

# TANIA ELLIS NEWSLETTER

June 2009

Cases • Websites • Exhibitions • Conferences



Tania Ellis

## SUSTAINABLE DESIGN & SHOPPING

*"Every time you spend money, you're casting a vote for the kind of world you want."* - Anna Lappe

Conscious consumers are everywhere - in all ages and income groups, in all occupations and political convictions. They are part of a global consciousness movement that is affecting markets. *Buycots* - positive support of companies that take social and environmental issues into account - hold great market potential.

Within, for example, fashion and design you can see the effect of this current trend very clearly, and throughout the past couple of years I have provided inspirational presentations or strategic advice to design schools, ministries, shopping centres and entrepreneurs with an interest in sustainable consumerism.

In this edition of my newsletter, you will meet some of those who have developed solutions that meet the new consumer needs.

You can find more information about CSR, codes of conduct, certifications and consumer demands at, among others, [Center for Responsible Design](#) that works to promote social responsibility in the design industry.

Have a nice summer!

Best regards,  
Tania Ellis



## SOCIAL ENTREPRENEURSHIP & CSR

### MATER DESIGN

Mater Design is a Copenhagen-based design company with the clear mission to create beautiful designs based on an ethical business strategy. Since 2006, the company has delivered exclusive furniture and accessories produced under ethical working conditions, and with local craft traditions and the environment taken into consideration.

The company is a member of the [UN Global Compact](#), and has already achieved wide international recognition. Mater Design has, among other things, been awarded the prestigious Wallpaper Award for "Best Debut Design Brand 2008".

Mater Design is currently looking for sales agents (full-time and part-time) for the Danish and Scandinavian markets.

⇒ [Read more at materdesign.dk](http://materdesign.dk)

⇒ [Read the job advert \(in Danish\) here](#)



### JUST BUSINESS

Just Business is a Danish internet-based company that sells everything ranging from clothes and toys to interior decoration and confectionery. The company trades products that are either organic or fair trade certified, or about to be.

51 % of the profits is transferred to Just Help, a foundation that invests in the local communities and companies that are producing the products sold by Just Business. Like Mater Design, Just Business is a member of the UN Global Compact.

⇒ [Shop with a clean conscience at just-business.dk](http://just-business.dk)



### JULIE NARDI

Julie Nardi has been working in the fashion industry for 12 years, and knows from her own experience what it means to keep up in a fast-moving industry.

Today, she works with sustainability in the fashion industry from an inner and outer perspective: She offers meditation lessons as part of the industry's employee care programmes as well as strategic consulting in connection with supply chain management and marketing efforts.

⇒ [Read more at julienardi.com](http://julienardi.com)



## KATVIG

Katvig is a Danish children's clothing company, which has a sustainability manager to ensure that every process from production to transportation and marketing of the goods is as sustainable as possible.

All clothes sold by the company are tested for health-harming substances.

Katvig's mission is to optimise sustainability in every aspect of the company's work.

⇒ [Read more at katvig.dk](http://katvig.dk)



## EVENTS

### "FABRIC FOR THOUGHT" AT KOLDINGHUS

From May 7th to September 6th, Koldinghus is hosting the sustainable fashion exhibition "Fabric for thought".

The exhibition shows examples of sustainable fashion from haute couture made of recycled materials to everyday clothing produced with care for the workers' health and working conditions. The exhibition covers sustainability from a human, environmental and economic perspective.

⇒ [Read more at koldinghus.dk](http://koldinghus.dk)



### BRIGHT GREEN YOUTH - A CLIMATE CAMP FOR TEENAGERS

Danfoss Universe, ProjectZero and MS ActionAid Denmark (Mellempfolkeligt Samvirke) are among the organisations hosting one of this summer's biggest climate events in Denmark taking place from 8-11th August.

The climate camp Bright Green Youth gathers 500 young people (aged 14-18) from around the world. During their three-day stay in Sønderborg, the youngsters will learn about the consequences of the climate changes and work together to find new and innovative solutions. The website [brightgreenyouth.org](http://brightgreenyouth.org) is already collecting testimonials and ideas from young people connected to the project. The project is intended to go worldwide when the camp ends, with the young delegates spreading their inspiration in their home countries.

⇒ [Read more at www.brightgreenyouth.org](http://www.brightgreenyouth.org)



## INDEX AWARD - DESIGN TO IMPROVE LIFE

Index is the world's largest design award and exhibition. Since 2005, Index has invited designers from all over the world to send in their innovative solutions to improve life within the categories Body, Home, Society, Play, and Work.

Around 100 of the contributions will be shown at an exhibition, which starts in Kongens Nytorv at the centre of Copenhagen on the 21st of August. Later, the exhibition will be touring other countries around the world.

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



## COPENHAGEN DESIGN WEEK

Copenhagen Design Week presents new ideas, knowledge and products - design that generates possibilities for a changing world.

As a prelude to COP15 (the UN Climate conference that will be held later in the year), the theme will be sustainable design. There will be exhibitions, conferences and events from the 27th of August to 6th of September 2009.

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



*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](http://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](mailto:te@taniaellis.dk).*

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