

PRESS RELEASE

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THE NEW PIONEERS

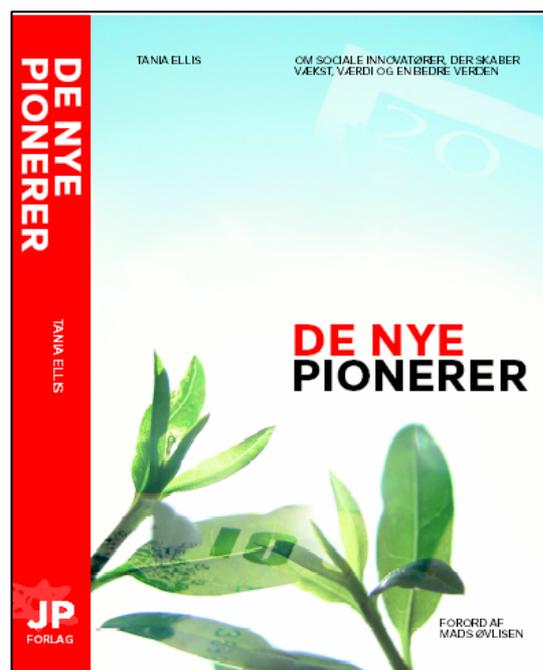
- about social innovation & social entrepreneurship

The first Danish book about social innovation and the overlooked growth phenomenon social entrepreneurship. The New Pioneers is a valuable contribution and important source of inspiration for business leaders, politicians, entrepreneurs and engaged citizens.

Ethics, social responsibility and sustainability have entered corporate agendas. Muhammad Yunus, the banker who was awarded the 2006 Nobel Peace Prize, and companies like The Body Shop, Ben & Jerry's, Whole Foods Market, Stonyfield Farm and Danish Merkur Bank, have already shown that it is possible to do well and do good. They constitute the visible top of a global movement of pioneers that are paving the way for sustainable innovation and new solutions to social problems and needs – and thereby also to new business opportunities.

THE NEW PIONEERS presents a wide variety of examples of both Danish and internationally established companies as well as social innovators that challenge old logics and create more balanced growth. The book has a number of exiting messages for the reader, tackling questions such as: Is there money in idealism? Can capitalists be social? What is social innovation? Who are the social entrepreneurs? What can governments and businesses learn from them? And how can Denmark use this growth area as part of its globalisation strategy?

Foreword by Mads Øvlisen, boardmember of UN's Global Compact.



About the author:

Tania Ellis, Executive MBA, is an innovator with 12 years of management experience from the private sector. In 2003 she founded the company Inspiratorium®, and today works as an independent consultant and business speaker with focus on leadership and worklife trends. In 2004 she was awarded a prize by the Danish business magazine, Berlingske Nyhedsmagasin, for her paper "A future Danish leadership model".

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About the book:

Title: De nye pionerer – om sociale innovatører, der skaber vækst, værdi og en bedre verden.
Author: Tania Ellis
Hardcover: 224 pages
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