

TANIA ELLIS NEWSLETTER

March 2009

Cases • Books • Websites • Events • Articles



Tania Ellis

SUSTAINABILITY

The most commonly used definition of the term sustainability is the so-called Brundtland-definition, which was presented by The World Commission on Environment and Development in 1987:

"A sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Most people associate the term sustainability with green technology and nondepletable energy. But sustainability can also be about creating a balance within an individual or between individuals.

In other words, the premises for development and growth is that it cannot be at the expense of the welfare of the society, the environment or any human being.

This newsletter contains inspiration and examples of different sustainability practices. You yourself can contribute to the spreading of knowledge of new sustainability cases in my new blog. More about this in the newsletter.

Enjoy!

Best regards
Tania Ellis



SOCIAL ENTREPRENEURS

DUGNAD – SUSTAINABLE LOCAL SOLUTIONS

"Dugnad" is a Norwegian word for gathering of the local community in order to solve a conflict or perform a task. Everyone contributes in the way they are capable.

DUGNAD Vesterbro is a grassroots organisation working to improve the conditions for drug users in the neighborhood of Vesterbro in Copenhagen.

The first "Dugnad" was organized and held in 2005 with residents, politicians, drug users and others came up with 101 different solutions to how the residents and drug users in Vesterbro can live together sustainably.

Today, those solutions have resulted in many initiatives, among others the DUGNAD association, a [health room](#), a [cafe called DUGNAD](#), a chair design, and a specially made needle container for the drug users. Additionally, a street newspaper called [Gadeavisen](#) and an [art calendar](#) have been designed along with the catering concept [JunkFood](#) which is generating money for the different activities. And last but not least, the Dugnad resulted in the abolition of a couple of banned zones where the drug users were not allowed to be ([see tv interview here](#)).

The focus on solutions and not problems, the creation of partnerships across sectorial boundaries, the involvement of many interests and the development of (unique) user-driven solutions is something we can all learn from and be inspired by in DUGNAD's work.

⌘ [Read more at www.dugnad.dk](http://www.dugnad.dk)

⌘ [Check out the book "Brugerdreven velfærd for udsatte" here](#)

DUGNAD

CASES WANTED FOR "THE NEW PIONEERS"

Two years ago, my book "De Nye Pionerer" was published at Jyllands-Postens Forlag as the first Danish book about social entrepreneurship and social innovation.

Now it is time to present the new pioneers to an international audience with the English edition of the book "The New Pioneers". Therefore, I would very much like to hear from you if you have some good examples of e.g.:

- Businesses working with sustainability and CSR
- Social entrepreneurs who have been successful in creating innovational solutions and businesses who solve social problems or meet social needs
- Intersectorial partnerships (e.g. NGOs and businesses) creating new economic and social values together
- Social innovations – new ways of living, working and learning

I would especially like to hear about cases not (yet) very known to the public, and especially cases from England, USA, Scandinavia or developing countries are welcome.

For this purpose, I have created a blog on my website where you can post your examples – and read other examples as well. It is my hope that the blog in that way can function as a source of inspiration for all of us. I look forward to hearing from you!

PS: The Danish book "The New Pioneers" is sold out from the publisher, but I have a surplus stock, so it is still possible to buy the book via my website [here](#). The first 8 who contribute with ideas on the blog will receive a **free copy** of the book.

🔗 [You can send in your ideas here](#)



SUSTAINABILITY HOME AND AWAY

NEW WEBSITE ON SUSTAINABLE URBAN DEVELOPMENT

Recently, the Danish website www.baeredygtigebyer.dk was launched. Bæredygtige Byer provides knowledge about sustainable urban development in both Denmark and other countries for Danish politicians, developers, and citizens to draw inspiration from. The website features a database of best practice cases from all over the world and covers subjects such as waste, energy, food, green cities, social cities, transportation, and water.

⌘ [Read more at www.baeredygtigebyer.dk](http://www.baeredygtigebyer.dk)



INSPIRATION TO SUSTAINABLE PROCUREMENT

Den grønne indkøbsportal gives inspiration and practical help for buyers in both public and private businesses so that they can demand products and services placing as little strain on the environment as possible.

The portal will be regularly updated with inspiring stories about businesses that through environmentally conscious procurement have saved both money and energy.

⌘ [Learn more about sustainable buying at www.gronindkopsportal.dk](http://www.gronindkopsportal.dk)

INSPIRATION TO WORK LIFE BALANCE

What does Work Life balance mean? What does it mean to obtain balance between working life, family life and private life?

The Danish Center for Balance between Work life and Family Life (CBAF) has published a book with a long list of handson approaches as to how balance can be obtained; as a business, as an employee and as a private person.

CBAF also publishes the quarterly magazine *Balance* (in Danish) that you can subscribe to [here](#).

⌘ [Buy the book "Work Life Balance" here](#)



EVENTS

CONFERENCE ABOUT CORPORATE VOLUNTEERING

6 May 2009 10:00-16:30

More and more Danish businesses see the advantages of organizing the social engagements of their employees in selected voluntary organizations. What are the possibilities, and what are the risks? How can the cooperation between the parties be improved for the future? The Knowledge Club of Strategy and Management in Voluntary Organizations hosts a conference at Copenhagen Business School about corporate social responsibility with presentations from Peter Holm (head of communications, Skandia), Anders la Cour, (lecturer, CBS), Kenneth Øhrberg (head of fundraising, Danish Red Cross), and Tania Ellis (author and innovation consultant, Inspiratorium).

[Read more about the conference here](#)



CSR - LAW AND BUSINESS IN JOINT EFFORT

16 April 2009 08:30-13:00

In the spring of 2008, the government launched a plan of action focusing on corporate social responsibility, and the Parliament passed a bill committing 1,000 of the largest Danish companies to reporting their corporate social responsibility (CSR). The law firm Kromann Reumert host a conference that will give you knowledge on this subject. Mads Øvlisen, assistant professor of CSR and board member of The United Nations Global Compact Board will open the conference.

[Read more about the event here](#)



SOCIAL INNOVATION IN NORWAY

22 April 2009

Innoteket is a yearly conference hosted by the organization [Innovasjon Norge](#) which is owned by the Norwegian Ministry of Economy and Commerce. Among other papers at this year's conference, there will be a chance to hear about "Open innovation in a global perspective", "Time for autism" with the Danish corporation The Specialists, "Consumer power as innovational drive", "Crowdsurfing" with Martin Thomas and "From hardcore business to heartcore business" with Tania Ellis.

:: [See the full programme and sign up for the conference here](#)

:: [Read more about the conference at www.innoteket.no](http://www.innoteket.no)



LATEST PRESS CLIPPINGS IN DK MEDIA

[Guld og grønne møder](#)

MøderPlus no. 3, February 2009

[Frivilligt arbejde i arbejdstiden kan gavne firmaet](#)

Nordjyske Stiftstidende, 17 February 2009

[Jagt på velgørende firmaer](#)

Nordjyske Stiftstidende, 17 February 2009

[Integration som frynsegode](#)

Differens, December 2008

[Fra reaktion til socialøkonomi](#)

Protocol, December 2008

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

Ugebrevet A4, no. 44, 22 December 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/ ;

Inspiratorium® v. Tania Ellis • te@taniaellis.dk • www.taniaellis.dk