

# “The interaction between culture and entrepreneurship”

Case: Nätverkstan



**Can you run a business  
and work with public goods  
at the same time?**





Nätverkstan  
Lagerhuset, Göteborg

# **Nätverkstan**

---

- Founded in 1996
- Not-for-profit
- Organisational form: business (AB)
- Owned by Cultural Journals
- 15 employees
- 70 students

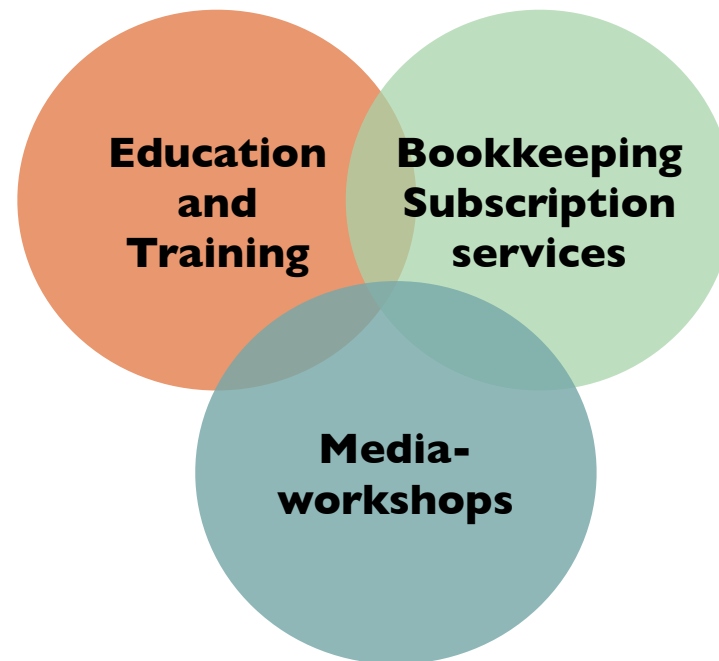
# Objectives

- To be one of the best **resource-centers** for smallscale journalistic, artistic and other cultural activities in Sweden.
- Supply **knowledge, practical tools** and **services** adjusted to fit the sectors needs
- Be part of the cultural sector that is working for a **critical publicity**, a radical **democracy** and **culturally** and **artistically challenging** activities
- A **not-for-profit** organisation
- Sustainable and public goods

# What is Nätverkstan?

---

- Meeting place
- Production centre
- Resource centre



In Culture and Civil Society

# Nätverkstan

Content and goal:  
Culture and society

+

Organisation:  
Business

Cultural Entrepreneur



# **The Long Tail**

## **Objective:**

**Help smallscale publishing houses to stock and distribute small and narrow titles of books**

**Building on the idea of small titles should be accessible for a public. In a longterm perspective economic sustainable.**

# Sphere of ideas...

## Critical Public Sphere

Cultural Journals • Media •  
Publishing house • Eurozine  
• Freedom of speech

## Medialab

IT • Network society •  
Digital art and politics •  
Open Source • The  
democratic promise of  
Internet

## Nätverkstan

## Education and Training

University • Adult Education •  
Consultancy • Short courses •  
Research • Information society •  
Project of Enlightenment

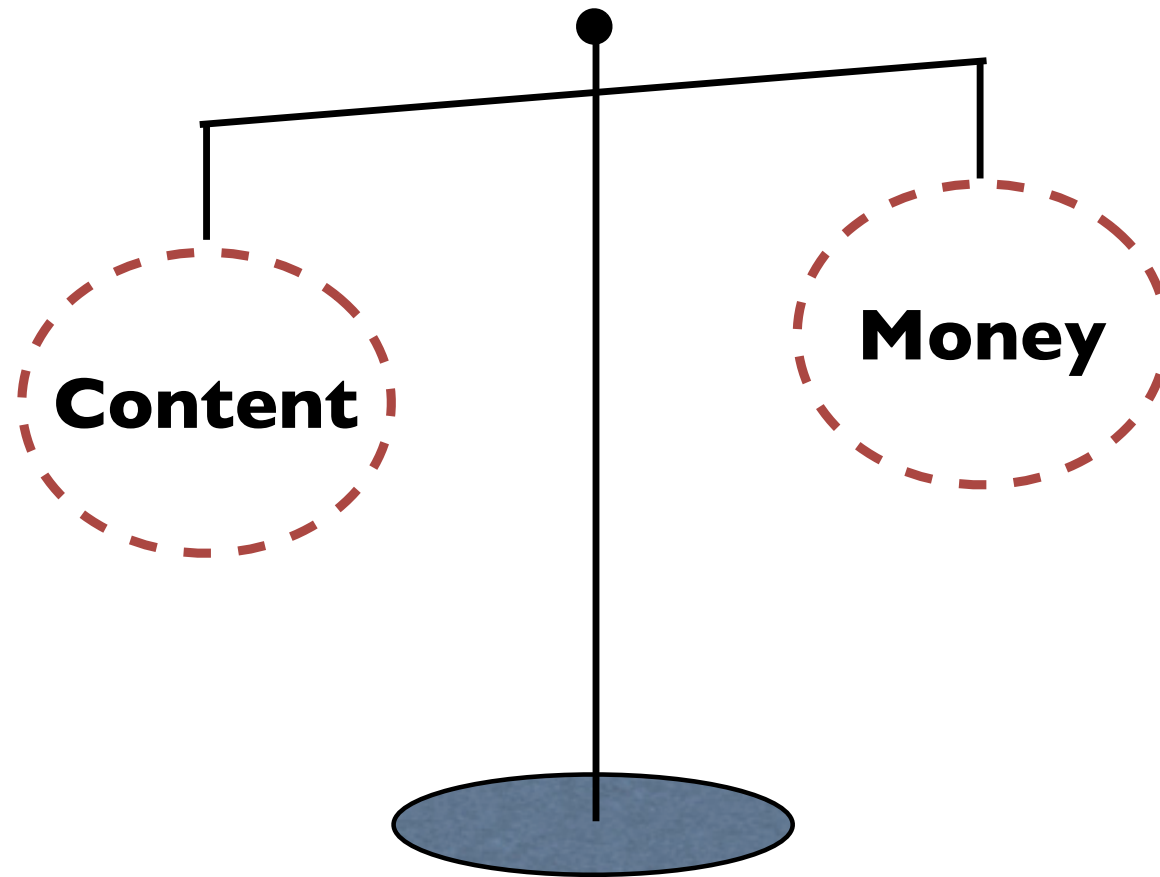
## Organisational Skills

Invoices • Bookkeeping •  
Cultural entrepreneurs •  
Organisational theory •  
Entrepreneurship • Regional  
development • Project Society

## Global Civil Society

Social Movements •  
Empowerment • Globalisation  
• International networks •  
Grassroot activism • new media  
• Global Justice

The drive is not money – but content  
Balance is needed – continuous discussions

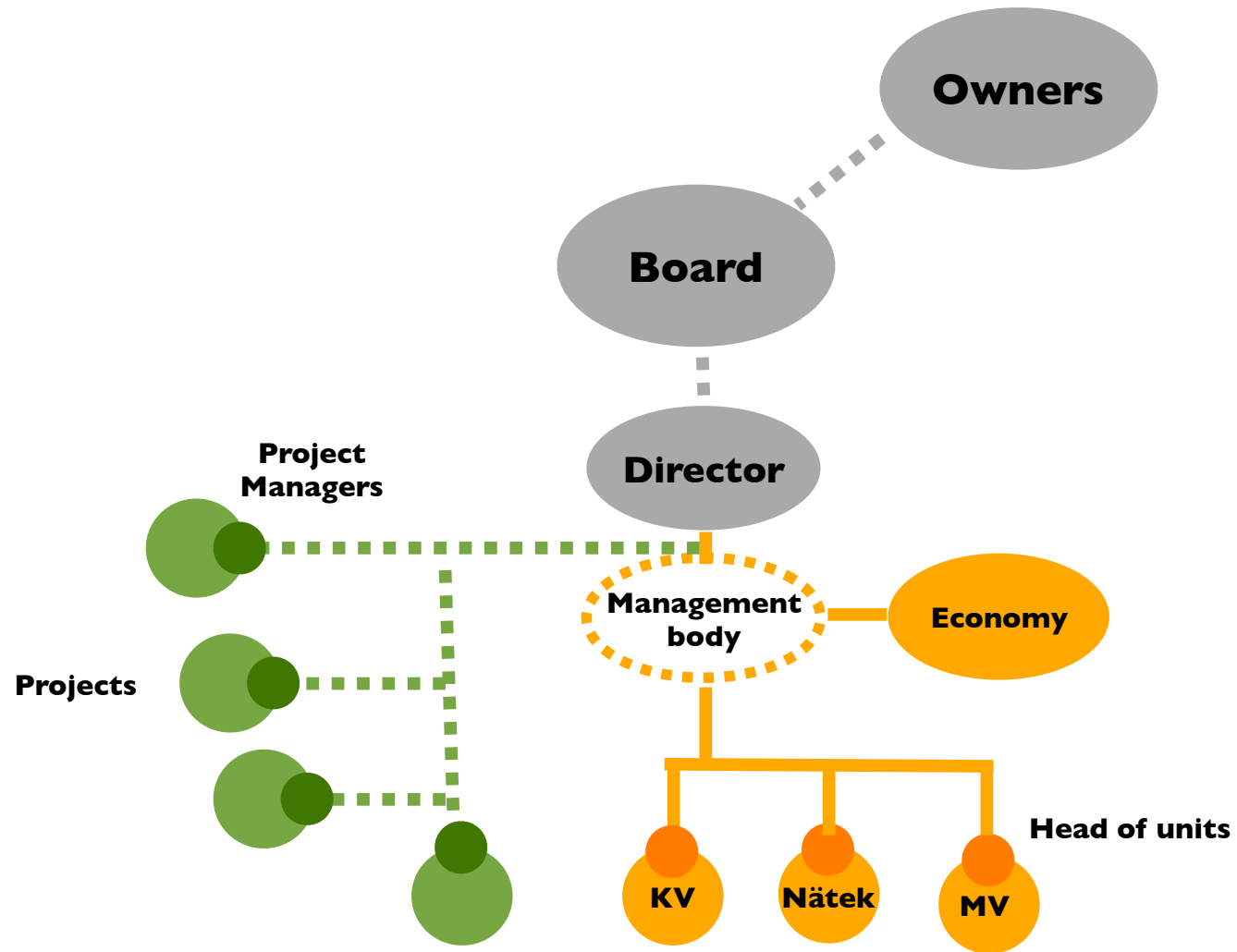


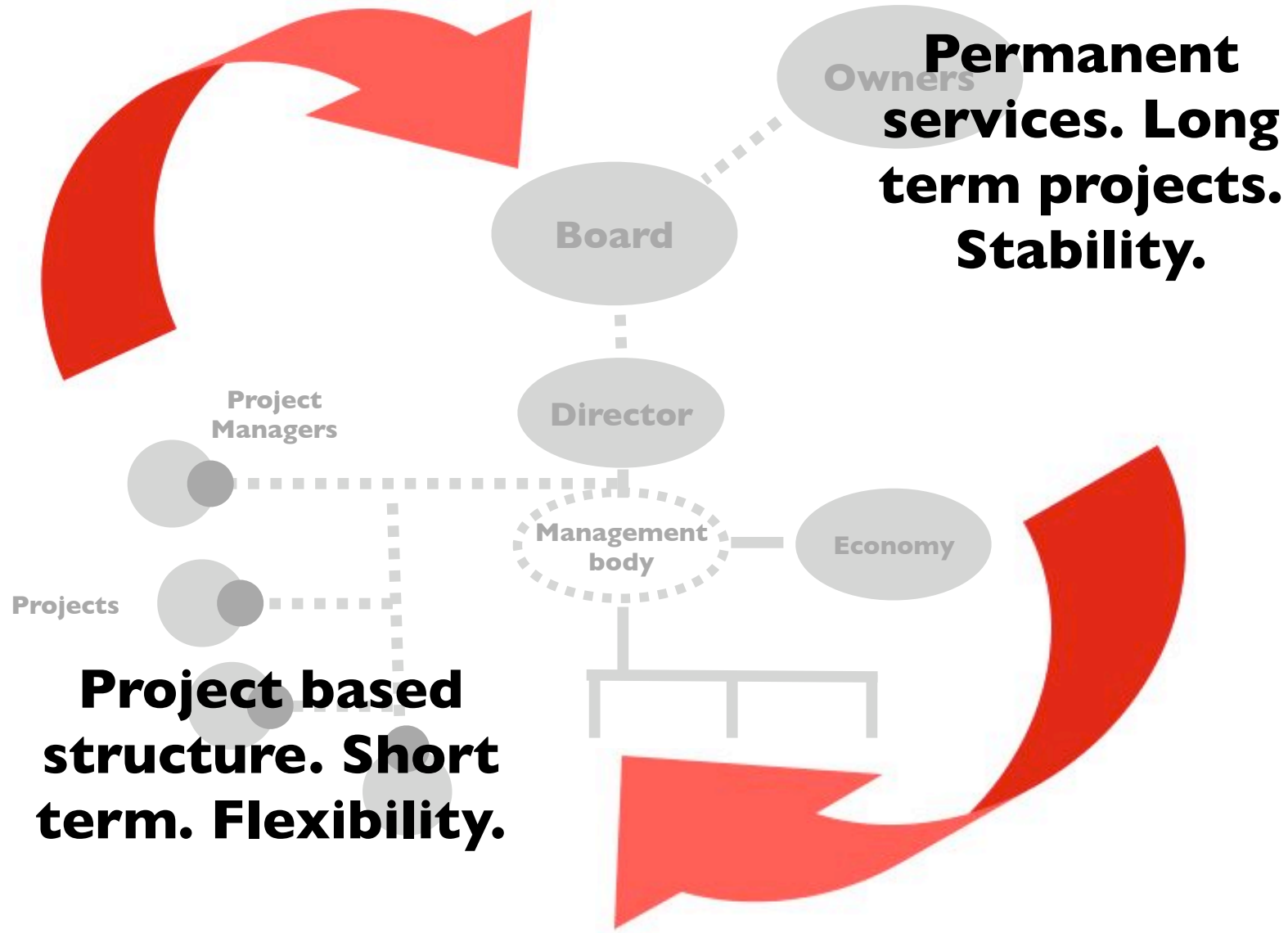
# How do we do?

---

- **“Risk and Trust”**. From below.
- Deal with **risktaking**. New ideas. At the same time **minimizing risk**.
- Plan A, B, C...**Alternative** ideas.
- **Flexibility**. Many projects in constant flow
- **Mixed economy**. Public money. Customers.  
Many eggs in different baskets.
- **Analytical, organisational** and **creative** skills
- Run by **practioners**
- **Big ideas + worst case scenarios**

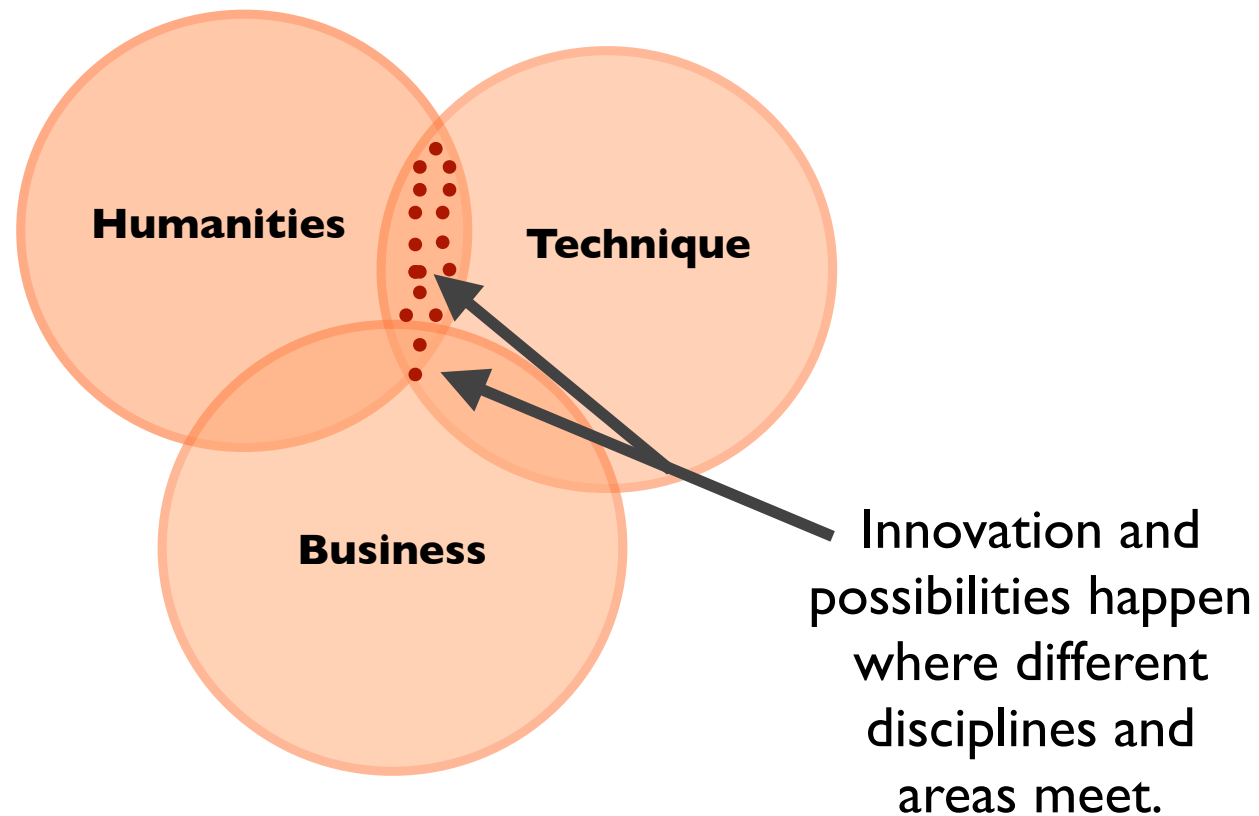
# Organisation





**“Areas of new opportunities.  
– where new things happen”**

**IDEO, San Francisco**



**How well prepared  
are we to meet the society  
of the 21st century?**



[www.culturalentrepreneur.se](http://www.culturalentrepreneur.se)

[www.globalverkstan.net](http://www.globalverkstan.net)

[www.kulturverkstan.net](http://www.kulturverkstan.net)

[www.natverkstan.net](http://www.natverkstan.net)



Nätverkstan Kultur i Väst

Lotta Lekvall, Director Nätverkstan

[lotta.lekvall@natverkstan.net](mailto:lotta.lekvall@natverkstan.net)

2008©natverkstan