financed?

Self (what percentage)?

Government support?

Bank loans?

Fund raising platforms

Business competitions

Others (subsidies)

12- How accessible are bank loans?

13- How comfortable do you feel with publishers’ discounts?

What would be the best option regarding your opinion?

14- To what extent do transportation costs impact the selling price inside the country?
How do you manage those transportation costs?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

What is the situation for imported books in terms of shipping costs (air, sea, and road)?

Air fares: ________________________________
Sea fares: ________________________________
Road fares: ________________________________

15- For textbooks, do you have selling points near schools in major cities and or countryside?
   Yes [ ] No [ ]

16- Do you participate in national and international tenders (NBCs and IBCs) for the supply of library books and textbooks in particular?
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

If not, what are the main obstacles you encounter in this regard?
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

17- Regarding the countryside, what are the main difficulties encountered over the book distribution?
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

18- Do you easily manage to establish distribution agreements with publishers?
   Yes [ ] No [ ]

If not, what are the main obstacles you encounter in this regard?
   __________________________________________________________________________________
   __________________________________________________________________________________
   __________________________________________________________________________________

19- Do you have distribution agreements with foreign publishers and international distributors?
   Yes [ ] No [ ]
If not, what are the main obstacles you encounter in this regard?


20- Do customers appreciate book prices in the country?


21- If you experience difficulties in importing books, how would you describe them?


22- What are the applicable taxation rates on books importation? (if any)

Local taxes

VAT

Others

23- To your opinion, is book distribution / selling rewarding in the country?


D- Relationships with Ministry of Education and Ministry of Culture

24- In general, how would you describe your relationships with officials in charge of education (if textbook seller) and those in charge of Culture, at all levels?


E- Professional Organizations

25- Are you affiliated to a national professional organization?

Yes ☐ No ☐

If yes, which one?

Any international affiliation?
26. Are you affiliated to an International or Regional professional organization?
   Yes ☐  No ☐

27- Do you really think benefiting from an affiliation to the National booksellers/distributors association?

________________________________________

F- Major challenges for the book sector development in your country

28- Can you describe the major difficulties that encounter in the book distribution sector development in the country?

________________________________________

________________________________________

G- General recommendations for the National book and reading policy formulation

28- To your opinion, what are the main recommendations that you would make to the Government to help you distribute books in a more affordable manner (including taxation, transportation and other operational costs) in the country?

Please provide recommendations as much as possible:

________________________________________

________________________________________

________________________________________

________________________________________

TOOL #5

QUESTIONNAIRE for LIBRARIANS AND ARCHIVISTS

A- Identification

Respondent for Questionnaire

Name: ____________________________________________

Address: __________________________________________

Contact Phone Number: ____________________________

E-mail Address: __________________________________
1. How many librarian’s associations do you have?

2. Are they functional?
   
   Yes  □  No □

3. Please indicate the most dominant association

4. How many members are affiliated to the main librarian’s association?

5. Please provide the list of the most prominent libraries in the country

6. Does the country have a National library?
   
   Yes  □  No □

   If yes, when was it established?

7. How many public libraries are registered in the association?

   How functional/accessible are they? Please provide some details
8. Has the country ever tried to put in place a national reading policy?
   Yes ☐ No ☐

   If yes, what is the current outcome of that initiative?

9. Are there specialized librarians currently registered in the main association?

10. Do you have a good training structure for librarians available in the country?
    Yes ☐ No ☐

11. What are the major needs for librarians training in the country?

12. How would you describe the librarians working environment in the country?

13. How affordable are books to be purchased for public libraries?
14. Do you buy books in national languages to support reading promotion programs?  
Yes [ ]  No [ ]

15. Is the public library sector well-funded by the government?  
Yes [ ]  No [ ]

*Please explain:*

________________________________________________________________________

________________________________________________________________________

16. Do you have easy access to digital resources?  
Yes [ ]  No [ ]

If not, what are the main obstacles you encounter in this regard?

________________________________________________________________________

________________________________________________________________________

17. Can you enumerate the major difficulties against developing the reading sector in the country?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

18. What are the main recommendations that you would make to the Government to help you develop the public reading sector in a more sustainable manner (including funding, training, internet access, reading promotion in all parts, etc.) in the country?

*Please provide recommendations as much as possible:*

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
TOOL #6

QUESTIONNAIRE for GOVERNMENT OFFICIALS - MoC & MoE

Respondent for Questionnaire

Name:
Organizational Affiliation:
Address:
Contact Phone Number:
E-mail Address:

1. Does the country have a National Book and Reading Policy
   Yes ☐   No ☐

2. If yes, when and by whom was it approved?
   ______________________________________________________

   Government ☐
   Parliament ☐
   Private sector ☐

3. Please indicate the year and the implementing body
   ______________________________________________________
   ______________________________________________________

4. Please indicate the composition of the implementing body
   ______________________________________________________
   ______________________________________________________

5. Does the country have a Book Law  Yes ☐   No ☐
   ______________________________________________________

6. If yes, when was it approved? By whom (Government only and/or Parliament)?
   ______________________________________________________

How has it been implemented and enforced?
   ______________________________________________________

Book Council supported by law  Yes ☐   No ☐
Private Sector Initiative  
Yes ☐  No ☐

Is it working well?  
Yes ☐  No ☐

Depending on your answer, please explain the reasons in one or two sentences.

7. Does it exist all national professional associations in the country (writers, publishers, printers, booksellers, librarians, etc.)?  
Yes ☐  No ☐

8. Has the country ratified the Florence Agreement and the Nairobi Protocol?  
Yes ☐  No ☐

If yes, when was it signed and is it well enforced?

9. For those who don’t have, why is this the case? Please explain in one sentence and then move to question 13


10. Does the country have other policies in force: education, language, cultural?  
Yes ☐  No ☐

Please indicate how much are they been applied:

9. Does the country have an Instructional Materials Policy?  
Yes ☐  No ☐

10. If yes, how functional is it?
11. Regardless of the situation in your country, do you think it is necessary for countries in Africa to have National Book and Reading Policies?

Yes □  No □

12. Would you support an initiative by national stakeholders over the book chain to advocate for National Book and Reading Policies in your country?

Yes □  No □

13. Does the country already have a national textbook and other instructional materials? policy and/or a national reading and public libraries policy? If yes, explain which ones and how functional are they?

_________________________________________________________________________________

_________________________________________________________________________________