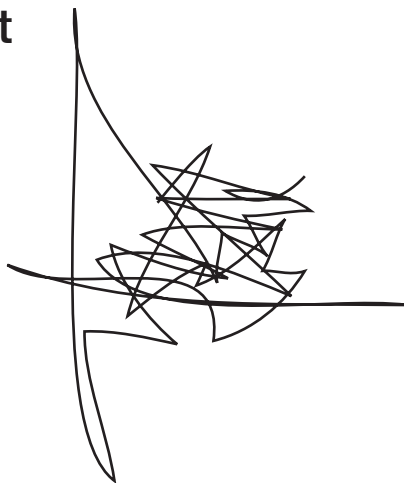


Shared Visions / Seminar #1  
**Precariat and Entreprenariat**  
March 15-18th, Pirot



## **SHARED VISION** - The First Artists Cooperative in the Western Balkans

As reported by UNESCO, “one-fifth of those employed in cultural occupations (20%) work part-time, primarily on a contractual, freelance and intermittent basis, and their income continues to decline, fluctuate and remain uncertain (Culture & working conditions for artists, UNESCO 2019). “The cultural and creative sectors were hit harder than tourism, with revenues down more than 30% in 2020 compared to 2019. The music sector lost 75% of its turnover and the performing arts one even more with 90%” (European Parliament, European Status of the Artist, 2021). If this was the situation during the COVID-19 pandemic, today, due to the war in Ukraine, sanctions, inflation, and the recession in Europe, artists find themselves in even more precarious situations.

Unlike creatives in almost all other cultural sectors, visual artists are almost never remunerated for exhibiting their artworks (Exhibition Remuneration Right in Europe IGBK, IAA, 2018), have no stable jobs nor regular salaries or prescribed price lists for their work, which puts them in an even more difficult position. The digital environment has brought new challenges to how artistic works are created and made available to audiences (such as the centralisation of online art markets and selling platforms). In addition, art markets demand artists to be extremely mobile for commissions and exhibitions of artwork that is becoming harder and less attractive regarding the climate crisis to reduce carbon emissions.

Although artists are exposed to precarious working conditions all over Europe, the situation in the southeast of Europe is more difficult since the overall economic situation in these countries is harder, salaries overall are lower, the percentage of non-standardized jobs and informal jobs is much higher, and the general state giving for the unemployed

and the socially insecure is much lower. This situation goes hand in hand with much less State investment in the arts and a very underdeveloped private art market, making the artists' situation even more precarious. This discrepancy between East and West is made clear by the number of artists moving temporarily or permanently from the East to the West. However, this contributes to the individual artists or some private galleries but does not change the overall situation.

**This project aims to intersect the needs of artists from the Balkan region with innovative practices and ways of organisations already practised in Western Europe and examine how these practices can be implemented in the region as part of a future International Visual Artists Cooperative.**

The International Cooperative for Visual Artists (Shared Visions) will be based on the principles of self-help, self-responsibility, democracy, equality, equity, and solidarity. Member-owned, member-controlled, and member-driven organisations that operate for the benefit of their members and the local community. The innovative aspects of cooperatives are rooted in their principles and values, which allow for the creation of unique and sustainable business models that are often different from traditional corporate structures. One of the most innovative aspects of cooperatives is that they are owned and controlled by their members. This means that the members have a say in decision-making and can democratically elect their board of directors. Cooperatives operate on the principle of shared risk and reward. Members invest in the cooperative, and profits are shared among the members. In the case of losses, members share the losses equally. Cooperatives are often formed to meet the specific needs of a community or region. They create jobs, provide essential services, and support local economic development, operating with a social and environmental conscience. They aim to benefit society as a whole, not just their members. Prioritising sustainability and environmental responsibility in their operations with the ability to innovate and adapt to changing market conditions. They are often more flexible than traditional businesses and can respond quickly to the needs of their members and the community. Cooperatives provide education and training opportunities to their members, which can help them develop new skills and knowledge and become more effective cooperative members.

## The activities:

- A weekly online reading and discussion group about cooperatives, especially artists' cooperatives, will help us slowly build a relevant library that will remain a permanent resource for future cooperative members. These meetings will feature relevant experts who will increase our theoretical knowledge and consult us regarding the strategic and action plans. It will also educate potential members on how cooperatives traditionally work through participative horizontal management, economic solidarity and creative innovation. This is particularly important because it goes against customary art education based on individual, competitive integration into an existing commercial art market, even if that market does not exist in the region.
- 4 in-person, 3-day meetings of all partners (about 25 people each) to learn and discuss different aspects of the future cooperative and strengthen the partnership network. For each meeting, we will invite a representative of our wider group of European partners who has much experience in economies of solidarity, particularly with cooperatives. These meetings will allow insight into the realistic economic situation in the region and particular countries. Following this insight would be an in-depth discussion of feasible strategic and action plans and strengthening the sense of participation in the founding of the cooperative and the personal and organisational networks. Beyond the knowledge and experience transfer, meeting the European partners/experts will impart the participants a sense that they and the cooperative are connected with a wider international network.

## Speakers and themes

- Sepp Eckenhausen, Institute of Network Cultures (INC), The Netherlands, topic: *Precariat and Entreprenariat*  
Sepp will present a wide range of alternative practices in the economy of solidarity practised by various artists' collectives. The meeting is designed to widen the view of the participants to what is possible in terms of the way of organisation. The discussions will focus on the adaptability of the different models to the region and their integration into cooperative practices.

- Emanuele Braga, Landscape Choreography, Italy, topic: *Ecosystems of Solidarity*  
Emanuele will share his wide experience of working with various artists' cooperatives from other fields of art, such as performing arts and the circus. Especially how these cooperatives extend beyond the buyer/seller relations to create a whole ecosystem among them, including various CSOs, enterprises, and local communities. This will help us understand how to build the local and international support network that the cooperative will depend on in its first steps.
- Erik Bordeleau, Curves Lab, Italy, topic: *Conceptual and Digital Distribution Practices*  
With Eric, we will explore various ways of sharing resources pooled from cooperative members as well as the distribution of cooperative income to members and cooperative funds (reserve fund, solidarity fund, education fund, etc). We will also consider how digital tools (tokens, digital wallet, time banking, etc) can help make these sharing and distribution more user-friendly.
- Mário Roda, Joana Macedo, Fernando Martinho, Kickvoidlööp Cultural Cooperative, Portugal, topic: *Cooperative Governance*  
Fernando Martinho is a world-known expert on cooperatives and advises many cooperatives around the world on cooperative establishment, cooperative governance and cooperative principles. His associates from Kickvoidlööp Cultural Cooperative will guide us on the practical steps for establishing this regional or international cooperative.

The main target group of this project are artists in the partner countries - Serbia, Bulgaria, North Macedonia, Montenegro, Bosnia and Herzegovina. Each partner organisation will be responsible for informing and encouraging artists to join the project activities and become potential cooperative members. As mentioned above, through its online and in-person activities, the project will consult the participants in writing the strategy for forming and developing the cooperative and the action plans. The project will offer the artists a positive outlook on the possibility of staying and prospering in the region, which does not exist today. Therefore, it will contribute to reducing the prevalence of brain drain in the region today.

## SHARED VISION – Prva umetnička kooperativa na Zapadnom Balkanu

Prema UNESCO izveštaju “petina zaposlenih u kulturi (20%) radi u polučasovnom radnom vremenu i to uglavnom po osnovu ugovora o povremenim i privremenim poslovima, a njihovi prihodi nastavljaju da se umanjuju, fluktuiraju i bivaju neizvesni” (Culture & working conditions for artists, UNESCO 2019). “Sektor kulture je pogođen više od turizma s prihodima koji su opali za više od 30% u 2020. godini u poređenju s 2019. godinom. Muzički sektor je izgubio 75% prometa, a scenska umetnost još više, čak 90%” (European Parliament, European Status of the Artist, 2021). Ako je situacija bila takva tokom pandemije COVID-19, danas, zbog rata u Ukrajini, sankcija, inflacije i recesije u Evropi, umetnici se nalaze u još težoj situaciji.

Za razliku od kreativaca u gotovo svim drugim oblastima, vizuelni umetnici skoro nikada nisu plaćeni za izlaganje svojih radova (Exhibition Remuneration Right in Europe IGBK, IAA, 2018), nemaju stabilne poslove niti redovne plate ili propisane cene za svoj rad, što ih stavlja u još teži položaj. Digitalno okruženje donelo je nove izazove u načinu na koji se umetnička dela stvaraju i postaju dostupna publici (kao što je centralizacija online tržišta umetnosti i platforme za prodaju). Osim toga, tržišta umetnosti zahtevaju da umetnici budu izuzetno mobilni u pogledu naručivanja dela i izložbi, što postaje sve teže i manje privlačno s obzirom na zahteve za smanjenje emisije štetnih gasova usled klimatske krize.

Iako su umetnici širom Evrope izloženi nesigurnim uslovima rada, situacija na jugu i istoku Evrope još je teža jer je ukupna ekonomska situacija u tim zemljama lošija, plate su generalno niže, procenat nestandardizovanih i neformalnih poslova mnogo veći, a opšta davanja za nezaposlene i socijalno ugrožene mnogo niže. Ova situacija ide ruku pod ruku s sve manjim javnim ulaganjima u umetnost i nerazvijenim

tržištem umetnosti, što čini situaciju umetnika još nesigurnijom. Razlika između istoka i zapada jasno se vidi i po broju umetnika koji se privremeno ili trajno sele s istoka na zapad. Takve migracije doprinose situaciji pojedinačnih umetnika ili pojedinih privatnih galerija, ali ne menjaju celokupnu situaciju.

Cilj ovog projekta je da se povežu potrebe umetnika na Balkanu sa inovativnim praksama i načinima organizacije koji se već primenjuju u zapadnoj Evropi i ispita kako se ove prakse mogu implementirati u regionu kao deo buduće Međunarodne kooperative vizuelnih umetnika.

Međunarodna kooperativa vizuelnih umetnika (Shared Visions) biće zasnovana na principima samopomoći, odgovornosti, demokratije, jednakosti, pravičnosti i solidarnosti. Kooperative su organizacije čiji su vlasnici članovi(zadrugari), koje kontrolišu i koje pokreću članovi, i koje deluju u korist svojih članova i lokalne zajednice. Inovativni aspekti kooperativa zasnovani su na njihovim principima i vrednostima, što omogućava kreiranje jedinstvenih i održivih poslovnih modela koji često razlikuju od tradicionalnih korporativnih struktura. Jedan od najinovativnijih aspekata kooperativa je to što su u vlasništvu i pod kontrolom svojih članova. To znači da članovi imaju glas u donošenju odluka i mogu demokratski izabrati svoj odbor direktora. Kooperative deluju po principu deljenja rizika i nagrada. Članovi ulažu u kooperativu, a profit se deli među članovima. U slučaju gubitaka, članovi ih podjednako snose. Kooperative se često formiraju kako bi zadovoljile specifične potrebe zajednice ili regiona. One stvaraju radna mesta, pružaju osnovne usluge i podržavaju lokalni ekonomski razvoj, delujući sa društvenom i ekološkom savesti. Cilj im je da koriste društvu u celini, a ne samo svojim članovima. Daju prioritet održivosti i ekološkoj odgovornosti u svojim aktivnostima s mogućnošću inoviranja i prilagođavanja promenljivim tržišnim uslovima. Često su fleksibilnije od tradicionalnih preduzeća i mogu brzo odgovoriti na potrebe svojih članova i zajednice. Kooperative pružaju obrazovne i obuke članovima, što im može pomoći da razviju nove veštine i znanja i postanu efikasniji članovi kooperative.

## Projekat obuhvata sledeće aktivnosti:

- Nedeljna onlajn čitalačka i diskusiona grupa o kooperativama, posebno umetničkim kooperativama, pomoći će nam da polako izgradimo relevantnu biblioteku koja će ostati trajni resurs za buduće članove kooperative. Čitalačke grupe okupiće i relevantne stručnjake koji će povećati naše teorijsko znanje i savetovati nas u vezi sa strateškim i akcionim planom razvoja kooperative. Takođe, obučiće potencijalne članove o tome kako tradicionalno funkcionišu kooperative kroz participativno horizontalno upravljanje, ekonomsku solidarnost i kreativnu inovaciju. Ovo je posebno važno jer se suprotstavlja uobičajenom umetničkom obrazovanju zasnovanom na individualnoj, konkurentnoj integraciji u postojeće komercijalno umetničko tržište, čak i ako to tržište u našem regionu ni ne postoji.
- Četiri dvodnevna sastanka svih partnera (oko 25 ljudi svaki) kako bi se učilo i raspravljalo o različitim aspektima buduće kooperative i ojačala partnerska mreža. Za svaki sastanak, pozvaćemo predstavnika naše šire grupe evropskih partnera koji ima bogato iskustvo u ekonomijama solidarnosti, a naročito sa kooperativama. Ovi sastanci će omogućiti uvid u realnu ekonomsku situaciju u regionu i pojedinim zemljama. Nakon ovog uvida, slediće dubinska diskusija o izvodljivim strateškim i akcionim planovima i jačanje osećaja učešća u osnivanju kooperative i ličnih i organizacionih mreža. Osim prenosa znanja i iskustva, susret sa evropskim partnerima/stručnjacima će učesnicima preneti osećaj da su oni i kooperativa povezani sa širom međunarodnom mrežom.

## Govornici i teme seminara

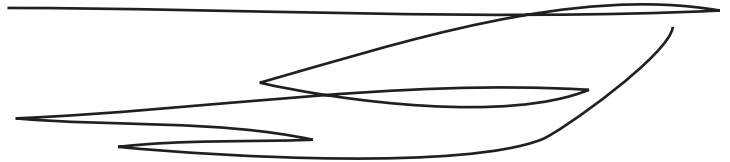
- Sepp Eckenhausen, Institut for Network Cultures (INC), Holandija, tema: *Prekarijat i Entreprenarijat*  
Sepp će predstaviti širok spektar alternativnih praksi u ekonomiji solidarnosti koje praktikuju različiti umetnički kolektivi. Sastanak je osmišljen da proširi vidike učesnika o tome šta je moguće u pogledu načina organizovanja. Diskusije će se fokusirati na prilagodljivost različitih modela regionu i njihovu integraciju u kooperativne prakse.
- Emanuele Braga, Landscape Choreography, Italija, tema: *Ekosistemi solidarnosti*



Emanuel će podeliti svoje bogato iskustvo rada sa različitim umetničkim kooperativama iz drugih oblasti umetnosti, poput izvođačkih umetnosti i cirkusa. Posebno će istražiti kako ove kooperative prevazilaze odnos kupac/prodavac i stvaraju ceo ekosistem među njima, uključujući različite NVO-e, preduzeća i lokalne zajednice. Ovo će nam pomoći da razumemo kako izgraditi lokalnu i međunarodnu podršku koja će kooperativi biti neophodna u njenim početnim koracima.

- Erik Bordeleau, Curves Lab, Italija, tema: *Konceptualne i digitalne prakse distribucije*  
Sa Erikom, istražićemo različite načine deljenja resursa koji su sakupljeni od članova kooperative, kao i distribuciju kooperativnog prihoda članovima i kooperativnim fondovima (rezervni fond, solidarni fond, fond za obrazovanje, itd). Razmotrićemo i kako digitalni alati (tokeni, digitalni novčanici, banka vremena, itd) mogu pomoći da ova deljenja i distribucija budu korisniji za korisnike.
- Mário Roda, Joana Macedo, Fernando Martinho, Kickvoidlöop Kulturna Kooperativa, Portugal, tema: *Kooperativno upravljanje*  
Fernando Martinho je svetski poznati stručnjak za kooperative i savetuje mnoge kooperative širom sveta o osnivanju kooperative, kooperativnom upravljanju i kooperativnim principima. Njegovi saradnici iz kooperative Kickvoidlöop vodiće nas kroz praktične korake za osnivanje ove regionalne ili internacionalne kooperative.

Projekat je prvenstveno namenjen umetnicima u partnerskim zemljama – Srbiji, Crnoj Gori, Bugarskoj, Severnoj Makedoniji, Bosni i Hercegovini. Svaka partnerska organizacija će biti odgovorna za informisanje i podsticanje umetnika da se pridruže aktivnostima projekta i postanu potencijalni članovi kooperative. Kroz svoje onlajn i aktivnosti na terenu, projekat će konsultovati učesnike u pisanju strategije za formiranje i razvoj kooperative i akcionih planova. Projekat će umetnicima ponuditi pozitivan pogled na mogućnost ostanka i prosperiteta u regionu, što se ne može reći da danas postoji. Stoga će doprineti smanjenju prevalencije odliva mozgova s kojim se naš region suočava.



Ovaj projekat dobio je podršku od strane Švajcarske vlade, u okviru projekta "Kultura za demokratiju", koji sporovodi Hartefakt fond. Mišljenje koje je izneto u ovoj publikaciji je mišljenje autora i ne predstavlja nužno i mišljenje Švajcarske vlade ili Hartefakt fonda.

