

# TANIA ELLIS NEWSLETTER

December 2010

Guides • Books • Lectures • Articles • Blogs



Tania Ellis

## SEASON'S GREETINGS & THANK YOU!

The New Year is just around the corner, and what a year we can look back on! Among other things, the repercussions of the credit crunch have been a great stress test of corporate social responsibility (CSR). Many unsustainable, unrooted or greenwashed CSR efforts have been shaken out - and many companies showing a true commitment to sustainability efforts have been rewarded with renewed growth. The new rules of business unusual are here to stay.

For me personally 2010 has also been a very eventful year. My international book, [The New Pioneers](#), has been very well received, and this month think-and-do-tank, [Tomorrow's Company](#), extended their X-mas reception to include a UK launch of the book, hosted by sustainability pioneer [InterfaceFLOR](#). A huge thank you to them!

Throughout the year I have also had the pleasure of [speaking and advising](#) about topics such as strategic CSR, employee volunteering, social entrepreneurship, personal leadership and new management roles to [companies and organisations](#) including the Danish Ministry of Refugee, Immigration and Integration Affairs, Copenhagen Business School, insurance company Codan, SOS Children's Villages and think tank Monday Morning just to mention a few.

Right now I am putting the finishing touch on a number of new services to be launched throughout 2011. The aim is to support you - entrepreneur or decision-maker - in applying the new rules of business, and I look forward to sharing them with you.

Until then, a warm and heartfelt thank you to the many of you who are following, supporting and spreading the word about my work within the field of social business.

Best seasonal wishes,

All the best,  
Tania Ellis

PS. Recent newsletter subscribers have received a free guide to "The Five Markets of Change" that companies and organisations must take into account in their strategic planning. If you too would like to benefit from the guide just follow the link below.

⚡ [Download your complementary guide here](#)

# HANDBOOK FOR THE NEW BUSINESS REVOLUTION

IT'S NOT TOO LATE...!

If you still haven't read *The New Pioneers – Sustainable business success through social innovation and social entrepreneurship*, you can still make it: give yourself - or someone else - an X-mas or New Year treat with an international overview of the rapid development within social innovation, CSR and sustainable business particularly over the last five years.

With a foreword by World Economic Forum founder Klaus Schwab, my book gives you insight into the new innovation formulas for economic and social value creation, and includes a wide array of cases of how companies are gaining competitive advantage by putting innovation and sustainability into the core of their business thinking.

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

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

⚡ [Read more at thenewpioneers.biz](#)



## REVIEWERS WANTED!

The New Pioneers has already been praised as "a handbook for the global revolution", and has received some really great endorsements. BUT – I would like to hear what YOU think of the book.

You can share your personal review at: [Amazon.co.uk](#), [Amazon.com](#), [Barnes&Noble](#), [eLounge](#), [AllBookStores.com](#) or [Saxo.com](#).

If you forward a copy of your review to [te@taniaellis.com](mailto:te@taniaellis.com), I will put it up on my website [thenewpioneers.biz](#) so it can keep good company with the official reviews and endorsements.

⚡ [See other reviews of The New Pioneers here](#)

## GET UP TO SPEED IN 1,5 HOURS – BOOK A PIONEER-LECTURE!

Are your strategies, employee engagement efforts, customer programmes or new products keeping up with the global social megatrend?

I have comprised a new lecture jam-packed with "ahhs and ahas" based on core themes from The New Pioneers to get you up to speed.

The lecture provides you with:

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

[Contact me](#) or my agent [A-speakers](#) to learn more and book a lecture.

Book a lecture before **December 31th** 2010 to benefit from a **20 % introduction discount!**

⚡ [Read more about the lecture here](#)



## ...ON FACEBOOK

The social business trend is alive in the new media! For your daily dose of relevant social business news, become part of my network on Facebook. I aim to keep you informed and provide a platform for knowledge sharing and new ideas across country borders.

Sign up and get connected to social business buffs and practitioners from countries all over the world including the US, the UK, Sweden, Finland, Spain, Mexico, Canada, Belgium, Bulgaria, Germany, United Arab Emirates, Brazil, Ghana, Hong Kong, Japan, France and Island.

⚡ [Join me on Facebook here](#)

⚡ [Or sign up via newpioneers.biz here](#)



## ... AND ON MY BLOG

I also invite you to stop by my blog at [thenewpioneers.biz](http://thenewpioneers.biz).

Here, you can read up and comment on social business trends like [buycotting](#), the [sustainable weapons industry](#), [innovative solutions to chronic lifestyle diseases](#), business models built on "[upcycling](#)" and media supporting [social entrepreneurship](#) all over the world.

Get the latest and join the conversation!

⌘ [Visit my blog here](#)



## HAPPY X-MAS...TREES!

### THE ART OF SUSTAINABILITY

Not long ago, I discovered the project [Happy Xmas Trees](#), when the founder contacted me for a statement. I gladly provided it, because the project is a great example of how [aesthetic](#), environmental, social and financial capital can go hand-in-hand as a contribution to a better world.

This ambitious Danish art and sustainability project is currently transforming Copenhagen into one giant outdoor gallery featuring Christmas tree sculptures by various artists - among others my former colleague and friend, [Jonna Pedersen](#).

Until December 25th visitors to Copenhagen and city locals may come across the fancifully decorated fibreglass trees spreading good cheer in the busy streets - and next year the extensive public exhibition will hit a new city in Europe.

But these trees aren't just for show. Once Christmas is over, they will be auctioned off to raise money for the afforestation project, [Happy® Forests](#), in Mali.

⌘ [Read more about Happy X-mas Trees here](#)



## SOCIAL BUSINESS TRENDS IN THE PRESS...

You can read about some of the new rules of business in my articles for:

- o UK magazine Caritas about [Heartcore business and blended value creation](#)
- o South African Human Capital Review about [Inner and outer globalization issues in management training](#)
- o the Danish Government's CSR portal, [CSRgov.dk](#) about [A World of Sustainable Ideas](#) and
- o in the interview for LifeSciences Insight about [Drug manufacturers put global health on the agenda](#).

You can also read some of my other recent interviews on CSR, social innovation and sustainable business [here](#).



*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.*

You can subscribe and unsubscribe to the newsletter at [www.taniaellis.dk/newsletter/](http://www.taniaellis.dk/newsletter/)

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