

Embassy of Denmark
Hanoi

Kim Dong Publishing House

**Vietnam – Denmark
Development Cooperation in Culture
(DCC)**

2011 – 2015

COMPONENT DOCUMENT

Children's Literature

Children's literature

Country	:	Vietnam
Sector	:	Culture
Title of Document	:	Development Cooperation in Culture
Duration	:	5 years
Starting Date	:	Jan 2011
Overall Support	:	DKK 2.5 million

Introduction

Creating picture books for small children does not have a lot of prestige in Vietnam, but is nevertheless of inestimable importance when dealing with literature in society. No other media offers a child the possibility to be guided by an adult and to experience, learn and talk about the world at its own pace, to look at the illustrations until every detail has sunken in or to read the text over and over again.

Although illustration as a subject is not taught in Vietnamese art schools, the illustrators that have been engaged in the components 1st phase have proved to be highly talented. As in many other countries, the normal procedure when publishing a picture book is that the illustrator receives a manuscript from the author, and then depicts illustratively what can be read in the text. The author leads, the illustrator follows. In this component's workshops authors and illustrators have been placed on the same level, working together and simultaneously in the creation of a story. As soon as the illustrators start to believe in their ability to contribute to the story and the authors start to accept the process where their words may be replaced by an image, wonderful things happen.

Major outputs

At the end of the five year implementation period:

- Innovative literature developed by Vietnamese authors and illustrators that tell stories of basic pluralistic values.
- Children's access to innovative literature improved through participation in development of innovative literature and through various ways and channels.

An extension of the project is to include the production of TV for teenagers as well as for children. This might increase access to and interest in children's books in Vietnam.

Strategy behind component for new phase activities

Phase 2 builds on the achievements of phase I, but the target group will be extended to include 10-14 year old children. A Danish writer and illustrator that cater for teenagers will be included in the co-operation.

In order to expand the impact of the project, other Publishing Houses will be involved especially in the implementation of activities in relation to capacity building, i.e. the annual workshops.

Another activity added to the component will be the use of TV to stimulate children's interest in reading. Reading aloud is a very valuable way of stimulating the interest for reading in the early ages. One idea is to create a series of TV programmes where someone is reading aloud from a picture book while the camera captures the illustrations in the form of a small animation film (produced by the Vietnamese writers and illustrators involved). The concept needs to be further developed. A local consultant should be engaged to examine the potential for including TV productions for children and examine the possibility to include TV production within the available budget.

This might also increase access to and the interest for children's books in Vietnam. If children in Vietnam like the figures in the story, a market might even be created by Kim Dong Publishing House to also produce DVD's for sales with those stories/animations. A tentative budget has been included for this output as collaborative agreements remain to be worked out.

Key activities

Output1: Innovative literature developed by Vietnamese authors and illustrators that tell stories of basic pluralistic values

- Establishment and function of implementing group for children literature component. Annual work plans/budgets for the partnership have been developed, and that partners and EDK have signed agreements with partner institutions;
- Conduction of a training workshop in Denmark for three Vietnamese writers and three Vietnamese illustrators on literature production for children from 4 – 14 years old;
- Conduction of annual workshops for Vietnamese writers/illustrators for children within the age group 4-10 years, and annual workshops for Vietnamese writers/illustrators for children within the age group 10-14 years – all workshops with the participation of Danish writers/illustrators as well as with Vietnamese writers/illustrators who also come from other Publishing houses.
Vietnamese master trainers will be trained who will continue training throughout the year with back up via the internet from the Danish partner.
Stories have been created at these workshops for the purpose of being read aloud on TV with illustrations shown as animation film(s);
- Organization of Children's Book Of The Year prize annually for Vietnamese authors and illustrators, based on a peer-review of published children's books in Vietnam;

Output 2: Children's access to innovative literature improved through participation in development of innovative literature and through various ways and channels.

- Maintenance of existing school-based readers clubs established during phase 1. Books are produced and distributed to Reader Clubs.
- Organization of 05 annual fairytale express to promote children's literature in five provinces of Vietnam.

The benefits of working with writers and illustrators have been more beneficial for the Danish partners than their contribution to the story expresses. More time should be spent activating the children themselves. Vietnamese writers and illustrators will conduct Story expresses without the physical presence of Danish specialists. Some story expresses will be prepared from DK by sending some specially designed tasks to the schools/youth clubs before the Danish partners travel to Vietnam. For e.g. the children will be asked to develop their own picture books with their own stories and illustrations in a two-day workshop. Books to be distributed to children in areas with ethnic minorities in the Northern and Central highlands.

- Preparation of report regarding potential for and feasibility of producing and airing TV programmes stimulating children's interest in reading.
- A Vietnamese television station for children [e.g. TV3 or TV6] has been included in the co-operation between the Danish Writers Association, Hanoi Writers Association and Kim Dong Publishers House.
- 02 Vietnamese TV producers participated in a training visit to Denmark and have visited a Danish TV station working with children's TV within the mentioned genre. [DCCD to support with the contact with a Danish TV].
- The reading programmes for books/stories developed and broadcasted with illustration shown as animations on TV for young children from 4-14 years old.

Component budget

	Activities	DKK
1.	Annual work plans/budgets made and workshops carried out between the Danish Writers Association and Kim Dong Publishers House in co-operation with the Hanoi Writers Association and a Vietnamese TV station, as well as signed agreement between partners	250,000
2.	One workshop held in Denmark for four writers/illustrators from Vietnam	160,000
3.	Yearly workshops carried out for Vietnamese writers/illustrators for children within the age group 4-10 years, and for Vietnamese writers/illustrators for children within the age group 10-14 years	730,000
4.	Children's book prize awarded annually	250,000
5.	15 school based readers clubs maintained and story expresses carried out at the schools, and that they have easy access to the published books. Books are produced and distributed to Reader Clubs	50,000 80,000
6.	Annual fairytale express undertaken to promote children's literature in five provinces of Vietnam	50,000
7.	Local consultant on TV and report on feasibility of production of TV program	50,000
8.	Two TV producers participating in a training programme with a Danish TV producing TV for	100,000

	children	
9.	A series of TV programmes and/or an animation films created	460,000
10.	Audit	50,000
11.	Contingency	20,000
	GRAND TOTAL	2,500,000

Management and organisation

Kim Dong Publishers House and the Danish Writer's Association, in co-operation with Hanoi Writers Association and a Vietnamese Television network, will be responsible for the implementation of the component and appropriate reporting to EDK and the Steering Committee.

EDK will be responsible for appointing a steering committee for the component on the advice from partners.

EDK will be responsible for employing a consultant to examine the inclusion of TV production for children.

Kim Dong Publishers House is responsible for organising the study tour on the Vietnamese side, and the Danish Writer's Association in co-operation with DCCD will be responsible for organising the study tour in Denmark.

Indicators and means of verification

The indicators for successful implementation of this component are:

1. Annual work plans/budgets made and project activities implemented.
Means of Verification: Annual plan and budget; annual progress reports, completion reports
2. A Steering committee (or implementation group) has been appointed and annual meetings carried out.
Means of Verification: Programme, minutes and list of participants.
3. Six Vietnamese writers/illustrators trained in Denmark
Means of Verification: Programme, list of participants and reports.
4. 05 annual workshops organized for Vietnamese writers/illustrators for children within the age group 4-10 years, and 05 annual workshops have been carried out for Vietnamese writers/illustrators for children within the age group 10-14 years. Participants come from Kim Dong and also from other Publishing houses.
Means of Verification: workshop program and reports, speeches and minutes of the workshop discussions, the annual and financial plan, list of participants.
5. Children's Book Of The Year prize organized, Children's literatures awarded and published

Means of Verification: Published children books, progress report , program of the award ceremony, press release

6. The 15 school-based readers clubs have been maintained, functioned with diverse activities and increased number of readers

Means of Verification: List of published books made available at which clubs, and list of participants.

7. Five annual fairytale express have been organized

Means of Verification: Programme, list of participants and reports

8. Training workshop in Denmark for two Vietnamese TV producers.

Means of Verification: Programme, list of participants and reports.

9. TV production for children has been made.

Means of Verification: A copy of the productions.