

A GUIDEBOOK TO LIFE ELSEWHERE



C.A.T. CONTENT

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ACKNOWLEDGEMENTS

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COMMON GOOD

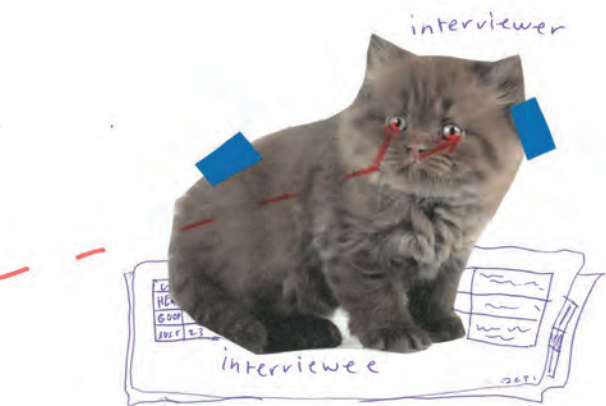
BUREAUCRACY

ECONOMY

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Brishty Alam





OK, I guess that's recording ...

So what I would propose is for us to try out **this tool** on your project/activities/endeavours at the Landing.

COMMON GOOD MATRIX 5.0

**ECONOMY
FOR THE COMMON GOOD**
An economic model for the future

STAKEHOLDER	VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
A: SUPPLIERS		A1 Human dignity in the supply chain	A2 Solidarity and social justice in the supply chain	A3 Environmental sustainability in the supply chain	A4 Transparency and co-determination in the supply chain
B: OWNERS, EQUITY, AND FINANCIAL SERVICE PROVIDERS		B1 Ethical position in relation to financial resources	B2 Social position in relation to financial resources	B3 Use of funds in relation to social and environmental impacts	B4 Ownership and co-determination
C: EMPLOYEES, INCLUDING CO-WORKING EMPLOYERS		C1 Human dignity in the workplace and working environment	C2 Self-determined working arrangements	C3 Environmentally-friendly behaviour of staff	C4 Co-determination and transparency within the organisation
D: CUSTOMERS AND OTHER COMPANIES		D1 Ethical customer relations	D2 Cooperation and solidarity with other companies	D3 Impact on the environment of the use and disposal of products and services	D4 Customer participation and product transparency
E: SOCIAL ENVIRONMENT		E1 Purpose of products and services and their effects on society	E2 Contribution to the community	E3 Reduction of environmental impact	E4 Social co-determination and transparency

Page 8 'Workbook: Full Balance Sheet 5.0', Economy for Common Good, 2017.

The Alpine Convention is an international treaty between the Alpine Countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia and Switzerland) as well as the EU, for the sustainable development and protection of the Alps.

www.alpconv.org/en/convention/default.html [accessed February 2019].

The Alpine Convention is the first convention for the protection of a mountain region worldwide that is binding under international law: for the first time a transnational mountain area has been considered in its geographical continuity, a common territory facing common challenges. This is the 'revolution' of the Alpine Convention. It has since then been followed by the Carpathian Convention. Today several other areas (Caucasus, Central Asia, Andes) look with interest at the experience of the Alpine Convention.

www.alpconv.org/en/convention/history/default.html [accessed February 2019].

It's based on an economic model called the Economy for Common Good that came out of Austria about ten years ago. And I came to it through the last **Alpine Convention's** report on **Greening the Economy in the Alpine Region**.

The report analyses the status of the development towards a Green Economy in the Alpine region with a range of indicators and good practice examples.

Hans-Joachim Hermann
Federal Environment Agency, Germany,
President of the ad hoc expert group

From its very preamble, the Alpine Framework Convention stresses the need to reconcile economic interests with the protection of ecological, social and cultural resources. This is indeed the basic purpose of a Green Economy as well as of the Alpine Convention, which has put this very principle at the core of its activities.

...

Despite never being mentioned explicitly in the protocols, the Green Economy concept is paradigmatic of the Alpine Convention's holistic approach to the conservation and development of the Alps. It encompasses and ties together multiple sectors and themes, and it balances the needs of a variety of stakeholders and actors while at the same time being aware of the sensitivity and specificity of the Alpine region.

Markus Reiterer
Secretary General of the Alpine Convention

Page 7 'Greening the Economy in the Alpine Region: Report on the State of the Alps', Alpine Convention, 2017.

I thought it could be interesting to think about the Economy for Common Good **here in Ukraine,** and the idea, as it says in the Alpine Convention, is of –

creating an economy that increases 'the quality of life for all and not the wealth of a few' ...

The movement wants to promote the values of human rights and ecological responsibility in day-to-day **business practice**

Pages 164–165 'Greening the Economy in the Alpine Region: Report on the State of the Alps', Alpine Convention, 2017.

– And also **municipalities and institutions.**

Summarising experience:

Im Hintergrund auf diesem Ort/Event ist ein desire/campaign-against ein grossen Ski-resort (mit Flughafen) im der Nähe zu bauen <https://freesvydovets.org/en/>, und auch ein Interesse die Dorf zum "decentralize" (reforms in Ukraine after the Maidan revolution to give local communities more power and responsibilities to govern themselves) Dafür glaube ich die fragen hinter eurer Matrix 'Wir wollten wir leben', "und wie praktische können wir dass" ist interessant dort zu denken und insbesondere für die Municipality dort.

Im Anhang findet sie die Einladungen zu dem Event (wir sind

Excerpt from my email correspondence with members of the Economy for Common Good group.

Vision >
Balance sheet ✓
Companies >
Municipalities
Educational institutions
Common Good Matrix >
Policy implementation
Community >
Get involved >

Comr

Navigation menu on the Economy for Common Good website.
www.ecogood.org/en/common-good-balance-sheet [accessed February 2019].

So basically I thought it would be quite interesting to try the matrix (which is the way that they evaluate whether companies or institutions or municipalities are working for the common good) on concrete situations (so your projects and what you're doing here) to try to understand how the matrix is working and how we are working for the common good according to it.

Of course, this matrix is for a company, and **not for this kind of project** here, so the language of the matrix is different and there will be some misunderstandings or words or things that don't really fit, but I think that's part of it – it might be interesting to think about how they fit or don't fit and what could be the parts that fit in what you're doing.

Since I'm not an expert on this, I have various guidebooks from the Economy for Common Good and notes so will be leafing through them, and we can leaf through them together as well.

And so we basically have ... These are the **four values** that they would like to promote.

VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION

SAISONALITÄT: WINTER

Ich glaube die Common Good Matrix würde ein interessant Tool mitzunehmen und auf die Aktivität die Symposium/Happening diesen Fragen zu stellen. Ich hoffe, dass durch die Diskussion mit unterschiedliche Personen (e.g. mich selbst, mein Art Science-Kollege, unsere ukrainischen Kollaborateure, eingeladene Experten / Wissenschaftler / Nicht-Experten und Personen von die Dorf z.b. von die Frauen mit die obst-Garten dass wir letzet mal getroffen habe, zu der Bürgermeister, usw.) darüber nachgedacht werden kann wie wir zum Common Good beitragen und diesen verbessern kann. Weiters um durch die Nutzung der Common Good Matrix ein "embodied" Verständnis zu erlangen, und insbesondere in diesem Kontext für ein Symposium/Happening die es nicht normales genutzt ist können, kann was neues erfinden über die Matrix (in the style of Garfinkel's breaching experiments).

Im Hintergrund auf dieses GdF-Projekt als Daten/Informationen

Excerpt from my email correspondence with members of the Economy for Common Good group.

And they want to measure how these values are upheld for the **five different stakeholders** in an organisation.

STAKEHOLDER
A: SUPPLIERS
B: OWNERS, EQUITY, AND FINANCIAL SERVICE PROVIDERS
C: EMPLOYEES, INCLUDING CO-WORKING EMPLOYERS
D: CUSTOMERS AND OTHER COMPANIES
E: SOCIAL ENVIRONMENT

So for each of these, so for **Human Dignity for Suppliers**, we would try to give an evaluation out of ten and colour according to –

Evaluation level	Score
Exemplary	7 – 10
Experienced	4 – 6
Advanced	2 – 3
Getting started	1
Baseline	0

Page 10 'Workbook: Full Balance Sheet 5.0', Economy for Common Good, 2017. (Colour code added by me).

VALUE	HUMAN DIGNITY
STAKEHOLDER	
A: SUPPLIERS	A1 Human dignity in the supply chain

Levels of evaluation



Exemplary

Ethical supply management is part of the company's corporate identity and positioning. Innovative procedures for ethical sourcing are implemented in all areas of business.

Experienced

Comprehensive purchasing guidelines have been established outlining how suppliers are assessed, selected, and supported in implementing required values based on social criteria.

Almost all suppliers have above average working conditions.

Advanced

Initial measures have been put into place to use suppliers with fair and ethical working practices. In addition, the whole supply chain is evaluated with ethical working conditions in mind.

Getting started

Some essential suppliers have been assessed according to their working conditions, and strategies for improvement have been put into place.

Initial exclusion criteria are met when making purchases.

Baseline

Suppliers respect the laws pertaining to labour standards. There is no further expectation of greater social responsibility on the part of suppliers.

Page 18 'Workbook: Full Balance Sheet 5.0', Economy for Common Good, 2017.

So maybe we can start if you'd like to tell me a little bit about what you've been doing – I mean I've been calling them 'projects', but maybe there's a better word you want to use instead of the word 'project' – a little bit about what your project/activity/endeavour is?

Edited transcript from interviews with colleagues at the Landing in Nyzhnje Selyshche, Ukraine in September 2018.



VALUE / ЦІННОСТЬ STAKEHOLDER / ЗАЦІКАВЛЕНА СТОРОНА	HUMAN DIGNITY / ЛЮДСЬКА ЦІННІСТЬ	SOLIDARITY & SO / СОЛІДАРНІСТЬ І СПРАВЕДЛИ
SUPPLIERS / ПОСТАЧАЛЬНИКИ	Human dignity in the supply chain / Людська гідність в ланцюзі забезпечення	Solidarity & so in the supply / Солідарність і справедли в ланцюзі забез
OWNERS, EQUITY- & FINANCIAL SERVICE PROVIDERS / СЛУЖБА ЗАБЕЗПЕЧЕННЯ КАПІТАЛУ І ФІНАНСІВ	Ethical position in relation to financial resources / Етична позиція стосовно фінансових ресурсів	Social position i financial res / Соціальна пози фінансових р
EMPLOYEES, INCLUDING CO-WORKING EMPLOYERS / ПРАЦІВНИКИ, ВКЛЮЧАЮЧІ-Я СПІВРОБІТНИЦТВО З ВЛАСНИКАМИ	Human dignity in the workplace & working environment / Людська гідність на робочому місці та в робочому середовищі	Self-determ working arran / Самостійно робочі ум
CUSTOMERS & OTHER COMPANIES / ЛІКЕНТИ І ІНШІ КОМПАНІЇ	Ethical customer relations / Етичні відносини з клієнтами	Cooperation & with other com / Співпраця та со іншими ком
SOCIAL ENVIRONMENT / СОЦІАЛЬНЕ СЕРЕДОВИЩЕ	Purpose of products/services and their effects on society / Мета продукції / послуг та їх наслідки для суспільства	Contribution to the / Внесок у сп

ENVIRONMENTAL & SOCIAL JUSTICE
СТІЙКІСТЬ ТА СОЦІАЛЬНА
ПРАВЕДИВІСТЬ

Environmental & social justice
in the supply chain
/ Екологічна та соціальна
справедливість у ланцюгу поставок

Position in relation to
social resources
/ Позиція стосовно
соціальних ресурсів

Self-determined
working arrangements
/ Самостійно визначені
робочі умови

Cooperation & solidarity
with other companies
/ Співпраця та солідарність з
іншими компаніями

Contribution to the community
/ Внесок у спільноту

**ENVIRONMENTAL
SUSTAINABILITY**
/ ЕКОЛОГІЧНА СТІЙКІСТЬ

Environmental sustainability
in the supply chain
/ Екологічна сталість
у ланцюгу поставок

Use of funds in relation to
social & environmental impacts
/ Використання коштів у зв'язку
з впливом соціальних та
екологічних наслідків

Environmentally-friendly
behaviour of staff
/ Екологічно дружня поведінка
персоналу

Impact on the environment
of the use & disposal of
products/services
/ Вплив на навколишнє
середовище через використання
та розпорядження
продуктами / послугами

Reduction of environmental impact
/ Зменшення впливу на
навколишнє середовище

**TRANSPARENCY
& CO-DETERMINATION**
/ ПРОЗОРИСТЬ ТА СПІЛЬНЕ
ВИЗНАЧЕННЯ

Transparency & co-determination
in the supply chain
/ Прозорість та спільне визначення
в ланцюгу поставок

Ownership
and co-determination
/ Власність та спільне визначення

Co-determination & transparency
within the organisation
/ Спільне визначення та прозорість
через всередині організації

Customer participation
and product transparency
/ Участь замовника
та прозорість продукту

Social co-determination
& transparency
/ Соціальне спільне
визначення та прозорість





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BERND KRÄFTNER, RAFAEL LIPPUNER, MARKO MARKOVIĆ, FRÉDÉRIQUE NEUTS, MARINA REBHANDL



dr:angewandte

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