



Ushirika wa Maendeleo ya Elimu Barani Afrika  
الرابطة لأجل تطوير التربية في إفريقيا  
Association for the Development of Education in Africa  
Association pour le Développement de l'Éducation en Afrique  
Associação para o Desenvolvimento da Educação em África



# QUESTIONNAIRES TO STAKEHOLDERS



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[www.adeanet.org/en/working-group/books-and-learning-materials](http://www.adeanet.org/en/working-group/books-and-learning-materials)

## 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.

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#### Respondent for Questionnaire

Name:

Address:

Contact Phone Number:

E-mail Address:

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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

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

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5. Does the country have a working Copyright Law?

Yes  No

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

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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.

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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?

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9. Please explain your relationships with local publishers and how your rights are protected?

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10. Can your association protect the rights of writers who are published outside the country?

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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?

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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?

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16. Can you describe the major difficulties that writers encounter in their effort of book development in the country?

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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?

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### 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)

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### D- Publishing activities

9- What are your publishing language(s)?

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

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

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12- Do you publish digital books?

Yes  No

If yes, what kind of books?

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How many titles are available to date?

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How are they distributed locally and abroad?

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

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13- Company's publishing areas:

Children books: Yes  No

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

Yes  No

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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?

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16- What other countries are you printing in? Please explain why



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17- Are there good printing opportunities in the country?

Yes  No

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

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

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

Yes  No

If yes, at what percentage of your catalogue?

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### **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)?

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23- What is the regular discount rate to booksellers (fixed or variable rate)?

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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?

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

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#### **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?

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#### **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?

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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?

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### H- Professional Organisations

30- Are you affiliated to a professional organization?

Yes  No

If yes, which one?

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Any other international affiliation?

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

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### 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?

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### 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:

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**TOOL #3**

**QUESTIONNAIRE for PRINTERS**

**A- Identification**

1- Printing Company's name:

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2- Date of creation:

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3- Location and details:

Physical address:

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Phone Number:

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Fax Number:

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E-mail:

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Website:

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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)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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8.2 Others (specify)

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8.3 Type of outsourced works (if any)

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**D- Printing services**

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

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10- How would you assess your current printing capacity?

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

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For what average print runs?

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12- Do you have business relationships with national publishers?

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If yes, how would appreciate it and how often are you solicited

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

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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?

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

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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?

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#### **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?

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#### **G- Professional Organizations**

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

If yes, which one? \_\_\_\_\_

Any other international affiliation?

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

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#### **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?

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## 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:

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### TOOL #4

### QUESTIONNAIRE for DISTRIBUTORS / BOOKSELLERS

#### A- Identification

1- Company's name:

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2- Date of creation:

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3- Location and details:

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Physical address:

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Phone Number:

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Fax Number:

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E-mail:

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Website:

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4- Company status:

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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)?

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### **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?

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### **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

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

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11- How are your distribution activities financed?

Self (what percentage)?

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Government support?

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Bank loans?

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Fund raising platforms

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Business competitions

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Others (subsidies)

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12- How accessible are bank loans?

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

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What would be the best option regarding your opinion?

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14- To what extent do transportation costs impact the selling price inside the country?

How do you manage those transportation costs?

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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?

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

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

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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?

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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?

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20- Do customers appreciate book prices in the country?

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

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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?

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#### **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?

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#### **E- Professional Organizations**

25- Are you affiliated to a national professional organization?

Yes  No

If yes, which one?

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Any international affiliation?

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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?

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### **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?

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### **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:

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## **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?

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2. Are they functional?

Yes  No

3. Please indicate the most dominant association

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

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

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6. Does the country have a National library?

Yes  No

If yes, when was it established?

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

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How functional/accessible are they? Please provide some details

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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?

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

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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?

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

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13. How affordable are books to be purchased for public libraries?

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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:*

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16. Do you have easy access to digital resources?

Yes  No

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

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

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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:

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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.

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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?

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

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10. Does the country have other policies in force: education, language, cultural?

Yes  No

Please indicate how much are they been applied:

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

10. If yes, how functional is it?

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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?

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