

TANIA ELLIS NEWSLETTER

January 2011

Strategic CSR • Corporate Social Innovation •
Presentations & books



NEW YEAR (RE)SOLUTIONS

Every New Year brings new resolutions – and solutions. What's yours? Do you want to boost your turnover? Or do you want more innovation? More social responsibility? More sustainability? In this newsletter, I bring you tips and inspiration to get your year off to a running start.

As always, I am happy to hear your feedback, suggestions or ideas for the newsletter.

Best regards,
Tania Ellis



RESOLUTION #1 – STRATEGIC CSR WITH BOTTOM LINE RESULTS

THE 4 CORNERSTONES OF SUSTAINABLE BUSINESS SUCCESS

Classic **corporate philanthropy** such as donations, sponsorship and volunteering creates social value. But if unrelated to the company's business, this will be the first to **suffer cutbacks** in times of crisis because it is not viewed as a source of revenue.

By shifting from 'philanthropic CSR' as a distinct add-on activity to '**strategic CSR**' with activities that **complement** - or maybe even become - **the core** of business, **more value** is added to both society and the company.

In my latest book [The New Pioneers](#), I present the four cornerstones of sustainable business – **The 4 Enabling C's** – which you can use as a check list for developing your sustainable business strategy or current social responsibility efforts:

- **Clear purpose** – Your choice of social/environmental activities should match your company's core competences, reflect company culture and support your business goals and challenges. Take the time to discuss the purpose of your socially responsible commitments – is it to improve your image, up your revenue, beat competition or develop new products?
- **Corporate engagement** – Do your structures, processes, performance systems and internal training programmes support your sustainability goals? And how do you involve your organisation in the company's social responsibility-efforts so they're not limited to one person or department?
- **Collaborative co-creation** – sustainable business solutions unfold through interaction with your company's stakeholders online as well as offline. By inviting them to participate in the development- or implementation process, you can access a flow of fresh ideas, values and renewed energy. Which of your key stakeholders do you want to involve – and how?
- **Clear communication** – Combining traditional communication channels with interactive media makes it possible not only to communicate but also to engage, get new ideas and react swiftly to mistakes. Which communication channels does your company use in addition to newsletters and annual reports? Which social media do you use - and with what purpose?

On my [blog](#) you can read a further description of the **four cornerstones** and why they're crucial when building your company's sustainable business strategy.

🔗 [Read more about the 4 enabling C's here](#)



RESOLUTION #2 – MORE INSPIRATION & NEW IDEAS

Looking for inspiration and new ideas to shake up your perspective? Find a bunch of inspiring [articles](#) on my website about social business trends with themes ranging from **sustainable business** and **social entrepreneurship** to new world **CSR** and **meaningful employer branding**.

The site also features [books](#) I have written or contributed to. One of my recent contributions is to [The World Guide to CSR](#) – an illuminating read providing comparable national profiles that describe the evolution and **practice of CSR** in **over 60 countries** including South Africa, USA, India, United Kingdom, France and Brazil.

Each regional and national profile includes key information about the relevant history, country-specific issues, trends, research and leading organisations.

⚡ [Find all publications here](#)

⚡ [Read more about The World CSR Guide here](#)



RESOLUTION #3 – TAKE ACTION! GET STARTED WITH CSI

Corporate Social Innovation is the next step for companies and organisations already aware of the necessity as well as the benefits of practicing strategic CSR which complements or even becomes the core of their business.

Last month [The European Financial Review](#) published my article "[Sustainable business success through corporate social innovation](#)". Here, you can read about companies such as Nike, CEMEX, General Electric and Uniever, who are creating corporate social innovations based on the principles described in The 4 Enabling C's.

But CSI is not just for large multinational corporations. **Small and medium-sized companies** can also get in the game with inspiration from, for example, a new online tool called [The Ideas Compass](#) which I contributed to last year. The Ideas Compass is the result of a joint Nordic project on [CSR-driven innovation](#), run by the [Danish Government Centre for CSR](#).

Another initiative linked to the project is the **Idea Factor competition**, which was held in December. There I had the pleasure of judging 56 corporate social innovations from a wide range of companies, organisations and entrepreneurs together with [UN Global Compact](#) board member and former [Novo Nordisk](#) CEO, **Mads Øvlisen**, and Danish-American tv-host and professor [Vincent Hendricks](#). The winner was awarded with **100,000 DKK**. See some of the innovative ideas here in my [Facebook picture album](#).

The transformation of the internet through **new social technologies** is also opening up for (corporate) social innovation in new ways: with Web 2.0 comes **CSR 2.0** with new possibilities for social **interaction, involvement and participation** in finding innovative ways to tackle everything from individual business challenges to global problems.

Learn how front-running companies are using the new technologies to **engage stakeholders, innovate business and co-create new ideas and products** in collaboration with the outside world in my latest [blogpost](#) about new world CSR.

⌘ [The Ideas Compass](#)

⌘ [Read my blogpost about CSR 2.0 and social innovation here](#)



RESOLUTION #4 - FOLLOW THE TRAILS OF THE NEW PIONEERS

BOOK A THE NEW PIONEERS PRESENTATION...

Are you planning a conference, do you want to make sure your business strategy, employee engagement efforts, customer programmes or new products are keeping up with the current social megatrend – or do you need some inspiration for your next corporate event?

My key note presentation "[The New Pioneers – business unusual](#)" provides you with:

- An **international overview** of the global social business trends that are shaping our lives in new ways and creating a **new face of capitalism**.
- You will understand how the **social megatrend** is affecting investor demands, employee needs, customer desires and society's expectations to companies today.
- You will find out why practices built on ethics, responsibility and sustainability are **business opportunities** that cannot be missed.
- You will discover how companies gain a **competitive advantage** by putting innovation and sustainability into the core of their business thinking.
- You will understand how **social entrepreneurs** create innovative solutions and sustainable value by **challenging conventional business logics**.
- You will gain insight into the **new innovation formulas** for economic and social value creation.

Contact my agent, [A-speakers](#), for more information or to book a presentation jam-packed with "ahhs" and "ahas" based on core themes from [The New Pioneers](#) to get you up to speed.

⇒ [Read more about my key note presentation here](#)



... OR BUY THE BOOK.

You can read an excerpt of The New Pioneers [here](#) and purchase it from most [online bookstores](#). Very recently it has also been published as [Kindle e-book](#).

Read the endorsements of the book [here](#), and take a look at some of the latest **reviews** of The New Pioneers [here](#) and [here](#).

If you want to **purchase** the book for your **company or employees**, you can place your order of "the ultimate corporate handbook" at a special [bulk order price](#) with my publisher [Wiley](#).

■ www.TheNewPioneers.biz



Tania Ellis' newsletter is for everyone with an interest in innovative and sustainable (business) practices that create economic and social value. You can also keep up with the latest social business trends at Tania Ellis's [website](#), [blog](#), [Twitter](#) and [Facebook](#) page.

If you know of anyone who would find the newsletter of interest, you are welcome to forward this mail.

You can subscribe and unsubscribe to the newsletter [here](#)

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