

TANIA ELLIS NEWSLETTER

September 2009

Cases • Websites • Articles • Books • Events



Tania Ellis

VOLUNTEERING AND SOCIAL INNOVATION

This summer I had the pleasure of meeting social innovator, winner of the Nobel Peace Prize, and microcredit pioneer Muhammad Yunus at the Roskilde Festival - the largest North European culture and music festival with about 25,000 volunteers.

Yunus' visit was only possible because of the voluntary efforts of the WeCollaborate organisation, who gave me the opportunity to get an exclusive interview with Yunus as a 40th birthday present (thank you for that!). You can see photos and a video clip with Dr. Yunus' speech to the 70,000 festival participants [here](#).

In Denmark the number of volunteers is growing. People want to make a difference both in their spare time and at work. *Corporate volunteering* or *employee volunteering* is entering the agenda of both private and public companies.

The past year I have experienced an increasing demand for presentations and consulting within this field from ministries, companies, NGOs and entrepreneurs. They realise that cross-sector partnerships can be a great vehicle for the development of both innovative and effective business and welfare solutions.

Besides news from here, this edition of the newsletter includes different examples of how economic and social value can be created through voluntary work.

Enjoy!

Best regards,
Tania Ellis



SOCIAL ENTREPRENEURS & CSR

WECOLLABORATE

The purpose of WeCollaborate is to promote innovative solutions to social and environmental problems through cross-sector networks and partnerships.

Among other things, WeCollaborate offers an online platform for social entrepreneurs and other people with an interest in societal problems and social innovation, so that experience and ideas can be exchanged.

WeCollaborate and Wethink Society hosted a conference 24 June about the challenges to Danish society in a globalised world.

Here innovative solutions to everything from gang-related crime and climate change to credit crunch and social problems were presented and discussed. My contribution was a talk on corporate responsibility and social business.

⚡ [Watch all the presentations here](#)

⚡ [Read more about WeCollaborate here](#)



SALESFORCE.COM

[Salesforce.com](#) is an international software company that has incorporated volunteering as part of its CSR strategy.

The Power of Us is [Salesforce.com](#)'s 1/1/1 integrated philanthropy model:

[Salesforce.com](#)'s employees devote 1 % of their working time and experience to community engagement, [Salesforce.com](#) donates 1 % of its products to charitable initiatives, and 1 % of [Salesforce.com](#)'s equity goes to nonprofits with innovative projects that have the potential for replication.

⚡ [Read more about Salesforce.com's initiatives here](#)



DANISH FOOD BANK

This spring, FødevarerBanken [The Food Bank] received its first large grant to establish and organise Denmark's first food bank.

The initiative is an offspring from already established food bank organisations in countries like Canada, the UK, the Netherlands, Germany, and France.

The Food Bank, where I am a voluntary board member, puts charity and volunteering into system by, among other things, collecting and distributing surplus and perishable fresh food that would otherwise end as waste.

The food is delivered to social service agencies that are already in contact with low-income families and homeless people.

⚡ [Read more about Fødevarerbanken here](#)



DO YOU WANT TO VOLUNTEER?

FRIVILLIGJOB.DK

Frivilligjob.dk is the largest job portal in Denmark for voluntary work. Companies and organisations can post job adverts here, and anyone can apply for a voluntary job.

Frivilligcentre og Selvhjælp Danmark (Frise) [Voluntary Centres and Selfhelp Denmark] is the organisation behind the portal. The organisation works with the development of Danish voluntary centres and self-help groups.

⚡ [Find voluntary work here](#)

⚡ [Find Danish voluntary centres and self-help groups here](#)



FRIVILLIGHED.DK

'Center for frivilligt socialt arbejde' is a national centre for knowledge, competences and development of voluntary social work in Denmark.

The centre helps voluntary organisations develop initiatives that can attract new generations of volunteers and can advance learning. The Danish Ministry of the Interior and Social Affairs has recently appointed me to represent the private sector as one of the centre's board members, so I will be engaged in this work the next four years.

On the centre's website you can find courses, advice and guidelines for voluntary social work, as well as a categorised directory to Danish voluntary organisations.

⚡ [Read more at frivillighed.dk](http://frivillighed.dk)



THE WORLD VOLUNTEER WEB

The World Volunteer Web is a part of the United Nation's Volunteers (UNV) programme that supports UN's international development goals for 2015, the [Millennium Development Goals](#).

The purpose of the World Volunteer Web is to support the volunteer community by serving as a global clearinghouse for information and resources linked to volunteerism that can be used for campaigning, advocacy and networking.

On the website you can find resources and information about topics like corporate volunteering and vacation volunteering.

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



PUBLICATIONS

EMPLOYEE VOLUNTEERING AT IBM, TDC, AND NOVO NORDISK

Få Corporate Volunteering-programmet til at slå rødder [Make the Corporate Volunteering programme take root] is a thesis by Frederikke Asschenfeldt Elbek from Copenhagen Business School (CBS) about the challenges of employee volunteering in a Danish context based on case studies at IBM, TDC, and Novo Nordisk.

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



CORPORATE VOLUNTEERING AT SKANDIA

Corporate Volunteering hos Skandia is the title of a bachelor assignment written by two students specialised in corporate communications and business economics at Copenhagen Business School (CBS), Louise Hesseldal and Luise Ingemann Brodt.

In their assignment they, among other things, look into the ways that Skandia legitimises its corporate volunteering engagement, and how the development in society has influenced the company's practices.

As an appendix to their assignment, they have included a short management report that summarises some of the challenges of corporate volunteering for both companies and voluntary organisations.

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

⇒ [Read the management report \(in Danish\) here](#)



CORPORATE/VOLUNTEERING IN THE PRESS

Throughout the past year the press has written quite a lot about corporate/employee volunteering, and I have also contributed to and written a number of articles on the subject.

■ [See article overview here](#)



SOCIAL INNOVATION IN WELFARE DENMARK

Social innovation - en guide til rejse i ukendt land [Social innovation - a guide to a travel into the unknown] is the title of a new book, based on Dorthe Junge and Peter Lustrup's joint MBA dissertation about social innovation.

With its strategic tools and concrete innovation process models the book serves as a useful guide to Danish local authorities, regions, ministries, as well as private and voluntary organisations that want to optimise and develop the welfare society through social innovation.

■ [Buy the book here](#)



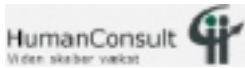
EVENTS

CSR AND PARTNERSHIPS

In collaboration with Copenhagen Business School, HumanConsult is hosting an inspiring conference on CSR and partnerships 7 October. The programme includes presentations by TDC, the Danish Red Cross, COWI and cbsCSR. There will also be discussions on topics like strategy, partnership experiences, and corporate volunteering, and collaboration with public Denmark.

⇒ [Sign up to the conference here](#)

⇒ [See the programme here \(in Danish\)](#)



PARTNERSHIPS BETWEEN COMPANIES AND VOLUNTARY ORGANISATIONS

The voluntary centre, Frivilligcenter Århus, is holding a conference 8 October with focus on partnerships between local businesses and voluntary social organisations in Århus. In addition to workshops, the conference also includes presentations by Århus mayor Nicolai Wammen, the Pressalit Group, Body Shop Denmark and Save the Children Denmark.

⇒ [Programme and sign up \(in Danish\) here](#)



INSPIRATORIUM® PRESENTATIONS & WORKSHOPS

In collaboration with Athenas, Inspiratorium® by Tania Ellis offers presentations that are relevant in a variety of settings, from large-scale business conferences and staff meetings to student lectures and network groups.

The presentations are based on Tania Ellis' work within the fields of leadership and work life, corporate and employer branding, corporate social responsibility (CSR), (corporate) social innovation and social entrepreneurship.

⇒ [Read more about current topics 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.

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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