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EASTERN EUROPE – THE WORLD'S LAST UNDERACHIEVER

Anis H. Bajrektarević¹

Abstract

Is today's Eastern Europe a classic case of indirect rule? Is that a deep imperial periphery of nominally independent native rulers, while in reality the true power holder resides outside, although is domestically supported by a dense web of NGOs, multinational corporations and locally handpicked 'elites'?

If the front of Atlantic-Central Europe lately suffered (an economic) problem which has been diagnosed as a distributional and compositional, than who and when is holistically and scientifically to examine the Eastern-Rusophone Europe and its burning geo-economic (distributional, compositional), socio-political/ideological (space-time in history) and geopolitical (logical and areal) problem? Where is a serious research on that?

If the equality of outcome (income) was a communist egalitarian dogma, is the belief in equality of opportunity a tangible reality offered to Eastern Europe or just a deceiving utopia sold to the conquered, plundered, ridiculed and cannibalized countries in transition?

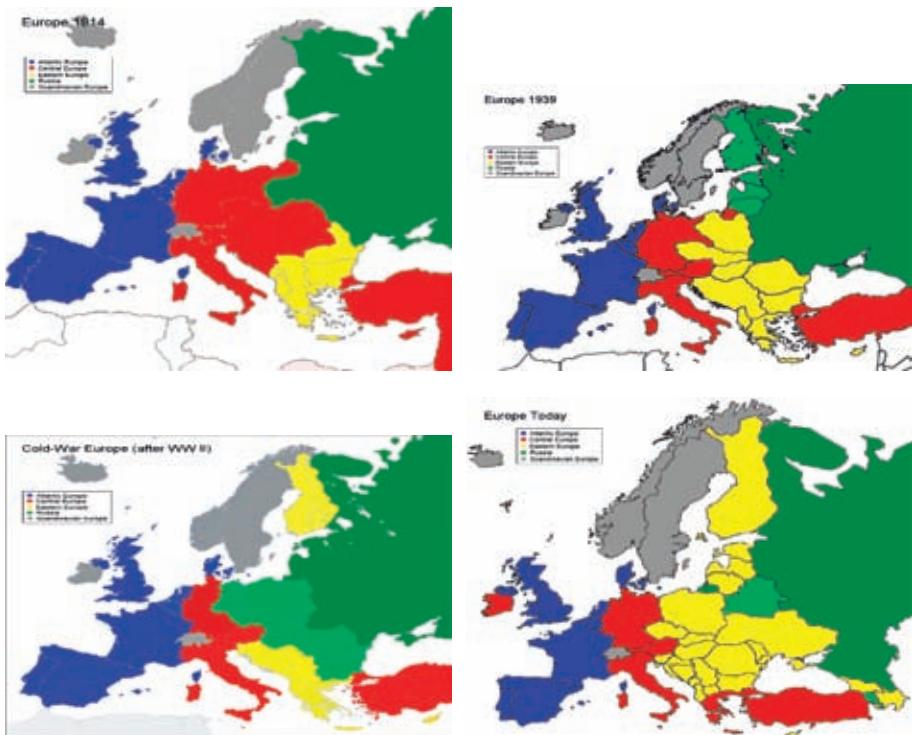
Key words: Eastern Europe, geopolitical reality, pan-Slavic hegemony, countries in transition, new Europe.

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25 years ago, the Russian historical empire melted down. Although often underreported, this also marked the end of alternative society in Europe. Collapse of the II world, made the 3rd way (of Yugoslavia and further, beyond Europe – globally, of the Nonaligned Movement) obsolete.

That was a moment when the *end of history* rested upon all of us, the day when the *world* became *flat*. The EU entered East, but only as a 'stalking horse' of NATO. No surprise that Eastern Europe has soon after abandoned its identity quest, and capitulated. Its final civilizational defeat came along: the Eastern Europe's peoples, primarily Slavs, have silently handed over their most important debates – that of Slavism, anti-fascism and of own identity – solely to the recuperating Russophone Europe.

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All displayed maps per the author's idea made by Anneliese Gattringer.

TERRIFIED AND RARIFIED UNDERACHIEVERS

Is today's Eastern Europe a classic case of indirect rule? Is that a deep imperial periphery of nominally independent native rulers, while in reality the true power holder resides outside, although is domestically supported by a dense web of NGOs, multinational corporations and locally handpicked 'elites'?

Everything in between Central Europe and Russia is Eastern Europe, rather a historic novelty on the political map of Europe (see four maps above). Very formation of the Atlantic Europe's present shape dates back to 14th–15th century, of Central Europe to the mid-late 19th century, while a contemporary Eastern Europe only started emerging between the end of WWI and the collapse of the Soviet Union – meaning, less than 100 years in best cases, slightly over two decades in the most cases. No wonder that the dominant political culture of the Eastern Europeans resonates residual fears and reflects deeply insecure small nations. Captive and restive, they are short in territorial depth, in demographic projection, in natural resour-

ces and in a direct access to open (warm) seas. After all, these are short in historio-cultural verticals, and in the bigger picture-driven long-term policies. They are exercising the nationhood and sovereignty from quite a recently, thus, too often uncertain over the side and page of history. Therefore, they are often dismissive, hectic and suspectful, nearly neuralgic and xenophobic, with frequent overtones.

The creation of a nation-state (on linguistic grounds) in the Atlantic, Scandinavian and Central Europe was relatively a success-story. However, in Eastern Europe it repeatedly suffered setbacks, culminating in the Balkans, Caucasus and the Middle East, but also remains evident in the central or Baltic part of Eastern Europe.

Above statement might come as a shock for many. Why? For the last 25 years, our reporting on Eastern Europe was rather a matter of faith than a reflection of the empirical reality. This 'rhetoric' was dominated by fragmented intellectual trends that are more cultural (e.g. poetry, paintings, film, etc.) than coherently economic and geo-political in focus as they should be. *How one defines a challenge largely determines the response* – effectively points out Brzezinski. Hence, the arts will always elaborate on emotions, science will search for and examine the facts.

If the front of Atlantic-Central Europe lately suffered (an economic) problem which has been diagnosed as a distributional and compositional, than who and when is holistically and scientifically to examine the Eastern-Rusophone Europe and its burning geo-economic (distributional, compositional), socio-political/ideological (space-time in history) and geopolitical (logical and areal) problem? Where is a serious research on that?

If the *equality of outcome* (income) was a communist egalitarian dogma, is the belief in *equality of opportunity* a tangible reality offered to Eastern Europe or just a deceiving utopia sold to the conquered, plundered, ridiculed and cannibalized *countries in transition?*

WHAT IS THE CURRENT STANDING OF EASTERN EUROPE – STATE OF ITS ECONOMY, THE HEALTH OF ITS SOCIETY AND THE EFFICIENCY OF ITS GOVERNANCE?

By contrasting and comparing available HDI data (UN DP's Human Development Index) and all relevant WB, OECD, UNCTAD, ILO and WHO socio-economic and health indexes including the demographic trends of last two decades, we can easily spot a considerable green, economic and socio-human growth in Asia, in Latin America and moderate growth elsewhere. The single trend of negative growth (incl. the suicide and functional illiteracy figures) comparable by its duration and severity to this of Eastern Europe,

is situated only in the sub-Saharan Africa (precisely the CHAD-lake region and partially between Grand lakes and Horn of Africa). Further on, recent *generational accounting* figures illuminate a highly disturbing future prospect for the youth of Eastern Europe. Neither their economic performance nor birth rates would sustain the financial burden left for the future by the present, irresponsible and defeatist, generation.

Ergo, euphemisms such as *countries in transition* or *new Europe* cannot hide a disconsolate fact that Eastern Europe has been treated for 25 years as defeated belligerent, as spoils of war which the West won in its war against communist Russia.²

It concludes that (self-)fragmented, deindustrialized, rapidly aged rarified and depopulated, (and de-Slavicized) Eastern Europe is probably the least influential region of the world – one of the very few underachievers. Obediently submissive and therefore, rigid in dynamic environment of the promising 21st century, Eastern Europeans are among last remaining passive downloaders and slow-receivers on the otherwise blossoming stage of the world's creativity, politics and economy.³

East does not exercise its political sovereignty (gone with the EU), its military sovereignty (gone with the NATO), its economic and monetary sovereignty (gone with the massive domestic de-industrialization 'preached' by the IMF, EBRD, EIB and eventually ECB),⁴ and its financial sovereignty (gone by full penetration of German, Austrian and Swedish banks).⁵ Those

2 A sharp drop in LE (life expectancy) in Russia, from age 72 to 59, is something faced only by nations at war. The evidence that Russia has suffered such a steep decline, unreversed ever since the collapse of the Soviet Union, is unprecedented in a peace-time history of any industrialized nation. Although not so alarming like in the post-SU Russia, the rest of post-Soviet republics and Eastern Europe closely follow the same LE pattern – not to mention devastating birth rates, *brain drain* and other demographic data. E.g. the projected LE of the today's born Berliner is around 100 years, while of Muscovite is only 67 years. Simply, the East is unable to (re-)produce its own life. Or, once it is conceived, to keep (the best of) that life at home. Some would argue that it again is the war for a *lebensraum*, but this time of the self-imposed *Endlösung* (final solution).

3 With some exceptions of *Visegrád* countries (such as Poland or Czech Republic, and lately Hungary) sporadically opposing a constant bandwagoning (but even that only in the domain of narrow EU fiscal or economic matters), Eastern Europe of today is unable to conceive and effectively promulgate a self-emancipating, balanced and multivector foreign policy. Fergusson goes as far as to claim for Eastern Europeans that: "they looked at Brussels (of NATO) the way former British colonies obeyed everything said and done in London."

4 "The entry criteria for Eastern European states was particularly costly: the so-called small and open economies, de-industrialized and over-indebted didn't have any chance to be equal partners. For most of them, FDI (Foreign Direct Investment) is the only economic solution, which turned them into colonies..." – admitted even the Nobel laureate, economist Stiglitz in his *The Price of Inequality*. Moreover, the overly strong and rigid exchange rate of the domestic currencies in Eastern Europe is good only for foreign landers. It awards importers while disadvantages domestic manufacturing base and home exporters. This outdated anti-growth and anti-green economic policy has been universally abandoned long ago, even by the LDC (the UN-listed Least developed countries). No wonder that the GDP in the most of Eastern European states is well below its pre-1990s levels, and their ecological footprint index is of an alarming trend.

5 According to findings of the Budapest Institute of Economics (Corvinus University), for the past two

national currencies still existing in Eastern Europe lost – for already long ago – the vital substance: their anthropological and economic function.

Most of the Eastern European states do not control a single commercial bank on their territory.⁶ East does not control its own narrative or (interpretation of) history: Due to the massive penetration of Central Europe, East grossly relativized, trivialized and silenced its own past and present anti-fascism. Additionally, this region does not effectively control its media space. Media there (of too-often dubious orientation and ownership) is discouraging, disorienting and silencing any sense of national pride, influence over destiny direction and to it related calls for self-(re)assessment.

East is sharply aged and depopulated – the worst of its kind ever – which in return will make any future prospect of a full and decisive generational interval simply impossible.⁷ *Honduras-ization* of Eastern Europe is full and

decades, the volume of Austrian banking sector has increased 370%. How is this spectacular percentage achievable for the country of a flat domestic economic and negative demographic growth? This covert occupation of south-eastern Europe by the foreign financial sector did not create new jobs or re-create any industrial base there. As the Budapest Institute concluded aftermath, it was only meant to dry-out the remaining liquid assets (and private savings) from the rapidly pauperized, defeated belligerent. In 1914, Austria controlled banks as well; in Croatia, Bosnia, western Romania, northern Serbia, Hungary, southern Poland and western Ukraine. However, at that time, it also had a strict governing obligation as all of them were a part of the Monarchy. By having recognized the formal sovereignty to each of these entities, Austria today (like Sweden towards the three Baltic States in the northeast flank of Europe, and Germany in the central sector of Eastern Europe) has no governing obligations whatsoever. It can easily externally socialize (externalize) all its costs including banking risks, and individualize all profits (internalize), yielding it only for itself. Hence, the EU accession criteria, combined with a nominal independence of Eastern European entities (pacified by the *pre-paid* media and guided by the *post-paid* ‘elites’), means that the economic and other assets are syphoned out, but the countries have to take a burden of the state maintenance solely on themselves. “Creating the market economy attractive for FDI (foreign direct investments) in our case meant a de-industrialization, pauperisation, which eventually led to defunding of most of the state social activities. When someone dare say ‘our education, housing and health sectors are knocked down due to this’, they are quickly denounced as *socio-romantics* and accused for the social conservatism...” says Head of the Croatia’s Economic Institute prof. Slavko Kulic, and concludes: “...suffering of ever larger segments of societies means nothing to the architects of misery, to those *Talibans of neoliberalism*.” Recently released edition of the Oxfam study on the wealth distribution worldwide, unfortunately, confirms this bleak picture.

6 Current labor relations in the most of Eastern Europe (Rusophone Europe, too) resembles pictures of the 18th rather than of the 21st century’s conditions, especially in the private sector of employment. It is all with a weak or even totally absent trade unionism, dismal labor standards, as well as the poor protection of other essential social, environmental and health rights. “We have stringent labor conditions to the unbearable maximum, so that the few self-styled ‘top managers’ can play golf more frequently and for a longer time... How can you possibly build any social cohesion when disproportionately many suffer for the dubious benefit of the asocial, predatory few...” – confessed to me the Ambassador of one of the largest Eastern European countries who served as a mayor of his country’s capital, before his ambassadorship in Vienna.

7 Some ten years ago, at the special OSCE forum for demographics, I warned: “...lasting political, social and economic changes including very important technological breakthroughs – throughout our history – primarily occurred at generational intervals. This was an engine of our evolution...Presently, with demographically collapsing East European societies (natality rates, generational and brain drain), the young cohort will never constitute more than a tiny minority – in the sea of aged, backward-looking, psychologically defeatistic and biologically incapable, conservative *status quo* keepers. Hence, neither the generational change that brings fresh socio-political ideas, nor technological breakthrough –which usually comes along – will successfully ever take place in future of such demographies.” (For a detailed demographic outlook and tentative recommendations/ conclusions, see: Bajrektarevic, A. (2005), *Our Common Futures: EURO-*

complete.⁸ If the post-WWII Soviet occupation of Eastern Europe was overt and brutal, this one is tacit but subversive and deeply corrosive.⁹

EAST BETWEEN UKRAINIZATION AND PAKISTANIZATION

It is worth reminding that the NATO remains to be an instrument of the US physical, military presence in Europe. Or, as Lord Ismay defined it in 1949: ‘to keep the Russians out, the Americans in, and the Germans down’. The fact that the US remained in Western Germany, and that the Soviet Army pulled out from Eastern Germany did not mean ‘democratization’ or ‘transition’. It represented a direct military defeat of the Gorbachev Russia in the duel over the core sectors of Central and Eastern Europe. As direct spoils of war, DDR disappeared from the political map of Europe being absorbed by Western Germany, while the American Army still resides in unified Germany.¹⁰ In fact, more than half of the US 75 major overseas military bases are situated in Europe. Up to this day, Germany hosts 25 of them.

MED Human Capital beyond 2020, Crans Montana Forum, Monaco, 2005, as well as Bajrektarevic, A. (2005), *Green/Policy Paper Submitted to the closing plenary of the Ministerial (Chairmanship summarizing the recommendations and conclusions of the OSCE Ministerial Summit Prague 2005)*, OSCE Documents EEA 2005.)

8 Eastern Europe is *Hondurized* – this term refers to an operationalization of Monroe Doctrine in Central America, by which Washington allows its strategic neighborhood to choose their own domestic political and economic systems to an acceptable degree, while the US maintains its final (hemispheric) say over their external orientation. The so-called Brezhnev doctrine (of irreversibility of communist gains) postulated the Soviet (Suslov-Stalin) equivalent to Honduras-ization – *Finlandization*.

9 Eastern Europe, the (under-)world of dramatic aging which, is additionally demographically knocked down by the massive generational and brain drain. Passed the dismantling of the communist order, these *emerging economies, countries in transition of the new Europe* contain reactionary forces (often glorifying the wrong side of history), predatory ‘elites’ and masses of disillusioned (in a life without respect and dignity, humiliated and ridiculed in the triviality of their lasting decline). Even if the new jobs are created or old kept, they are in fact smoke screens: Mostly a (foreign-loans financed) state-sponsored poverty programs where armies of the underemployed and misemployed cry out miserable wages in dead-end jobs. Former Slovakian cabinet minister laments in private: “Our ‘liberated East’ lives on foreign loans, or in the best case as the industrial suburbia of West Europe, having these few ‘generously’ franchised factories like *Renault, VW or Hugo Boss*. Actually, these are just automotive assembly lines and tailor shops – something formally done only in the III World countries. Apart from the Russian *Energia-Soyuz* (space-program related) delivery system, what else do we have domestically created anywhere from Bratislava to Pacific? Is there any indigenous high-end technical product of past decades known? ... Our EU accession deals are worse than all *Capitulation agreements* combined that the Ottomans and Imperial China have ever signed in their history.”

10 Gorbachev’s capitulation helped Germans to further gain confidence: Once territorially extended (or to euphemistically say; unified), Western Germany transposed that new size and its centrality into the advanced version of *Machtpolitik – drang nach* export-based über-economy. No wonder that the *über-Mutti*’s cabinet is gradually maneuvering the country out of the NATO-enforced *Westbindung* (an alliance, it does not see any more as its strategic necessity) towards an old, solely/unilaterally determined *Ostpolitik of Wandel durch Kopf-Handel* (change via altered mindset). Chancellor Markel’s ambassador Michael Schäfer is even more forthcoming on this eventual post-Western *Made in Deutschland* foreign policy. In the interview for the leading Chinese press he concludes: ‘I do not think there is such a thing as the West anymore.’ /Kundnani, H. (2015), Leaving the West Behind – Germany Looks East, Foreign Affairs Magazine 94(1) 2015/

Admittedly, by the early 1990s, the ‘security hole’ – Eastern Europe, has been approached in multifold fashion: Besides the (pre-Maastricht EC and post-Maastricht) EU and NATO, there was the Council of Europe, the CSCE (after the 1993 Budapest summit, OSCE), the EBRD and EIB. All of them were sending the political, economic, human dimension, commercial signals, assistance and expertise.¹¹ These moves were making both sides very nervous; Russia becoming assertive (on its former peripheries) and Eastern Europe defiantly dismissive. Until this very day, each of them is portraying the NATO enterprise as the central security consideration: One as a must-go, and another as a no-go.

No wonder that the absolute pivot of Eastern Europe – Ukraine, is a grand hostage of that very dilemma: Between the eastern pan-Slavic hegemony and western ‘imperialism of free market’.¹² For Ukraine, Russia is a geographic, socio-historic, cultural and linguistic reality. These days, this reality is far less reflected upon than the seducing, but distant Euro-Atlantic club. Ukraine for Russia is more than a lame western-flank’ geopolitical pivot, or to say, the first collateral in the infamous policy of containment that the West had continuously pursued against Russia ever since the 18th century. For Moscow, Kiev is an emotional place – an indispensable bond of historio-civilizational attachment – something that makes and sustains Russia both Christian and European. Putin clearly redlined it: Sudden annexation of Crimea (return to its pre-1954 status) was an unpleasant and humiliating surprise that brings a lot of foreign policy hangover for both the NATO and EU.

11 Through the EBRD–EIB conditionalities and EU accession criteria, Eastern Europe was dictated to practically dismantle its essential industrial and service base. This dictatum upon defeated belligerent – euphemistically called *countries in transition* or *new Europe* – was followed by loans and assets received from the EU Accession and Structural funds. It was ‘sold’ to the East as award and as such presented to the deceived population. (However, it was rather to tranquilize the population at large and to pacify their local scenes, not at all aimed to modernize, re-industrialize or diversify economy, or to make production and service sector more efficient or competitive. Consequently, it was merely to subsidize the deteriorating purchasing power of the East – to make the peoples there accustomed to and encouraged for the foreign goods and services.) Thus, the funds were predominantly consumed for the western commodities. Ergo, Atlantic and Central Europe extended themselves geographically, while economically they skillfully managed to subsidize their own industrial base. To this very end, Eastern Europe’s elites readily took loans, while –in return– laying down sovereignty by issuing the state-debt guarantees. By doing so, they indebted their own states beyond bearing, and hence, they finally eliminated their own countries as any current or future economic competitor or politico-military challenger.

12 This is further burdened by the *imperialism in a hurry* – an inflammable mix of the Lithuanian-Polish past traumas and German ‘manifest destiny’ of being historically yet again ill-fated; *impatient for quick results* – simply, unable to capitalize on its previous successes. One of my German students recently very vividly satirized: “The irony of unintended consequence is that the intense relationship between *Über-mutti* (Chancellor Merkel) and boxman at large Klitschko is interpreted by Moscow as asexual, but not as apolitical.” To say, overly cosmopolitan interest for a faith of foreigners living in Germany for someone who infamously said: “multiculturalism is dead in Europe...” (Sarkozy, Cameron and Merkel openly and repeatedly viewed and diagnosed ‘death of multiculturalism’), as if the cluster of Atlantic-Central Europe’s national-states lived a long, cordial and credible history of multiculturalism on its soil.

Thus drifting chopped off and away, a failed state beyond rehabilitation, Ukraine itself is a prisoner of this domesticated security drama. Yet again, the false dilemma so tragically imploded within this blue state, of a 50:50 polarized population, over the question where the country belongs – in space, time and side of history. Conclusively, Eastern Europe is further twisting, while gradually combusted between Ukrainianization and Pakistanization.¹³ The rest of Europe is already shifting the costs of its own foreign policy journey by ‘fracking’ its households with a considerably higher energy bills.

In short, Atlantic Europe is a political powerhouse, with two of three European nuclear powers and 2 out of five permanent members of the UN Security Council, P-5. Central Europe is an economic powerhouse, Russophone Europe is an energy powerhouse, Scandinavian Europe is all of that a bit, and Eastern Europe is none of it.

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MODELING OF EGOVERNMENT BUSINESS PROCESSES ACCORDING TO BPML SPECIFICATION AND ISO 82045 – THE USE CASE OF REQUEST FOR DIGITAL CERTIFICATE

Milan Latinović¹

Abstract

Public administration institutions focus on constant implementation of new technologies through separated ICT projects. In most cases, these projects consider simple implementation of ICT technology on current business process without consideration if these processes need modification in order to accept new technology. Because of this, result might not satisfy end-user needs. This paper proposes approach where processes are first modelled according to BPMN specification and metadata is defined according ISO 82045 standard. Only after this kind of preparation, we can ensure that implementation of ICT technologies will satisfy end user needs. This paper also provides use cases of modelled processes in order to assist anyone who decides to lead ICT projects in this manner.

Keywords: BPML, BPMN, ISO 82045, electronic government, processes, semantics

JEL classification H19

Sažetak

Institucije javne administracije fokusirane su prema stalnoj implementaciji novih informacionih tehnologija putem IKT projekata. U većini slučajeva, ovi projekti podrazumjevaju jednostavnu implementaciju IKT tehnologija na postojeći poslovni proces bez razmatranja da li ovi procesi zahtjevaju modifikaciju prije prihvatanja novih tehnologija. Zbog navedenog, rezultati projekata mogu se pokazati kao neadekvatni za krajnjeg korisnika. Ovaj rad predlaže pristup u kom se prvo vrši modelovanje procesa prema BPMN specifikaciji i definisanje metapodataka prema ISO 82045 standardu. Nakon što se izvrši predložena priprema, moguće je osigurati da će implementacija IKT tehnolo-

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gija zadovoljiti potrebe krajnjeg korisnika. Ovaj rad takođe obezbjeđuje slučaj upotrebe na kom se modeluje specifičan poslovni proces sa ciljem pomoći bilo kojoj zainteresovanoj strani koja želi da vodi IKT projekte na predloženi način.

Ključne riječi: BPML, BPMN, ISO 82045, elektronska vlada, procesi, semantika

JEL klasifikacija: H19

INTRODUCTION

Public administration institutions constantly implement different information and communication technologies (ICT) inside business processes. Main goal of this implementation is empowering eGovernment services to be more reliable, flexible and transparent and most of all citizen oriented. One of best examples of definition of these goals is Digital Agenda for Europe.

The Digital Agenda for Europe sets eGovernment within a comprehensive set of measures aimed at exploiting the benefits of information and communication technologies (ICT) across Europe. At a time of highly constrained public resources, ICT can help the public sector develop innovative ways of delivering its services to citizens while unleashing efficiencies and driving down costs...²

As can be seen Digital Agenda sees eGovernment as a set of measures for improving services to citizens, which essentially means optimizing end user experience, faster and less expensive services, satisfied customer / citizen at the end point. It's easy to realize that ICT won't fulfill this task by itself, but still many of government projects are focused primarily on technology where processes and procedures comes to second place. This practice needs to be changed and there are available tools to do this.

Using the BPMN for defining business processes, in line with ISO 82045, should help notice deficiencies in business processes and help solve them, before the introduction of electronic services. Quality mapping of metadata acts as "connective tissue" for business processes and allows better monitoring of the data inside separated processes as whole.

IMPORTANCE OF DEFINING BUSINESS PROCESSES

When one institution decides to implement new technology or new service it is usually composed of couple of steps: 1) define result; 2) find finances; 3) find implementer; 4) monitor implementation and 5) receive

² *The European eGovernment Action Plan 2011-2015 Harnessing ICT to promote smart, sustainable & innovative Government*, EUROPEAN COMMISSION, Brussels, 15.12.2010

result. Most of the times, institutions lack of adequate preparations for implementer, and this can affect results of activities.

According to previous experiences in revision of ICT projects, mostly related to Registry of ICT projects of Republic of Srpska³, each institution should be able to provide minimally:

1. Description of current workflows (processes) and procedures;
2. Description of current infrastructure (network schemes, hardware and software infrastructure schemes, databases and data relationships etc.)
3. Description of desired workflows (processes) and procedures; and
4. Description of legislative that affects current and desired workflows.

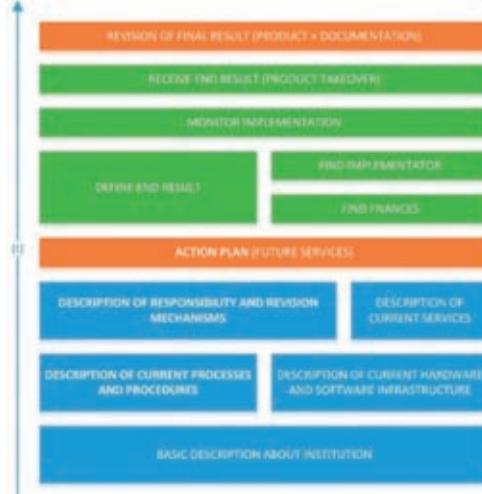


Figure 2.1. - Process implementation diagram

Related to successful product management, Figure 2.1 presents proposed layers of product implementation.

Basic description about institution represents all-important documents about institution, which implements new products, process or service. These documents should contain all-important legal information about institution, should prove that institution is capable of handling desired project, product or service in both legal and capacity terms.

Description of current processes and procedures is important part of preparation documentation. If one institution is not capable of defining current processes and procedures than implementation will be more difficult for realization. Also, if current processes are not described than all lacks and

³ Database on ICT Projects in PA of republic of Srpska – Methodology and Instructions for Forms Filling, Agency for Information Society of Republic of Srpska, 2009.

bottlenecks will not be recognized in time. In short, lack of current process description will for sure affect future implementation.

Description of current hardware and software infrastructure provides documents about network, servers, storages, capacity usages. Without this documentation, it is not possible to ensure free resources for new product, process or service implementation.

Description of responsibility and revision mechanism represent important part of preparation form implementation, especially in cases where implementer is Government institution. Clear definition of responsibility and revision mechanisms are important when considering eGovernment project implementation.

When talking about current and desired workflows (legacy processes and future desired processes), main problem in describing these is variety of people, services, different professions included in these processes.

At one point, there was a need for finding a common language between different professions and services, so they were able to describe processes in some common way. As answer to these challenges, BPML came into life.

Good definition of BPML: *The Business Process Model and Notation (BPMN) is a standard maintained by the Object Management Group (OMG) and aimed at business analysts and technical developers. BPMN provides a graphical notation that is widely used for process modelling.*⁴

IMPORTANCE OF METADATA AND „DATA JOINTS“

As mentioned in previous section, business process modeling is important, but it is not sufficient for successful project, product or service implementation.

In real life scenario, while completing some procedure or process there will be lots of generated data, in paper or electronic form. This data will include:

- Legal documents and validity providers;
- Demographical documentation;
- Technical documentation;
- Administrative documentation;
- Financial based documentation and finances itself; and
- Any other data that may enter procedure or generate with one.

While having described data, process will also have sets of additional data, mostly on important parts of the system or process (joints), we can call

⁴C. Natschl'ager, Towards a BPMN 2.0 Ontology, *Business Process Model and Notation, Third International Workshop*, Lucerne, Switzerland, November 2011, p. 1

this data „data joints“. Without this data, process would not be able to handle things such: Where is some document located? When was some document created and by who? Who modified document? Are there any copies of document?

Answers to above questions are contained within so-called metadata.

There are many definitions of metadata. Most of these definitions simply state that metadata is data about data, without any other logical reference, which is not good.

Important thing about metadata is that it is not usable without original (parent) data.

Good and widely scoped definition of metadata:

Metadata is loosely defined as data about data. Though this definition is cute and easy to remember, it is not very precise. Its strength is in recognizing that metadata is data.

As such, metadata can be stored and managed in a database, often called a registry or repository. However, it is impossible to identify metadata just by looking at it. We do not know when data is metadata or just data. Metadata is data that is used to describe other data, so the usage turns it into metadata.⁵

One more important thing is management of metadata itself⁶:

Metadata management refers to the content, structure, and designs necessary to manage the vocabulary and other metadata that describes statistical data, designs, and processes. This includes the development of metadata models to define the content of metadata within some context, building metadata registries to organize the metadata defined in the model, developing statistical terminologies, which define and organize terms into a structure with relationships and identifying the relationships between the terminology structure and other metadata and data.

A. Quantity and quality of metadata

When observing metadata, at some point it is inevitably to think about quantity and quality of this data.

When talking about quantity of metadata it is usual to expect that every issue within a process or procedure will be resolved with adding new metadata fields. At some point, number of these fields expect to increase in high scale. Some good practices about metadata, usage of metadata in document

⁵ Bruce E. Bargmeyer, Daniel W. Gillman, *Metadata Standards and Metadata Registries: An Overview*, Washington, DC 2012, p. 1

⁶ Bruce E. Bargmeyer, Daniel W. Gillman, *Metadata Standards and Metadata Registries: An Overview*, Washington, opt. cit.

management systems (DMS) and proposed types of metadata are located within ISO 82045.

B. ISO 82045

According to Document Management – Part 1: Principles and methods, ISO 82045 is described as follows:

This standard defines the document concept covering not only traditional paper-based documents, but also, more generally, computer-based information that is identified, structured, processed, controlled and interchanged / communicated as a unit (a closed container of information).⁷

It deals with fixed sets of information with associated metadata and with multiple presentations of these sets of information.

Within this standard, we can find general definitions related to data, metadata, systems etc.; description of principles of document management; proposed metadata for documents with relation to their environment; and metadata associated with activities within the life cycle of a document. Idea is to use these proposals while creating metadata proposals for real working system.

USE CASE OF PROCESSES IN EGOVERNMENT OF REPUBLIC OF SRPSKA

A. Request for digital certificates

Related to important processes and procedures inside eGovernment, Request for digital certificates is one that to consider. In practice, Certification Service Provider (CSP) offers several types of digital certificates to end users, in order to help them identify themselves and protect their digital data.

⁷ ISO 82045-1, Document Management – Part 1: Principles and methods, CEI/IEC 82045-1:2001, p. 9

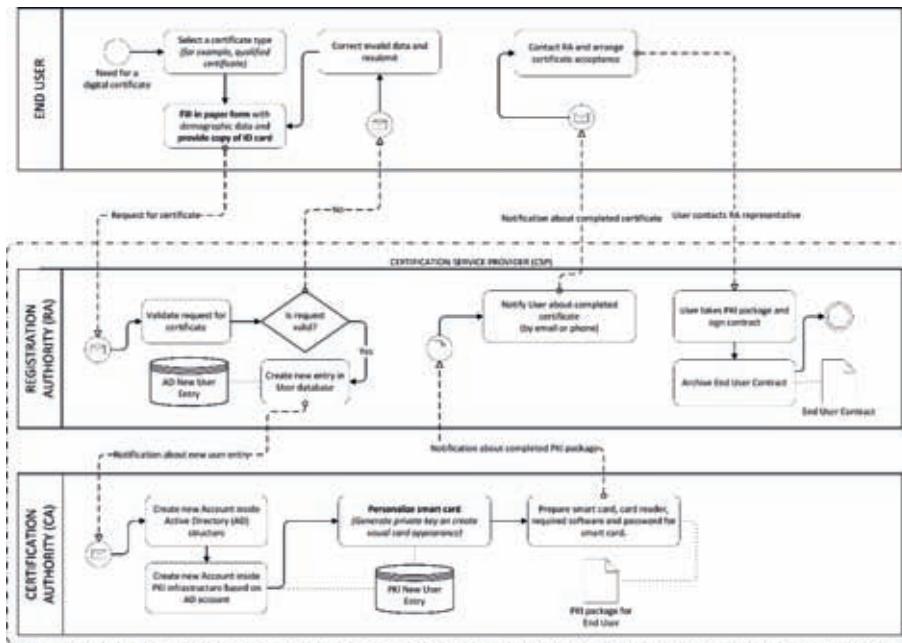


Figure 4.1 – Business process diagram - Request for digital certificate

Users most often request for qualified certificate, which proves their identity without any doubt. Complicated technical procedures, cryptography and Public Key Infrastructure (PKI) ensure this. All of this is done in line with current regulations. In case of Republic of Srpska, that legislation is consisted of:

- Law on Electronic Document of Republic of Srpska;
- The Law on Electronic Signature of the Republic of Srpska;
- The Law on Electronic Business of Republic of Srpska;
- Regulation on electronic certification holders;
- Ordinance on the records of the certification body;
- Ordinance on measures to protect electronic signatures and qualified electronic signature, lowest amount of compulsory insurance and the application of organizational and technical measures of protection certificates;
- Ordinance on the content and manner of keeping the register of certification bodies for issuing qualified electronic certificates and
- Regulation on technical regulations for ensuring the connection between records of issued and revoked certification bodies in the Republic of Srpska.⁸

8 M. Latinović, S. Rajčević, S. Marić, *PKI Systems, Directives, Standards and National Legislation*, Infoteh

As presented at Figure 4.1 Request for digital certificate is not very complex process, but it requires good coordination and „working discipline“, in order to deliver final product and maintain satisfied end user.

Request for digital certificates has three instances included: certification authority (CA), registration authority (RA) and end user. Simplified, end user request for digital certificate from RA. This authority examines documentation, and forwards it to CA, which creates product and delivers it to RA. After this RA contacts end user, delivers product, handle legal and other documentation, finalizes process and archive everything.

It is clearly visible that presented process has couple of important data joints:

- Request for certificate (documentation + copy of ID card);
- Notification from RA to CA about new user;
- *AD New User Entry*;
- *PKI New User Entry*;
- Delivery of PKI package from RA to CA;
- Signing contract between RA and end user; and
- Archive End User Contract.

AD New User Entry and PKI New User Entry and being handling by specialized parts of software, which cannot be affected in terms of metadata, so it want be considered. All other data joints are applicable for metadata, and handled in that manner. According to ISO 82045, there are predefined proposed metadata. Idea is to attach significant metadata to data joints of our system.

Data for **Request for certificate** should minimally have this set of metadata:

- *DocumentIdDomainId* - Identifier for a document identification, this will be ID of PKI system inside global AIDRS system.
- *DocumentId* – This will be primary key of specific request.
- *DocumentVersionId* – In cases where end user has to make corrections on request, we will have new versions of these documents, and keep old ones archived.
- *DocumentIdCustomer** - Since all digital certificates are linked to some institution, this will be ID of institution for which end user is working.
- *DocumentIdSupplier** - This will be ID of end user, linked to its profile within system.
- *Title* - Short clear text description of the content of the document.
- *Keywords* – Current DMS of AIDRS has specific protocol related to tagging of documents. These keywords should match tags from DMS.

- *RevisionText* – Description of reasons why RA did not accept request in first place.
- *Status* – Approved, Rejected or Returned for corrections
- *Person* – Identity of the person who affected the status (this is person from RA)
- *CreateDate* - Date when request is/was submitted
- *ExpireDate* – Each request should handle within 15 days, according to legislation.
- *SecurityLevel* – These levels should map according the current legislative^{9 10}

Data for **Notification from RA to CA about new user** should minimally have this set of metadata:

- *DocumentIdDomainId* - Identifier for a document identification, this will be ID of PKI system inside global AIDRS system.
- *DocumentId* – This will be primary key of specific notification.
- *CreatorName* – This will be the name of person who created notification
- *EffectiveDate* – Date when notification became active / important for process.
- *ExpireDate* – Date until CA has chance to formally accept notification and start working on its part of procedure.

Data for **Delivery of PKI package from RA to CA** should minimally have this set of metadata:

- *DocumentIdDomainId* - Identifier for a document identification, this will be ID of PKI system inside global AIDRS system.
- *DocumentId* – This will be primary key of specific delivery.
- *CreatorName* – This will be the name of person who created PKI package and delivered it to RA
- *EffectiveDate* – Date when package was created (not sent, or delivered)
- *Title* - Short clear text description of the content of the delivery.
- *Person* – Identity of the person who created PKI package and delivered it (same person)
- *SecurityLevel* – These levels should map according the current legislative [7] [8].

Data for **Signing contract between RA and End User** should minimally have this set of metadata:

⁹ Law on Information Security, Official Gazette of Republic of Srpska, 70/11 (In Serbian)

¹⁰ Regulation on Standards for information security, Official Gazette of Republic of Srpska, 91/12 (In Serbian)

- *DocumentIdDomainId* - Identifier for a document identification, this will be ID of PKI system inside global AIDRS system.
- *DocumentId* – This will be primary key of specific delivery.
- *CreatorName* – Name of the person who created contract
- *Person* – Identity of the person who signed contract (end user)
- *EffectiveDate* – Date when Person signed contract and took over PKI package. This is very important part of metadata, since from this moment digital certificate considers as active and valid.
- *SecurityLevel* – These levels should map according the current legislative [7] [8].
- *ReferredDocumentId* – This could actually be an Array of values pointing to additional documents such as ID card or request for certificate etc.

CONCLUSION

This paper describes modeling of eGovernment business processes according to BPML specification and ISO 82045. As described at the beginning of this paper, careful planning of process and procedure for any eGovernment service needed in order to provide high quality service.

This paper provided full example of handling eGovernment process, use case of Request for Digital Certificate, through BPML schema definition, proposal for data joints and metadata for these joints. In addition, this paper proposed creation of data joint aggregator with markers required for workflow tracking.

Proposed use case can review as full plan for process and service integration according to Figure 2.1 As proposed in main hypothesis of this paper, presented usage of BPML and ISO 82045 is mandatory preparation for insurance of successful software (in some cases even hardware) implementation of ICT project, process, procedure or service.

This paper should be considered as good service developing practice, and described use case may even be considered as proof of concept which can be used by any future eGovernment stakeholders and implementers.

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THE CONTENT AND IMPORTANCE OF PROTOCOL ADDITIONAL TO THE GENEVA CONVENTIONS RELATING TO THE PROTECTION OF VICTIMS OF INTERNATIONAL ARMED CONFLICTS

Ajla Škrbić¹

Abstract

Protocol (I) Additional to the Geneva Conventions of 12 August 1949, and relating to the protection of victims of international armed conflicts, of 08 June 1977, is one of the most significant rules of international armed conflicts. This paper will give the overview of its content, as well as its main achievements. The shift in the protection of persons who do not or are no longer taking part in an international armed conflict is provided by the fact that many of the provisions of this Protocol are now part of customary international law and, therefore, are binding for all actors in International Law - not only for its signatories.

Key words: international armed conflict, civilians, international custom.

JEL classification: K33

INTRODUCTION

The Geneva Conventions of 1949 are considered as one of the most important acts in the field of international humanitarian law, both in international and non-international armed conflicts. After the practice showed that the Conventions have become obsolete and that they have to be revised, two Protocols to the Geneva Conventions were adopted back in the 1977.

The paper will present a review of the Protocol Additional to the Geneva Conventions of 12 August 1949, and relating to the Protection of Victims of International Armed Conflicts (hereinafter: Protocol I), 8 June 1977, which refers only to international armed conflicts.

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SADRŽAJ I ZNAČAJ DOPUNSKOG PROTOKOLA UZ ŽENEVSKE KONVENCIJE O ZAŠTITI ŽRTAVA MEĐUNARODNIH ORUŽANIH SUKOBA

Ajla Škrbić¹

Sažetak

Dopunski protokol uz Ženevske konvencije od 12.08.1949. godine o zaštiti žrtava međunarodnih oružanih sukoba, od 08.06.1977. godine jedan je od najznačajnijih akata za međunarodne oružane sukobe. U radu će biti dat prikaz njegovog sadržaja, kao i osnovnih dostignuća. Pomak u zaštiti osoba koje ne učestvuju ili više ne učestvuju u međunarodnom oružanom sukobu omogućen je činjenicom da je veliki broj odredbi ovog Protokola danas dio međunarodnog običajnog prava, te stoga obavezuje ne samo njegove potpisnice, već sve aktere u međunaronom pravu.

Ključne riječi: međunarodni oružani sukob, civilni, međunarodni običaj.

JEL klasifikacija: K33

UVOD

Jednim on najznačajnijih akata iz oblasti međunarodnog humanitarnog prava, i za međunarodne i za nemedunarodne oružane sukobe, kao i jednim od najznačajnijih međunarodnih ugovora uopšte smatraju se Ženevske konvencije iz 1949. godine. No, praksa je pokazala da su ove konvencije postale zastarjele i da ih je bilo potrebno revidirati. Stoga su 1977. godine usvojena dva protokola na iste.

U ovom radu bit će dat prikaz Dopunskog protokola uz Ženevske konvencije od 12.08.1949. godine o zaštiti žrtava međunarodnih oružanih sukoba, od 08.06.1977. godine (u daljem tekstu: Protokol I), koji se odnosi samo na međunarodne oružane sukobe.

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PROTOCOL I OF 1977

Based on a draft rules from 1956, Resolutions adopted at two International Conferences of the Red Cross during the 1960s and Resolutions adopted at the International Conference on Human Rights that was held in Tehran in 1968, the International Committee of the Red Cross (ICRC) has taken into consideration the possibility to adopt Additional Protocols to the Geneva Conventions. Attendees of the 21st International Conference of the Red Cross in 1969 that took place in Istanbul officially confirmed the abovementioned idea and thus, work on preparation of new acts has begun.²

The Geneva Conventions of 1949 represent significant progress in the history of development of the international humanitarian law. However, new states that were established during decolonization between 1949-1977 and that did not take part in adoption of the rules, were not willing to support it. Besides, rules relating to the conduct of hostilities have not been modernized since 1907 and adoption of the Hague Conventions and for that reason, a need for improvement of the Geneva Conventions of 1949 has emerged. As a result, competent officials decided to adopt new rules that will be included in Conventions in the form of Protocols. In fact, the Protocols of 1977 actually connect and modernize the Geneva Convention-law and the Hague Convention-law.

Participants of the International Conference on Human Rights that took place in Tehran in 1973, discussed and expressed their full support to the draft (of the Protocols). As depository for the Geneva Conventions, the Swiss Government convened the Diplomatic Conference on the Reaffirmation and Development of the International Humanitarian Law Applicable in Armed Conflicts, in Geneva. After four sessions, the Conference ended in 1977. During a final session, representatives of 102 countries adopted 102 Articles of the Protocol I and 28 Articles of the Protocol II.

The fundamental role of the Protocol I was in fact in defining of certain terms in the field of the international humanitarian law, which are actually the same terms that were used in the Geneva Conventions of 1949, but they have never been defined.³ Furthermore, the Protocol I actually extends the protection that arises from the First Geneva Convention and the Second Convention, that refer to protection of wounded and sick civilians. However, the Protocol I has not set protection only for wounded and sick civilians, but also for those who are considered to be weak due to their predispositions, and those are women and children.

² The modernization and expansion of application of rules of the international humanitarian law is always more than welcomed. The ICRC recently proposed introduction of the rules of the international humanitarian law in the video game industry. Thus, video games that simulate battlefields have to respect the rules of the international humanitarian law. As a result, there are video games that automatically end the game, if rules of the international humanitarian law are not respected (for example, in case of killing of civilians).

³ These are the terms such as a civilian, a civilian object, civil defense, a combatant and an attack.

PROTOKOL I IZ 1977. GODINE

Na osnovu nacrta pravila iz 1956. godine te rezolucija usvojenih na dvije Međunarodne konferencije Crvenog krsta/križa šezdesetih godina prošlog stoljeća i rezolucija usvojenih na Međunarodnoj konferenciji o ljudskim pravima koja je održana u Teheranu 1968. godine, MKCK je uzeo u razmatranje mogućnost da se dopune Ženevske konvencije iz 1949. godine. Ista misao je zvanično potvrđena na 21. međunarodnoj koferenciji Crvenog krsta/križa iz 1969. godine u Istanbulu. Započeo je posao oko pripreme novih akata.²

Ženevske konvencije iz 1949. godine predstavljale su značajan napredak u razvoju međunarodnog humanitarnog prava. Međutim, tokom perioda 1949-1977. godine došlo je do nastanka novih država dekolonizacijom, a iste nisu bile voljne poštovati pravila u čijem donošenju nisu same učestvovalle. I ne samo to – pravila o vođenju neprijateljstava nisu bila modernizovana još od 1907. godine i usvajanja Haških konvencija, te je i iz tog razloga postojala potreba za unaprednjem Ženevskih konvenija iz 1949. godine. Odlučeno je da se donesu nova pravila koja će biti sadržana u konvencijama u obliku protokola. Protokoli iz 1977. godine ustvari spajaju Ženevsko i Haško pravo, te ih osavremenjuju.

U Teheranu je 1973. godine održana međunarodna konferencija Crvenog krsta/križa koja je razmotrila nacrt teksta i u potpunosti podržala isti. Kao depozitar Ženevskih konvencija švicarska vlada je sazvala u Ženevi Diplomsku konferenciju o reafirmaciji i razvoju međunarodnog humanitarnog prava primjenjivog u oružanim sukobima. Konferencija je završena 1977. godine, nakon četiri zasjedanja. Na završnom zasjedanju opunomoćenici 102 zemlje su usvojili 102 člana Protokola I i 28 članova Protokola II.

Osnovni značaj Protokola I jeste utvrđivanje definicija pojedinih pojmoveva iz oblasti međunarodnog humanitarnog prava, i to onih pojmoveva koji su korišteni i u Ženevskim konvencijama iz 1949. godine, ali nikad nisu definišani.³ Nadalje, Protokol I proširuje zaštitu koja proizlazi iz Prve i Druge konvencije za civilne ranjenike i bolesnike. Međutim, zaštitom Protokola I nisu obuhvaćeni samo stvarno ranjeni i bolesni civili, već i oni koji se zbog svoje predispozicije smatraju slabijima – žene, djeca. Treba spomenuti i novinu Protokola I u pružanju zaštite brodolomcima. Naime, Protokol I pruža zaštitu brodolomcima ne samo iz mora, već i iz plovnih rijeka i jezera.⁴

2 Modernizacija pravila i širenje međunarodnog humanitarnog prava uvek je dobro došlo. Tako je nedavno MKCK predložio da se u video igrice uvede ova grana prava, odnosno da se u igricama koje simuliraju borbe moraju poštovati pravila međunarodnog humanitarnog prava. Napravljene su igrice u kojima nepoštivanje međunarodnog humanitarnog prava (primjerice ubijanje civila) automatski dovodi do prekida igre (GAME OVER).

3 Riječ je o pojmovima kao što su civilna osoba, civilni objekat, civilna zaštita, borac, napad.

4 Član 8. tačka b) Protokola I

We should also mention a novelty of the Protocol I in providing protection to the shipwrecked persons that covers sea, but also navigable waters; rivers and lakes.⁴

States assent to the Protocol I in the usual ways:

- signing the Protocol;
- acceding to the Protocol.

However, national liberation movements can assent to apply and be bound by the Protocol on the basis of unilateral declaration addressed to the depositary.⁵ The declaring authority is thereby immediately bound by the Geneva Conventions of 1949 and the Protocol I, and consequently enjoys the same rights and must discharge the same obligations as any other state party to the conflict. All states have the obligation to spread knowledge of the Geneva Conventions and its Protocols.⁶

THE CONTENT OF THE PROTOCOL I

The Protocol I provides an overview of the rules relating to the conduct of combatants during hostilities. The main principle on which the rules are based is limited right of the parties to the conflict to choose methods and means used to wage war. Namely, use of the methods, means and weapons that cause unnecessary injury or unnecessary suffering is prohibited.⁷

The Protocol I is composed of six parts:

1. General Provisions;
2. Wounded, sick and shipwrecked;
3. Methods and means of warfare; Combatants and prisoners of war;
4. Civilians and civilian population;
5. Execution of the Conventions and of its Protocols;
6. Final Resolutions.

The first part refers to the general principles of the Protocol I and it defines the field of application of the Protocol. After that, the Protocol stipulates basic definitions and determines the legal status of the parties to the conflict and the Protecting Powers and their substitutes.

The second part of the Protocol I is composed of three sections: General Protection, Medical Transportation and Missing and Dead Persons. First, the second part defines terminology that will be used in the document such as “*woun-*

4 The Article 8, item b) of the Protocol I

5 *Ibid*, Article 96, Paragraph 3

6 The Article 47 of the First Geneva Convention, the Article 48 of the Second Geneva Convention, the Article 127 of the Third Geneva Convention, the Article 144 of the Fourth Geneva Convention, the Article 83 of the Protocol I, the Article 19 of the Protocol II

7 The Article 35 of the Protocol I

- Protokolu I može pristupiti svaka država na uobičajene načine:
- potpisom;
 - pristupom.

Međutim, ukoliko se radi o narodnooslobodilačkim pokretima, isti mogu Protokol I primjenjivati na osnovu jednostrane izjave upućene depozitaru.⁵ Tom izjavom će Ženevske konvencije iz 1949. godine i Protokol I s trenutačnim djelovanjem stupiti na snagu za navedeni narodnooslobodilački pokret kao stranu u sukobu. Isto tako, narodnooslobodilački pokret preuzima ista prava i obaveze koje je preuzeila i država koja je potpisala Ženevske konvencije iz 1949. godine i Protokol I, a koji podjednako obavezuju sve strane u sukobu.

Sve države imaju obavezu širiti znanje o Ženevskim konvencijama i njihovim Protokolima.⁶

SADRŽAJ PROTOKOLA I

Protokol I daje pregled pravila koja se odnose na ponašanje boraca tokom trajanja neprijateljstava, a glavno načelo na kojem se zasnivaju ova pravila jeste ograničenost prava strana u sukobu da izaberu metode i sredstva koja će koristiti u sukobu. Naime, zabranjena je upotreba metoda, sredstava i oružja koji izazivaju nepotrebne ozljede ili nepotrebna stradanja.⁷

Protokol I sastoji se iz šest dijelova:

1. Opšte odredbe;
2. Ranjenici, bolesnici i brodolomci;
3. Metode i sredstva ratovanja. Status boraca i ratnih zarobljenika;
4. Civilno stanovništvo;
5. Izvršenje Konvencije i ovog Protokola;
6. Završne odredbe.

Prvi dio označava opšta načela Protokola I i definiše polje njegove primjene. Nakon toga daje osnovne definicije, te određuje pravni status strana u sukobu, kao i sile zaštitnice i njihove supstitute.

Drugi dio Protokola I sastavljen je od tri odjeljka: Opšta zaštita, Sanitet-ski prevozi i Nestale i umrle osobe. U ovom dijelu se prvo utvrđuje terminologija koja će se koristiti u nastavku teksta. Autori tu daju definicije poj-

⁵ *Ibid.*, član 96. stav 3.

⁶ Član 47. Prve konvencije, član 48. Druge konvencije, član 127. Treće konvencije, član 144. Četvrte konvencije, član 83. Protokola I, član 19. Protokola II

⁷ Član 35. Protokola I

ded", "sick"⁸, "shipwrecked"⁹, "medical personnel"¹⁰ etc. Following the terms, the Protocol defines general protection that certain persons in international armed conflicts enjoy, while a number of Articles refers to medical transportation, protection and agreements related to this area. The last section of the Second part of the Protocol refers to missing and dead persons, and establishment of a rule that primarily refers to this section.

The third part of the Protocol I refers to methods and means of warfare and establishment of the status of combatants and prisoners of war. This part of the Protocol is mainly based on the principle to limit methods and means of warfare: use of weapons and other means and methods that can cause unnecessary suffering is prohibited.¹¹ Killing, injuring or capturing an adversary by resort to perfidy is also prohibited.¹² In addition to all this, denying mercy and fight against the enemy who did not take part or no longer takes part in the conflict, the enemy who already surrendered or clearly shows that he intends to do it, is prohibited.¹³

The fourth part of the Protocol I regulates protection of civilian population and civilian objects from consequences of conflicts. Civilians are those persons who do not belong to one of the categories of persons who take part in armed conflicts, while civilian objects are non-military objects that have no contribution to military action and whose destruction does not offer a military advantage.¹⁴ The principle of distinction between civilians and combatants and distinction between civilian and military objects, is the main principle that applies to protection of the civilian population. Bearing in mind that only combatants and military objects can be targets of an attack, attacks on civilians and civilian objects is prohibited, as well as putting civilians in the presence of combatants and military objects, in order to protect them. At the same time, all possible measures aimed to prevent accidental attacks on civilians or causing any kind of damage to civilians must be undertaken, which means that civilians must be removed from the place of attack, while starvation of civilians or destruction of objects that are crucial for their survival is also prohibited.¹⁵ The aforementioned

8 The Article 8 item a) of the Protocol I defines "wounded" and "sick" as persons who are in need of medical assistance or care and who refrain from any act of hostility, due to trauma, disease or other physical or mental disorder or disability.

9 The Article 8 item b) of the Protocol I defines "shipwrecked" as persons who are in peril at sea or in other waters, as a result of misfortune affecting them or the vessel or aircraft carrying them and who refrain from any act of hostility.

10 The Article 8 item c) of the Protocol I stipulates that the term "medical personnel" means those persons assigned, by a party to the conflict, exclusively to the medical purposes (also defined by the Protocol), or to the administration of medical units or to the operation or administration of medical transports.

11 The Article 35 of the Protocol I

12 *Ibid*, the Article 37

13 *Ibid*, the Articles 41 and 42

14 *Ibid*, the Articles 50 and 52

15 *Ibid*, the Articles 51, 57 and 58

mova kao što su „ranjeni“ i „bolesni“⁸, „brodolomci“⁹, „sanitetsko osoblje“¹⁰ i slično. Nakon toga ovaj dio Protokola propisuje opštu zaštitu koju uživaju pojedine osobe u međunarodnim oružanim sukobima. Određen broj članova odnosi se, kako je već rečeno, i na sanitetska vozila, njihovu zaštitu i sporazume u vezi sa njima. Posljednji odjeljak Dijela II Protokola I odnosi se na nestale i umrle osobe, uz utvrđivanje načela koje se prvenstveno postavlja u primjeni ovog odjeljka.

Treći dio Protokola I odnosi se na metode i sredstva ratovanja, te na određivanje statusa borca i ratnog zarobljenika. Glavni princip na kojem se zasniva ovaj dio Protokola jeste princip ograničenja metoda i sredstava ratovanja: zabranjeno je upotrebljavati oružje i ostala sredstva, kao i metode koje uzazivaju nepotrebna stradanja.¹¹ Takođe je zabranjeno podmuklo ubijanje, ranjavanje i zarobljavanje protivnika.¹² Pored svega navedenog, zabranjeno je i uskraćivanje milosti, kao i borba protiv neprijatelja koji nije sudjelovao ili više ne sudjeluje u borbi, i koji se predao, ili na nedvojben način pokazuje da to namjerava učiniti.¹³

Cetvrti dio Protokola I odnosi se na zaštitu civilnog stanovništva i civilnih objekata od posljedica sukoba. Civilni su one osobe koje ne pripadaju oružanim snagama, a civilni objekti su oni objekti koji nisu vojni, odnosno koji ne doprinose vojnemu djelovanju i čije uništenje ne doprinosi vojnoj prednosti.¹⁴ Osnovno pravilo u vezi sa civilnim stanovništvom jeste da se u svaku dobu i na svakom mjestu mora praviti razlika između njih i boraca, te između civilnih i vojnih objekata. S obzirom da samo borci i vojni objekti mogu biti cilj napada, zabranjeno je ne samo napadati civile i civilne objekte ili štititi borce i vojne objekte stavljanjem civila u njihovo prisustvo, već se moraju poduzeti sve moguće mjere kako bi se spriječili slučajni napadi civila i štete kod istih.¹⁵ Ovo posljednje ne znači samo izdvajanje civila od mjesta napada, već i zabranu izglađnjivanja civila ili zabranu uništavanja objekata koji su neophodni za njihovo preživljavanje. To pokazuje da se od boraca na obje strane traži

⁸ Član 8. tačka a) Protokola I utvrđuje da se pod izrazom „ranjeni“ i „bolesni“ prvenstveno podrazumijevaju osobe kojima je zbog povrede, bolesti ili drugih fizičkih ili mentalnih poremećaja ili teškoća potrebna liječnička pomoć ili njega, i koja se uzdržavaju od svakog akta neprijateljsvta.

⁹ Član 8. tačka b) Protokola I utvrđuje da se pod izrazom „brodolomci“ podrazumijevaju osobe koje se nalaze u opasnosti na moru ili u drugim vodama, kao posljedica nesreće koja je zadesila njih ili brod ili zrakoplov u kojem se nalaze.

¹⁰ Član 8. tačka c) Protokola I utvrđuje da se pod izrazom „sanitetsko osoblje“ podrazumijevaju osobe koje je jedna strana u sukobu odredila isključivo za sanitetske zadatke (definisane takode ovim Protokolom), ili za zadatke upravljanja sanitetskim jedinicama, ili za funkcionisanje ili upravljanje sanitetskim prevozima.

¹¹ Član 35. Protokola I

¹² *Ibid.*, član 37.

¹³ *Ibid.*, članovi 41. i 42.

¹⁴ *Ibid.*, članovi 50. i 52.

¹⁵ *Ibid.*, članovi 51., 57. i 58.

rules show that combatants on both sides should fight in a fair way, not hiding themselves behind the civilians.¹⁶ In general, civilians are all persons who are not defined as combatants, who do not take part in the hostilities, who do not have the right to take part and who may even be punished for taking part in the hostilities. On the other hand, combatants are members of armed forces who take direct part in the hostilities, who are entitled to do it and who can be punished for taking part in the hostilities. The first ones are protected from attacks and effects of the conflict as civilian population located under the power of the enemy, while combatants are protected when their direct participation in the hostilities ends, or when they fall into enemy's hands, when they are wounded, sick or shipwrecked, and if they parachute from an aircraft in case of a trouble.

The principle of distinction between civilians and combatants is one of the basic rules that is being applied in the international humanitarian law, in both international and non-international armed conflicts. The principle was first mentioned in the Preamble of the Saint Petersburg Declaration of 1868 (Declaration Renouncing the Use, in Time of War, of Explosive Projectiles Under 400 Grammes Weight, 29 November 1868, which reads that the only legitimate object which states should endeavour to accomplish during war, is to weaken the military forces of the enemy. The Article 25 of the Convention respecting the Laws and Customs of War on Land and its annex: Regulations concerning the Laws and Customs of War on Land, 18 October 1907 (hereinafter: the Hague Regulations) also establishes a similar rule stipulating that attacking towns, villages, dwellings and buildings which are undefended, is prohibited. The Articles 28, 51 and 52 of the Protocol I refer to the same rule. The fact that there are no reserves to application of provisions that regulate the principle shows the significance of the principle, while some states like Mexico and the UK emphasized that the principle confirms the existing customary law and that it represents the very essence of the international humanitarian law.¹⁷ Civilians should be always distinguished from combatants, and in case of a doubt whether a person is a civilian or a combatant, he/she will be considered a civilian.¹⁸ In these cases, there should be a careful assessment of all elements needed to determine whether a person can be attacked or not, and in case of any kind of suspicion, attacks should be suspended.

16 The Article 38 of the Protocol I clearly shows that combatants on both sides should fight in a fair way. The Article also bans abuse of opponents' symbols

17 Numerous acts of the international humanitarian law confirm the principle of distinction between civilians and combatants; the Article 3 Paragraph 2 of the Protocol II to the Convention on Prohibitions or Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to be Excessively Injurious or to Have Indiscriminate Effects, 10 October 1980; the Article 3 Paragraph 7 of the Second Protocol Additional to the aforementioned Convention; the Article 2 Paragraph 1 of the Protocol III to the aforementioned Convention and the Article 8 Paragraph 2, item b), sub-item i) of the Rome Statute of the International Criminal Court, 1998.

18 The Article 59 Paragraph 1 of the Protocol I

fer borba, a ne skrivanje iza civila.¹⁶ U suštini, civilni su sve osobe koje nisu borci, ne učestvuju neposredno u neprijateljstvima, nemaju pravo da neposredno učestvuju u sukobu; čak mogu biti kažnjeni zbog samog učešća u neprijateljstvima. S druge strane, borci su pripadnici oružanih snaga koji učestvuju neposredno u neprijateljstvima, imaju pravo na to, te ne mogu biti kažnjeni zbog istoga. Prvi su zaštićeni kao civilno stanovništvo koje se nalazi pod vlašću neprijatelja, te od napada i dejstava sukoba, dok su borci zaštićeni kada prestane njihovo direktno učestvovanje u neprijateljstvima, odnosno kada padnu u ruke neprijatelju, kada su ranjeni, bolesni, ukoliko su brodolomci, te ukoliko u nevolji iskaču padobranom iz zrakoplova.

Princip razlikovanja između civilnog stanovništva i boraca je jedno od osnovnih pravila međunarodnog humanitarnog prava, i međunarodnih i nemeđunarodnih oružanih sukoba. Prvi put je spomenuto u preambuli Petrogradske deklaracije o upotrebi eksplozivnih metaka od 29.11.1868. godine, u kojoj je utvrđeno da jedini cilj kojem države u sukobu trebaju težiti jeste slabljenje vojnih potencijala neprijatelja. Pravilnik o zakonima i običajima rata na kopnu, od 18.10.1907. godine (u nastavku teksta: Haški pravilnik) takođe utvrđuje slično pravilo u članu 25., gdje se kaže da je zabranjeno napadati nebranjene gradove, sela, naselje i zgrade. Isto pravilo propisuju i članovi 28., 51. i 52. Protokola I. Koliko je ovo pravilo bitno pokazuje i činjenica da na odredbe koje ga utvrđuju nisu stavljene rezerve, a čak su i određene države (Meksiko, Velika Britanija) naglasile da je to pravilo potvrda postojećeg običajnog prava i da spada u samu suštinu međunarodog humanitarnog prava.¹⁷ Civile uvijek treba razlikovati od boraca a, ukoliko postoji nedoumica oko toga da li je određena osoba civil ili borac, ista će se smatrati civilom.¹⁸ U svakom slučaju, ukoliko postoji sumnja u pogledu statusa određene osobe, mora se izvršiti pažljiva procjena svih elemenata da bi se utvrdilo da li se ta osoba smije napasti ili ne. Ne smije se napasti svako ko je sumnjiv.

Pravilo koje slijedi iz prethodnog pravila jeste pravilo razlikovanja civilnih od vojnih objekata. Naime, strane u sukobu moraju u svakom trenutku praviti razliku između civilnih i vojnih objekata. Napadi ne smiju biti usmjereni na civilne objekte. Ovo pravilo uzraženo je u članu 48. i članu 52. stav 2. Protokola I. Utvrđuju ga i član 3. stav 7. Drugog izmijenjenog i dopunjjenog

¹⁶ Da se od boraca na obje strane traži fer borba pokazuje i član 38. Protokola I, koji zabranjuje zloupotrebu simbola humanosti i državnih simbola protivničke strane.

¹⁷ Pravilo razlikovanja civila od boraca potvrđeno je brojnim aktima međunarodnog humanitarnog prava: član 3. stav 2. Protokola II uz Konvenciju o zabrani ili ograničavanju upotrebe određenih vrsta klasičnog oružja za koje se može smatrati da ima prekomjerne traumatske efekte ili da djeluje bez razlike u pogledu ciljeva iz 1980. godine, član 3. stav 7. Izmijenjenog i dopunjjenog protokola uz istu Konvenciju, član 2. stav 1. Protokola III uz istu Konvenciju, član 8. tačka 2. b) i) Rimskog statuta Međunarodnog krivičnog suda iz 1998. godine.

¹⁸ Član 59. stav 1. Protokola I

The rule that arises from the aforementioned principle is the one that refers to distinction between civilian objects and military objects. Namely, the parties to the conflict must at all times distinguish between civilians and combatants and attacks must not be directed against civilians. The Article 48 and the Article 52 Paragraph 2 of the Protocol I mention the same rule, as well as the Article 3 Paragraph 7 of the Second Protocol Additional, the Article 2 Paragraph 1 of the Third Protocol to the Convention on Certain Conventional Weapons¹⁹ and the Article 8 Paragraph 2, item b, sub-item ii) of the Rome Statute of the International Criminal Court.

Rule logically derived from the previous read: Indiscriminate attacks are prohibited! The Article 51 Paragraph 4 of the Protocol I confirms this stance. Only France voted against application of this provision, claiming that it violates the right to defense and carrying out defensive military operations. Despite all this, no state made a reservation upon signing of the Protocol.²⁰

Precautions in attack imply the obligation to undertake all feasible precautions in order to avoid and minimize incidental loss of civilian life, injury to civilians and damages to civilian objects. The obligation to undertake all feasible precautions was first time defined in the Article 2 Paragraph 3 of the Ninth Hague Convention of 1907. The precaution rule applies both to international and non-international armed conflicts, although rules that refer to non-international armed conflicts do not explicitly mention this.²¹ “All feasible precautions” mean the obligation of military commanders to collect all informations about presence of civilians in the place which they plan to attack, natural environment, objects under special protection etc. At the same time, parties to the conflict should undertake all feasible precautions in order to cancel the attack, if it becomes clear that the objective is not a military one, or that the attack may cause incidental loss of civilian life, injury to civilians, damage to civilian objects, which would be excessive in relation to the concrete and direct military advantage anticipated.²²

The principle on the prohibition of attacks of persons who are unable to fight is also generally accepted; it is applicable both in international and non-international armed conflicts, and it is regulated by the Lieber Code²³ and the Hague

19 The Protocol was adopted on 10 October 1980 and B&H succeeded to the Protocol on 15 December 1993 (“The Official Gazette of the Republic of B&H”, No: 25/93).

20 Henckaerts J.-M. / Doswald-Beck L., *Customary International Humanitarian Law, Volume I: Rules*, translated by S. Abraham, University Press, Cambridge, 2005, p. 37

21 Although it is not explicitly stated, it is considered that the rule arises from the Article 13, Paragraph 1 of the Protocol II, which reads: “*The civilian population and individual civilians shall enjoy general protection against the dangers arising from military operations. To give effect to this protection, the following rules shall be observed in all circumstances.*”.

22 The Article 51, Paragraph 5 of the Protocol I

23 The Article 71 of the Lieber Code of 1863

protokola, član 2. stav 1. Trećeg protokola uz Konvenciju o određenom klasičnom oružju¹⁹ i član 8. stav 2. tačka b) podtačka ii) Rimskog statuta Međunarodnog krivičnog suda.

Pravilo logično izvedeno iz prethodnog glasi: napadi bez izbora ciljeva su zabranjeni! Navedeno je potvrđeno članom 51. stav 4. Protokola I. Jedino je Francuska glasala protiv ove odredbe, jer je smatrala da narušava pravo na odbranu i da narušava izvođenje odbrambenih vojnih operacija. Unatoč svemu, ni ova država nije prilikom potpisivanja ovog Protokola stavila rezervu na naznačeni član.²⁰

Predostrožnost u napadu podrazumijeva obavezu preuzimanja svih mogućih mjera predostrožnosti da bi se izbjegli, odnosno sveli na najmanju moguću mjeru slučajni gubitci i povrede civila te štete na civilnim objektima. Prvi put obaveza predostrožnosti u napadu je utvrđena u članu 2. stav 3. Devete haške konvencije iz 1907. godine. Ovo pravilo o predostrožnosti vrijedi i za međunarodne i za nemeđunarodne oružane sukobe, iako eksplicitno nije navedeno u pravu nemeđunarodnih oružanih sukoba.²¹ „Sve moguće mjere“ podrazumijevaju obavezu vojnih zapovjednika da prikupe sve moguće informacije o prisustvu civila na mjestu koje planiraju napasti, o prirodnom okolišu, objektima koji su pod posebnom zaštitom i slično. Isto tako, strane u sukobu moraju preduzeti sve moguće mjere kako bi prekinule napad ako postane jasno da cilj napada nije vojni, ili da napad može prouzrokovati slučajne gubitke života civila i njihove povrede, ili oštećenja civilnih objekata, a koji bi bili nesrazmerni u odnosu na predviđenu konkretnu i direktnu vojnu prednost.²²

Opšteprihvaćeno je i pravilo o zabrani napada osoba koje su onesposobljene za borbu. Ovo pravilo primjenjivo je kako u međunarodnim, tako i u nemeđunarodnim oružanim sukobima. Prisutno je bilo još i u Lieberovom kodeksu²³ i Haškom pravilniku²⁴. Podrazumijeva da su osobe koje se nalaze pod vlašću neprijatelja, zatim osobe bez svijesti, brodolomci, ranjenici, bolesnici, kao i osobe koje nedvojbeno daju do znanja da se žele predati – zaštićene od napada.²⁵ Takve osobe ne smiju biti predmet napada čak ni kada je teško držati ili evakuisati zarobljenike; prepreke se moraju prevazići raz-

¹⁹ Ovaj Protokol je usvojen 10.10.1980., a BiH ga je prihvatile suksesijom 15.12.1993. („Službeni list Republike BiH“, broj: 25/93).

²⁰ Henckaerts J.-M. / Doswald-Beck L., *Običajno međunarodno humanitarno pravo*, Tom I: Pravila, preveo S. Avram, University Press, Cambridge 2005., str. 37.

²¹ Iako nije eksplicitno navedeno, smatra se da proizlazi iz člana 13. stav 1. Protokola II, koji glasi: „Civilno stanovništvo i pojedinci civili uživaju opštu zaštitu od opasnosti koje proizlaze iz vojnih operacija. Kako bi se provedla ta zaštita, ova će pravila biti poštovana u svakoj prilici.“

²² Član 51. stav 5. Protokola I

²³ Član 71. Lieberovog kodeksa iz 1863. godine

²⁴ Član 23. tačka c) Haškog pravilnika

²⁵ Član 41. i član 85. stav 3. tačka e) Protokola I, član 3. Ženevske konvencije iz 1949. godine

Regulations²⁴. According to the principle, persons who are under the power of the enemy, unconscious persons, shipwrecked, wounded, sick, and those who undoubtedly make it clear that they want to hand over – are protected from attacks.²⁵ These persons shall not be subject to attack, even in case of difficulties to hold or evacuate prisoners; obstacles must be overcome by disarmament and release or in any other way, but the rule shall not be called into question in no case.

Wounded, sick and shipwrecked must be treated with respect and they should be given proper protection.²⁶ In all circumstances, they shall receive, to the fullest extent practicable, the medical care and attention required by their condition and they shall be protected from injustice and all attacks on their personal integrity.

According to provisions of the Protocol I, persons who used to be considered stateless or refugees before the war, will be considered as persons protected by the Fourth Convention. Pregnant women and mothers with small children will be given priority when considering cases of arrest or internment. Death penalty against them shall not be executed.

Children under the age of 15 cannot be recruited in the armed forces. If this happens and if they fall into enemy's hands, they shall continue to benefit from the special protection that children in armed conflict are entitled to, whether they are prisoners of war or not. Death penalty shall not be imposed against persons who committed crimes while they were juveniles.²⁷

Journalists engaged in dangerous professional missions shall be considered as civilians and they shall be provided with a special identity card. They accompany the armed forces of the state, but they are not members of these forces. However, if they fall into enemy hands, they will be considered prisoners of war.²⁸

The Article 82 of the Protocol I refers to legal advisors as persons who have the knowledge about the international humanitarian law and in this regard, they will assist military commanders in its implementation.

One of the novelties of the Protocol I is a provision of the Article 1, Paragraph 4, which establishes that conflicts aimed to exercise the right of self-determination are in fact international armed conflicts, as well as the provision of the Article 70, which establishes that the party that controls occupied territory cannot reject an offer for relief actions, which come from impartial humanitarian organizations and neutral forces.

It has already been noted that attacking buildings dedicated to religion, science and art activities is prohibited in all armed conflicts. Every destruction,

24 The Article 23 item c) of the Hague Regulations

25 The Article 41 and the Article 85 Paragraph 3, item e) of the Protocol I, the Article 3 of the Geneva Conventions of 1949

26 The Article 10 of the Protocol I

27 *Ibid*, the Article 77

28 *Ibid*, the Article 79

oružavanjem i puštanjem na slobodu tih osoba, ili na drugi način, ali ni u kojem slučaju se ovo pravilo ne smije dovoditi u pitanje.

Sa ranjenicima, bolesnicima i brodolomcima mora se postupati sa poštovanjem i mora im se pružiti zaštita.²⁶ U svakoj situaciji im se, u skladu sa vlastitim mogućnostima, mora pružiti medicinska njega koju zahtjeva njihovo stanje. Moraju biti zaštićeni od nepravde i mogućih nasrtaja na lični integritet.

Prema odredbama Protokola I, osobe koje su se prije početka sukoba smatrali osobama bez državljanstva ili izbjeglicama - smatrat će se zaštićenim osobama u smislu Četvrte konvencije. Trudnice i majke s malom djecom će imati prednost pri razmatranju slučajeva uhićenja ili internisanja. Takođe, treba se izbjegći izricanje smrтne kazne nad njima.

Djeca mlađa od 15 godina ne smiju biti novačena u oružane snage. Ukoliko do toga ipak dođe te padnu u neprijateljske ruke, uživat će posebnu zaštitu koju uživaju djeca u oružanim sukobima, bez obzira jesu li ratni zarobljenici. Nad osobama koje su kao maloljetnici izvršili krivična djela ne smije se izricati smrтna kazna.²⁷

Novinari koji su angažovani u opasnim profesionalnim misijama smatrat će se civilima, i moraju biti opskrbljeni posebnom ličnom iskaznicom. Oni prate oružane snage države, ali nisu pripadnici tih snaga. Međutim, ukoliko padnu u ruke neprijatelju, smatrat će se ratnim zarobljenicima.²⁸

Članom 82. Protokola I ustanovljeni su pravni savjetnici, odnosno osobe koje poznaju međunarodno humanitarno pravo i koje će pružati pomoć vojnim zapovjednicima u njegovoj primjeni.

Jedna od novina Protokola I jeste odredba njegovog člana 1. stav 4., koja utvrđuje da su ratovi za samoopredjeljenje ustvari međunarodni oružani sukobi, kao i odredba člana 70., koja utvrđuje da okupant ne smije odbiti ponudu za pružanje humanitarne pomoći od strane neutralnih sila i nepri-strasnih humanitarnih organizacija.

Već je navedeno da je u svim oružanim sukobima zabranjeno napadati zgrade namijenjene bogosluženju, nauci i umjetnosti. Svaka zapljena, uništenje ili namjerno oštećenje institucija namijenjenih za ove svrhe je zabranjena, kao i svaka krađa, pljačka ili neosnovano prisvajanje, i bilo koji drugi akt vandalizma uperen protiv dobara od značaja za kulturno naslijeđe svih naroda. Protokol I u tom smislu kulturna dobra svrstava među civilne objekte, i pruža im istu zaštitu kakvu imaju civilni objekti.²⁹ U skladu s tim, zabranjeno je ova dobra uzimati za predmete napada a, ako dođe do njih-

26 Član 10. Protokola I

27 *Ibid.*, član 77.

28 *Ibid.*, član 79.

29 Član 53. Protokola I

damage or seizure related to the institutions that are dedicated to the aforementioned purposes is prohibited, as well as any kind of theft, robbery or unlawful usurpation or any other kind of vandalism act, directed against objects that constitute cultural heritage of peoples. In this regard, the Protocol I mentions objects that constitute cultural heritage as civilian objects and stipulates the same kind of protection, as in the case of civilian objects.²⁹ Thus, taking the abovementioned objects as target of an attack is prohibited and it is considered as a serious violation of the international humanitarian law.

The Article 90 of the Protocol I refers to establishment of an International Fact-Finding Commission and its main goal is to carry out an investigation about violations of the international humanitarian law. The Commission is competent to investigate any facts alleged to be grave breach as defined in the Geneva Convention of 1949 and the Protocol I.

Nowadays, the obligation to protect medical activities is also included into provisions of customary international law, but a special problem in this field is related to medical aircrafts, bearing in mind that its speed prevents the enemy to distinguish whether it is a military object or a protected object. For this reason, medical aircrafts are considered protected if they fly in line with a flight plan that was previously accepted by both sides to the conflict.³⁰

Medical experiments on persons who are in the power of the enemy, persons who are interned, detained or otherwise deprived of liberty are not allowed.³¹ Exceptions are not allowed even with consent of these persons, because these are exceptional circumstances and there are no guarantees that they decided on their own.

Following the aforementioned rules, serious violations of the Geneva Conventions are the following:

- Attack on civilian population;
- Carrying out indiscriminate attacks affecting civilian population, knowing that it will cause excessive civilian losses;
- Attacking a person knowing that he/she is "*hors de combat*";
- Perfidy when using a distinctive emblem;
- Deportation or relocation of population from the occupied territory (regardless of the fact whether deportation or relocation is carried out within or outside of the territory of their country);
- Carrying out attacks against objects and installations that contain dangerous forces knowing that it will cause excessive civilian losses;
- Attacking demilitarized and unprotected places.³²

29 The Article 53 of the Protocol I

30 Gasser H.-P., *International Humanitarian Law*, translated by Z. Lakic, the International Committee of the Red Cross, Bosnia and Herzegovina, 2003, p. 39

31 The Article 11 of the Protocol I

32 *Ibid*, the Article 85

vog razaranja, to se smatra teškim povredama međunarodnog humanitarnog prava.

Članom 90. Protokola I osnovana je Komisija za utvrđivanje činjeničnog stanja. Njen glavni cilj jeste sprovođenje istrage u vezi sa kršenjem međunarodnog humanitarnog prava. U njenoj nadležnosti nalazi se ispitivanje činjenica za koje se tvrdi da predstavljaju teška kršenja Ženevskih konvencija iz 1949. godine i Protokola I.

U odredbe međunarodnog običajnog prava danas se ubraja i obaveza zaštite medicinske djelatnosti, gdje se specifičan problem javlja kod medicinskih letjelica, jer zbog njihove brzine neprijatelj nije u stanju razlučiti radi li se o vojnem ili zaštićenom objektu. Iz tog razloga smatra se da su iste zaštićene ukoliko lete po planu letenja koji je prethodno prihvaćen od obje strane u sukobu.³⁰

Medicinski eksperimenti na osobama koje se nalaze u rukama neprijatelja, ili su internisane, zadržane u pritvoru ili na drugi način lišene slobode - nisu dozvoljeni.³¹ Izuzeci nisu dozvoljeni ni u slučaju da takva osoba pristane na eksperimente, jer se nalazi u vanrednim okolnostima i nije garantovano da je odluka donesena slobodnom voljom.

Iz navedenih pravila slijedi da se teškim kršenjem Protokola I smatraju sljedeća djela:

- napad na civilno stanovništvo;
- izvođenje napada bez izbora ciljeva koji pogađaju civilno stanovništvo, sa znanjem da će prouzrokovati prekomjerne civilne gubitke;
- napad na osobu uz znanje da je izvan bojnog ustrojstva;
- perfidija prilikom upotrebe znaka raspoznavanja;
- deportovanje ili premještanje stanovništva okupiranog područja (bez obzira radi li se o deportovanju ili premještanju unutar ili izvan teritorija njihove države);
- preduzimanje napada na građevine i instalacije koje sadrže opasne sile sa znanjem da će prouzrokovati prekomjerne civilne gubitke;
- napad na nebranjena i demilitarizovana mjesta.³²

ZAKLJUČAK

Protokol I iz 1977. godine je jedan od najznačajnijih dokumenata iz oblasti međunarodnih oružanih sukoba. Cilj svakog od njihovih članova jeste minimizirati stradanja u sukobu.

³⁰ Gasser H.-P., *Međunarodno humanitarno pravo*, prevela Z. Lakić, Međunarodni komitet Crvenog križa/krsta, Bosna i Hercegovina 2003., str. 39.

³¹ Član 11. Protokola I

³² *Ibid.*, član 85.

CONCLUSION

The Protocol I of 1977 is one of the most important documents in the field of international armed conflicts and the goal of each of its articles is to minimize casualties in the conflict.

The principles of the Protocol I, which transformed into rules of the customary international law, are: the principle of distinction between civilians and combatants and between civilian objects and military objective, the prohibition of indiscriminate attacks and the principle of proportionality in attack. The obligation to take precautions in attack and in terms of the consequences of attacks are also considered to be a customary rule, as well as the obligation to respect and protect medical and religious personnel, medical units and transportation, i.e. personnel and facilities aimed to provide humanitarian aid and civilian journalists.

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13. The Rome Statute of the International Criminal Court of 1998

Pravila Protokola I koja su prerasla u međunarodno običajno pravo jesu: princip razlikovanja između civila i boraca, kao i između civilnih objekata i vojnih ciljeva, zatim zabrana napada bez razlikovanja ciljeva, te princip proporcionalnosti prilikom napada. Obaveza preduzimanja mjera predostrožnosti u napadu i u pogledu posljedica napada takođe se smatra običajnim pravilom, kao i obaveza da se poštuju i zaštite sanitetsko i vjersko osoblje, sanitetske jedinice i transporti, odnosno osoblje i objekti za humanitarnu pomoć i civilni novinari.

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TECHNOLOGICAL INNOVATION AS AN INCENTIVE TO COMPANIES FOR SOCIAL RESPONSIBILITY

Jasmina Gligorijević¹, Dubravka Bradić²

Abstract

The introduction of the corporate social responsibilities of, as a strategy of business conduct brings to companies a number of advantages, such as better market positioning, reduction of operating costs, employee motivation, attracting top notch professionals, investor confidence and financial institutions, improvement of the image, the application of technological innovation. Since the second half of the twentieth century, the company obtained a new dimension of social responsibility, which are caused by economic, political, technological, environmental issues as well as overall development of society as a whole. The interest in these issues is particularly highlighted by the occurrence of the global economic and financial crisis, when and reinforces the importance of the concept of corporate social responsibility.

In the traditional sense, the socially responsible behavior of the company is potentially a burden or cost to their business. However, if a company, for a longer period of time, in his strategy introduced the need to create new value through innovation then such an investment is not considered a cost, but an investment and business objectives of the company associated with the solution of social, environmental and other social problems.

Innovation is a very important factor of corporate social responsibility, which in today's economic crisis face a number of barriers that can be overcome by adequate innovative policy of the state.

Keywords: corporate social responsibility, innovation, technological innovation, innovative policy

JEL classification: O3

INTRODUCTION

Corporate social responsibility means harmonizing business strategies of companies with the main challenges that the society as a whole is facing, such as low social standard, poverty, unemployment, environmental pollution, cor-

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TEHNOLOŠKE INOVACIJE KAO PODSTREK KOMPANIJAMA ZA DRUŠTVENO ODGOVORNO POSLOVANJE

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Sažetak

Uvođenje korporativne društvene odgovornosti, kao strategije poslovnog ponašanja donosi kompanijama niz prednosti, kao što su bolje pozicioniranje na tržištu, smanjenje operativnih troškova, motivaciju zaposlenih, privlačenje vrhunski obrazovanih stručnjaka, poverenje investitora i finansijskih institucija, poboljšanje imidža, primenu tehnoloških inovacija. Od druge polovine XX veka kompanije dobijaju nove dimenzije društvene odgovornosti, koje su izazvane ekonomskim, političkim, tehnološkim, ekološkim kao i ukupnim problemima razvoja društva u celini. Interesovanje za ove probleme posebno je naglašeno od pojave globalne ekonomske i finansijske krize, kada se i pojava značaj koncepta korporativne društvene odgovornosti.

U tradicionalnom smislu, društveno odgovorno ponašanje kompanija potencijalno predstavlja opterećenje, odnosno trošak za njihovo poslovanje. Međutim, ako kompanija, u dužem vremenskom periodu, u svoju strategiju poslovanja uvede potrebu za stvaranjem novih vrednosti kroz inovaciju onda se takvo ulaganje ne smatra troškom, već investicijom, a poslovni ciljevi preduzeća povezuju sa rešavanjem socijalnih, ekoloških i ostalih društvenih problema.

Inovacije su veoma značajan faktor društveno odgovornog poslovanja, koje u današnjim uslovima ekonomske krize nailaze na niz preprek, koje se mogu prevazići adekvatnom inovativnom politikom države.

Ključne reči: korporativna društvena odgovornost, inovacije, tehnološke inovacije, inovativna politika

JEL klasifikacija: O3

UVOD

Korporativna društvena odgovornost podrazumeva usklađivanje strategije poslovanja kompanija sa osnovnim izazovima sa kojima se društvo u celini suočava, kao što su nizak društveni standard, siromaštvo, nezaposlenost, zagađenje životne sredine, korupcija i slično. To podrazumeva uticaj

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ruption and the like. This includes the impact of the wider interests of various individuals and informal groups on the decisions and actions of the company. In this regard, the areas of activity of corporate social responsibility are related to:

- “1.Prevention and solving environmental problems
- 2.furtherance education, the arts and community health
- 3.contribution solving universally human and social problems and improving community
- 4.preferment public administration by enabling managers and professionals involvement in government positions.”³

Modern companies are increasingly turning to the environment in which they operate and seek to socially responsible operations increase their image in the market, reduce operating costs, obtain competitive advantage and thereby increase their market share, motivate their employees, attract and retain highly skilled personnel, increase value of its shares in the market, earn the trust of financial institutions and better manage risks.

Essentially, strategy of corporate social responsibility emphasis should be placed on raising ethical standards and norms of business, the quality of labor relations, training of human resources, quality of products, transfer of technology and knowledge, accounting for corruption, development of civil society, as well as the various actions of a humanitarian character. „Ruling problems that are „the eyes” of a large number of people, the company attracts public attention and gained the trust in the community, on the other hand, these activities help solve serious social problems. In this way, exercise is also used for the company and for the community”⁴.

In the traditional sense, the socially responsible behavior of the company is potentially a burden or cost to their business. However, if a company, for a longer period, in its business strategy introduces the need to create new value through innovation, then such an investment is not considered a cost, but an investment and business objectives of the company associated with the solution of social, environmental and other social problems .

3 Milenković,B. i ČosovićM. i Stanković, S., Društvena odgovornost preduzeća- imperativ savremenog menadžmenta, Međunarodna naučna konferencija Menadžment 2010, Kruševac, 17-18. mart 2010, (220-226) str.222-223.(Milenković,B. & ČosovićM. & Stanković, S., Social responsibility-enterprise imperative of modern management, International Scientific Conference Menagment 2010, Krusevac,17-18. march 2010,pp220-226,p.222-223).

4 Krstić,B. i Ivanović-Đukić, M., Povezivanje ciljeva društvene odgovornosti sa strategijom za unapredjenje konkurentnosti preduzeća, Nauka i svetska ekonomска kriza, Univerzitet u Nišu, Ekonomski fakultet, pp 269-279,str.271.(Krstić,B. & Ivanović-Đukić, M., Connecting objectives of social responsibility with the strategy to improve the competitiveness of enterprises, Science and the world economic crisis, University of Nish, Faculty of Economics,pp269-279,p271).

šireg interesa različitih pojedinaca i neformalnih grupa na odluke i akcije kompanija. U tom smislu, područja delovanja korporativne društvene odgovornosti odnose se na:

- „1.sprečavanje i rešavanje ekoloških problema
- 2.unapređivanje obrazovanja, umetnosti i zdravlja zajednice
- 3.doprinos rešavanju opštelijudskih i socijalnih problema i unapređivanja zajednice
- 4.unapređenje javne uprave omogućavanjem menadžerima i stručnjacima angažman na vladinim pozicijama.”³

Savremene kompanije se sve više okreću okruženju u kome posluju i nastoje da odgovornim društvenim poslovanjem povećaju svoj imidž na tržištu, smanje operativne troškove, steknu konkurentsku prednost i time povećaju svoj ideo na tržištu, motivišu svoje zaposlene, privuku i zadrže vrhunski obrazovane kadrove, povećaju vrednost svojih akcija na tržištu, dobiju poverenje finansijskih institucija i bolje upravljaju rizicima.

U suštini strategije korporativne društvene odgovornosti akcenat treba staviti na podizanje etičkih standarda i normi poslovanja, kvalitet radnih odnosa, edukaciju ljudskih resursa, kvalitet proizvoda, prenos tehnologije i znanja, obračunavanje sa korupcijom, razvoj civilnog društva, kao i razne akcije humanitarnog karaktera. "Rešavajući probleme u koje su „uprte oči” velikog broja ljudi, preduzeće privlači pažnju javnosti i stiče poverenje u društvenoj zajednici, a s druge strane, ovim aktivnostima pomaže rešavanju ozbiljnih društvenih problema.Na taj način, ostvaruju se koristi i za preduzeće i za društvenu zajednicu."⁴

U tradicionalnom smislu, društveno odgovorno ponašanje kompanija potencijalno predstavlja opterećenje, odnosno trošak za njihovo poslovanje. Međutim, ako kompanija, u dužem vremenskom periodu, u svoju strategiju poslovanja uvede potrebu za stvaranjem novih vrednosti kroz inovaciju onda se takvo ulaganje ne smatra troškom, već investicijom, a poslovni ciljevi preduzeća povezuju sa rešavanjem socijalnih, ekoloških i ostalih društvenih problema.performanse korporacija. Prihvatanjem univerzalnih principa iz oblasti ljudskih prava, rada, životne sredine i borbe protiv korupcije, kompanije se moraju posvetiti usklađivanju svojih strategija poslovanja koje će pružiti rešenja za većinu osnovnih izazova sa kojima se društvo suočava. Na taj način, poslovanje, kao primarni pokretač globalizacije, može pomoći da

³ Milenković,B. i ČosovićM. i Stanković, S., Društvena odgovornost preduzeća- imperativ savremenog menadžmenta, Međunarodna naučna konferencija Menadžment 2010, Kruševac, 17-18. mart 2010.,(220-226) str.222-223.

⁴ Krstić,B. i Ivanović-Đukić, M., Povezivanje ciljeva društvene odgovornosti sa strategijom za unapređenje konkurentnosti preduzeća, Nauka i svetska ekonomika kriza, Univerzitet u Nišu, Ekonomski fakultet, pp 269-279,str.271.

INNOVATION AND INNOVATIVE PROCESS

This innovation can be manifested in different ways. A comprehensive view of the typology of innovation given by Joseph Schumpeter. „He claimed that innovation is not only physical changes but also can manifest itself in terms of process and organizational forms. Therefore, his concept of innovation includes the introduction of new products, new production methods, new markets, win new sources of supply of raw materials and the introduction of a new organization.“⁵ Innovation means “to do something new, combining the principles of the various existing, ideas and knowledge.”⁶

This would mean “the whole complex process of development of the ideas, which contains within it the creation of ideas, commercialization (or the formation of Innovations) and the realization of”⁷ ideas for a product, service, method or process of offering and implementing the company. They must be prepared to change and risky moves, because the innovation process is always connected with high risk. However, by connecting and combining production technology and know-how, market knowledge and financial resources, companies can build a competitive advantage in the market, and therefore profits.

The innovation process is the way of invention to innovation, which passes through three stages.

The first phase, starting from the idea or the results of research of innovative products, services, methods or processes to the production of engineering prototypes. It includes: defining innovation, commercialization plan, the choice of business methods, preliminary market analysis and assessment of ideas.

The second phase includes the analytical design, development and testing innovations. The implementation of this phase is done through an analysis of the technical feasibility of innovation, detail design, plan and monitor the development of innovation, testing and certification. This phase follows the business plan with the planned sources of financing, through a complete analysis of the market, which includes identification of user requirements and test market.

The third stage of the innovation process involves the complete production process, marketing and distribution to the market.

These three phases are different steps to be followed to ideas published. “Actually, there are three aspects in which these steps can be classified: techno-

5 Scholten, V.& Pavie,X.& Carthy,D.&O’Rafferty,S., Responsible Innovation: From concept to practise, World Scientific Books, 2014. p.10.

6 Walesh, G.S., Engineering Your Future: The Professional Practice of Engineering , John Wiley&Sons, Hoboken, New Jersey, 2012. p.251.

7 Rjapuhina, V. i Kovačević, D., Savremene metode procene inovacionog potencijala regionala : analiza i klasifikacija, The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, str.109. (The modern methods for assessment of regional innovation potential: analysis and classification), Socioeconomica – The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, p.109).

tržište, trgovina, tehnologija i finansije napreduju na dobrobit, kako ekonomskim subjektima tako i društvu u celini.

INOVACIJE I INOVATIVNI PROCES

Inovacija se može manifestovati na različite načine. Sveobuhvatan pogled na tipologiju inovacija dao je Joseph Schumpeter. „On je tvrdio da inovacija nije samo fizička promena već se takođe može manifestovati u pogledu procesa i organizacionih formi. Zbog toga njegov koncept inovacija obuhvata uvođenje novih proizvoda, nove metode proizvodnje, otvaranje novih tržišta, osvajanje novih izvora snabdevanja sirovinama i uvođenje nove organizacije.⁵ Inovacija podrazumeva “napraviti nešto novo, kombinovanjem različitih postojećih principa, ideja i znanja.”⁶

Pod inovacijom podrazumevamo “kompleks celokupnog procesa razrade ideja, koji sadrži u sebi stvaranje ideje, komercijalizaciju (ili formiranje novacije) i realizaciju”⁷ ideje za neki proizvod, uslugu, metod ili proces koji nude i sprovode kompanije. One moraju biti spremne na promene i rizične poteze, jer je inovativni proces uvek povezan sa visokim rizikom. Međutim, povezivanjem i kombinovanjem proizvodne tehnologije i znanja, poznavanjem tržišta i finansijskih resursa, kompanija može ostvariti konkurentnu prednost na tržištu, a time i profit.

Inovativni proces je put od pronalaska do inovacije, koji prolazi kroz tri faze.

Prva faza, počinje od ideje ili rezultata istraživanja inovativnih proizvoda, usluga, metoda ili procesa do izrade inžinjerskog prototipa. Ona obuhvata definisanje inovativnog procesa, plan komercijalizacije, izbor poslovног metoda, preliminarnu analizu tržišta i procenu ideje.

Druga faza, obuhvata analitički dizajn, razvoj i testiranje inovacije. Sprovođenje ove faze vrši se kroz analizu tehničke izvodljivosti inovacije, detaljan dizajn, plan i praćenje razvoja inovacije, njeno testiranje i dobijanje sertifikata. Ovu fazu prati izrada biznis plana sa planiranim izvorima finansiranja, kroz kompletну analizu tržišta koja obuhvata identifikovanje zahteva korisnika i probno tržište.

5 Scholten, V.& Pavie,X.& Carthy,D.&O’Rafferty,S., Responsible Innovation: From concept to practise, World Scientific Books, 2014. p.10. (Scholten, V.& Pavie,X.& Carthy,D.&O’Rafferty,S., Odgovorne inovacije: od koncepta do prakse, World Scientific Books, 2014. str.10.).

6 Walesh, G.S., Engineering Your Future: The Professional Practice of Engineering, John Wiley&Sons, Hoboken, New Jersey, 2012, p.251.(Walesh, G.S., Inžinerstvo kao budućnost: stručna praksa inžinerstva, John Wiley&Sons, Hoboken, New Jersey, 2012, str.251).

7 Rjapuhina, V. i Kovačević, D., Savremene metode procene inovacionog potencijala regiona : analiza i klasifikacija, The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, str.109.

logical, market and business. The technological aspect is related to the technical development of innovation [...] The market aspect is related to the interaction with the market throughout the development of innovation [...], the business aspect relates to the business steps including intellectual property protection, commercialization and select the business model during the first phase the formulation of business and access to financing during the second phase, and the development of business during the third stage.^{“8}

Innovation and innovative activities are important tools in continuous and significant restructuring of the economy that can solve many social challenges, such as improving the living conditions, solving and satisfying unfulfilled social needs, and the company is determined by the primary objective, socially responsible business.

The global economic crisis has prompted many companies to seek the innovative solutions to economic, organizational, technological and other problems that have affected society as a whole. “Developed countries have begun to find a way out of the crisis, and have found it in introducing innovations, new technologies and new knowledge for the purpose of restructuring and revitalization of large and medium-sized enterprises,”⁹ which are strategic leaders of the development of small enterprises.

TECHNOLOGICAL INNOVATION

The result of technological innovation is a technological invention, which includes new rules and ideas of what that is produced and how it is produced. These new rules and ideas must find practical application through the use of the enterprises or their commercialization in the market. „Technological changes have transformed the quality of our lives,“¹⁰because “the people who lived in the first decade of the twentieth century did not know about modern dental and medical equipment, bypass surgery, safety in childbirth, control genetically transmitted diseases, personal computer, compact discs televisions, cars , opportunities for quick and cheap travel around the world, access to universities, central heating, air conditioning ... “¹¹ All these innovations shape our way of life.

⁸ Kalogerias, P.A. i Anagnostopoulos, Ch., Promocija inovacija u sektorima industrijske informatike i embeddedsistema kroz umrežavanje, I3E Metodološki vodič za inovacije, Industrial Systems Institute, Athena, 2012. str.15. (Kalogeras, P.A. & Anagnostopoulos, Ch., Promotion of innovation in the sector of information technology and embeddedsystems through networking, I3E Methodological guide for innovation, , Industrial Systems Institute, Athena 2012,p.15).

⁹ Vukmirović, V. i Vukmirović, N., Nove tehnologije, dizajn i inovacije u funkciji reindustrializacije, Economist, pp 117-132,str.18.(Vukmirović, V. i Vukmirović, N., New technologies, design and innovation in function of re-industrialization, Economist, pp 117-132, p.18.).

¹⁰ Naudé,W.& Szirmai,A., Technological Innovation, Entrepreneurship, and Development, Maastricht School of Management, The European Business Review, Sept 2013. p.4.

¹¹ Ibid, p 4.

Treća faza inovativnog procesa obuhvata kompletni proizvodni proces, marketing i distribuciju na tržište.

Ove tri faze predstavljaju različite korake, koje treba sprovesti da bi ideja izašla na tržište. „Zapravo, postoje tri aspekta u koje se ovi koraci mogu svrstati: tehnološki, tržišni i poslovni. Tehnološki aspekt se odnosi na tehnički razvoj inovacije [...] Tržišni aspekt se odnosi na interakciju sa tržištem tokom celog razvoja inovacije [...], poslovni aspekt odnosi na poslovne korake uključujući zaštitu intelektualne svojine, komercijalizaciju i odabir poslovnog modela tokom prve faze, formulacije poslovanja i pristupa finansiranju tokom druge faze, i razvoj poslovanja tokom treće faze.“⁸

Inovacije i inovativna delatnost su važne alatke u kontinuiranom i značajnom restrukturiranju privrede koja može rešavati brojne društvene izazove, kao što su poboljšanje životnih uslova, rešavanje i zadovoljenje neispunjene društvenih potreba, a kompaniji određuje primarni cilj, odgovorno društveno poslovanje.

Globalna ekonomski kriza podstakla je mnoge kompanije da traže nova inovativna rešenja za ekonomski, organizacione, tehnološke i druge probleme koji su zahvatile društvo u celini. „Razvijene zemlje su počele da pronađaze izlaz iz krize i našle su ga u uvođenju inovacija, novih tehnologija i novih znanja u cilju restrukturiranja i revitalizacije velikih i srednjih preduzeća“, koja su strateški nosioci razvoja malih preduzeća.

TEHNOLOŠKE INOVACIJE

Rezultat tehnoloških inovacija je tehnološki izum, koji podrazumeva nova pravila i ideje o tome šta da se proizvodi i kako da se proizvodi. Ta nova pravila i ideje moraju naći praktičnu primenu kroz korišćenje u preduzećima ili njihovom komercijalizacijom na tržištu. „Tehnološke promene su transformisale kvalitet naših života“,⁹ jer „ ljudi koji su živeli u prvoj deceniji dvadesetog veka nisu znali za modernu stomatološku i medicinsku opremu, bajpas operacije, sigurnost pri porođaju, kontrolu genetski prenosive bolesti, personalni računar, kompakt diskove, televizore, automobile, mogućnosti

⁸ Kalogeris, P.A. i Anagnostopoulos, Ch., Promocija inovacija u sektorima industrijske informatike i embedded sistema kroz umrežavanje, I3E Metodološki vodič za inovacije, Industrial Systems Institute, Athena, 2012. str.15.

⁹ Vukmirović, V. i Vukmirović, N., Nove tehnologije, dizajn i inovacije u funkciji reindustrijalizacije, Economist, pp 117-132,str.18.

¹⁰ Naudé,W.& Szirmai,A., Technological Innovation, Entrepreneurship, and Development, Maastricht School of Management, The European Business Review, Sept 2013. p.4.(Naudé,W.& Szirmai,A., Tehnološke inovacije, preduzetništvo i razvoj, Maastricht School of Management, The European Business Review, Sept 2013. str.4.).

Innovations are associated with changes in technology, “[...] because technological innovation represent the basis of the technological process, which is a key guideline of productivity growth, technological and economic development.”¹² Technological innovations have, in the past decade, attracted special attention of politicians, academics, practitioners, and the general public. “Innovation is largely determined by the development of the economy and innovation activities is a pledge to ensure competitiveness.”¹³ In this sense, “the firm points out a competitive advantage if it is able to detect the technology that will allow it to any activities and actions performed better than their competitors.”¹⁴ In today’s age of the global economy, competition is based on knowledge and technological innovation.

Considering that developed countries have greater financial opportunities for investment in technological innovation, as opposed to developing countries, to those achieved for the benefit of their application. However, this does not mean that technological innovation less important for developing countries. The faster you are adopted and applied new technology innovation from developed countries and developing its own innovations, that will make their economies more quickly and will decrease the gap between developed and developing countries. In this sense, policy makers in all countries around the world must promote technological innovation and stimulate innovative entrepreneurs and companies.

INNOVATION AS ARGUMENT FOR CORPORATE SOCIAL OPERATIONS

Today, large number of companies adopt and implement a strategy of corporate social responsibility, which opens the possibility for more efficient operations and gain a competitive advantage. Four traditional argument for the introduction of corporate social responsibility are:

- Moral and ethical argument,
- Legal argument, or work permits,
- The argument of sustainability and

12 Gligorović, D., Inovacije, imitacije i poslovna etika, Naučni časopis Škola biznisa 1/2011., pp 138-143, Novi Sad, str.139. (Gligorović, D., Innovation, imitation and business ethics, Scientific Journal Business School 1/2011., pp 138-143, Novi Sad, p.139).

13 Rjapuhina, V. i Kovačević, D., Savremene metode procene inovacionog potencijala regionala : analiza i klasifikacija, Socioeconomica – The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, str.107. (Rjapuhina, V. & Kovačević, D., The modern methods for assessment of regional innovation potential: analysis and classification), Socioeconomica – The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, p 107).

14 Plojović, S. i Bušatlić, S., Tehnološke inovacije kao faktor sticanja konkurentne prednosti, pristupljeno sajtu www.senadbusatllic.com/ 15.05.2015.u 20,00. (Plojović, S. & Bušatlić, S., Technological innovation as a factor in gaining competitive advantage, accessed the website www.senadbusatllic.com/ 15.05.2015 in 20,00).

za brzo i jeftino putovanje po svetu, pristup univerzitetima, centralno grijanje, klima uređaj...”¹¹ Sve ove inovacije oblikuju naš način života.

Inovacije su povezane sa promenama u tehnologiji, „[...] jer tehnološke inovacije predstavljaju osnov tehnološkog procesa, koji je ključna smernica rasta produktivnosti, tehnološkog i ekonomskog razvoja.“¹² Tehnološke inovacije su, u protekloj deceniji, privukle posebnu pažnju političara, akademskih krugova, praktičara, kao i šire javnosti. “Inovacije umnogome određuju razvoj ekonomije a inovaciona delatnost je zalog za obezbeđivanje konkurentnosti“¹³. U tom smislu, “firma stiče konkurentsку prednost ako je sposobna da otkrije tehnologiju koja će joj omogućiti da neku aktivnost obavlja bolje od svojih konkurenata.“¹⁴ U današnjem dobu globalne ekonomije, konkurenca je zasnovana na znanju, odnosno tehnološkim inovacijama.

S obzirom da razvijene zemlje imaju i veće finansijske mogućnosti za ulaganja u tehnološke inovacije, za razliku od zemalja u razvoju, to one ostvaruju i veće koristi od njihove primene, Pa ipak, to ne znači da su tehnološke inovacije manje bitne za zemlje u razvoju. Što brže budu usvajale i primenjivale nove tehnološke inovacije iz razvijenih zemalja i razvijale sopstvene inovacije, to će njihova ekonomija brže napredovati i smanjivaće se jaz između razvijenih i nerazvijenih zemalja. U tom smislu, kreatori politike u svim zemljama širom sveta moraju da promovišu tehnološke inovacije i stimulišu inovativne preduzetnike i kompanije.

INOVACIJE KAO ARGUMENT ZA KORPORATIVNO DRUŠTVENO POSLOVANJE

Danas, sve veći broj kompanija usvaja i primenjuje strategiju društveno odgovornog poslovanja, koja im otvara mogućnost za efikasnije poslovanje i sticanje konkurentske prednosti. Četiri tradicionalna argumenta za uvođenje društveno odgovornog poslovanja su:

- moralni, odnosno etički argument,
- pravni argument, odnosno dozvola za rad,
- argument održivosti i
- reputacija, odnosno imidž.

11 Ibid, str.4

12 Gligorović, D., Inovacije, imitacije i poslovna etika, Naučni časopis Škola biznisa 1/2011., pp 138-143, Novi Sad, str.139.

13 Rjapuhina, V. i Kovačević, D., Savremene metode procene inovacionog potencijala regiona : analiza i klasifikacija (The modern methods for assessment of regional innovation potential: analysis and classification), Socioeconomica – The Scientific Journal for Theory and Practice of Socio-economic Development, 2014, br. 3(5),pp 107-120, str.107.

14 Plojović,S. i Bušatlić, S., Tehnološke inovacije kao faktor sticanja konkurentske prednosti, str.4.

- Reputation and image.

Besides these arguments, another reason is very important that companies implement a strategy of socially responsible business. Namely, stimulating innovation, the company not only to create a continuous growth of his company, her safety and profitability already solve many social problems.

The views of the public are increasingly fixed on not only the quality of the product or service companies, but also to involve them in the improvement of the community, especially in resolving humanitarian conditions and environmental issues.

The literature defines socially responsible business as a concept in which the company, above and beyond the legal obligations conduct their business by aligning it with the interests of its employees, customers, shareholders and society as a whole, integrating it with social issues and environmental protection. In this context, innovation is the outcome of specific research and development projects that are included in the corporate social responsibility of companies.

Identifying opportunities to use corporate innovation

Encouraging companies to innovate depends on the nature of the company, because many of the most important contributions to science came quite by accident. However, corporate executives can not wait to let the innovations discovered by accident, but they have to their socially responsible business directed towards innovative approach, recognizing the possibilities for solving the existing needs.

Guidance on identifying opportunities to use innovation¹⁵ must go step by step.

The first step is the company's commitment to his ideas of environmental protection. The implementation of these ideas is an important way to build strong relationships with the community, customers, investors, and achieve respect and credibility of the company by clients.

The second step is the behavior of the companies above regulated rules and regulations. The laws, especially the law on protection of the environment is dynamic, so the company must act so that their responsibility is outside and above the law of certain rules and regulations. This kind of behavior will not remain unnoticed by the public, media and agency for environmental protection.

The next step is to "clean" program, practices and products of the company. Even companies in industries that themselves are not "pure", such as transportation, power generation, manufacturing, need to explore and exploit the latest

¹⁵ Asongu,J.J., Innovation as Argument for Corporate Social Responsibility, Journal of Business and Public Policy, 2007. Volume 1, Number 3 pp 1-22, p.8-10.

Pored ovih argumenata, još jedan, veoma bitan razlog, da kompanije sprovode strategiju društveno odgovornog poslovanja, je inovativni argument. Naime, stimulišući inovativnost, kompanije, ne samo da kreiraju kontinuiran rast svoje kompanije, njenu sigurnost i profitabilnost već rešavaju mnoge društvene probleme.

Pogledi javnosti su sve više uprte ne samo na kvalitet proizvoda ili uslugu kompanija, već i na njihovo uključivanje u poboljšanje društvene zajednice, posebno na rešavanje humanitarnih uslova i pitanja životne sredine.

U literaturi se društveno odgovorno poslovanje definiše kao koncept kojim kompanije, izvan i iznad zakonskih obaveza obavljaju svoje poslovanje usklađujući ga sa interesima svojih zaposlenih, kupaca, akcionara i društva u celini, integrišući ga sa socijalnim pitanjima i pitanjima očuvanja životne sredine. U tom kontekstu, inovacije su ishod specifičnih istraživačkih i razvojnih projekata koji se uključuju u društveno odgovorno poslovanje kompanija.

Identifikovanje mogućnosti korporacije za korišćenje inovacija

Podsticanje kompanija ka inovacijama zavisi od same prirode kompanije, jer su mnogi od najvažnijih doprinosa nauke došli sasvim slučajno. Međutim, korporativni rukovodioci ne mogu čekati da se neka inovacija otkrije slučajno, već moraju da svoje društveno odgovorno poslovanje usmere ka inovativnom pristupu, prepoznavajući razne mogućnosti za rešavanje postojećih potreba.

Smernice za identifikovanje mogućnosti za korišćenje inovacija¹⁵ moraju ići određenim koracima.

Prvi korak je predanost kompanije ka svojim idejama zaštite životne sredine. Sprovodenje ove ideje je važan način za izgradnju čvrstih odnosa sa zajednicom, kupcima, investitorima, kao i postizanje poštovanja i kreditibiliteta kompanije od strane klijenata.

Drugi korak predstavlja ponašanje kompanija iznad regulisanih pravila i propisa. Naime, zakoni, a posebno zakon o zaštiti životne sredine je dinamičan, tako da se kompanije moraju ponašati tako da njihova odgovornost bude izvan i iznad zakonom određenih pravila i propisa. Ovakva ponašanja neće ostati nezapažena od strane javnosti, medija i agencija za zaštitu životne sredine.

Sledeći korak odnosi se na „čist“ program, praksi i proizvode kompanije. Čak i kompanije u onim industrijama koje same po sebi nisu „čiste“, kao što je prevoz, proizvodnja električne energije, proizvodnja, moraju da istra-

¹⁵ Asongu,J.J., Innovation as Argument for Corporate Social Responsibility, Journal of Business and Public Policy, 2007. Volume 1, Number 3 pp 1-22, p.8-10.(Asongu,J.J., Inovacije kao argument za društveno odgovorno poslovanje, Journal of Business and Public Policy, 2007. Volume 1, Number 3 pp 1-22, str.8-10).

technology at their available to make environmental protection has become a reality. If the company decides for a “clean”, “green” product or service it has to harmonize its strategy activities with the concept of the production of such products or services. So if a company engaged in the transport of promoting natural gas as an alternative fuel for transport, then it must be that this kind of fuel used in doing its activity. It's the ideal way to build a positive and long-lasting relationship with clients and get a positive public attitude towards the company and its activities.

The fourth step is the response of the community. In this sense, companies must in their operational plans include elements of general social interests so as not to come into conflict with the community. With its flexible policy the company has its economic interests to harmonize with the interests of the community.

Support to certain social groups for environmental protection is the next step, which a socially responsible company is to be implemented. Many community groups for environmental protection are delighted to collaborate with companies in their area, so that in some cases can be established and determined partnership between them, which would contribute to establishing a balance between environmental protection and development of the company.

Stimulating innovative activity in companies

The concept of corporate social responsibility is experiencing economic expansion since 1990. Accepting this concept as its strategy of many companies supporting the value of certain principles which contribute significantly to society as a whole. In this sense, companies increasingly support innovation as an argument for socially responsible business.

In order to achieve the highest possible profitability as soon as possible some companies pay high bonuses to employees who are responsible for innovation. However, this approach can provide only short-term effects. In the longer term such innovations may cause long-term implications, and corporate scandals liability companies, which have also occurred at the beginning of the XXI century.

To avoid long-term side effects of introducing new innovations, companies must implement a policy of sustainable development and corporate responsibility, and to become technology leaders to find new methods to reduce their negative effects on the environment and at the same time increase their productivity. In this way, these companies will use their new innovative products or services to gain competitive advantage over firms in similar activities. In this sense, corporate social responsibility has become a strategic perspective companies.

žuju i iskoriste najnovije tehnologije koje su im na raspolaganju kako bi očuvanje životne sredine postala stvarnost. Ukoliko se kompanija odluči za „čist“, „zeleni“ proizvod ili uslugu onda mora da svoju strategiju delatnosti uskladi sa konceptom proizvodnje takvih proizvoda ili usluga. Dakle, ako kompanija koja se bavi prevozom promoviše prorodni gas kao alternativno gorivo za prevoz, onda ona mora i da takvu vrstu goriva koristi u obavljanju svoje delatnosti. To je idealan način da se izgradi pozitivan i dugotrajan odnos sa klijentima i dobije pozitivan stav javnosti prema kompaniji i njenoj delatnosti.

Četvrti korak odnosi se na reagovanja zajednice. U tom smislu, kompanija mora da u svoje operativne planove uvrsti i opšte društvene interese kako ne bi dolazila u sukob sa društvenom zajednicom. Svojom fleksibilnom politikom kompanija mora svoje ekonomске interese da uskladi sa interesima zajednice.

Podržavanje određenih društvenih grupa za zaštitu životne sredine je sledeći korak, koji društveno odgovorne kompanije treba da sprovode. Mnoge društvene grupe za zaštitu životne sredine su spremene da sarađuju sa kompanijama na svom području, tako da se u nekim slučajevima mogu uspostaviti i određena partnerstva između njih, koja bi doprinela uspostavljanju ravnoteže između očuvanja životne sredine i razvoja kompanije.

Stimulisanje inovativne delatnosti u kompanijama

Koncept društveno odgovornog poslovanja doživljava ekonomsku ekspanziju od 1990. godine. Prihvatajući ovaj koncept kao svoju strategiju mnoge kompanije podržavaju određena načela vrednosti koja značajno doprinose društvu u celini. U tom smislu, kompanije sve više podržavaju inovacije kao argument za društveno odgovorno poslovanje.

U želji da postignu što veću profitabilnost u što kraćem roku neke kompanije plaćaju visoke bonuse zaposlenima koji su odgovorni za inovacije. Međutim, ovaj pristup može pružiti samo kratkoročne efekte. U dužem roku takve inovacije mogu izazvati dugoročne implikacije, odnosno korporativne skandale odgovornosti kompanija, koje su se i događale početkom XXI veka.

Da bi se izbegli dugoročni neželjeni efekti uvođenja novih inovacija, kompanije moraju da sprovode politiku održivog razvoja i korporativne odgovornosti, odnosno da postanu tehnološki lideri koji će naći nove metode za smanjenje svojih negativnih efekata na životnu sredinu i da u isto vreme povećaju svoju produktivnost. Na taj način, ovakve kompanije će svojim novim inovativnim proizvodima ili uslugama stići konkurentsku prednost nad kompanijama iz sličnih delatnosti. U tom smislu, društveno odgovorno poslovanje mora postati strateška perspektiva kompanija.

A BARRIER TO INNOVATION

Innovation is very important to respond to the challenge of globalization, such as corporate social responsibility. Their importance is particularly reinforced larger and faster development of new technologies. Factors and barriers that disturb “the company to innovate and to grow can have enormous public impact.”¹⁶ These factors can range in strength of their effects, and these are:

- the lack of adequate funds;
- too large economic risks;
- the prohibitive cost of innovation;
- the lack of qualified staff;
- insufficient flexibility of regulations and standards;
- shortage of information about consumer reactions to new products or services;
- organizational rigidities within the company;
- the lack of market information and
- lack of information about new technology.

These factors are particularly pronounced for small and medium enterprises.

THE INCENTIVE TO INNOVATE

Understanding the importance innovation for economic growth of the economy, many countries introduced a special innovative policy. It “includes the ongoing efforts of the state in order to support the design and implementation of innovations in the production of new products and services.”¹⁷ Innovative policy is especially important for developing countries and it is “a strong catalyst for them to adapt to global economic and technological changes.”¹⁸ Innovative policies “could encourage innovation in both the public and private sector which, more specifically, includes increased investment in research and development (especially in the private sector), development of high-quality scientific and research centers, extensive cooperation (on research) between universities and industry, as and intellectual property protection.”¹⁹

16 Veselinova, E. i Samonikov, G.M., Inoviranje i rast MSP u EU, Management, Časopis za teoriju i praksu menadžmenta,2012/64, pp 87-95. str.91. (Veselinova, E. i Samonikov, G.M., Innovation and growth of SMEs in the EU, Journal of the theory and practice of management, 2012/64, pp 87-95. p.91).

17 Despotović,D. i Ilić,V., Rastući značaj politike inovacija u upravljanju savremenim razvojem, Ekonomika, 2013. vol.59, iss.3. pp 79-88, str.86. (Despotović,D. i Ilić,V., The growing importance of policy innovation in the development of modern, Ekonomika,2013. vol.59, iss.3. pp 79-88, p.86.).

18 Ibid, p.87.

19 Madžar, L., Znanje i tehnologija kao resursi razvoja, I Međunarodni naučni skup o ekonomskom razvoju i životnom standardu, Banja Luka, 2011., pp 345-354, str.348. (Madžar, L., Knowledge and technology as resources development, 1st International Scientific Conference on economic development and standard of living,pp 345-354, p348.)

PREPREKE ZA INOVACIJE

Inovacije su veoma značajne kada treba odgovoriti na izazov globalizacije, kao što je društveno odgovorno poslovanje. Njihov značaj je posebno pojačan sve većim i bržim razvojem novih tehnologija. Faktori, odnosno prepreke koje ometaju "kompanije da uvode inovacije i da rastu mogu da imaju ogroman javni uticaj."¹⁶ Ti faktori se mogu rangirati po snazi njihovog dejstva, i to su:

- nedostatak odgovarajućih izvora finansiranja;
- preveliki ekonomski rizici;
- previsoki troškovi inoviranja;
- nedostatak stručnih kadrova;
- nedovoljna fleksibilnost propisa i standarda;
- nedostatak informacija o reakcijama potrošača na nove proizvode ili usluge;
- organizaciona rigidnost u okviru kompanije;
- nedostatak informacija o tržištu i
- nedostatak informacija o novoj tehnologiji.

Ovi faktori su posebno izraženi kod srednjih i malih preduzeća.

PODSTREK ZA INOVACIJE

Shvatajući značaj inovacija za ekonomski rast privrede mnoge države uvode posebnu inovativnu politiku. Ona „obuhvata permanentne napore države u pravcu podrške kreiranju i primeni inovacija u proizvodnji novih proizvoda i usluga.“¹⁷ Inovativna politika je posebno značajna za zemlje u razvoju i ona predstavlja „jak katalizator njihovog prilagođavanja globalnim ekonomskim i tehnološkim promenama.“¹⁸ Inovativna politika „može da podstiče inovacije i u javnom i u privatnom sektoru što, konkretnije, podrazumeva povećanje ulaganja u istraživanje i razvoj (posebno u privatnom sektoru), razvoj visokokvalitetnih naučno-istraživačkih centara, ekstenzivnu saradnju (na polju istraživanja) između univerziteta i privrede, kao i zaštitu intelektualne svojine.“¹⁹

16 Veselinova, E. i Samonikov, G.M., Inoviranje i rast MSP u EU, Management, Časopis za teoriju i praksu menadžmenta, 2012/64, pp 87-95. str.91.

17 Despotović, D. i Ilić, V., Rastući značaj politike inovacija u upravljanju savremenim razvojem, Ekonomika, 2013, vol. 59 iss.3. pp 79-88, str.86.

18 Ibid, str.87.

19 Madžar, L., Znanje i tehnologija kao resursi razvoja, I Međunarodni naučni skup o ekonomskom razvoju i životnom standardu, Banja Luka, 2011., pp 345-354, str.348. (Madžar, L., Knowledge and technology as resources development, 1st International Scientific Conference on economic development and standard of living, pp 345-354, p348.)

The Republic of Serbia, as a developing country and a potential member of the European Union, on July 1, 2014, joined the new EU program for research and innovation, The Horizon 2020. The aim of this program is to enable simpler collaboration between the private and public sectors in the field innovative work. Activities The Horizon 2020 are aimed “to mitigate regional disparities in the field of research and innovation, which is aimed at the countries and regions of the European Union, which are less successful in exploiting research results to improve their research and innovation systems and policies, to become successful partners in EU programs and thereby contribute to the homogenization of development and functioning of the European Research Area.”²⁰ The Horizon 2020, as an integrated system of financing all activities related to innovation and research, aims to increase the competitiveness and the establishment and growth of small and medium-sized enterprises.

The Horizon 2020 as an integrated system of financing all activities related to innovation and research, aims to increase the competitiveness and the establishment and growth of small and medium-sized enterprises. Potential beneficiaries of the program The Horizon 2020 the competent institutions, research and educational centers, universities, institutes, scientists, companies, where research and innovation activities are co-financed with 100% funding of the total cost of prescribed.

CONCLUSION

The concept of corporate social responsibility involves not only complying with legal regulations, but also reduce or eliminate the negative effects of the company's business by society as a whole. By introducing this strategy in the business of the company is increasing its positive effects on business through innovation, investments and partnerships that are aimed at social good and good for the environment.

Important arguments for the introduction corporate social responsibility in companies are: moral (ethical), the legal argument of sustainability, reputation (image) and innovative argument. Specifically, stimulating innovation, the company not only to create a continuous growth of his company, its safety and profitability, but also solve many social problems, especially those related to environmental protection.

More and faster development of technological innovation sets the companies and a number of barriers, such as lack of picking up funds sent, the high costs of innovation, the lack qualified personnel, shortage of information about new technology, etc. These obstacles can be overcome by accepting the EU program,

²⁰ Bass,D. i Knežević,I. i Dragojlović,N., Vodič kroz programe Evropske unije 2014-2020, Evropski pokret Srbija, Beograd,2014. str.19. (Bass,D. & Knežević,I. & Dragojlović,N., Programme guide of the European Union 2014-2020, The European Movement Serbia,Belgrade,2014.p.19).

Republika Srbija se, kao zemlja u razvoju i potencijalna članica zemalja Evropske unije, 1.jula 2014. godine priključila novom programu Evropske unije za istraživanje i inovacije, Horizont 2020. Cilj ovog programa je da se omogući jednostavnija saradnja između privatnog i javnog sektora na polju inovativnog rada. Aktivnosti Horizonta 2020 usmerene su „na ublažavanje regionalnih nejednakosti na polju istraživanja i inovacija, koja za cilj ima da zemlje i regije Evropske unije koje su manje uspešne u iskorišćavanju istraživačkih rezultata unaprede svoje istraživačke i inovativne sisteme i politike, postanu uspešni partneri u programima EU i time doprinesu homogenizaciji razvoja i funkcionalisanju Evropskog istraživačkog prostora.“²⁰ Horizont 2020, kao integrисани sistem finansiranja svih aktivnosti vezanih za inovacije i istraživanje, ima za cilj podizanje konkurentnosti i osnivanje i rast malih i srednjih preduzeća. Potencijalni korisnici programa Horizont 2020 su nadležne institucije, istraživački i obrazovni centri, univerziteti, instituti, naučnici, preduzeća, pri čemu se istraživačke i inovativne aktivnosti sufinsansiraju sa 100% sredstava od ukupno propisanih troškova.

ZAKLJUČAK

Koncept društveno odgovornog poslovanja podrazumeva, ne samo poštovanje zakonskih propisa, već i smanjenje ili eliminisanje negativnih efekata poslovanja kompanije po društvo u celini. Uvodeći ovu strategiju u poslovanje kompanija uvećava svoje pozitivne efekte poslovanja kroz inovacije, investicije i partnerstva koja su usmerena ka društvenom dobru i dobru po životnu sredinu.

Značajni argumenti za uvođenje društveno odgovornog poslovanja u kompanijama su: moralni (etički), pravni, argument održivosti, reputacija (imidž) i inovativni argument. Naime, stimulišući inovativnost, kompanije, ne samo da kreiraju kontinuiran rast svoje kompanije, njenu sigurnost i profitabilnost već rešavaju mnoge društvene probleme, posebno one vezane za zaštitu životne sredine.

Sve veći i brži razvoj tehnoloških inovacija postavlja pred kompanijama i niz prepreka, kao što su: nedostatak finansijskih sredstava, visoki troškovi inoviranja, nedostatak stručnih kadrova, nedostatak informacija o novoj tehnologiji, itd. Ove prepreke mogu se prevazići prihvatanjem programa Evropske unije, Horizont 2020, koji omogućava pristup nadležnih institucija, istraživačkih i obrazovnih centara, univerziteta, instituta i preduzeća određenim finansijskim izvorima namenjenim za istraživačke i inovativne aktivnosti. Samo poslovanje organizovano na konceptu korporativne dru-

²⁰ Bass,D. i Knežević,I. i Dragojlović,N., Vodič kroz programe Evropske unije 2014-2020, Evropski pokret Srbija, Beograd, 2014. str.19.

The Horizon 2020 , which provides access to relevant institutions, research and educational centers, universities, institutes and companies specific financial resources earmarked for research and innovation activities. Only business organized on the concept of corporate social responsibility, may help to market, trade, technology and finance advance the well-being, as economic entities, and society as a whole.

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14. Walesh, G.S., Engineering Your Future: The Professional Practice of Engineering, John Wiley&Sons, Hoboken, New Jersey, 2012.;

štvene odgovornosti, može pomoći da tržište, trgovina, tehnologija i finansije napreduju na dobrobit, kako ekonomskih subjekata, tako i društva u celini.

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„FUTURE IS MARKED WITH PAST“ (OR MEMORY AND OBLIVION)

Siniša Vidaković¹

Abstract

Bosnianherzegovinian fine arts scene is a complex polygon where various arts meet. During several decades of growing and evolution, starting from the establishment of first associations, art colonies, academies and spontaneous gatherings of artists, a high quality essence was formed, which proves the existence of references by which this region would get closer to international art scene.

In very rich but still not enough defined and valued quantity of both associations and individual activites of an artist, it is possible to get at least an informative insight on partial examples of important cultural manifestations, into the development of a recent bosnianherzegovinian art scene.

The text headline 'Future is marked with past' (or memory and oblivion), which was made on the occasion of the 20th jubilee of the cultural manifestation „Zenica's spring“, in a specific way shows (through the art of four artists), an interesting approach of artistic expression in one environment which is at the same time an integral part of bosnianherzegovinian art scene, and at the same time extraordinarily special and directed towards the international art way of expression.

Keywords : Zenica's spring, art saloon, Bosnianherzegovinian art, cultural manifestations, fine art.

INTRODUCTION

The 20th jubilee of International cultural manifestation „Zenica's spring“ is oriented towards the noble memories of the world of stacked patinas and dissolving of mental nerves, which undoubtedly lead towards oblivion.

Rich artistic life on Bosnian-Herzegovinian ground is almost unimaginable without appreciation and recognition of qualitative contribution of Zenica's artistic milieu to developmental flows of our recent art, to which the international character of European and world's art on the transition to the next century was brought closer by its urban artistic elements. The continuity which lasts for several decades in public presentation of artistic and

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„BUDUĆNOST JE OBILJEŽENA PROŠLOŠĆU“(ILI SJEĆANJE I ZABORAV)

Siniša Vidaković¹

Sažetak

Bosanskohercegovačka likovna scena predstavlja kompleksan poligon na kojem se susreću raznovrsne umjetničke poetike. U višedecenijskom stasanju i zrenju, od osnivanja prvih udruženja, likovnih kolonija, akademija i spontanih okupljanja umjetnika, оформljeno je jedno kvalitativno jezgro koje svjedoči o postojanju referentnog materijala kojim bi se ova sredina priklonila međunarodnoj likovnoj sceni.

U bogatom i još uvijek nedovoljno obrađenom i valorizovanom opusu, kako udruženja, tako i pojedinačnog djelovanja umjetnika, moguće je na parcijalnim primjerima značajnih kulturnih manifestacija steći barem informativan uvid u razvoj novije bosanskohercegovačke likovne scene.

U tekstu pod naslovom „Budućnost je obilježena prošlošću“ (ili sjećanje i zaborav), koji je nastao povodom jubileja 20-togodišnjice kulturne manifestacije „Zeničko proljeće“, na jedan specifičan način se ukazuje (kroz stvaraštvo četiri umjetnika), na zanimljiv pristup umjetničkim izrazima u jednoj sredini koja je istovremeno integralni dio bosanskohercegovačke likovne scene, a istovremeno vanredno posebna i upućena ka internacionalnom likovnom jeziku.

Ključne riječi : Zeničko proljeće, likovni salon, Bosanskohercegovačka umjetnost, kulturne manifestacije, likovna umjetnost

UVOD

Jubilarna 20-ta Međunarodna kulturna manifestacija *Zeničko proljeće* orijentiše se ka plemenitosti sjećanja na svijet od naslaganih patina i rastakanju mentalnih nervatura, koje neumitno vode ka zaboravu.

Bogat umjetnički život na tlu Bosne i Hercegovine je skoro nezamisliv bez uvažavanja i priznanja kvalitativnog doprinosa zeničkog umjetničkog miljea razvojnim tokovima naše novije umjetnosti, kojoj je svojim urbanim likovnim elementima približio internacionalni karakter evropske i svjetske umjetnosti na prelomu vjekova.

Višedecenijski kontinuitet u javnom prezentovanju umjetničke i stvaralačke produkcije, uz veoma stručan angažman teoretičara i kritičara iz

¹ Dr Siniša Vidaković, istoričar umjetnosti

creative production, along with professional engagement of theorists and critics from different regional centres (Denegri, Perisic, Karamehmedovic, Perduv Misirllic, Kusik, Abadzic - Hodzic, Blazevic, Husedzinovic, Sarajlic, Agic, Hadzismajilovic, Musabegovic and others) have positioned this manifestation onto the very top of recent cultural events, that are recognizable even outside of the borders of Bosnia and Herzegovina. Artistic and spiritual climate of Zenica, which was created on the enthusiasm of several followers of artistic purpose (Maric, Handukic, Bajramovic, Setka, Butina, Perazic), quickly grew into serious and referent reality, and with gaining some new followers (Abramusic, Kukavica, Alispahic, Begicevic, Cabaja, Gacnik, Mijatovic, Porobic) it also testified and confirmed the establishment of critical mass as well as the opening of new solid possibilities for organizing selective exhibitions through appreciation of this artistic circle as authentic reality whose quality lies in multilayered ambivalence.

Persistence, unconstrained experiments and diving into diffuse languages of post – modernism, citations and remakes of testified aesthetic depots, wanderings and movements in personal presentational languages, doubt in travels to the world of illegitimate, erasure and rebirth of the painting, excitement of the new media, inferiority, redefinition of relationships in art, auto revitalisation and ascents are some of the guidelines that marked the multi – decade existence of the Salon, within the framework of Zenica's Spring.

Mentioning the name Ljubomir Percinlic (who is no longer among us) certainly contributes to memory not becoming an oblivion, along with all the other names that crossed the borders of our country, and in one moment made the immanent and transcendent of artistic region of Zenica to become an embrion of something special in the new century and our contemporary art.

This year's Salon which entered into fifth decade of the existence, with the theme Memories and Oblivion continues the dialectics of mutually dependant relationships which is present from the end of XX century, in which the folclor tradition (at least within the circle of Zenica's artists) does not play any important role in the micro poetics of its bearers.

All segments of living environment, that are undergoing technical changes, softwares, twitter and facebook hysteria, megapixels and synthetic cheapness, did not fool the creators to throw the authonomy of the expression and authentic testimonies on the knees in front of the public and critics.

The sole romantically - assumed title: Memories, evokes re-questioning of today's art and, perhaps, a quest for the lost elements of artistic creation (gift, affinity, taste, creative impuls, knowledge, skill), as well as trying to understand the art in a new context, which paloma – art offered as surrogat

različitim regionalnim centara (Denegri, Perišić, Karamehmedović, Perduv M isirlić, Kusik, Abadžić Hodžić, Blažević, Husedžinović, Sarajlić, Agić, Hadžisma jilović, Musabegović i dr.) pozicionirale su ovu manifestaciju u sam vrh recentnih kulturnih dešavanja, prepoznatih i van granica Bosne i Hercegovine.

Stasala na entuzijazmu nekolicine predanih poklonika artističkoj svrhotnosti (Marić, Bajramović, Šetka, Butina, Handukić, Perazić) umjetničko-duhovna klima Zenice je veoma brzo prerasla u ozbiljnu i referentnu realnost, a uz priključenje novih imena (Abramušić, Kukavica, Alispahić, Begićević, Čabaja, Gačnik, Mijatović, Porobić) posvjedočila i potvrdila da je kritična masa uspostavljena, i da se otvaraju sasvim solidne mogućnosti za organizovanje kvalitetnih selektovanih izložbi, uz uvažavanje ovog kruga umjetnika kao autentičnog realiteta, čiji kvalitet počiva na višestepenoj ambivalentnosti.

Upornost, nesputani eksperimenti i zalaženje u difuzne jezike postmodernizma, citati i rimejkovi posvedočenih estetskih depoa, lutanja i pomjeranja u vlastitim predstavljačkim jezicima, sumnja u iskorake u svjetove drugozakonitog, brisanje i ponovno rađanje slike, uzbuđenje novim medijima, inferiornost, redefinicija odnosa u umjetnosti, autorevitalizacija i uzleti, samo su neke od odrednica koje su bile označitelji višedecenijskog egzistiranja Salona, sada i u okviru *Zeničkog proljeća*.

Pomen imena Ljubomira Perčinlića (koji nije više među živima) doprinosi svakako tome da sjećanje ne postane zaborav, uz sva ona imena koja su otišla van granica naše zemlje, a u jednom trenutku činila da imanentno i trencsidentno slikovitog zeničkog regiona postane embrion posebnosti novovijekovlja, i u našoj savremenoj umjetnosti.

Ovogodišnji Salon koji je ušao u petu deceniju postojanja, uz temu *Sjećanja i zaborav*, nastavlja dijalektiku međuzavisnosti odnosa koja je sveprisutna od kraja dvadesetog vijeka, a u kojoj folklorna tradicija (barem kad je zenički krug umjetnika u pitanju), ne igra skoro nikakvu ulogu u mikropotekama njenih nosioca.

Svi segmenti životnog okruženja, koji su podvrgnuti tehnicizmu, softverima, twiter i facebook histeriji, megapikselsima i sintetičkoj jeftinoći masovne proizvodnje, nisu zaveli stvaraoce da autonomiju izraza i autentična svjedočenja uznemirenosti duha udvarački podastru javnosti i kritici pred noge.

I sam romantičarski prepostavljen naslov: *Sjećanja*, priziva preispitivanje umjetnosti danas i traženje (možda) izgubljenih elemenata umjetničkog stvaranja (dar, sklonost, ukus, kreativni impuls, znanje, vještina), te pokušaj razumijevanja umjetnosti u novom kontekstu, koji je „paloma-umjetnost“ ponudio kao surogat i „novorođenče“ turbo-kulture, u kojoj umjetničko dizajniranje svijeta postaje samo još jedna utopija.

and a „newborn“ of turbo – culture in which the artistic designing of the world has become just another Utopia.

Zenica's circle of artists, in historic extracts and their creative modifications certainly offer a synthesis of constant, layered heterogeneity and everyone – from their own position in different circumstances, continues the critical dialogue with recent past.

What is especially curious is the fact that in this turbulent time (and times), in the field which is historically anathematized in every chapter, the political criticism was exempt as well as the memory on the metaphor of artistic emptiness – as a dark antithesis of moral and spiritual misery which destroyed the world of artistic communication. By a clear language of visual creation, the nucleus of metaphoric answers was preserved, the answers to eternal civil questions, that made this group of artists join the one true visual code – pure artistic practice.

All the games of symbolic meanings and possible insinuations regarding the revolutionary avant – garde, have connected and revived the ideas of long forgotten faith in the power of artistic acting, and in that manner positively affected on the consumer's consciousness, which has nowdays become confused by complicated system of conventions and visual contradictions in manifested world guided towards popular taste.

There is another interesting guideline that connects the circle of Zenica's artists and that is the absence of elements of folklore tradition as a deflection from regional recognition. Thinking about the hypothetical and even logical case of the expected, the one can be used as light-motive of thematic or visual dictionary, filtered through rich folklore of Bosnia and Herzegovina in the manner of ensurance and classification into the circles of rural and misunderstood exotics placed in Europe (which is very close to us, but at the same time still very far away).

A carefull analytic will recognize in their work the sophisticated respect and memory of the source, but in a new and subjective way. Signs written by a skilled hand are dressed in a new suit, but essentially carry all of the participating elements that cultivate and simulate memory on the diagrams of idyllic and disturbing images that intimately exist in the artistic mementum.

Memories and oblivion have changed the past to the marker of the future, by signs and symbols in the work of this special circle of Balkan's adventurists. On the grave of Tanpinar² stands his most famous rhyme: "I am nothing out of time, but never outside of it.

This presence and permanence in burning, annealing and complete beauty of transforming present into past, has certainly formed, I might say, Zenica's school of undoubted talent which, by every appearance, carved the

² Ahmet Hamdi Tanpinar, contemporary Turkish writer, 1901-1962.

Zenički krug umjetnika, u istorijskim isjećcima i njihovim kreativnim modifikacijama svakako nudi sintezu neprekidne, slojevite heterogenosti i svako sa svoje pozicije, u različitim pojavnostima, nastavlja kritički dijalog sa neposrednom prošlošću.

Poseban kuriozitet čini to što je u turbulentnom vremenu (i vremenima), na prostoru istorijski anatemisanom u svim njenim poglavljima, izuzet politički kriticizam i sjećanje na metaforu umjetničke praznine - kao na mračnu antitezu moralne i duhovne bijede, koja je destruisala svijet umjetničke komunikacije. Nezamućenim jezikom likovnog kazivanja sačuvan je nukleus metaforičkih odgovora na vječnocivilizacijska pitanja koja su ovu grupu umjetnika u svim „iščitavanjima“ priklonila iskrenom i jedinom vizeuelnom kodu – čistoj umjetničkoj praksi.

Sve igre simboličnih značenja i mogućih insinuacija na revolucionarni avangardizam povezale su i oživjele ideje davnozaboravljene vjere u svemoć umjetničkog dejstovanja, te su na taj način blagotvorno djelovale na svijest konzumenata, koji je u današnjem vremenu postao zbnjen složenim sistemom konvencija i vizuelnih protivrječnosti, u manifestnom svijetu vođenom ka popularnom ukusu.

Još jedna interesantna odrednica vezuje zenički krug umjetnika, a to je odsustvo elemenata folklorne tradicije, kao otklona od regionalnog prepoznavanja.

Razmišljajući o hipotetičkom, pa i logičnom slučaju očekivanog, isti bi mogli da se iskoriste kao lajtmotiv tematskog ili vizuelnog rječnika, propušten kroz bogat folklor slikovite Bosne i Hercegovine, u smislu osiguravanja i klasifikacije u krugove ruralne i neshvaćene egzotike, plasirane ka sve bližoj nam, a daljoj Evropi.

Pažljv analitičar će prepoznati u njihovim radovima sofisticirano poštovanje i nezaborav izvorišta, ali na jedan sasvim nov i subjektivan način.

Vještom rukom ispisani znaci odjeveni su u globalno ruho, ali esencijalno u sebi nose sve one participirajuće elemente koji kultivišu i stimulišu sjećanje na dijagrame idiličnih i uznemirujućih slika koje intimno počivaju u umjetničkom mementu.

Sjećanja i zaborav su metaforama, simbolima i znacima u djelima ovog posebnog balkanskog kruga avanturista prošlost proizvela u označitelja budućnosti.

Na Tanpinarovom² grobu se nalaze njegovi najpoznatiji stihovi: „Ništa sam izvan vremena, ali nikada izvan njega.“

Upravo ova sveprisutnost i permanentnost u sagorijevanju, prekaljivanju i ukupnoj ljepoti preinačavanja ovovremenog u onovremeno zasigurno je formirala, slobodno mogu reći, Zeničku školu nedvosmislene darovitosti

² Ahmet Hamdi Tanpinar, savremeni turski književnik, 1901-1962.

signs of its „walk“ into our memory. And through each single advertisement on the public scene, which implied even a partial nudity and recognition from critics and consumers, again included the questions regarding the originality, which the local scene was particularly prone to. As a picturesque supplement to this remark, I would also add a fragment of M. Belanic thoughts, regarding the exhibition of M. Stasevic in Banja Luka, 2000.

Deconstructive thought tells us that there is no a big secret (nor a big story) or, even, a mystery in art work! There is no secret to testify about his holy, sacral, even iconic – clazmic uniqueness. According to this „uniqueness“ of „original“ artistic „being“ (these are all important expressions that we should, with excitement, percieve as a gift from God), everything can be done again, except the art work! According to that assumption is based a certain provincial law of „originality“ which exists in our local scene. My unique “essence” is original even if it is infinitely repeated and distributed starting from several insured postulates ...“³

Not caring about provincial animosities towards mimetic forms and staging, the independent interpreters of truthful art – being, in 2015, with their power and will for self – preservation are defying a state of agitation, which was elaborated by venerable Aida Abadzić-Hodzic⁴in her text, by pointing out all deficiencies that were caused by inertia of younger group of artists, as well as by lack of interest of others for the Renaissance of this respectable Salon.

It seems that the primary nucleus of the highest quality, regardless of the real circumstances in the year ahead of us, in possible perspectives of the world around us and the world in them, has allowed us to greet the newest Salon in the horizon of remembrance and oblivion.

Four artists have confronted four different poetics, which in their heteronomy represent the dynamic image of excited mental receptors that do not remove the old (do not forget) but at the same time introduce the new (with passionate homage to personal historical and collective memory – remembrance).

The brilliance of graphic art, with the power owned only by artists of extreme mental and creative potential, is summed up in the series of graphic sheets in which Irfan Handukic constantly magically seduces and excites the spirit of an observer. Handukic is loyal to the abstract formulation and complex unlimited spaces, and through naming his graphic art in layered poetic approach, he enters into the complex and valuable structures of physiognomies and shapes, which are moved into our beings by realistic titles.

³ M.Belani, Death of a painting, Belgrade 2009, p.185.

⁴ A.Abadzić-Hodzic, Catalog April's Salon 2013,Zenica, p.6-7

koja je svakim novim pojavljivanjem urezivala znakove svog „hoda“ u naše sjećanje. I kroz svako novo oglašavanje na javnoj sceni, koje je podrazumijevalo i parcijalno razodijevanje, i priznanje od strane kritike i konzumenata, nanovo je iziskivalo pitanja originalnosti, kojima je naročito sklona lokalna scena. Kao slikovitu dopunu ovoj opasci dodao bih fragment razmišljanja M. Belančića, povodom pisanja o izložbi M. Staševića, u Banjaluci 2000 g.

Dekonstruktivna misao nam govori da nema velike tajne (kao ni velike priče) ili, čak, misterije umjetničkog djela! Nema tajne koja svjedoči o njegovoj svetoj, sakralnoj, upravo ikonoklastičkoj neponovljivosti. Po ovoj navodnoj „neponovljivosti“ „izvornog“ umjetničkog „bića“ (sve su to krupne riječi koje smo dužni da, s ushićenjem, primamo kao božanski dar) sve je moguće ponoviti samo ne „autentično“ umjetničko djelo! Na toj pretpostavci temelji se i izvjestan palanački zakon „originalnosti“...koja važi na našoj lokalnoj sceni. Originalna je moja neponovljiva „sustina“, makar se ona beskonačno ponavlja i krčmila, počev od nekoliko osiguranih postulata...³

Ne hajući za palanačke animozitete prema amimetičkim formama i upriorenjima, osamostaljeni tumači istinitog arte-bića, u godini 2015-toj, snagom i voljom za samoodržanjem prkose stanju uznenirenosti, koje je elaborirala i u svom tekstu uvažena Aida Abadžić-Hodžić⁴, ukazujući na sve manjkavosti koje su prouzrokovane inertnošću mlađe grupe umjetnika, kao i nezainteresovanosti ostalih za renesansom ovog respektabilnog Salona.

Čini se da je onaj najkvalitetniji primarni nukleus, bez obzira na sve realne okolnosti, i u godini koja je pred nama, u mogućim perspektivama svijeta oko nas i svijeta u njima, dozvolio da dočekamo i najnoviji Salon, u obzoru *Sjećanja i zaborava*.

Četiri umjetnika su sučelila potpuno različite poetike, koje u svojoj heteronomiji predstavljaju dinamičku sliku uzbudjenih mentalnih receptora koji ne odstranjuju staro (ne zaboravljaju), a istovremeno uvode novo (uz strasan omaž istorijskom ličnom i kolektivnom pamćenju - sjećanju).

Briljantnost grafičkog kazivanja, snagom koju posjeduju samo umjetnici izuzetno mentalnog i stvaralačkog potencijala sažeta je u seriji grafičkih listova kojima Irfan Handukić po ko zna koji put magično zavodi i uzbuduje duh posmatrača. Odan apstraktnoj formulaciji i kompleksnim projekcijama vremenski neograničenih prostora, Handukić u naslovljavanju svojih grafičkih, kroz slojeviti poetski pristup ulazi u kompleksne i dragocjene strukture fisionomija i oblika koje realnim imenovanjima useljava u naše bilo.

Predjeli maštete, naslovljeni kao: *Staza, Vrtovi, Iza bašča, Nebeski putevi*; transponovana su sjećanja varljivih svjetova koji u svojoj zagonetnosti, me-

³ M.Belančić, Smrt slike, Bgd 2009, str.185.

⁴ A.Abadžić-Hodžić, Katalog Aprilski salon 2013,Zenica, str.6-7

Landscapes of imagination titled as: Path, Gardens, Behind gardens, Heavenly Roads; were filled by memories of illusive worlds which, in their perplexities metaphors and complexities, have created an entry into the states of subconsciousness, introducing a personal memory and suggestive images of perceived things in realistic perspective of highly aesthetic graphics in deep print.

Continuous link with the earlier cycles allows this layered graphic language of Irfan Handukic to become almost a magical provocation in which every possible attempt of „undressing“ the primary mind structures that contain the reinforcement of the painting, and lead us into the border structures of spirit and exceptional meta – states.

The inner, deepest sign of true discovery is hard to recognize. But, than again, what is unknown becomes very important. The process of creation is hard to explain, unless we define it as a walk through the unknown. The essence of the art is something that a man cannot completely explain by reason.⁵

The monumentality in every constructive element elevates graphic sheets of this cycle into artistic experiences of the highest row in which the relationships of perfect harmony are permanently established and it can be read in each code.

Even when the objects (or their associative images) spread on the pad, by the will of the creator, their structures are translated into one new understanding of deep movement within form and each of their remodeling gives birth to a new narrative that is initiated by memory of the signs of sight and brevity of nature.

The game which came out of constantly present necessity and familiarity regarding the experiment, which was conceptually more provocative in the earlier years, brought back Muhamed Bajramovic through the latest cycle titled *Zeoksi* in the world of art in which the „orchestrated coincidence“ produces exciting testimonies of artist's work and his fascination with what is expected. Assumptions occurred as a result of artist's controlled and destructive effect on chosen matrix, along with physical and chemical assistance of consciously selected erosive elements, change the reality of known structures into the glimpses of ultimate forms of organic sign.

Recognizable order, very characteristic for previous spacious challenges, which provoked the artist to continue the work with Matirck formula of the repetition of adopted fractals, now partly connects to a graphic medium, where the earlier experience and innate curiosity, in the case of „Zeoks“, evoked the need for new discoveries which are enriched with contemplation in ideal and realizational approach.

⁵ S.Celic, Between world and painting, Belgrade1981, p. 35.

taforici i kompleksnosti otvaraju ulaze u stanja podsvijesti, uvodeći lično sjećanje i sugestivne slike doživljenog u realizovane vizure visokoestetizovane grafike dubokog tiska.

Bremenitost i neprekinuta veza sa ranijim ciklusima dozvoljavaju da ovakav slojevit grafički jezik Irfana Handukića postane skoro magična provokacija u kojoj svakim mogućim pokušajem „razodijevanja“ primarnih misaonih struktura, koje grade ovako snažnu armaturu slike, ulazimo u pogranične strukture duha i izuzetnih meta-stanja.

Unutrašnji, najdublji znak pravog otkrića teško se prepozna. Ali baš to što se ne zna postaje glavno. Proces stvaranja je teško objasniti, sem ako ne utvrdimo da je koračanje po nepoznatom. Suština umjetnosti je ipak nešto drugo što čovjek razumom ne može do kraja da objasni.⁵

Monumentalnost u svim gradivnim elementima izdižu grafičke listove ovog ciklusa u umjetnička iskustva najvišeg reda, u kojima su trajno uspostavljeni odnosi savršene harmonije koja se iščitava po svim kodovima.

Čak i kada se objekti (ili njihove asocijativne slike) rastakaju po plohi, voljom stvaraoca, njihove strukture se prevode u jedno novo poimanje dubinskog kretanja unutar forme, i svako njihovo preoblikovanje rađa novo kazivanje koje jeinicirano sjećanjem na znakove gledanja i jezgrovitost prirode.

Igra koja je proizašla iz stalnoprisutne nužnosti i upućenosti ka eksperimentu, u ranijim godinama konceptualno provokativnija, vratila je Muhameda Bajramovića najnovijim ciklusom nazvanim Žeoksi u svijet likovnosti, u kojem „dirigovana slučajnost“ proizvodi uzbudljiva svjedočanstva umjetnikovog rada i fascinacije pred iščekivanim.

Nagovješaji nastali kao plod umjetnikovog kontrolisanog i destruktivnog dejstva na odabranu matricu, uz fizičko i hemijsko asistiranje

svjesno odabranih erozivnih elemenata, izmjenjuju realnost poznatih struktura u nagovještaje praoblika organskog predznaka.

Prepoznatljivi red, tako karakterističan za prethodne prostorne izazove, koji su provocirali umjetnika da nastavi rad sa matričkom formulom repeticije usvojenog fraktala, sada se jednim svojim dijelom vezuju za grafički medij, gdje je ranije iskustvo i urođena ljubopitljivost, u slučaju Žeoksa, probudilo potrebu za novim otkrićima koja su obogaćena i kontemplacijom u idejno-realizacionom pristupu.

Unikatni primjeri otisaka, kao svjedočanstva i potvrda konačnije spoznaje procesa stvaranja, u kojem Bajramović suprostavlja haos, odsustvo forme, privid u reljefnom modelovanju i sjećanje na znakovne asocijacije sa naslućivanjem oblika, tako nužne u stvaralačkom dejstvovanju, umjetnikovom rukom vode predočene artefakte ka formalnoj perfekciji.

5 S. Ćelić, Između sveta i slike, Bgd 1981, str.35.

Unique examples of prints, as testimonies and certificates of more final knowledge regarding the creation process in which Bajramovic confronts chaos, absence of forms, illusion concerning the relief modeling and memory on sign associations with specter of forms – that are essential in the creative process, are leading presented artifacts to the formal perfection by artist's hand.

Multiplication of semi – created structural forms (by artist himself), along with the sole work process, equally includes (as a very important point) physical acting of destructive processes onto the iron matrix, through implementation of acts of utter simplicity, and creates a vibrant content which, by changing the format, finally offers unimaginable unlimited possibilities of rhythmic associative offsprings.

In the work of Muhamed Bajramovic one could almost recognize a close touch, at least when it comes to the approach and commitment to realization of expected idea, as Aleksa Celebonovic stated when writing about the poetics of the great graphic thoughts of Emir Dragulj.

His virtuous and, we might say, persistent and overzealous, prosede turns close items into the spiritualized matter, beyond the common experience...⁶

Reconciliation of thoughts with geometrical order, commitment to martick rythm and its incentives to introduce the visual art into the cold language of articulated recognition of ready – made objects, keep Miroslav Setka on paintings – objects also in this cycle, which he developed with indisputable casualness during the previous years of presence on contemporary art scene.

If Setka was overwhelmed with performative and inclusive moments in previous research, and implemented the observer in his work as the important element, in the new matrix he adheres to more intimate concept and practically transforms previously open and loud dialogue into the sphere of sensitive individual consciousness where he cultivates the geometrical matrix and blends it with colour, while guided by his own understanding of contemporary painting. Through rare organization and emancipation, Setka leaves bare matrix and its structure in geometrical order, as nudity, confronts it with different colorful sensations which vibrate in their saturated colorism. Wide range by which Setka creates conditions for penetration to the eye and mind of a consumer, uses picturality as one of the elements through which he obsessively and vigorously addresses to graphic, painting and object.

His pure, industrially defined, shiny and polished surfaces of matrix in rhythmic unities, has effectively created certain visual quality and the hand of artist has simply enriched their tehnistic character by artistic marbling.

6 S.Celic, Mentioned work, Belgrade 1981., p.170

Multiplikacija polukreiranih (od strane umjetnika) strukturalnih formi, uz sam proces rada, jednakovažno uključuje kao bitnu tačku i fizičko djelovanje destruktivnih procesa na željeznu matricu, a kroz provođenje procesa krajnje jednostavnosti, ostvaren je vibrantan sadržaj koji mijenjanjem formata, u svojoj konačnici nudi neslućene mogućnosti ritmičkih asocijativnih izdanaka. Sjećanje na umnožavanje iz prošlih vremena budi jednu sasvim novu i iznenađujuću lirsku poetiku, uslovno opozitnu onoj koju smo već spoznali i shvatili.

Skoro da bi se u djelu Muhameda Bajramovića mogao prepoznati i bliski dodir, barem kad je pristup i predanost realizaciji predpostavljene ideje onom koji je prepoznao Aleksa čelebonović, pišući o poetici velikana grafičke misli Emira Dragulja.

Njegov virtuzogni i, moramo reći, uporni i prilježni prosede... pretvara bliske predmete u produhovljenu materiju, izvan uobičajenog iskustva...“

Izmirenje misli sa geometrijskim redom, predanost matričkom ritmu i njenim podsticajima da likovnost i slikovitost uvedu u hladni jezik artikulisane prepoznatljivosti ready-made predmeta, Miroslava Šetku zadržavaju i ovim ciklusom na slikama-objektima, koje je nesumnjivom ležernošću razvijao u prethodnim godinama prisustva na savremenoj umjetničkoj sceni.

Ako je u prethodnim istraživanjima Šetka bio obuzet performativnim i inkluzivnim momentima, implementirajući u svoj rad kao bitan element i posmatrača, u novim matricama se priklanja nešto intimnijem konceptu i praktično nekadašnji otvoreni i glasni dijalog prevodi u sferu osjetljive individualne svijesti, gdje kultiviše geometrijsku matricu i sjedinjava je sa bojom, vodeći se sopstvenim razumijevanjem savremenog slikarstva.

Rijetkom organizovanošću i emancipovanošću, Šetka ostavlja ogoljene matrice u geometrijskom redu i njihovu arhitektoniku, kao nagotu, suprostavlja različitim kolorističkim senzacijama koje vibriraju u svom zasićenom kolorizmu.

Široki dijapazon kojim Šetka stvara uslov za prođor do oka i misli konzumenta, pikturalnost koristi kao jedan od elemenata kojim se opsensivno i energično obraća grafici, slici i objektu.

Njegove čiste, industrijski već određene blistave i polirane površine matrica u ritmičkim sklopovima, efektnošću, same po sebi stvaraju određeni vizuelni kvalitet, a ruka umjetnika je naprsto njihov tehnicički karakter obogatila umjetničkom nervaturom.

Konačan efekat se postiže u prostoru, u kojem je posvjedočena težnja umjetnikove angažovanosti na procesu da se posmatrač preuputi sa polja čistog razumijevanja formi i shvatanja slike kao likovnog ostvarenja, ka po-

The final effect is achieved in space, which is witnessed by the artist's aspiration on the process of making the observer transfer from the area of pure understanding of forms and perception of the painting as an artistic achievement towards the fields which offers complex and qualitative contents, along with the more complex engagement of the audience itself.

Amar Porobic, a representative of the younger group of artists within Zenica's circle, presented himself with the series of work on this years Salon, and discovered a special sensibility which rests on playful and talkative urban ornamentation, in which the line mashing, surfaces, open spaces in the painting define the place of important elements, that are thematically guided by memory on megapolis as bright and intimate pleasure of artist's being.

Below or above, by certain freshness, almost literary inspired, the layers of Porobic works compositionally attack forms, confront with stylization and vision of timelessness, which promote his gift and talent into the skilled analyst, allowing him freedom to „reshape“ the architectural visions, and in that manner activating the nature of his perceptual and creative talent.

As easy as child's play, Porobic uses memory as the deepest reason for creating a reconstruction of the painting, which was threatened with extinction by massiveness and involvement of cyber- culture. His personal, intimate vision of urban landscapes carries lyrical meticulousness, which is paradoxal to the time and generational affiliation, and with such sensibility and sensitivity he stands on the bumper of existance of the new artistic reality which is an adventure. That obliges me to quote the thought implied two years after the establishment of AFA in Zenica, and as a jubilee to wish good luck, courage and health to successors of this „symbolic light“, to preserve its participation with life.

This is where the feverish adventure with the unpredictable and often anagrammic steps was created. We are forced to develop terrible energies for the purpose of release, for the purpose of preservation, for the purpose of life.⁷

CONCLUSION

Fine art scene in Bosnia and Herzegovina is getting through many challenges, various influences and searching for its own expression wishing to get to a certain position and get appreciation from the critique and audience, both locally and globally.

In that evolution the great role has been played by the influences of European painture, starting from times when our painters were visiting European capitals, got educated and forwarded their experiences to their local communities.

⁷ M.Lazarevic, Prometheus, Icar and Sisyph, NIN, 29.II 1976. Belgrade

lju koje nudi kompleksne i kvalitativne sadržaje, a uz njih i usložnjeniju angažovanost same publike.

Amar Porobić, predstavnik mlađe grupe umjetnika zeničkog kruga, u seriji radova kojima se predstavlja na ovogodišnjem Salonu otkriva jedan poseban senzibilitet koji počiva na razigranoj i pričljivoj urbanoj ornamenciji, u kojoj linijski prepleti, površine, otvoreni prostori u slici određuju mesta bitnih elemenata, ovdje tematski vođeni sjećanjem na megapolise kao blještave i intimne naslade umjetnikovog bića.

Ispod ili iznad, skicoznom svježinom, gotovo literarno nadahnuto, slojevi Porobićevih radova kompoziciono napadaju oblike sukobljavajući se sa stilizacijom i vizijom zaustavljenog vremena, koji njegov dar i posvećenost detalju promovišu u vještog analitičara, dozvoljavajući mu slobodu da „preoblikuje“ arhitektonске vizure, aktivirajući na taj način prirodu svog opažajnog i stvaralačkog dara.

Lakoćom dječije igre Porobić sjećanje koristi kao najdublji razlog priklanjanja rekonstrukciji slike, kojoj je masovnošću i angažovanosti sajber-kulture zaprijetilo odumiranje. Njegovo lično, intimno viđenje urbanih pejzaža nosi lirska minucioznost, paradoksalno vremenu i generacijskoj pripadnosti, te takvom osjetljivošću i senzibilnošću staje na branik trajanja nove umjetničke realnosti, koja jeste avantura i iziskuje da citiram misao izrečenu dvije godine nakon osnivanja podružnice ULUBIH-a u Zenici, a uz svojevrstan jubilej poželim sreću, hrabrost i dobro zdravlje nastavljačima ove „simboličke svjetlosti“, da istraje njena participacija sa životom.

Tu nastaje grozničava avantura s koracima nepredvidljivim i često anagramskim. Primorani smo da razvijemo strašne energije u cilju izlaska, u cilju trajanja, u cilju života.⁷

ZAKLJUČAK

Bosanskohercegovačka likovna scena, u svom razvoju prolazi kroz mnogobrojna iskušenja, raznovrsne uticaje i traženje vlastitog izraza u težnji da se pozicionira i stekne uvažavanje od kritike i publike, kako na lokalnom, tako i na globalnom nivou.

U tom stasanju veliku ulogu su odigrali uticaji evropskog slikarstva, još od vremena u kojem naši slikari posjećuju značajne evropske prestonice, školjuju se i prenose iskustva koja su stekli u svoje lokalne sredine.

Osnivanje mnogobrojnih akademija i likovnih udruženja na teritoriji Bosne i Hercegovine postaju dobar kvalitativni uslov da naša novija umjetnost ima mogućnosti da uspostavi vlastite puteve razvoja, naravno uz uvažavanje promjena koje se dešavaju na evropskoj i svjetskoj likovnoj sceni.

⁷ M.Lazarević, Prometej, Ikar i Sizif, NIN, 29.II 1976. Bgd

Establishment of numerous academies and fine art associations at the territory of Bosnia and Herzegovina becomes a good quality condition for our newer art to get possibility to create its own development routes, certainly with respect to changes that are inherent at the European and world fine art scene.

Due to turbulent events at the economic and political sphere, complex conditions of financing and lethargic lack of interest of some critics, this scene has not got the opportunity yet to have its continuous development shown, during the twentieth and twenty first century.

Regions, as leaders of cultural events are therefore holder and presenters of certain artistic events, and in the bunch of events of different quality, it often happens that amateurism and professionalism are treated in almost identical manner.

Manifestations that have tradition of few decades in Bosnia and Herzegovina, and there are several of them, have managed to stand out, and to keep their dignity and the necessity of preserving art, also in those arise which are very underdeveloped economically.

The example of 'Zenica's spring' and Art saloon, as its part, shows us that one region is capable to stand out from the daily politics and daily economy matters, and to by the independence of its fine art expression certifies that art cannot be and should not be compared to politics, economy, national or any other element that mark our society today.

Four artists, whose art made the spine of this overview, are the best ambassadors of 'pure' art, that carries a universal language of its creators, which refuse to submit their art to any 'folklore' which would ensure for them a good position in society.

Their specific and contemporary painting language, show that art of Bosnia and Herzegovina has accepted the global expression codes, and that it moved away from archaic folklore and random politicization, by which it was recognized in the period that is behind us.

This text is just a small confirmation of that thesis.

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5. M.Lazarević, Prometej, Ikar i Sizif, NIN, 29.II 1976. Bgd

Zbog turbulentnih dešavanja na ekonomskom i političkom planu, nesređenih prilika u oblasti finansiranja i letargične nezainteresovanosti pojedinih kritičara, ova scena još nije doživjela priliku da se prikaže njen kontinuitet u razvoju, u okviru dvadesetog i dvadeset prvog vijeka.

Regioni, kao nosioci kulturnih dešavanja postaju tako nosioci i prezentatori određenih umjetničkih dešavanja, a u kvalitativnoj šarolikosti ponuđenog, često se dešava da se amaterizam i profesionalizam tretiraju na skoro identičan način.

Manifestacije sa višedecenijskim trajanjem su u Bosni i Hercegovini, a njih je nekolicina, uspjele da se isprofilišu, te kvalitetom i profesionalizmom sačuvaju dignitet i nužnost trajanja i opstanka umjetnosti, i u sredinama koje su na veoma niskom stepenu ekonomskog progresa.

Primjer „Zeničkog proljeća“ i Likovnog salona, kao njegovog integralnog dijela, svjedoči koliko je jedan region sposoban da se izdvoji iz dnevnopolitičkog i regionalnog konteksta, da nezavisnošću likovnog izraza posvjedoči da umjetnost ne može i ne treba da se poistovjeti sa politikom, ekonomijom, nacionalnim ili bilo kojim elementom koji određuju naše društvo danas.

Četiri umjetnika, na čijem stvaralaštvu počiva okosnica kratkog prikaza, najbolji su ambasadori „čiste“ umjetnosti, koja se svojim univerzalnim jezikom poistovjećuje sa svim stvaraocima koji ne pristaju da umjetnost podrede bilo kakvom folkloru koji bi im osigurao dobru poziciju u društvu.

Njihova posebnost i savremeni likovni jezik svjedoče da je umjetnost Bosne i Hercegovine prihvatile globalne izražajne kodove, te da je raskrstila sa arhaičnim folklorizmom i sporadičnim politikanstvom, po kojim je bila prihvaćena u vremenima koja su za nama.

Ovaj tekst je samo mala potvrda toj tezi.

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APPENDIX

Amar Porobić was born on 03.04.1978. in Doboj. He graduated from ALU in Sarajevo in 2002. He made several independent exhibitions in the country and abroad. He is a member of ULU BaH, professor of fine arts in Zenica. (amarporobic78@gmail.com)

Handukić Irfan was born in 1950 in Bihać. He graduated from Pedagogical faculty, department of Fine arts in Rijeka RC, graduated graffics in 1989. His postgraduate study was finished in 1999 and got his masters in graffics on ALU in Sarajevo, in the class of professor Dževad Hozo. He received his Ph.D. at the University of Sarajevo in 2008 in the field of pedagogical sciences. Works as a full time professor at ALU (Academy of fine arts) in Sarajevo, Banjaluka). Had independent exhibitions in over 50 of them in the country and abroad, a large number of group exhibitions, and numerous international exhibitions of selective art prints in the world. He received several national and international recognitions and awards in the field of painting and graphics. (e-mail:vekilberr@gmail.com)

Miroslav Šetka was born in 1955 in Čitluk, Bosnia and Herzegovina. He lives and works in Zenica. He graduated from the Academy of Fine Arts in Sarajevo in 1978 under professor Milorad Čorović. He has been a member of the Association of Visual Artists Bosnia and Herzegovina since 1990. He is currently enrolled in postgraduate studies of painting and drawing under professor Sead Musić and professor Sadudin Musabegović. He has staged numerous independent and collective exhibitions and received several awards for his work. (Phone: +387 32 245 803, Cell phone: +387 63 783 773 Email: setkaart@gmail.com)

Muhamed Bajramović was born in 1946 in Zenica, Bosnia and Herzegovina. He graduated from high school for applied arts in Sarajevo. In 1977 he graduated from the Sarajevo's Academy of Fine Arts. He has been a member of the Bosnia and Herzegovina Association of Visual Artists since 1974. He has had 14 independent and many more collective exhibitions in the country and abroad. He has received numerous awards for his work. (Address: Crkvice 54 D, 72000 Zenica, Bosnia and Herzegovina)

DODATAK

Amar Porobić, rođen je 03.04.1978. godine u Doboju. Diplomirao na ALU u Sarajevu 2002. Samostalno izlagao više puta u zemlji i u inostranstvu. Član je ULU BiH., profesor likovne kulture u Zenici. (amarporobic78@gmail.com)

Handukić Irfan je rođen 1950. godine u Bihaću. born in 1950 in Bihać. Diplomirao je na Pedagoškom fakultetu, odsjek likovnih umjetnosti u Riječici, grafika 1989. godine. Završio je postdiplomski studij 1999. i stekao zvanje mastera grafike na ALU Sarajevo, u klasi profesora Dževada Hozo. Odbranio je doktorsku disertaciju na Univerzitetu Sarajevo 2008. godine u oblasti pedagoških nauka. Radi kao profesor na ALU (Akademija likovnih umjetnosti) u Sarajevu i Banjaluci. Imao je preko 50 samostalnih izložbi u zemlji i inostranstvu, veliki broj grupnih izložbi, i brojne međunarodne izložbe odabranih umjetničkih djela u svijetu. Primio je nekoliko nacionalnih i međunarodnih priznanja i nagrada u polju slikarstva i grafike. (e-mail:vekilberr@gmail.com)

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Amar Porobić





Irfan Handukić



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