

# THE SOCIAL BUSINESS CLUB®

Powered by TANIA ELLIS - The Social Business Company®

## PRACTICALITIES

**Time:** Tuesday 2 May, 12.30 – 17.00

**Place:** RUMMET v. Republikken, Vesterbrogade 24, 1620 København V

### 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: [bit.ly/cse-disrupt](http://bit.ly/cse-disrupt)

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

- Insights into sustainable disruption, shared value partnerships, social startups
- Ideas for how to put social entrepreneurship & intrapreneurship into practice
- Inspiration for your work with CSR and sustainability
- To start, grow or collaborate with a (social) business

*The Social Business Club is an inspirational network forum for professionals from around the world with an interest in innovative and sustainable business practices that create value for society and the bottom line.*

*Basic membership is free and gives you access to our international online network of more than 2,300 like-minded members.*

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

## Miniconference

# Sustainable Disruption & Corporate Social Entrepreneurship

– About social startups, CSR intrapreneurship & sustainable innovation alliances

Disruption in business is not only driven by new tech – it is also driven by climate change and many of the other global imbalances that are currently challenging business as usual.

Over the next 15 years, sustainability will – according to leading global CEOs – become as big and disruptive in every sector as digital technologies have become over the past 15.

So how can businesses tap into this new corporate innovation opportunity?

Come and get how-to inspiration from: the social entrepreneur, who has created a disruptive business model for online travel; the social intrapreneur, who is disrupting the shipping industry from within one sustainability step at a time; the sustainability manager who is driving corporate innovation efforts in alliance with green and social startups.

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



## Programme



### Sustainable disruption & corporate social entrepreneurship

How is sustainable disruption linked to business? And how can companies tap into this new innovation opportunity? Overview of key concepts, global trends and cases of how companies and entrepreneurs are challenging the status quo with sustainable business models and innovative alliances in a joint business effort for the common good.

**Tania Ellis, Special Advisor & Founder, The Social Business Company**



### The social entrepreneur: from CSR to Entrepurposeship

How do corporations fail, what can they learn from social startups, what is entrepurposeship, and how is Goodwings disrupting the travel industry? Get insights into Christian's journey from CSR manager and sustainability consultant to social entrepreneur.

**Christian Honoré, Co-founder, Goodwings**



### The social intrapreneur: Disruption in the shipping industry

What are the challenges and opportunities of working with sustainable innovation inside a large company, how do you overcome internal barriers, and how can companies smash through silos and find new ways to collaborative co-creation around sustainable disruption in a conservative industry?

**Sofia Fürstenberg, Project Manager - Disruptive Sustainability, Nor-Shipping**



### The sustainability manager: corporate innovation through startup alliances

The sharing economy is disrupting many industries including the retail business. For IKEA this is not only a business threat – it's also a business opportunity. Learn how the Swedish home furniture giant is joining forces with social and eco-innovators to drive Sustainable Living around the globe.

**Jonas Engberg, Sustainability Manager, IKEA**