

THE SOCIAL BUSINESS CLUB®

Powered by TANIA ELLIS – The Social Business Company

PRACTICALITIES

Time: Tuesday 8 May 2018, 08.30 – 12.30

Place: La Oficina, Suomisvej 4, 1927 Frederiksberg C

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/corporateactivism

The miniconference is for you, if you want:

- Insights into corporate social activism
- Ideas for how to take stands & actions in your own business
- Inspiration for your work with responsibility & sustainability
- To network with other like-minded professionals

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

Miniconference

Corporate Social Activism

- From taking responsibility to taking a stand

What are the faces of Corporate Social Activism? Why should companies go from being responsible to taking a stand? Is there a limit as to how far a company can go? And what should companies be aware of if they want to use their business as an activist force for good?

Join our Spring miniconference to get how-to insights and inspiration from: the retail giant that applies choice editing and controversial communication to inform and engage its

consumers in sustainable consumption; the low-cost telecommunications company that initiated a national social movement by changing the company from within; the world's first ethical prison labour company that uses its business to take a stand on poverty and women's rights.

Throughout the programme we will discuss, network and exchange experience and thoughts on why, if and how companies can become activists for social change.



Programme



Corporate social activism – what, why & how?

Overview of key concepts, global trends and cases of how companies are taking their corporate responsibility and sustainability efforts to the next level by taking clear stands and mobilizing their stakeholders in order to drive social change.

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



Activating consumers to take sustainable actions

Removing damaging food products from its shelves and posting controversial ads that create awareness of pesticides in food production are just some of the actions that one of Denmark's largest retailers has taken to show its stand on sustainable living. Why is COOP taking stands like this – and does it pay off?

Thomas Roland, CSR Manager, COOP Denmark



Activating employees with trust and values

Corporate activism is not a new way of improving business performance or building a brand. It's about integrity, intention and values. Get important insights and practical experience with the "dos" and "don'ts" of corporate social activism and the internal impact it has on managers and employees.

Hanne Lindblad, former CEO and Anja Enggaard former Marketing Manager, Call me



Using business to drive social change

As the world's first ethical prison labour company, CARCEL is taking a new approach to corporate social activism: Instead of blaming and criticizing the fashion industry, CARCEL uses its luxury brand as a platform to inspire and motivate consumers to support their efforts in creating positive change for women in prison.

Veronica D'Souza, CEO & Founder, CARCEL