

THE SOCIAL BUSINESS CLUB

In association with Social Venture Europe Network

Time, place and price

Time: Tuesday 31 January at 14.30-18.30

Place: La Oficina, Suomisvej 4,
1927 Frederiksberg C

Participant price (excl. VAT):

Non-members: 889 kr.

Club members: 789 kr.

Students: 289 kr.

Sign-up at

www.taniaellis.com/upcoming_events

The miniconference is for you who wants:

- Insights into sustainable growth strategies
- Ideas for how to engage stakeholders in partnerships
- Inspiration for your work with CSR and sustainability
- To start or grow your own (social) business
- To network with other sustainability like-minded

The Social Business Club is an inspirational network forum for professionals with an interest in innovative and sustainable (business) practices that create economic and social value.

As a member of The Social Business Club you get access to an online network of like-minded.

Basis membership is free, and you can sign up at www.taniaellis.com/thesocialbusinessclub

Miniconference

Sustainable growth strategies

Why size doesn't always matter and small can be beautiful too!

What is your growth strategy for 2012? Increase your turnover or number of employees? Improve the environment? Boost employee happiness? Build a movement? No matter how you want to grow, come and get great inspiration to your work with personal and corporate sustainability.

You will meet the social entrepreneur, who has built his business through a multitude of partnerships; the co-founder of the internationally recognized organic foods

home delivery company, whose growth has been fueled by green venture capital; and the successful serial entrepreneur, who has run three large multi-nationals and started about 20 new businesses in the Netherlands, the UK and USA.

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



Programme



The 7 growth strategies of social business

Companies with a social purpose apply different growth strategies depending on their development stage and value-adding ambitions. It is about finding the right way to grow, rather than pursuing growth for the sake of growth. What are the growth strategies – and what impact do they have on the business models?

Tania Ellis, writer, speaker, social business advisor



How do you create growth through blended value partnerships?

Baisikeli produces, sells, repairs and rents out bikes to finance bike-related projects in Africa. A fundamental cornerstone of Baisikeli's business model is partnerships. What are the principles and benefits of blended value partnerships with NGOs, municipalities and large commercial companies?

Niels Bonefeld, partner and co-founder, Baisikeli



How can you attract investors when you have a social mission?

Aarstiderne's mission is to change the world's eating habits, and the brand a household name in Denmark and Sweden. "Patient capital" has been a key growth element for the company. How do you work together with sustainable investors – and why is small still beautiful for a growth company?

Søren Ejlersen, partner and co-founder, Aarstiderne



How do you make big organizations radiate and live the mission?

"Survival of the happiest" is the motto of Leen Zevenberger, author of the international bestseller Rip off Your Necktie and Dance. Leen's experience is that a personal growth strategy is where it all starts. Hear how companies – big and small – can succeed in doing good and doing well by starting with people growth.

Leen Zevenberger, CEO, serial entrepreneur and chairman of Social Venture Network Europe