

NAGOVOR NA COWORKING

Uvod u koncept, razlozi i prednosti coworkinga

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Coworking je oblik rada u kojem samostalni profesionalci dijele jedinstven radni prostor. Osiguravanjem osnovne infrastrukture za rad postavlja se okvir za aktivnosti sudionika, odnosno izgradnju coworking zajednice. Svakome tko je iskusio samostalni rad poznati su njegovi specifični problemi. Efikasnost i produktivnost u bliskoj su vezi s razinom društvene interakcije, kvalitetom komunikacije i podrškom okoline. Samostalan rad od kuće često znači manjak razmjene mišljenja, nepostojanje kapaciteta za rad na većim projektima pa na kraju i profesionalnu stagnaciju. Uz to, 'samostalcima' se ne isplati održavati vlastite urede samo zbog reprezentacije, povremenih sastanaka ili prostora za suradnju, a izolacija vodi u nekonkurentnost.

Coworking prostori su mjesta ležerne radne atmosfere za samostalni rad, druženje, radne sastanke, prezentacije, brifinge. Profesionalcima koji ga koriste zajednička je samostalna organizacija vremena i načina rada, visoka razina društvenosti u radnoj okolini i sklonost ili potreba za suradnjom s drugim profesijama. U sljedećim mjesecima planiramo suradnje sa različitim zagrebačkim prostorima prikladnima za coworking u kojima bi voljeli održati cjelodnevne radne sessione.

Kao voditelji nove inicijative coworking.hr, razgovarali smo s **Evom Perčić** i **Lukom Piškorićem** o njihovim iskustvima sa Slovenia Coworkingom.

Koji je bio vaš motiv da pokrenete coworking u Sloveniji? Postoji više od jednog razloga. U Sloveniji, kao i u svim konzumerističkim društvima, sve je manje suradnje među ljudima, a trenutačna ekonomska situacija je vrlo nepovoljna. Već četiri godine se borimo s iznimno ozbiljnom recesijom, visokom stopom nezaposlenosti (pogotovo kod mladih intelektualaca) i porastom u broju *freelancera* uslijed trenda naginjanju k velikim organizacijskim strukturama. U ovim teškim vremenima promocija suradnje, *coworkinga* i dijeljenja resursa činila se pravim sredstvom za stabilizaciju trenutačne situacije. Ako postoji manjak financijskog kapitala, moramo to nadoknaditi izgradnjom ili unaprjeđenjem društvenog kapitala.

Kakve reakcije na pokretanje ste očekivali, kakav je bio inicijalni interes jednom kad ste krenuli s coworkingom? Naši iskusniji kolege koji su još ranije u različitim državama pokretali inicijative i pronalazili prostore za coworking redom su imali slična iskustva: ljudi su reagirali vrlo pozitivno i s odobravanjem. Prije nego što smo započeli mnogi su ljudi smatrali kako Slovenci nisu nacija sklona suradnji te da nitko neće biti voljan dijeliti prostor i radni proces s drugima; da smo preveliki individualci. Međutim, u praksi se pokazalo kako je veliki broj ljudi spreman na povezivanje, dijeljenje i suradnju. Od siječnja smo imali gotovo 20 zbiivanja vezanih uz *coworking*, a priključilo nam se već otprilike 400 radnika. Mnogi od njih su vrlo odani projektu, što pokazuju gotovo svakodnevnim dolascima na *coworking*.

Da li je bilo teško doći do prvog prostora? Kako ste uspjeli dogovoriti kino Šiška i kako to funkcionira? Primili su nas i prije nego što smo im imali što za pokazati na temu *coworkinga* i načina na koji funkcionira ili dali više podataka o ljudima koji će dolaziti i tamo raditi. Radili su s nama na našem prvom zbiivanju u siječnju i nakon što su uvidjeli prednosti, ponudili su nam dane u tjednu za *coworking* u Kinu Šiška.

Kakvi su vam planovi za razvoj coworkinga? Vidite li u perspektivi neki razvoj na razini Slovenije ili regije? Naš je primarni cilj ojačati zajednicu *coworkinga*. Trenutačno uspostavljamo otvorenu platformu za ljude koji rade u kreativnoj industriji, umjetnike i socijalne poduzetnike. Svi ljudi posjeduju različite vještine i znanja, a mi vjerujemo da povezivanjem našeg *know-howa* možemo savladati sve poteškoće. Coworking nije uvjetovan granicama – trenutačno radimo s Nijemcima, Austrijancima i vrlo smo uzbuđeni što će nam se i Hrvatska pridružiti.



Što je 'Sedi 5', čemu služi, kako funkcionira?

Sedi, 5! je popodnevno zbiivanje koje smo učinili dijelom gotovo svakog dana *coworkinga*. Zamisao je da, ako je pojedinačni projekt jednog od radnika uspješan, uspješna je i čitava zajednica *coworkinga*. Pripadnik zajednice se može prijaviti za procjenu svojeg projekta u ranoj ili kasnijoj fazi razvoja. U tom slučaju ima 15 minuta da objasni svoj projekt i sasluša povratne informacije od ostalih članova zajednice ili čak kakvu novu ideju.

Koje coworking aktivnosti bi još izdvojili?

Nedavno smo organizirali 1. Slovenski dan dijeljenja u suradnji s CoFestivalom i Kinom Šiška. Na to nas je potaknula nedavna *Share Conference* u Beogradu. Temeljna zamisao je da u ovo vrijeme recesije ljudi trebaju dijeliti veću količinu znanja, ideja, usluga i resursa kako bi zadržali jednaku kvalitetu života.

Kakva su vaša iskustva s cw u Europi, kako funkcionira, koliko je važan profesionalcima i što biste od toga željeli vidjeti u Sloveniji?

U Europi je ta scena u punom zamahu već protekle 3 godine – tako da nam ne manjka dobrih praksi iz kojih se može učiti. Radili smo u prostorima *coworkinga* u Beču i Berlinu, gdje ovaj način rada nije više uopće egzotičan. Prostor *coworkinga* također počinju funkcionirati kao posrednici između klijenata i *freelancera* na širokom spektru projekata. Nizozemska je trenutačno vrlo angažirana oko *coworkinga* – upravo su započeli eksperiment s *coworkingom* u korporacijama. Sada 70.000 Nizozemaca zaposlenih u raznim kompanijama može raditi bliže svom domu, s radnicima drugih kompanija koje sudjeluju u eksperimentu. Dakle, s vremenom se nadamo kako će svi ovi koncepti doći i u Sloveniju. Coworking možemo donekle usporediti s počecima razvoja interneta: činio se zanimljivim no ne pretjerano bitnim, a sada ne možemo zamisliti svoj život bez njega.

PERSUADING INTO COWORKING

An introduction to the concept, reasons and advantages of coworking

TEXT: Mirna Reinprecht, Matija Raos

Coworking is a form of work in which independent professionals share a single working space. By insuring the basic infrastructure for working, you establish a frame for the participants to perform activities, i.e. to build a coworking community. Anyone who has ever experienced working alone is more than aware of the specific problems. Efficiency and productivity are in close relation to the level of social interaction, quality of communication and the support you receive from your environment. Working from home often lacks an exchange of opinions and is marked by the absence of capacities for working on larger projects, which ultimately leads to professional stagnation. Also, "independent" workers do not find it viable to pay for their own office spaces just to keep up appearances or hold occasional meetings or consultations, while isolation, on the other hand, leads to a decreased level of competitiveness.

Coworking spaces are places where independent work can be conducted in a casual working atmosphere. They are convenient for socializing, meetings, presentations, briefings. The professionals who use them share the possibility of forming individual time tables and work duties, a high level of socializing at their workplace and an inclination or need to cooperate with other professions. In the following months, we plan to organize collaborations with various spaces in Zagreb which we consider to be appropriate for coworking. There we plan to hold one-day work sessions.

We decided to talk to the heads of the coworking.hr initiative **Eva Perčić** and **Luka Piškorić** about their experiences with Slovenia Coworking.

What were your motives for bringing coworking to Slovenia?

There is more than one reason why. In Slovenia, as in all consumerist societies, there is less and less cooperation between people, and a very bad economical situation. For four years now we are facing a very deep recession, high unemployment rates especially with young intellectuals, and the rise in number of freelancers due to the *leaning trend* of the big organization structures. In these difficult times the promotion of cooperation, coworking and sharing of resources seemed the right answer to stabilize the situation. If we don't have a lot of financial capital available, we have to build or nurture our social capital instead.

Our main focus is on making the coworking community stronger: we are now setting up an open platform for people working in the field of creative industries, artists and social entrepreneurs. We all have different skills and knowledge, and by connecting all this know-how we believe we are able to combat all existing problems. Coworking doesn't limit itself with national borders: we are working with Germans, Austrians, and are now very excited about Croatia joining in.

What is 'Sedi, 5!', what is its purpose and how does it function?

Sedi, 5! is an afternoon event we are practicing on almost every coworking day now. The idea is that if an individual project from our coworkers thrives, the coworking community as a whole blossoms. A coworker can apply for an evaluation of her or his project in an early or a late phase of development. Then he has 15 minutes to explain the project and then listen to the feedback from the community, and even hear some ideas how to improve it.

Which other coworking activities would you point out?

Recently we organized the 1st Slovenian Sharing Day in joint coproduction with Co-Festival and Kino Šiška. It was also inspired by the recent Belgrade Share Conference. The idea is that in the times of recession people should share more knowledge, ideas, services and resources in order to maintain the same quality of life.

What are your experiences with coworking in Europe? How does it function, how important is it for professionals and which features from the European versions of the project would you like to see in the Slovenian version of the project?

In Europe the coworking scene is now in full swing for the last 3 years – so obviously there are many good practices we are happy to learn from. We worked in coworking spaces in Vienna and Berlin where this kind of work isn't exotic anymore. Coworking spaces are also beginning to function as mediator between big clients and freelancers on a wide array of projects. Dutch are also very into it now – just now they started an *corpo-coworking* experiment: 70,000 Dutch people employed in different companies can now work closer to home, with companies which are also taking part in the experiment. So well, in time we hope all this concepts will be implemented also in Slovenia. In a way we can compare the coworking trend with early Internet development: it seemed something interesting, though not very important at the beginning, but now we cannot imagine our life without it.



What kind of reaction did you expect, what was the initial reaction once you ventured into promoting coworking?

Our more experienced colleagues who established coworking initiatives and spaces before us in different countries all reported similar stories: very positive, very supporting. Before we started many people said – Slovenians are not a cooperative nation and nobody will be willing to share the space and the work process with others, that we are too individualistic. But the practice showed many people are willing to connect, share and cooperate. We've had almost 20 coworking events since January, with approximately 400 coworkers already. Many of them very loyal, they come to almost every coworking day.

Was it hard to find your first coworking space? How did you manage to acquire the space of the Šiška cinema and how does it function?

They took us in before we had anything to show them on coworking or how it functions, or which kind of people will come and work there. On our first event in January they too worked with us, and after they experienced it, they offered to host *coworking days* every week at Kino Šiška.

What are your plans for developing coworking? Do you plan to stay in Slovenia or are you planning to branch out regionally?