



PRACTICALITIES

 Wednesday 18 November 2026
13:00–16:30 CET

 Østjysk Vinforsyning
Studiestræde 32B, Copenhagen K

 Also available online
(live stream)

ENTRY FEE

 Non-members: 1,000 DKK ex. VAT
Club members: 540 DKK ex. VAT
Students: 300 DKK ex. VAT
Online attendees: 200 DKK ex. VAT

Sign up →

EVENT HOST

The Social Business Club is a community hosted by TANIA ELLIS – The Social Business Company.

Learn more & become a free member at www.taniaellis.com/club.

VENUE PARTNER

ØSTJYSK
VINFORSYNING

MINICONFERENCE

Sales & Sustainability in the Heart of Business

How can sustainability drive sales and commercial growth?



The EU's regulatory requirements have shifted much of the sustainability agenda towards compliance and reporting. But with recent regulatory simplifications, companies are returning to a fundamental question:

How can businesses turn sustainability into stronger customer relationships, new business opportunities and value for both society and the bottom line?

Join our upcoming miniconference to explore how ESG and sales can work together to create commercial value. Get fresh insights from emerging trends, practical business cases and hands-on sales tools – and discover how environmental and social responsibility can become a competitive strength.

Bring a colleague from ESG, sales or business development – and explore how you can create commercial value together.

PROGRAMME

01

Trends & Cases: From Compliance to Commercial Value

What do the latest trends, reports and business cases reveal about sustainability's commercial potential? Explore emerging opportunities and how companies can turn ESG ambitions into business value.

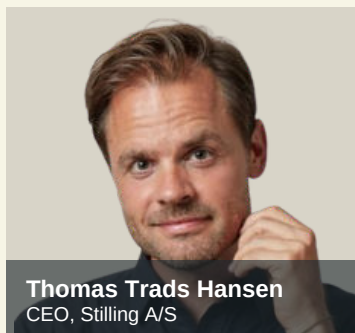


Tania Ellis
Trend strategist & Event host

02

From Values to Value: Regenerative Business & Customer Strategies

How can responsible business decisions shape commercial strategy? Discover how Stilling A/S is challenging conventional business practices with values-driven customer relationships, regenerative ambitions and more.



Thomas Trads Hansen
CEO, Stilling A/S

03

Social Inclusion as a Value Proposition: Benefits & Challenges

How can social inclusion and responsible cleaning practices strengthen sales in a price-driven industry? Learn how Service By Larsen turns social and environmental responsibility into a distinctive value proposition.



Lykke Larsen
CEO, Service By Larsen

04

Sell Sustainability: Connecting ESG & Sales in Practice

How do you turn sustainability into compelling sales arguments and tangible customer value? Get practical insights for integrating ESG into customer dialogue, sales strategies and business development.



Steffen Max Høgh
ESG & Sales Expert