



CASE STUDY

# Representatives of the Slovak audiovisual industry initiated a discussion on a fair reward system for artists and authors

This case study was developed by Glopolis and it captures the story of the most significant change that happened to the CSO network thanks to the Stronger Roots Program. The network was awarded EUR 12,740 under the project and was provided with 32 hours of capacity development support.

## Network

Association of Independent Producers

## Country

Slovakia

## Period when the change was observed

September 2020 - December 2021

# The most significant change that the network achieved

Like all other EU member states, Slovakia faced the implementation of the EU Directive on Copyright into its legal framework. Prior to the Ministry of Culture preparing the law article to be accepted by the parliament, the **expert public discussed the Directive**.

The Directive was previously only discussed at detached occasions, such as during legislative changes or the Covid-19

pandemic, during which the **financial reward system for artists and authors** proved to be a very **sensitive topic**. A wave of hatred towards artists in Slovakia arose following the government's issuing of financial compensations for them, presenting artists as a privileged elite class. This highlighted the need for a discussion and a systemic solution to this problem, in order to help **soften the edges of the heated debate** between the different groups.

Thanks to the support of the Stronger Roots Program, the Association of Independent Producers established a **platform to facilitate a continuous dialogue** between a range of actors impacted by the Directive. These included authors, collective management actors, artists, publishers, producers, and broadcasters.

The primary aim was to **reach an agreement** on a new model of rewards for authors and artists. However, it was not possible to find one solution that would satisfy all parties. Collective management organisations prepared their own proposal for the Ministry, whilst other members of the platform prepared another proposal together.



14

participants of the new platform  
for copyright in audiovision and media



5

meetings



10

hours of discussions



100

participants of discussions

# How the project contributed to the change

The Association organised a series of discussions led by experienced facilitators. This helped everyone to **realise that their differences are more significant than they anticipated**, both in terms of the knowledge base and needs of the different actors, as well as in terms of the possibilities of different solutions. For example, producers thought that collective management organisations know the process of film production and that it is important that international agreements, Slovak market



*“Our goal is not for everyone to have the same views. We want to facilitate a debate in order to find a viable solution that would be accepted by all, based on our different views.”*

*Slavomíra Salajová, PubRes*

principles, and others are respected. They did not think that the reality could be different. The case is similar from the other end, as producers do not fully understand the functioning of the collective management organisations and the mechanisms they have amongst each other.

Despite these differences, the Association was able to advance the expert debate further. It brought in a new perspective on how the debate should be conducted to **get closer to a common solution to the problem**, which harvests different opinions from the involved parties.

Thanks to the **professionally led systematic dialogue**, a majority of involved parties was able to discover that it will not be possible to find a common solution without trying to understand the problem from the point of view of the others. Furthermore, all acknowledged **the need to continue the dialogue** to find a common solution of how to establish a truly fair reward system for artists and authors.

Representative of the Organisation of the Copyright Collective added the following, *“I would like to acknowledge the Association for initiating a dialogue, which was greatly missed. We realised that our views*



First meeting of participants of the platform for copyright in audiovision and media. Photo by Association of Independent Producers

greatly differ. We are not satisfied with the outcome, but we want to continue the dialogue, as the outcome now depends on us.”

## Why is the change important

The discussions revealed certain problems previously unknown to the representatives of the different organisations. If the discussions would not have taken place, the representatives would have merely met to talk and argue about how to solve the issue of rewarding artists and authors. However, they would not have the opportunity to discuss in depth and **understand the different points of view and positions of the different parties involved.**

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**The Stronger Roots** Program is jointly implemented by a consortium created by Open Society Fund Prague (CZ), Open Society Foundation Bratislava (SK), Glopolis (CZ) and the NIOK Foundation (HU). The Program aims to increase the resilience of civil society organizations and their networks in the Czech Republic, Slovakia and Hungary, strengthen their social capital and embed them in the communities and societies in which they operate. Within the Program, the concept of transversal collaboration was developed and tested on 9 networks of civil society organizations.

**Glopolis** is an analytical and networking center with an 18-years long outstanding think-tank experience in research, policy monitoring, advocacy and campaigning, relationship development, resource mobilization and facilitating collaboration at the Czech, CEE and EU-wide levels. Glopolis mission is to support transversal collaboration beyond the non-profit sector towards resilient civil society and sustainable democracy. Therefore, it seeks out and expands the field of shared aspirations of the CSOs, governmental and business representatives and engages them in solving common, societal challenges.