



:: Newsletter January 2008 ::

Innovative and sustainable practices

Projects - Conferences - Web TV- Articles

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Social responsibility on the mobile

The combination of social responsibility and the mobile phone is just one of many innovative approaches to making it easier for ordinary citizens to contribute to a positive development in society.

Within the past year we find initiatives like, for example, Denmark's first non-profit telephone company [We Mobile](#). It supports a good cause with 4 øre for each call you make, every minute you talk, and for each text message that you send.

Another initiative is the project [Min Regnskov](#) [My Rainforest], which has been launched by the Danish consulting agency [Social Action](#). For 25 kr you purchase 25 m2 of Amazona's jungle, if you send the text message 'regnskov' to the number 1231. The amount is deducted from your telephone bill, and you receive a message with a link that shows you your purchased piece of rainforest.

You can read more about the two initiatives and the social trend within mobile telephony (in Danish) [here >>](#)



Centre for Social Entrepreneurship

The Danish university, Roskilde Universitetscenter (RUC), has recently opened a Centre for Social Entrepreneurship (Center for Socialt Entreprenørskab). The centre conducts research, evaluation and documentation within a number of areas related to social innovation and social entrepreneurship.

The centre also wishes to contribute with knowledge sharing and dissemination of information on the topic. In that connection the centre held its first conference on social entrepreneurship in November 2007 with both Danish and international speakers and panel presentations.

You can download the conference materials here:

Conference programme [>>](#)

Presentations in connection with the conference opening [>>](#)

Materials from panel presentations [>>](#)

You can read more about the centre at www.socialt-entreprenorskab.dk



Conference on Responsible Supply Chain Management

How can responsible supply chain management create value for your company? Is it a good idea to collaborate with your competitors to improve social and environmental standards in your supply chain? How can small and medium size enterprises use their resources most effectively? Is the upcoming Ethical Trading Initiative DK relevant for your company?

These are some of the questions that will be addressed at the conference "Responsible Supply Chain Management 2.0", which is hosted by The Danish Confederation of Industries (DI) in partnership with the Danish Commerce and Companies Agency (DCCA).

Key note speakers include: CEO and Director, Aron Cramer, Business for Social Responsibility; Social & Environmental Affairs Manager, Thomas Bergmark, IKEA Group; Supply Chain Corporate Responsibility Specialist, Abigail Oxley Green, Nokia as well as a number of Danish companies, including: Danfoss, Toms Group, LEGO, Coloplast, Butler's Choice, Mater Design, Carl Bro-Grontmij.

The conference is held Monday 28 January at The Danish Confederation of Industries (DI), H.C. Andersens Boulevard 18, Copenhagen from 8.30 a.m. to 5 p.m. The conference will be held in English and costs 1.400 kr. per person. Registration by 24 January per e-mail to ami@di.dk .

Download the programme [here >>](#)
Read more about the conference at www.di.dk



"Breakoholics" at Zen TV

A counter trend to the busy everyday (work)life is emerging. More and more people are ceasing to be online and available all the time. They have started to regain the power over their time consumption and balance between their worklife and private life. Self-chosen breaks is just one of their ways of achieving this.

You can find examples of this trend at, for example, the Swedish web TV channel, [Zen TV](#). Each week the web TV channel brings portrait interviews with busy career men and women, who for a period in their lives have checked out of the labour market in order to, for example, study in an Italian monastery, have taken the family on a trip around the world, have moved from the hectic city life to a quiet life in the country side, or have quit their job in order to live a dream.

Zen TV calls these people "breakoholics" [pausomaner]. They have for a long time made a career in the outside world, but have now chosen to make room for making an "inner career" by upgrading their life quality account. You can read more about this trend in my feature article (in Danish): ["Egentid og stilhed - en del af det moderne \(arbejds\)liv"](#).

You can watch the above-mentioned portrait interviews etc. at www.zentv.se



Business, philosophy and spirituality at One Open Space

At the Danish web TV portal, [One Open Space](#), it is also possible to find inspiration for new ways of thinking, living, and working. The portal covers topics in the field between the "hard" business world and the "soft" philosophical, spiritual and artistic world, ranging from collective intelligence and intuition to sustainability and leadership.

The portal brings interviews with a number of Danish and international writers, artists, CEOs, philosophers and consultants who bring their respective views on how we on a personal, professional and global level can navigate in a world of constant change.

There are interviews with Peter Pruzan, professor of management, politics and philosophy; Terry Mollner, founder of Calvert Social Investment Fund; Sascha Amarasinha, owner of Respond; Michael Ben Eli, sustainability consultant and advisor; Svend Trier, author and meditation teacher; Sofia Manning, author and founder of Manning Inspire - and many, many others.

Watch the interviews at www.oneopenspace.dk



Latest press clippings (Danish)

[Næsten alt kan være grønt](#)

Ingeniøren, nr. 11, November 2007

[Ny velgørenhedstrend på vej til Danmark](#)

Frivillig, nr. 87, December 2007

[Egentid og stilhed - en del af det moderne \(arbejds\)liv](#)

Arbejds miljø, nr. 12, December 2007

[Verdens problemer som vækstmarked](#)

Børsen, January 2008



This newsletter is for everyone that has an interest in or works with initiatives, which can contribute to enhanced working joy, quality of life, as well as sustainable business practices. Quotes from the newsletter may be used along with a clear acknowledgement of the source and with reference to www.taniaellis.dk. If you know of anyone who would find the newsletter of interest, you are welcome to forward this mail. If you have books or articles that you can recommend, if you know of coming conferences, talks 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 on www.taniaellis.dk/uk/contact/html.

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