

# THE SOCIAL BUSINESS CLUB®

The miniconference is hosted by TANIA ELLIS  
– The Social Business Company® in collaboration with DanChurchAid

## PRACTICALITIES

**Time:** Tuesday 12 May 2015 from 1.00 - 5.30 pm

**Place:** KPH, Enghavevej 80, 2450 Copenhagen SV  
([www.kph-projects.dk](http://www.kph-projects.dk))

## Entry fee (excl. VAT):

Non-members: 950 kr.

Premium Club members: free – included in membership

Basic Club members: 650 kr.

Starts-ups & Students: 250 kr.

Sign-up at: [www.amiando.com/socialinnovation](http://www.amiando.com/socialinnovation)

## The miniconference is for you, if you want:

- Insights into social business, co-creation and innovation principles
- Ideas for how to put these principles into practice
- Inspiration for your work with CSR, sustainability and shared value
- To start, grow or collaborate with a (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 both economic and social value.*

*Basic membership is free and gives you access to our online network of more than 1,700 like-minded members from all over the world.*

*Free sign-up at [www.thesocialbusinessclub.com](http://www.thesocialbusinessclub.com)*

## Miniconference:

# New world solutions to old world problems

– About (corporate) social innovation in practice



How can you develop sustainable (business) solutions that create both progress and prosperity? What is trickle-up innovation, and how does it work in practice? How is co-creation breeding ground for social innovation and sustainable change?

Come join us at our miniconference to explore and learn more about the new logics for sustainable business and innovation in a globalized world.

Among others, you will meet the Cambodian NGO that employs innovative social business models to achieve its social mission;

the leading Danish chocolate company that has gained huge commercial success through corporate social innovation in its production methods; the long-standing cross-sector alliance that is evolving from focus on donations and short-term gains to shared value and long-term impact.

Throughout the programme we will discuss, network and exchange experience and ideas of how you can apply some of the new world business and innovation principles in your own practice.

## Programme



### The new business logics and innovation principles for the greater good

New times create new needs – and new needs require new solutions. An overview of global trends and cases of some of the new-world business logics and innovation principles, which benefit both humanity and the bottom line.

**Tania Ellis, Special Advisor and Managing Director, The Social Business Company**



### Social business ventures for financial independency and social progress

Cambodian NGO, Friends-International, sees no barriers to mixing social work with business – and has achieved more of its social mission by doing so. What are the principles and impacts of their social business restaurants, cross-sector partnerships and vocational training programmes for marginalized youth?

**Nikolai Schwarz, International Coordinator, Friends-International**



### Product innovation and shared value solutions in the chocolate industry

Danish chocolate company TOMS has together with local partners in Ghana developed a sustainable alternative to traditional cocoa fermentation. Result: a new successful commercial product – and faster turnover for the cocoa farmers. What are the key learnings from TOMS' co-creative alliances?

**Lene Hjort Lorenzen, Head of CSR, TOMS Group**



### The journey to co-creative partnerships – a business and NGO perspective

In the old-world mindset, cross-sector alliances between companies and NGOs are about exchanging money and values. In the new-world mindset it's about creating shared value. But how do you create that shift of mindset? Two alliance partners share their practical experience and hands-on advice.

**Jakob Gaard Nielsen, CSR Manager, Sticks'n Sushi**

**+ Carl Gustav Lorentzen, Corporate Fundraiser, DanChurchAid**