

TANIA ELLIS NEWSLETTER

January 2009

Books • Programmes • Cases • Links • Reports •
Articles



Tania Ellis

WELCOME

Welcome to a new edition of Tania Ellis' newsletter!

It may have been a while since you last received a newsletter from here. The reason why: This new edition of the newsletter is the result of a new website, which after many hours of work has finally been launched. Occasion: My 5-year jubilee as speaker, writer and consultant specialized in leadership, work life and social business trends.

I hope you like my new website, which now includes an overview of my talks, consultancy services, projects & partners, as well as a thematic archive of my publications.

As always, you are more than welcome to contact me if you have suggestions to improvements or would like to exchange knowledge or ideas.

If you have problems receiving this e-mail, please let me know at te@taniaellis.dk

Next newsletter will be sent out in March.

Best regards,
Tania Ellis

⌘ www.taniaellis.dk



CORPORATE VOLUNTEERING

FREE MANUAL ON CORPORATE VOLUNTEERING

Last summer the Danish pension and investment company Skandia launched Denmark's first manual on corporate volunteering - companies that donate their employees' work time to good causes. You can see pictures from the launch event [here](#).

The manual focuses on the practical cooperation between companies and voluntary organisations. It is aimed at other companies with an interest in incorporating corporate volunteering as a part of their engagement in corporate social responsibility/CSR.

The interest for corporate volunteering is increasing amongst both companies and organisations, and the topic has received wide coverage in the Danish media the past year.

⚡ [You can order the free corporate volunteering manual here](#)

⚡ [You can read articles on corporate volunteering here](#)



BUSINESSES AND ENTREPRENEURS WANTED FOR MENTOR PROGRAMME

Companies that want to work with corporate volunteering can, among other activities, enter Center for Socialøkonomi's mentor programme.

The purpose of the mentor programme is to strengthen the professionalism amongst social entrepreneurs by transferring business knowledge like business development strategies, marketing plans etc.

The company's maximum engagement is 2 hours a month over a 6-month period + participation in a mentor intro workshop.

Center for Socialøkonomi is looking for both companies that wish to volunteer as mentors as well as for social entrepreneurs who need mentorship.

You can test whether you are a potential mentor or mentee by filling out Center for Socialøkonomi's online survey (cf. links below).

If you want to know more about what social entrepreneurship is all about, and in which other ways you can contribute to socioeconomic growth in Denmark, you can download Center for Socialøkonomi's information booklet [here](#).

[**:: Are you a socioeconomic entrepreneur?**](#)

[**:: Are you a potential mentor?**](#)



SOCIAL ENTREPRENEURS

FAIRTRADE T-SHIRT COMPANY SUPPORTS DARFUR CAMPAIGN

A QUESTION OF is a socially responsible company that produces organic fairtrade T-shirts in Africa under sustainable working conditions. The company was founded in Autumn 2007 by two young students of economics, Kasper Andersen og Thomas Dam.

A QUESTION OF cooperates with companies and organisations that want to buy customized T-shirts with a fair and sustainable image.

A QUESTION OF has recently established a partnership with the Danish artist Nadia Plesner, who with her Simple Living campaign collects donations for medical equipment for Darfur through T-shirt sales.

The first Simple Living campaign raised 30,000 USD, and gained international attention because of a lawsuit from Louis Vuitton, who demanded a significant compensation for the violation of their trade mark rights.

⌘ [**ago.dk**](http://ago.dk)

⌘ [**nadiaplesnerfoundation.org**](http://nadiaplesnerfoundation.org)

A QUESTION OF
WWW.AGO.DK

ANNUAL REPORT ON SOCIAL ENTREPRENEURSHIP

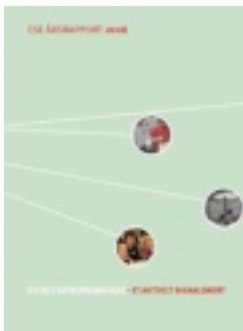
The Danish Center for Social Entrepreneurship at Roskilde University (RUC) has published its first annual report (in Danish) on social entrepreneurship.

The annual report consists of a mix of theoretical articles, cases, interviews and portraits. Themes include social economy, social enterprise, challenges in the voluntary sector as well as corporate social responsibility.

My contribution to the annual report is the (Danish) article "From hardcore business to heartcore business" - about why CSR and social entrepreneurship aren't necessarily the same.

You can download the full report as a pdf [here](#) - or you can order it in hard copy via RUC's book store (180 kr.) [here](#).

■ [Publications from Center for Social Entrepreneurship](#)



CSR LINKS

There is no doubt that CSR has entered the business agenda in both Denmark and internationally. The great interest in the topic has resulted in a number of web portals where you can find cases, tools and inspiration. Here are some of them:

[CSR.dk](http://www.csr.dk)

Is Denmark's first special media for managers, decision-makers and other professionals with an interest in Corporate Social Responsibility. The purpose of the portal is to provide readers with new perspectives, professional knowledge, tools and inspiration to sustainable business conduct.

www.csr.dk

CSR Tube

Was launched in 2008 in connection with CSR World Wide Week. The portal includes film clips, video interviews and campaigns from all over the world. The purpose is to spread knowledge about CSR efforts from NGOs, research institutes, authorities and companies. Everyone is encouraged to upload their CSR video materials - "see it, film it, share it".

www.csrtube.net

CSRwire

Contains a wide selection of CSR news through books, reports, videos, cases, events and press statements. The purpose is to deliver news about CSR themes like diversity, philanthropy, the environment, socially responsible investments, business ethics and corporate governance.

www.csrwire.com



LATEST PRESS CLIPPINGS IN DK MEDIA

[Fra hardcore business til heartcore business](#)

Årsskrift 2008, Center for Socialt Entreprenørskab

[Integration som frynsegode](#)

Differens, December 2008

[Fra reaktion til socialøkonomi](#)

Protocol, December 2008

[Det er ikke velgørenhed - det er forretning](#)

Ugebrevet A4, nr. 44, 22. december 2008

[Frivilligt arbejde som fryns](#)

[Borsen.dk](#), 29. november 2008

[Ansatte får løn for frivilligt arbejde](#)

Jyllands-Posten, 28. november 2008

[Stilhed er den nye luksus](#)

Alt for Damerne, September 2008

[Fra computerspiller til CEO](#)

Berlingske Nyhedsmagasin, September 2008

[Fremtidens iværksættere tænker socialt](#)

Iværksætteren, Iværk08 udgave, 12. september 2008

[Frihed og frivillighed i fremtidens velfærdssamfund](#)

Vision, CEVEA, September 2008

[Bæredygtighed - en social megatrend](#)

Realdania, Almen Boligforum magasin, 14. august 2008

[Otte ud af ti danskere arbejder frivilligt i arbejdstiden](#)

Politiken, Juni 2008

[Succes bygget på bæredygtighed](#)

Realdania, Privat Boligforum magasin, 12. juni 2008

[Min arbejdsplads skal gøre godt](#)

Frederiksborg Amts Avis, 10. maj 2008

[Miljø eller millioner - hvad vælger du?](#)

Computerworld, Jobtillæg, Maj 2008

[Unge vil have social ansvarlighed](#)

24 Timer, 28. april 2008



Tania Ellis' newsletter is for everyone that has an interest in or works with initiatives that promote innovative and sustainable (business) practices that create both human and economic growth. If you know of anyone who would find the newsletter of interest, you are welcome to forward this mail.

Quotes from the newsletter may be used along with a clear acknowledgement of the source and with reference to www.taniaellis.dk. If you have books or articles that you can recommend, if you know of coming conferences, presentations or other activities, which could be of interest to the readers of this newsletter, please feel free to send a mail to te@taniaellis.dk.

You can subscribe and unsubscribe to the newsletter at www.taniaellis.dk/newsletter/;

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