

TANIA ELLIS NEWSLETTER

December 2011

Sustainable growth events • Reading Room •
Asia Tour 2012



Tania Ellis

SUSTAINABLE GROWTH - YES PLEASE!

What is your growth strategy for 2012? Increase your turnover or number of employees? Improve the environment? Boost employee happiness? Build a movement?

The theme of how to create sustainable growth is something that has preoccupied my mind ever since I started working as a business manager throughout the 1990s - and later when I started my own company eight years ago with the clear mission of:

Guiding and inspiring companies to explore and engage in innovative and sustainable practices that create both social and economic growth. To contribute to a culture, where giving and growing are mutually reinforcing concepts. To contribute to a positive development in society for the benefit of current and future generations.

Today the mission is still the same, but it has become time to grow here as well, which you can read more about below. You can also find inspiration to your own sustainable growth strategies with our miniconference 31 January 2012 in Copenhagen. Or by diving into some of the many articles and blog posts that I have written throughout 2011.

A warm and heartfelt thank you for following, supporting and spreading the word about my work within the field of social and economic value creation.

Happy New Year - let's make it a sustainable one! :-)

Warm regards,
Tania Ellis

PS. This newsletter is also in a Danish version [here](#)



MINICONFERENCE 31 JANUARY 2012

SUSTAINABLE GROWTH STRATEGIES

- *Why size doesn't matter and small can be beautiful too..!*

If you're in Copenhagen, don't miss out on The Social Business Club miniconference 31 January 2012, when we will focus on the many different ways companies - big and small, commercial and social - can create sustainable growth.

You'll meet author of the international bestseller ["Rip off your necktie and dance"](#), Leen Zevenberger, CEO, serial entrepreneur and chairman of [Social Venture Network Europe](#), who will talk about the importance of personal growth strategies.

Social entrepreneur and co-founder of [Baisikeli](#), Niels Bonefeld, will talk about how he has built his social business through a multitude of partnerships. And Søren Ejlersen, co-founder of [Aarstiderne](#), the environmentally conscious organic foods home delivery company, which was featured among [TIME's Heroes of the Environment 2009](#), will talk about sustainable growth through green venture capital.

Throughout the programme we will be networking about how you can apply a sustainable growth strategy in your own organization, company - and (work)life.

PS. Join our online international community to meet other professionals with an interest in sustainable business practices. Basic membership is free. Read more [here](#).

⌘ [More about the miniconference](#)

⌘ [Sign-up for the miniconference](#)



READING ROOM

TAKE A BREAK AND GET NEW INSPIRATION

Grab a cup of coffee, kick off your shoes, lean back and enjoy some of the various articles and blog posts I have written throughout 2011 for, among others, [The Guardian](#), [SustainAbility](#), [SocialEdge](#) and [The New Pioneers blog](#). Read about:

- [The Future We Want](#) - a co-creative sustainable growth project with an exhibit at the 2012 Earth Summit in Rio and more...
- [Boom'n'Bust cycles](#) - the roots of the financial crisis, Occupy Wall Street movement and green bubbles...
- [Corporate social responsibility](#) - not just a Western phenomenon...
- [Social entrepreneur or social intrapreneur?](#) - we need the power of both to push the field of socially responsible and socially innovative companies forward...
- [Seven Growth Strategies for social entrepreneurship](#) - financing the social business, business cases d.Light, Specialisterne...
- [Sustainability leadership](#) - requires a combination of masculine and feminine values...
- [Employee volunteering](#) - for the inner and outer bottom lines...
- [Community - not just a stakeholder](#) but the very purpose of business (guest blog post from Tata)...
- [Philanthrocapitalism](#) - social change through business...

⇒ [More articles in Danish, Swedish and English here](#)



COMPANY HIGHLIGHTS OF THE YEAR

2011 has offered a lot of growth opportunities for which I am deeply grateful. Among other things:

- [Workshops](#), [advisory services](#) and key note [presentations](#) about the social megatrend, business-driven CSR, shared value partnerships, employee volunteering and social entrepreneurship for organizations like Novo Nordisk, the Ministry for the Environment in Norway, the municipality of Copenhagen, the Danish business association for Human Resource Managers (PiD) and many other ambitious and visionary [clients](#).
- I have changed my company name from Inspiratorium to The Social Business Company, because "I" is turning into "We" with associates, interns and freelance assistants. All will be presented on the new website, which will be launched in the beginning of 2012.
- The Social Business Company now also has a Norwegian associate partner, Kia Luise Klavenes, so we will be starting up in Norway in the New Year. If you're based in Norway, feel free to join our ["Business Unusual" workshop](#) 6 February about inner and outer globalization trends and sustainable business in collaboration with the Norwegian Business Association of knowledge- and technology based enterprises [Abelia](#). More about the workshop [here](#).
- I also had the honor of being the very first guest on the online tv show [Make Change TV](#), where we had a heart-to-heart talk about the movement of social entrepreneurship - along with a social business dance (watch the very end) and some personal questions about what I am most proud of, what I am most afraid of - and what I like most about men (...!). Need I say it was a unique experience...?! :-)
- But this year's greatest and most delightful surprise was when DHL rang my office bell with a package for me. In it I - much to my surprise - found 6 fresh copies of [The New Pioneers](#) in..... **THAI!!!**. So there will also be time for a promotion tour to Thailand and Singapore in February/March 2012. Long live globalization! :-)

PS. I would be delighted to meet up with like-minded sustainability peers, social entrepreneurs and responsible business practitioners based in Bangkok or Singapore, so if you or anyone in your network are based there, I would love to hear from you. Just download the material below about the specific tour dates and drop me an e-mail at te@taniaellis.com

⚡ [Watch the MakeChangeTV interview here](#)

⚡ [Information and dates for my New Pioneers Asia Tour 2012 here](#)



Tania Ellis' newsletter is for everyone with an interest in innovative and sustainable (business) practices that create economic and social value. You can also keep up with the latest social business trends at Tania Ellis's [website](#), [blog](#), [Twitter](#) and [Facebook](#) page.

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 [here](#)

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