

# TANIA ELLIS NEWSLETTER

December 2009

Reports • Articles • Voluntary work •  
Presentations

Inspiratorium

Tania Ellis

## HAPPY NEW YEAR

What a year! Credit crunch, a new American president who has set a "Yes-we-can" agenda, and a climate summit that for two weeks made Copenhagen the centre of the world's attention. And then there are all of our own events - big and small - to think back on now that the year is coming to an end.

I myself have had the pleasure of co-operating with a wide range of interesting clients, ranging from DONG Energy, ISS, COWI, DANVA, Viborg Kommune, the Danish Ministry of the Interior and Social Affairs to KAB, Roskilde University, the Danish Association of Lawyers and Economists, the Entrepreneurship Foundation and many more. I have even had the pleasure of speaking engagements in Norway, Sweden and the Netherlands. Thank you very much for that!

I have also spent this year writing my new book and contributing to two anthologies about CSR and social entrepreneurship. All three publications will be released in the New Year. I would like to say thank you to the many of you who throughout the year have sent mails with interesting links and cases.

This last newsletter of the year presents a small collection of the latest articles and themes I have worked with this year. The New Year promises many new projects, meetings and not least new inspiration. As always, I look forward to new exchanges of knowledge and ideas at presentations, workshops - and here in the newsletter!

I wish you a Happy New Year!

Best regards  
Tania Ellis



## FUTURE BUSINESS

*Don't stop thinking about tomorrow* was the theme of The Confederation of Danish Industry's annual Business Summit this year. The summit gathered 1,000 of Denmark's decision-makers, and there were interesting presentations and panel discussions with Danish ministers and CEOs as well as very interesting presentation on globalisation by Newsweek's senior editor, Rana Foroohar.

The Confederation of Danish Industry distributed a publication called *Fremtiden er tæt på* (*The future is close*), in which 16 CEOs, a scientist, a business editor, a theatre manager and a business advisor (yours truly) had been asked to deliver their view on what Danish corporations will have to do to gear up after the crisis.

My contribution was called *Danmark som globalt væksthus* (*Denmark as a global greenhouse*) with a statement that sustainability will have to be the foundation of future growth and value creation. You can read the entire publication (in Danish) [here](#).

⚡ [Watch speeches and videoclips from the summit here](#)



## VOLUNTARY WORK

The [September issue](#) of my newsletter focused on voluntary work, both in and outside working hours.

Since then, many other articles have been published on the subject. The weekly magazine SØNDAG, for example, published an article in which three Danish women tell how they manage to fit voluntary work into their everyday life with meetings, e-mails, work and family life. And I explain why one in three Danes spends time on voluntary work.

⚡ [Read the article from SØNDAG here](#)

⚡ [Read more articles about voluntary work here](#)



## VOLUNTARY DRIVERS WANTED

One of the voluntary activities that I am engaged in is as a board member of Fødevarebanken (the Food Bank) who are now looking for voluntary drivers and driver assistants to deliver food to social organisations in Copenhagen.

There are no limitations as to how often you have to drive. It depends on the resources of the volunteer. As a volunteer, you may get new inspiration by engaging in a new environment and meeting new people - and who knows, maybe you will get ideas that you can use at work as well?

Read the job ads below. Maybe this could be something for you or someone you know?

- ⌘ [Read more about Fødevarebanken here](#)
- ⌘ [Read job description for voluntary driver here](#)
- ⌘ [Read job description for voluntary driver assistant here](#)

 fødevareBanken

## CSR ON TIP TOES

"Greenhushing" is one of the latest expressions linked to CSR (corporate social responsibility), and it deals with corporations that do not tell the world about their socially responsible initiatives.

Even though many Danish corporations work with social responsibility in some form, many of them - one in three actually - are 'greenhushers'. There are a different reasons why they keep quiet about their CSR-engagement:

Some corporations are not aware that they are working with CSR - it's just something they have always done. Others think that "those who live quietly live well" - if no one knows about their activities they can not be criticized if something goes wrong. Others think that it is a private matter and do not wish to brand themselves on their social engagement in society.

Read more in the article "*Samfundsansvarlighed på listesko*" (in Danish) from Magasinet K, November 2009.

- ⌘ [Read the article here](#)



## ETHICAL CONSUMPTION

Last month the Danish daily Politiken published a Media Planet addition to the newspaper dedicated to *The Conscious Consumer*. In the magazine, you get tips on everything from organic skincare to CO2-friendly boilers. In an interview I tell about my own stand on ecology, which I care a great deal about.

Here are my five tips on how to get started:

1. Look around on the Internet and find information and inspiration, for example at [www.okologi.dk](http://www.okologi.dk)
2. Subscribe to organic groceries from [www.verde.dk](http://www.verde.dk), [www.oekomanden.dk](http://www.oekomanden.dk) or [www.aarstiderne.com](http://www.aarstiderne.com). They all sell everyday foods, and shopping this way will prevent expensive impulse purchases.
3. Or buy your basic organic foods from for example Netto and get the more special foods elsewhere. Try Irma or dedicated health food stores.
4. Go to your local health food store and look around to see what you can actually get in an organic version. You will be surprised to see how many kinds of organic groceries are available.
5. Sign up to a daily organic tip at [www.idealbite.com](http://www.idealbite.com)

📖 [Read about the conscious consumer here](#)



## MORE INSPIRATION?

BUSINESS CONFERENCE 28 JANUARY 2010

If you have been inspired and want to hear more about leadership and work life trends, corporate employer branding, corporate social responsibility and (corporate) social innovation, then sign up to Væksthuset's conference in Århus.

Sociologist and writer Emilia van Hauen, attorney and mediator Tina Monberg and I will present different angles on how the individual and the corporation can meet the new demands from clients, the market and their employees successfully.

The title of the conference is *"Drop your ego - jump out from the edge and become a winning business"*, and it takes place on 28 January 2010.

**Registration deadline: January 4th**

▄▄ [Read more at www.vinderdag.dk](http://www.vinderdag.dk)



## INSPIRATORIUM® PRESENTATIONS AND WORKSHOPS

You can also order a custom made presentation or workshop [here](#).

Here are some responses from previous clients:

*"Thank you for the inspiration. For me it felt like "coming home" - for years I have had trouble pinpointing my talent and what I've spent the last 15 years working on. Now I know: CSR - and it feels good to say it".*

*"Thank you for an interesting and informative afternoon. I look very much forward to reading your book!"*

*"Your excellent presentation has been the reason why we are now starting a networking group to continue the dialogue."*

*"Thank you for a really interesting afternoon yesterday. Of the 36 evaluation forms we received, 35 wrote that they would recommend the event to others. I guess that's what you would call a success. Your invoice will be processed asap :-)"*



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*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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