

Chapa: The Book Unites Us

Work Platform - Biennium 2025-2027

The publishing and book sector in Brazil is experiencing a moment of growing challenges and opportunities, driven by the political and economic scenario, new consumption dynamics, technological advances and the role and place occupied by the book in this whole context. In view of this, the union of the sector has never been so essential and strategic so that we can deal with fundamental issues and pursue the advances and transformations necessary for the book market. Developing the productive and creative chain of books is the way to strengthen books and reading, essential elements for a fair society, plural in ideas and knowledge and, consequently, a stronger and more competitive country. For this reason, what characterizes our slate is diversity, capacity and commitment to the collective challenges and proposals listed in this work platform. We believe that our joint and cohesive action will allow us to strengthen the production chain, value books and reading, and put into practice effective proposals for the development of the publishing market.

The Brazilian Book Chamber (CBL) has consolidated itself as the entity that represents and unites the entire sector, connecting all entities in the productive and creative book chain in favor of common goals. Our commitment is to further strengthen this role, expanding dialogue, to carry out actions that organize the market, strengthen books and reading, and promote innovation and advances that are so important for the moment in which we live.

We are ready to work with a collective spirit, in a collaborative, transparent and efficient way, ensuring that the Brazilian publishing and book market is increasingly stronger and more sustainable.

Work Plan Guidelines

Our work plan is based on five strategic pillars, all aligned with the purpose of uniting and strengthening the sector:

1. Strengthen CBL as a strategic and unifying leader in the sector
2. Intensify institutional action in relations with the Government and partnerships with national and international organizations.

3. Balance and strengthen the book production chain and promote the appreciation of the book.
4. Establish concrete actions to support the market through data and sectoral analysis
5. Management focused on improvement and growth of CBL to support the entire publishing and book market

CBL has the essential role of representing and defending the interests of the sector in decision-making spaces, developing and supporting initiatives that support these pillars. To this end, we propose:

1. Advocacy and Public Policy

- Strengthen and promote joint action with book entities to defend the interests of the sector.
- Participate and work with national and international organizations such as IPA, CERLALC, OEI, COPAGREM and others.
- To act permanently to strengthen public policies that guarantee access to books and reading.
- To act so that the National Book and Reading Plan (PNLL) is implemented effectively, with deadlines, a defined budget and continuous monitoring.
- Engagement for the approval of the Cortez Law, to ensure a more balanced market for the book.
- Act for the protection and respect of copyright in artificial intelligence regulation projects and projects to amend the Copyright law.
- Defense of the maintenance of the role of the State as a guarantor of policies to promote reading, including the strengthening of the PNLD, municipal and state book programs and other strategic initiatives.
- Act through the **Government Sales Commission** in the monitoring of book acquisition programs for the Government, aiming to evaluate public notices, prepare proposals for improvements and propose initiatives for the improvement of the programs.
- Monitoring and active participation in the various legislative discussions that impact the publishing and book sector
- Active and representative participation in debates pertinent to the publishing market.

2. Strengthening and Integration of the Book Sector

- Promotion of dialogue and integration between publishers, bookstores, distributors, printers and paper makers, placing CBL as a link of cooperation and dialogue.
- Holding of the **Meeting of Publishers, Booksellers, Distributors and Printers**.
- Creation of the **Commission for the Integration and Strengthening of the Book Sector** and working groups.
- Formalization of partnerships with organizations that can promote the development of the sector.
- Development of projects and actions aimed at analyzing and improving the dynamics of the publishing and book market through a partnership with **SEBRAE**.
- Development of projects and actions to expand the number and strengthen bookstores through work with the Government and partnership with private institutions.
- Preparation of proposals for tax incentives and credit policies to facilitate the opening and maintenance of physical bookstores.
- Discuss and propose good business practices, encouraging fairer relationships between publishers, distributors and booksellers.

3. Intelligence and Data

- Create a **center specialized in research and strategic data**, for the elaboration of new studies with the research already produced by CBL, by Research Institutes and by industry associations for the production of new analyses and studies.
- Offer periodic reports with insights on topics of interest to the sector.
- Develop tools to assist publishers and booksellers in making strategic decisions based on concrete data.
- Support public policies with qualified information, strengthening the defense of books and reading in Brazil.

4. Valuing Books and Reading

- Develop and promote actions with the purpose of improving the perception of the value of the book by consumers and readers.
- Create the **Book Appreciation Commission** to think about campaigns, strategies and actions for this purpose.

- Strengthen and expand the role of CBL's major events and projects such as the **São Paulo International Book Fair** and the **Jabuti Award** and **Jabuti Academic Award** as platforms for the appreciation of intellectual creation, books and reading, innovating and expanding the visibility of these already consolidated projects.
- Engage publishers, bookstores and distributors in campaigns for the appreciation of books and reading in society.
- Work in the press and social networks to put the book on the agenda and promote its appreciation as well as the habit of reading.

5. ESG

- Act through the **ESG Commission** to disseminate and support ESG practices for the publishing and book market.
- Encourage good environmental practices in the production of books, such as the use of certified paper (FSC, PEFC) and inks through lectures and training.
- To continue sustainable actions at the Book Biennial and other CBL events.
- Expand CBL's role in defending the implementation of policies for access to books and reading, promoting inclusion, education and culture.
- Support and give visibility to reading projects in vulnerable communities.
- Develop education and training programs for ESG actions.
- Participate in groups and discussions on the subject in national and international organizations.

6. INNOVATION IN THE SECTOR

- Support, through the **Innovation and New Technologies Commission**, initiatives that inform and bring updates to gain efficiency for the sector
- Discuss innovation topics in the various projects and events of CBL.
- Guide and support companies in the sector to adopt innovation practices and new technologies such as artificial intelligence.
- Develop a Guide on the ethical use of Artificial Intelligence in editorial production, ensuring transparency and accountability.
- To keep the CBL Service Platform updated and evolving to provide a good service to the market.

7. INTERNATIONALIZATION

- To act to increase the number of participants in the Brazilian Publishers project.
- Promote training and prepare materials seeking to improve knowledge about exporting and prospecting markets.
- Develop training dedicated to the fairs that CBL participates in through the Brazilian Publishers project.
- Expand the dissemination of the Brazilian Publishers project

8. WORKING COMMITTEES

- São Paulo International Book Fair Commission
- Brazilian Publishers Commission
- Committee of the Meeting of Booksellers, Distributors and Printers;
- ESG Commission
- Innovation and Technology Commission
- Commission for the Integration and Strengthening of the Book Sector (new)
- Joint Committee on Research, Production and Sales of the Brazilian Publishing Sector and Digital Content
- Jabuti Award Committee
- Jabuti Academic Award Commission
- Book Appreciation Commission (new)
- Government Sales Commission

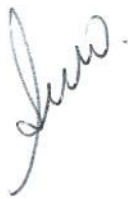
G. CBL MANAGEMENT

- Continue to work for good service to members and the publishing and bookseller market, expanding and improving communication channels.
- To keep CBL's service platform constantly evolving and updating the performance of services.
- Expand the services offered by CBL to its members and the market in general, which meet and facilitate the day-to-day work of companies.
- Implement the ISNI Agency in Brazil, creating new opportunities for recognition for authors, translators, illustrators, photographers and content creators in general.
- Create new services linked to the ISBN and ISNI, benefiting publishers, bookstores and authors.
- To act so that the CBL team remains updated, committed and aligned with the vision of the association

- To act for the constant improvement of employees for the good performance of CBL.

We are committed to strengthening the unity and representativeness of the sector, promoting joint growth and ensuring that all voices in the production chain are heard and valued.

Together, let's strengthen the book sector in Brazil!

A handwritten signature in black ink, appearing to read 'Sevani'.

Name: Sevani de Matos Oliveira

Company: VR Editora S.A.