



MEDIAKUNTA

**Cooperative for Entrepreneurial Journalists and
Media Professionals**

Hanna Kokkonen Executive Director
10.10.2018 Stockholm

- What is Mediakunta?
- Why it was established?

- What´s in it for our members?
- How does it work?

- How is it going?
- What have we learnt?
- How can you do it?



The structure of Mediakunta

The workers/members

210 members doing different types of work in journalism/communication

The Office

Hanna Kokkonen
Executive Director

The Board

5 members

The annual meeting of the members
10 meetings of the board



The background

- Most of the Finnish journalists belong to the Union of Journalists. Currently, it has **15 000** members.
- The Finnish organizations specialized in freelancers have **1 800** members, and the numbers are on the rise.
- The cooperative is open to all members of the Union of Journalists: freelancers, students and those doing single freelance jobs besides full-time work.



Why?

1. **Handling the bureaucracy** related to working as a freelancer and starting a business can be difficult and time-consuming – especially for beginners.
2. **Customers would rather be billed by a professional organization** than individual freelancers.
3. **Freelancers earn less** than their colleagues with fixed-term contracts. They often lack the **organizational and collegial support needed** to develop professionally.



What's in it for our members?

- 1. Online-based billing and accounting system** for taking care of all the bureaucracy related to invoicing freelance gigs. *Easy and carefree.*
- 2. Employment relationship** between the freelancer and the cooperative. *Better social security. (Not automatically interpret to entrepreneurs/self-employed persons.)*
- 3. Network** of media and communication experts.
- 4. Services and support of the Union of Journalists of Finland.** *Legal and collegial support.*
- 5. Job opportunities.** Identifying people's strengths, looking for opportunities and better gigs.



How does it work?

- 1. Members organise their own work.** They agree independently their own freelance jobs and fees but Mediakunta raises awareness on how a self-employed worker should set a price on work. Help with contracts. (I sign contracts.)
- 2. Mediakunta sends the invoices** to their clients. The IT system makes the billing run smoothly.
- 3. Mediakunta pays all pension and social security contributions** on their behalf. These costs are then deducted from members' invoices after payment from the client.



Expenses and fees

- Joining fee is 99€, cooperative capital payment 1€.
- Management fee is 8 or 7 percent of billing. (After invoicing 24 000€ fee falls to 7%) No other fees.
- Member's hourly rate varies from EUR 20 to EUR 100. The minimum is 20 EUR.
- Social security costs, pension and management fee takes on average 40% to 50% of billing.



How is it going?
What have we learnt?
How can you do it?

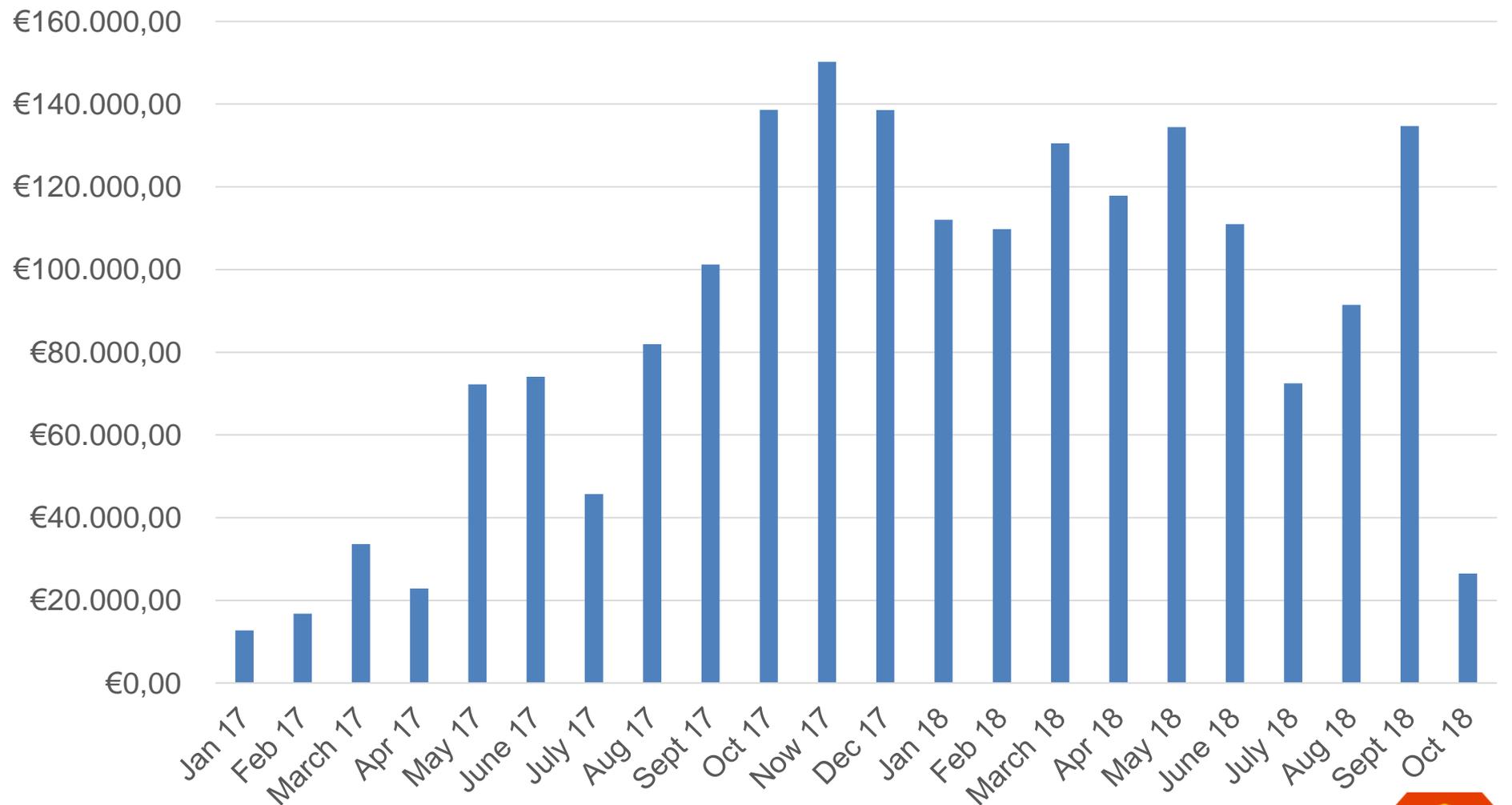


A promising start

- Mediakunta did well in its first year (the result was positive) and even better in the second one.
- Funding is based on management fees collected by members (7 or 8 percent of billing). (We are dependent on billing.)
- 210 members at the moment > There was a need for the cooperative



Billing 1/2017–9/2018

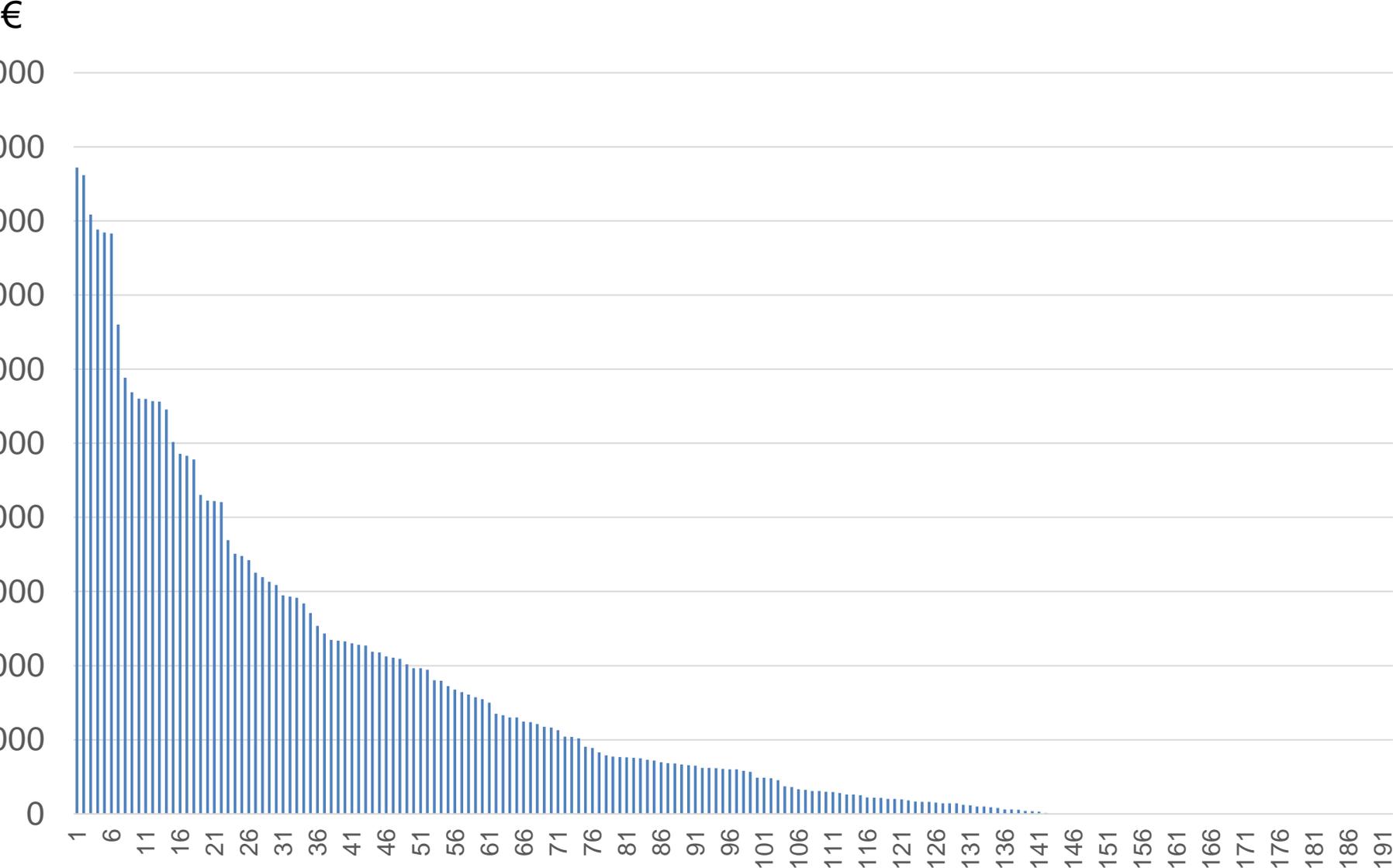


The reality

- Most of the freelancers are dreaming about a full-time job and a secure livelihood.
- Many of the members get earnings-related benefits or basic daily allowance.
 - > Seeking a new identity, better social security and ability to get to work.
- Support is needed
- Socially significant work



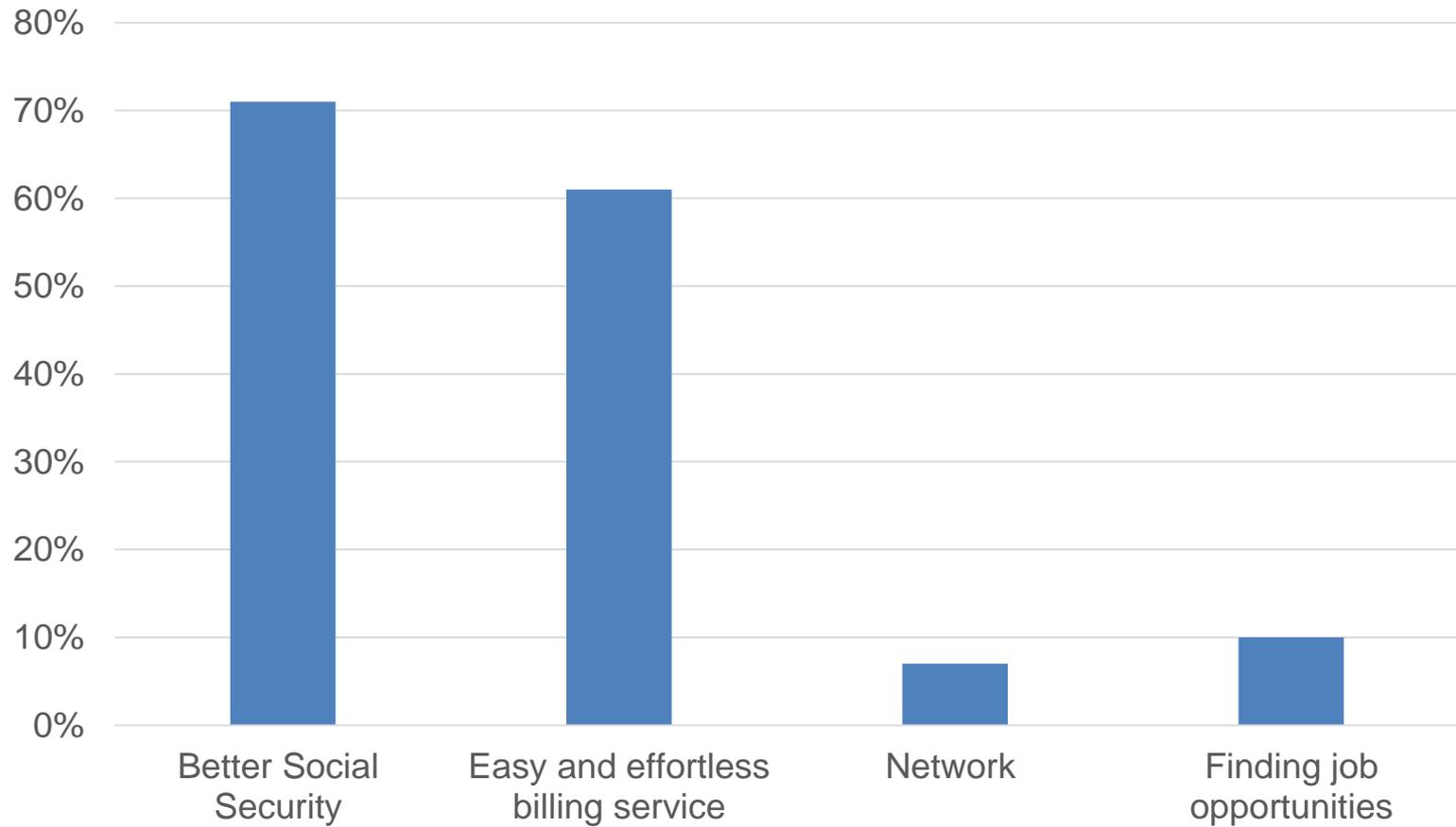
Members' billing 1/2017-4/2018



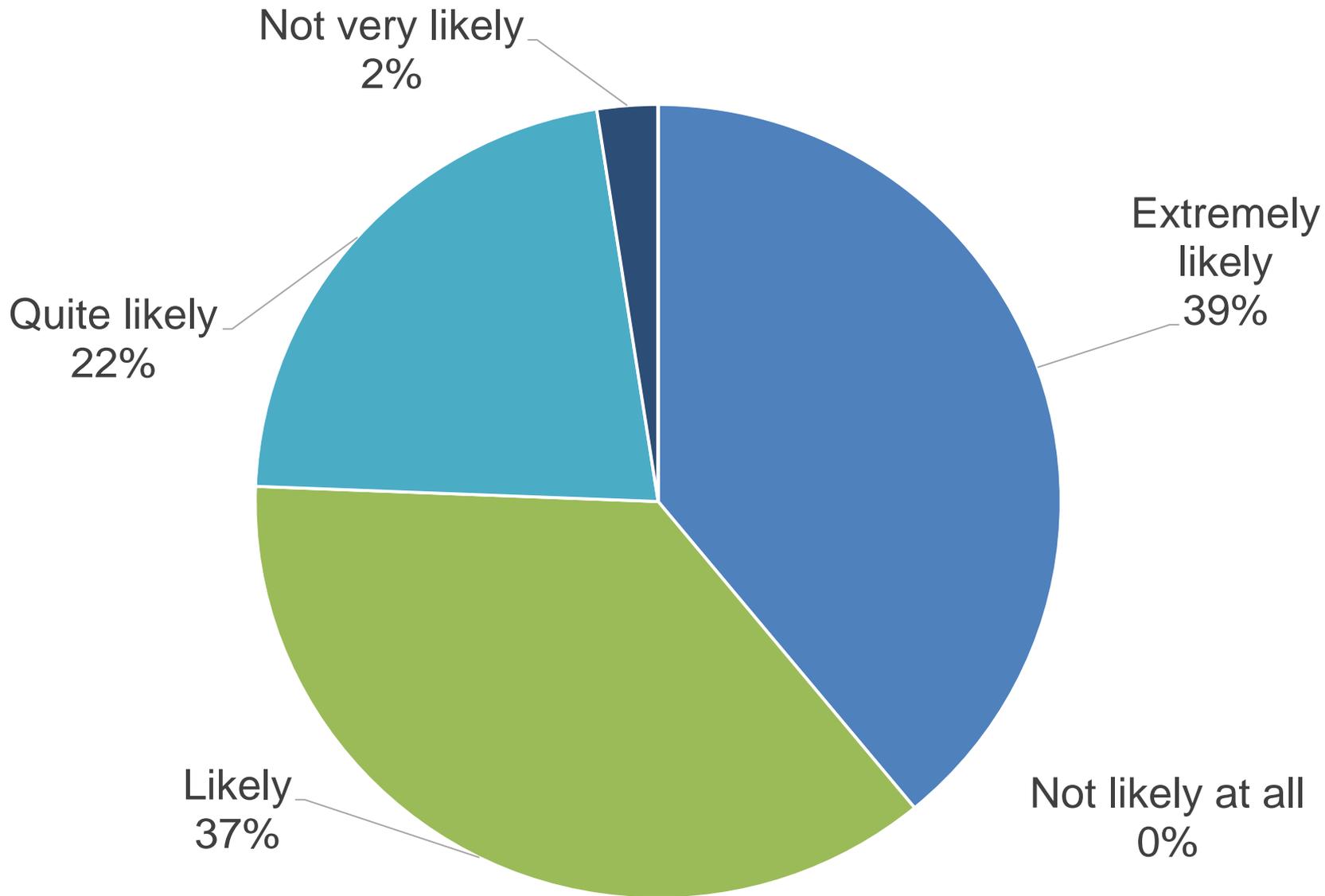
A membership survey

- June 2018
- 40 respondents

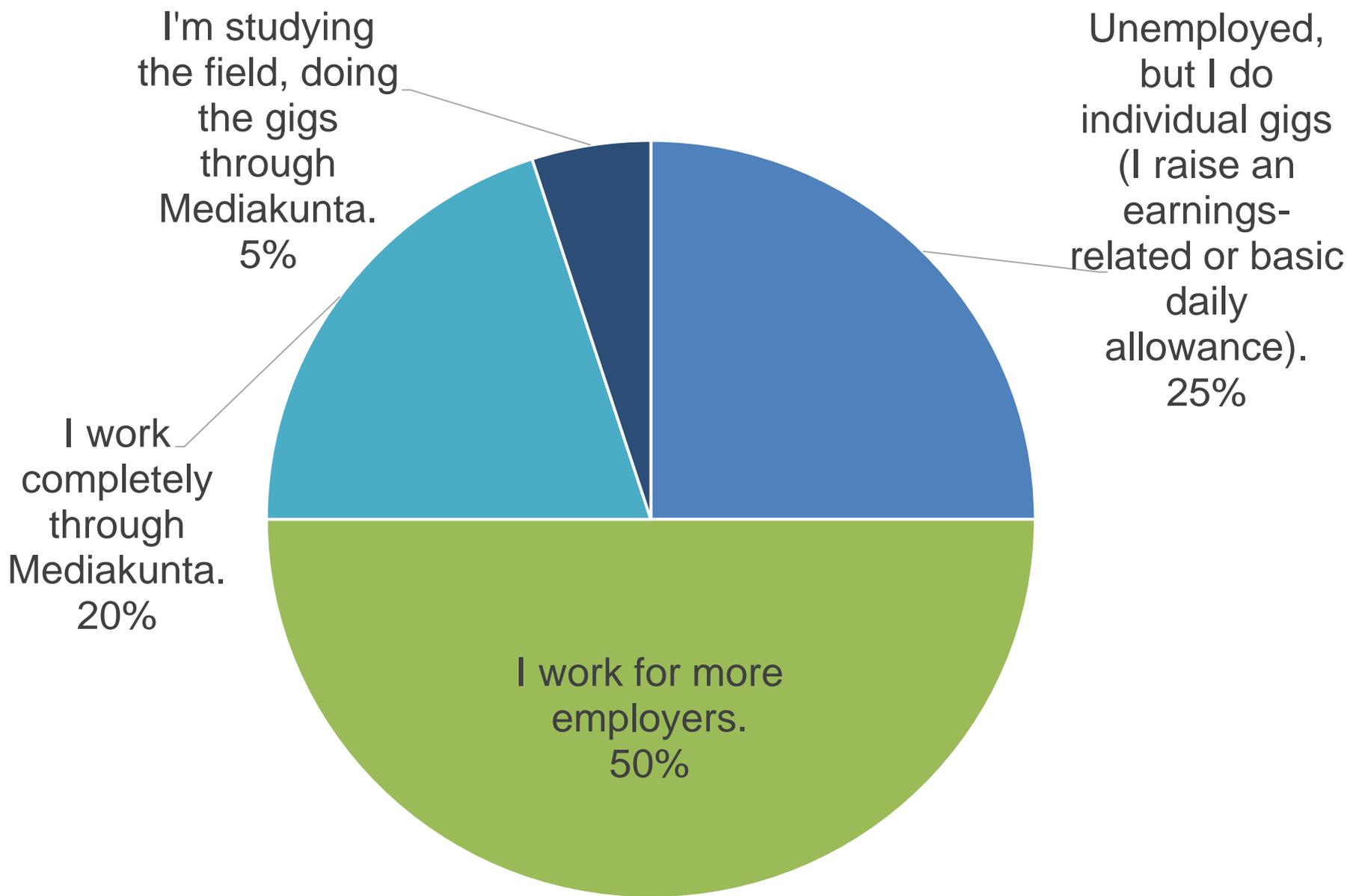




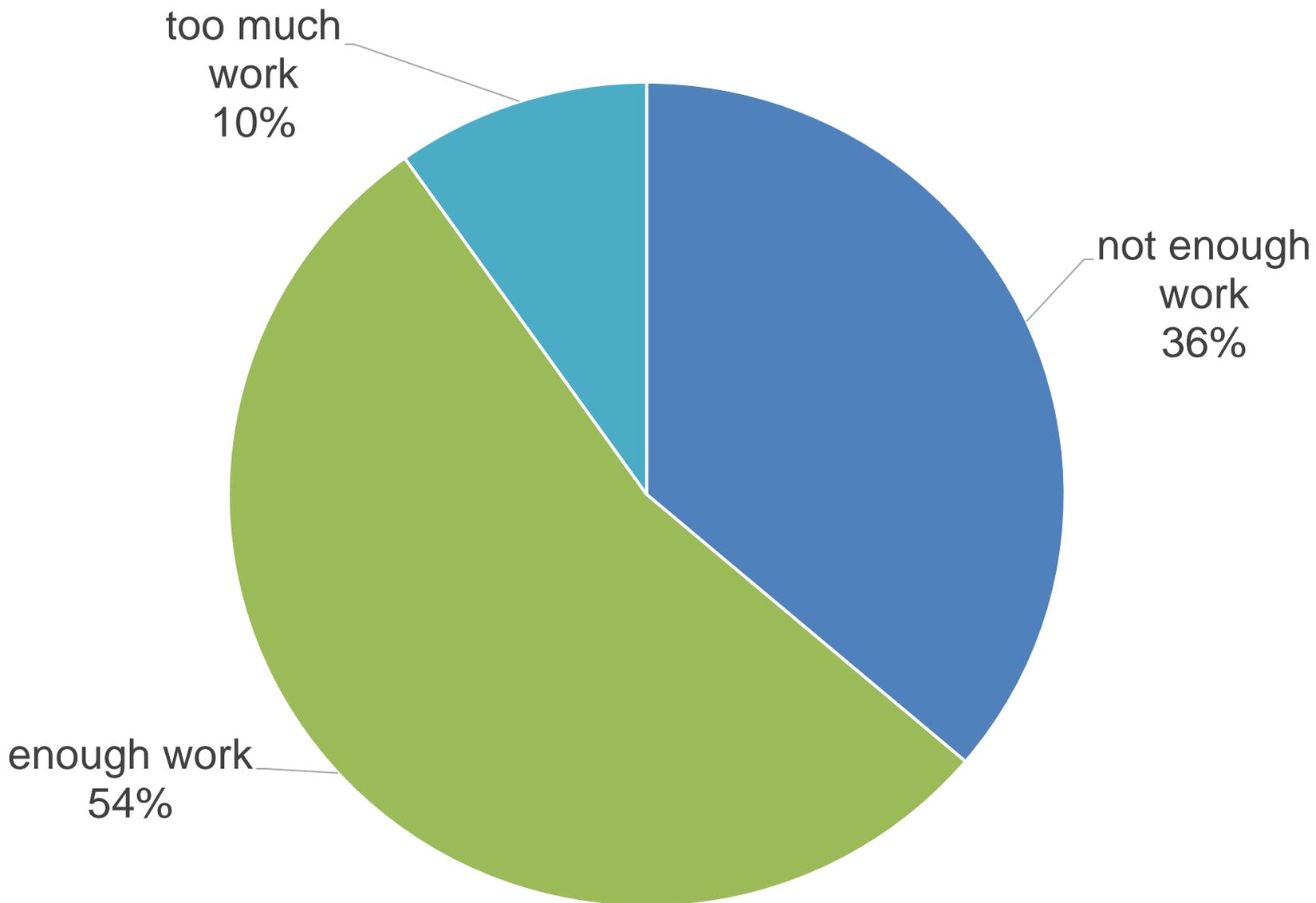
The primary reason to join Mediakunta
(You can choose more than one option)



How likely would you recommend joining?



Which of the following options describes your situation best?



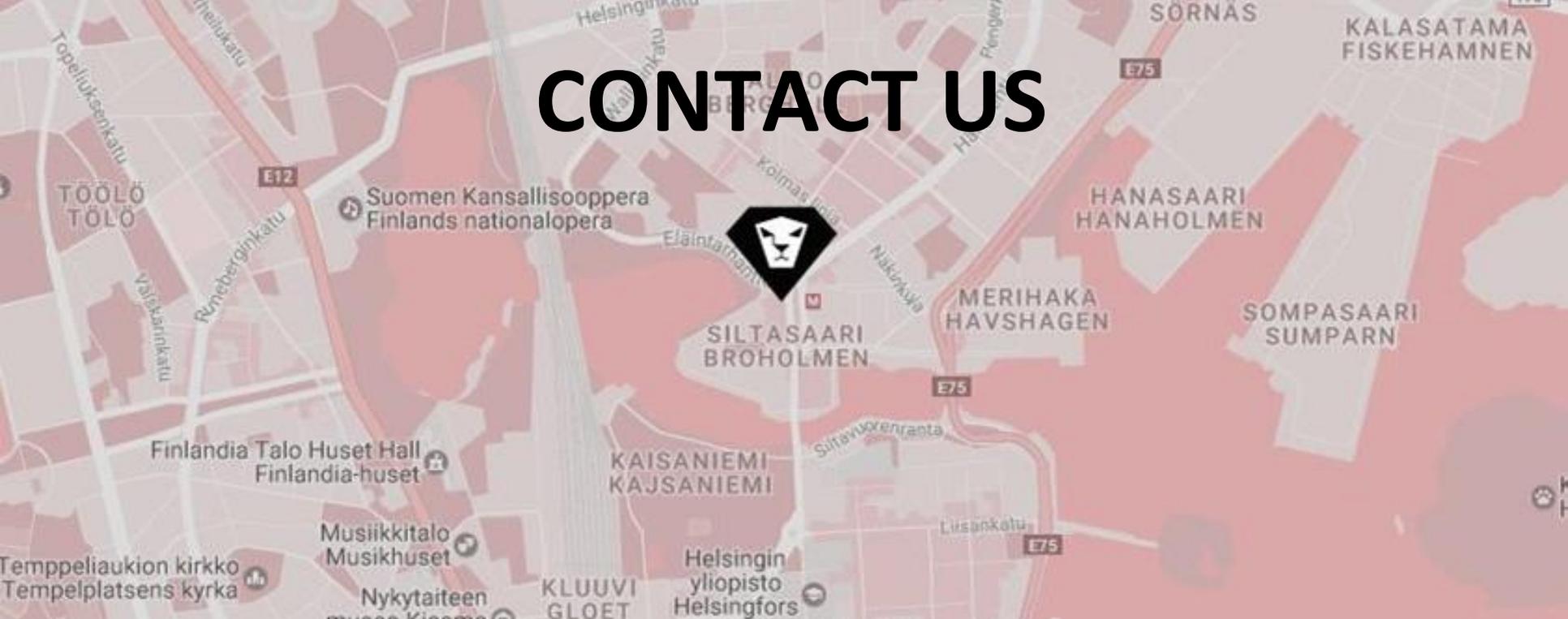
What is your work situation like?

How can you do it?

- We have the core = online-based billing and accounting system
- You will need an accounting company and programmers who modify the system to your country
- A supporting organisation for assistance and funding (The Union of Journalists). The loan to start operations.



CONTACT US



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<http://mediakunta.fi>

The product



LOG IN

E-mail

Password

Login

[Forgotten password?](#)

[English](#) [Finnish](#) [Swedish](#)



Step by step

1. The member of Mediakunta fills in the information about the invoice and click send.
2. I check and approve the invoice. The invoice is sent automatically to the customer.
3. The customer pays the invoice.
4. The system automatically separates the payment into taxes, pension & social security costs etc.
5. The employee can withdraw money from the intra (payment day 2 times/month)
6. If the customer hasn't paid the invoice, an automatic reminder is sent from the system.



<https://intra.mediakunta.fi/invoice/new>



WITHDRAW YOUR PAY

Enter the sum here you want to withdraw. You will then see it on your initial payslip on the right side of this page. Once you have checked your payslip, you can send the request to withdraw your pay.

 €

You must withdraw at least 1 euros

Pay slip

Pay request	0,00 €
- travel expenses	0,00 €
Taxable pay	<u>0,00 €</u>
Employer's costs deducted from pay:	
- health insurance 0,86 %	0,00 €
- employer pension contribution (TyEL) 0 %	0,00 €
- employer unemployment insurance contribution 0 %	0,00 €
- accident insurance 0,8 %	0,00 €
- group life insurance	0,00 €
Gross pay	<u>0,00 €</u>
Deductions from gross pay:	
- PAYE (tax withheld at source) 0 %	0,00 €
- Employee pension contribution (TyEL) 0 %	0,00 €
- Employee unemployment insurance contribution 0 %	0,00 €
Net pay	<u>0,00 €</u>
Additions to net pay	
+ travel expenses	0,00 €
Total payable	<u>0,00 €</u>

HOME

USERS

INVOICES

REIMBURSEMENTS

PROFILE

MY BALANCE: 0,00 €

INVOICES

NEW INVOICE

SUMMARY

NEW INVOICE

INVOICE READY

SAVE AS DRAFT

Need help? [Open the instructions on how to create the bill here.](#)

CLIENT INFORMATION

Client name *

Business ID

Contact person

Address *

Postal code *

Post office *

INVOICE DETAILS

Toimitustapa *

Letter ▾

Payment time *

14 ▾

Choose the payment schedule

Job description for the work certificate *

The client can not see this information

Additional information for the client

This will be included in the invoice

Date of work *

Hours invested *

Fill the dates in format dd.mm.yyyy

ADD NEW ROW

PRODUCTS AND EXPENSES BILLED FROM CUSTOMER

	Title *	Price *	Amount *	VAT-% *
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Products total: 0,00 €

With taxes: 0,00 €

ADD NEW ROW

According to the law section 45§, granting intellectual property rights is free from value-added tax (VAT 0 %), except for photos and other services (VAT 24 %).

TAX DEDUCTIBLE EXPENSES

(for example kilometre and per diem allowances). PLEASE NOTE: Do not mark any expenses that are not related to this work gig here (i.e. general equipment costs). You can inform Mediakunta about these non-specific costs when you ask to withdraw your salary. Note that the minimum salary withdrawal you can make is the total amount of the expenses.

Expenses total: 0,00 €

ADD NEW ROW

INVOICE READY

SAVE AS DRAFT