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**30 March 2021**

**Report publication: Publishing Sector in Ukraine**

* **First in-depth large-scale study of Ukrainian publishing sector published by the British Council**

*Publishing in Ukraine: a review of the sector* identifies significant challenges including a **lack of international connections** and **knowledge sharing**, but that there are many **causes for optimism**. In particular, the research singles out the **world class printing facilities** and **exceptional design and illustration**, as well as considerable **rights buying expertise**. Notably, the feared ‘total collapse’ of Ukrainian publishing in light of the Covid-19 pandemic has not occurred, with the sector **more resilient** than envisaged.

The British Council, with support from the [Ukrainian Book Institute](https://book-institute.org.ua/uk), commissioned the research which was undertaken by **Emma Shercliff** from February to October 2020, with the aim of exploring the Ukrainian publishing sector in more detail, and finding ways that the British Council and other organisations could contribute to and develop the continuing success of Ukrainian publishers. Emma’s work for a small independent publisher and academic research complemented her approach to the report.

The research includes over **100 hours of face-to-face and online interviews** with publishers, retailers, librarians, festival workers, representatives of cultural and industry entities, and other stakeholders. The research is **the first independent study** of this scale in the field, synthesizing external expertise with in-depth interviews of key players in the sector.

Over the past three years, the British Council Ukraine has successfully run several publishing-focused programmes, including Booking the Future (a joint project with [EUNIC](https://www.eunicglobal.eu/)). The project comprised lectures and presentations from European publishing experts at [Book Arsenal Festival](https://artarsenal.in.ua/en/book-arsenal/), a five-day seminar for 27 Ukrainian industry professionals, and a 3×3 Mentoring Programme for Ukrainian publishing specialists.

**Sinéad Russell, co-director Literature, British Council, commented:**

*“The British Council is pleased to support this report into the publishing sector in Ukraine. Ukraine’s publishing sector has much to interest UK and international publishers, including festivals and book fairs that have begun to gain global attention, exceptional illustration and design, and examples of ground-breaking technical innovation. After running a series of successful projects aimed at supporting the sector, we wanted to look more deeply, build an evidence base for future programmes and understand the challenges faced by bookshops, small or conglomerate publishers, and libraries. We hope this rich and thoroughly researched report will be an exciting starting point for many more years of engagement between the UK and Ukrainian literature sectors, virtually or face to face.”*

**Ukrainian Book Institute commented:**

*“The Ukrainian Book Institute (UBI) is delighted to be a part of the research project to get an independent view of the Ukrainian publishing market. The results of this project perfectly combine and strengthen the quantitative research conducted by the UBI in 2020 showing the real cases and real voices of the market stakeholders with professional expertise by the independent British researcher. This overview provides us with the opportunity to reach the English-speaking audience but also helps the UBI to design the strategies and programs to support the sector. Besides, it gives ample reasons to be positive about Ukraine’s publishing future with the strong professional support of the British Council in Ukraine.”*

**ENDS**

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**For more information:** <https://www.britishcouncil.org.ua/en/programmes/arts/literature/report-publishing-sector-ukraine>

**About the British Council**

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We build connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. Last year we reached over 80 million people directly and 791 million people overall including online, broadcasts and publications. Founded in 1934 we are a UK charity governed by Royal Charter and a UK public body. We receive a 15 per cent core funding grant from the UK government.www.[britishcouncil.org](http://www.britishcouncil.org)

**About the Ukrainian Book Institute**

UBI creates and supports organizational, administrative and cultural conditions of book publishing, popularizes reading, stimulates translation activities, popularizes Ukrainian literature in the world.

**About Emma Shercliff**

Emma is a publishing consultant with over 20 years of experience in the industry. She has worked for publishing houses in Paris, Melbourne, Abuja, and London, and for the British Council in Nigeria and Iran.

Emma was formerly Managing Director of Macmillan English Campus, a global digital publishing division of Macmillan Publishers, and Head of Export Sales at Hodder Education. She is a non-executive director of Cassava Republic Press UK, and in October 2020 founded Laxfield Literary Associates, a literary agency.

Emma holds an MA in Modern Languages from Cambridge University and an MA in International Development & Education from the UCL Institute of Education. Emma is a PhD candidate at UCL; her thesis explores and documents the role of female publishers in shaping the literary landscape in Africa.