



Velkommen!

SBCM Alumni Forum

You are part of a community of 50+ change managers ...



... let's continue the journey – together!



What you all have in common

- You are certified Sustainable Business Change Managers (SBCMs)
- You have a common language and understanding of the sustainable business mindset
- You have acquired your skills and tools because you truly want to make a difference
- And you are facing similar challenges on your sustainable business change journey ...

How do I stay on track with the latest CSR tools, trends and practices?

How can I in my daily work find the right help or tools, at the right time?

How do I get buy-in from management/colleagues/client s/partners?

How can I continue to learn from other Sustainable Business Change Managers?

How can I get a quick update on the Sustainable Business Change Manager curriculum...

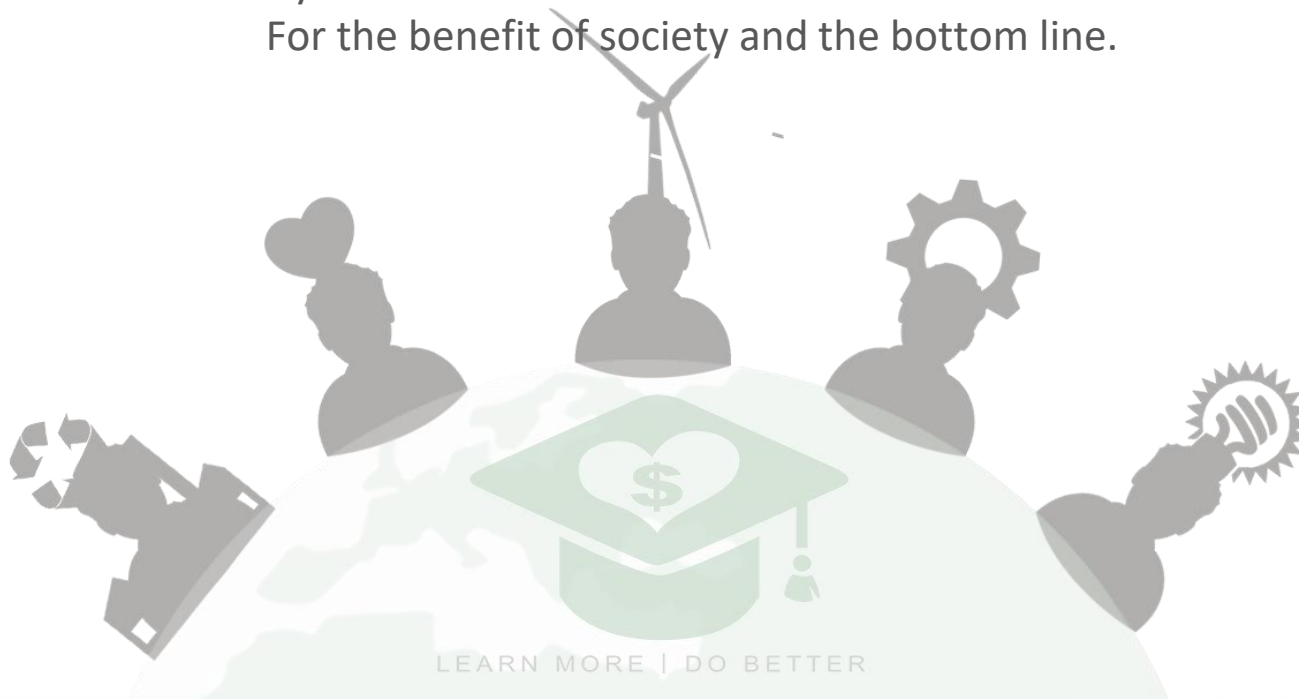
How can I continue to strengthen my professional sustainability career?



We've created The SBCM Alumni Forum to meet the needs that so many of our certified sustainable business change managers have expressed.

A membership of the SBCM Alumni Forum not only gives you access to an exclusive network of like-minded professionals. It also gives you relevant tools, new knowledge, trend updates and practical help customized to your specific tasks and needs.

So you can continue to learn more and do better.
For the benefit of society and the bottom line.

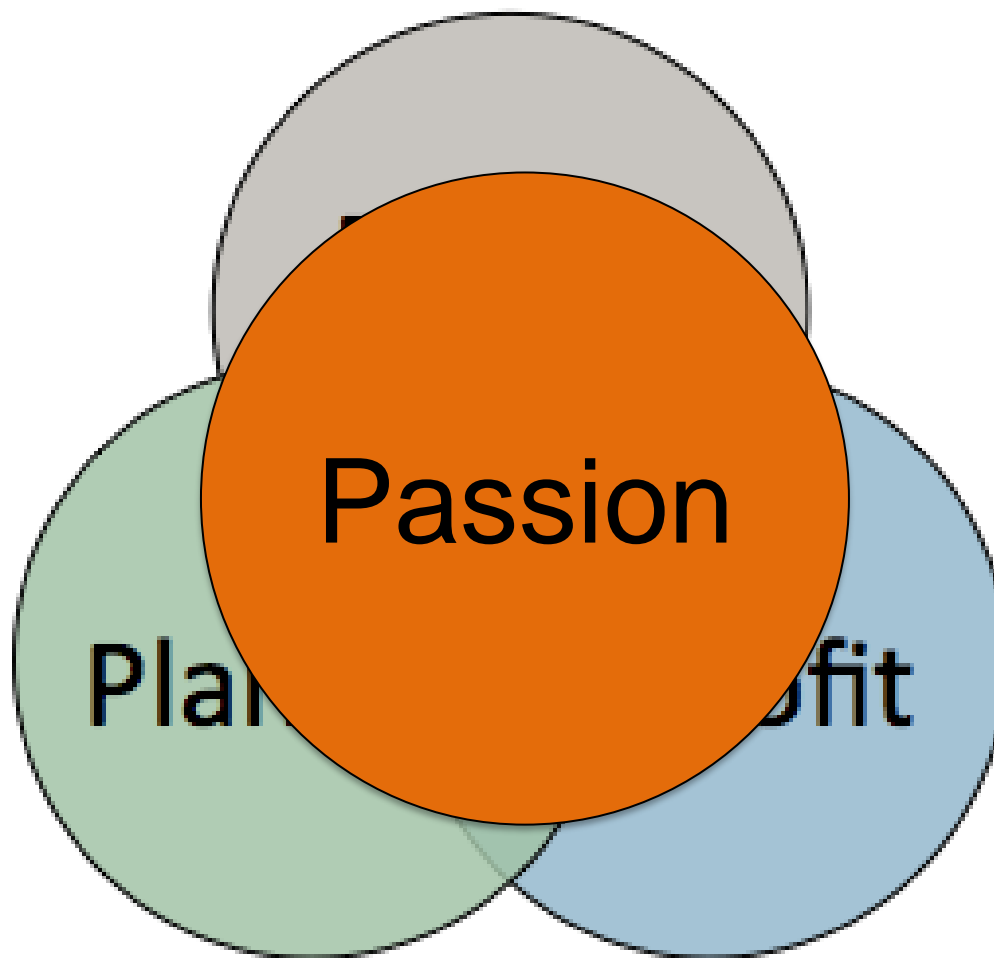


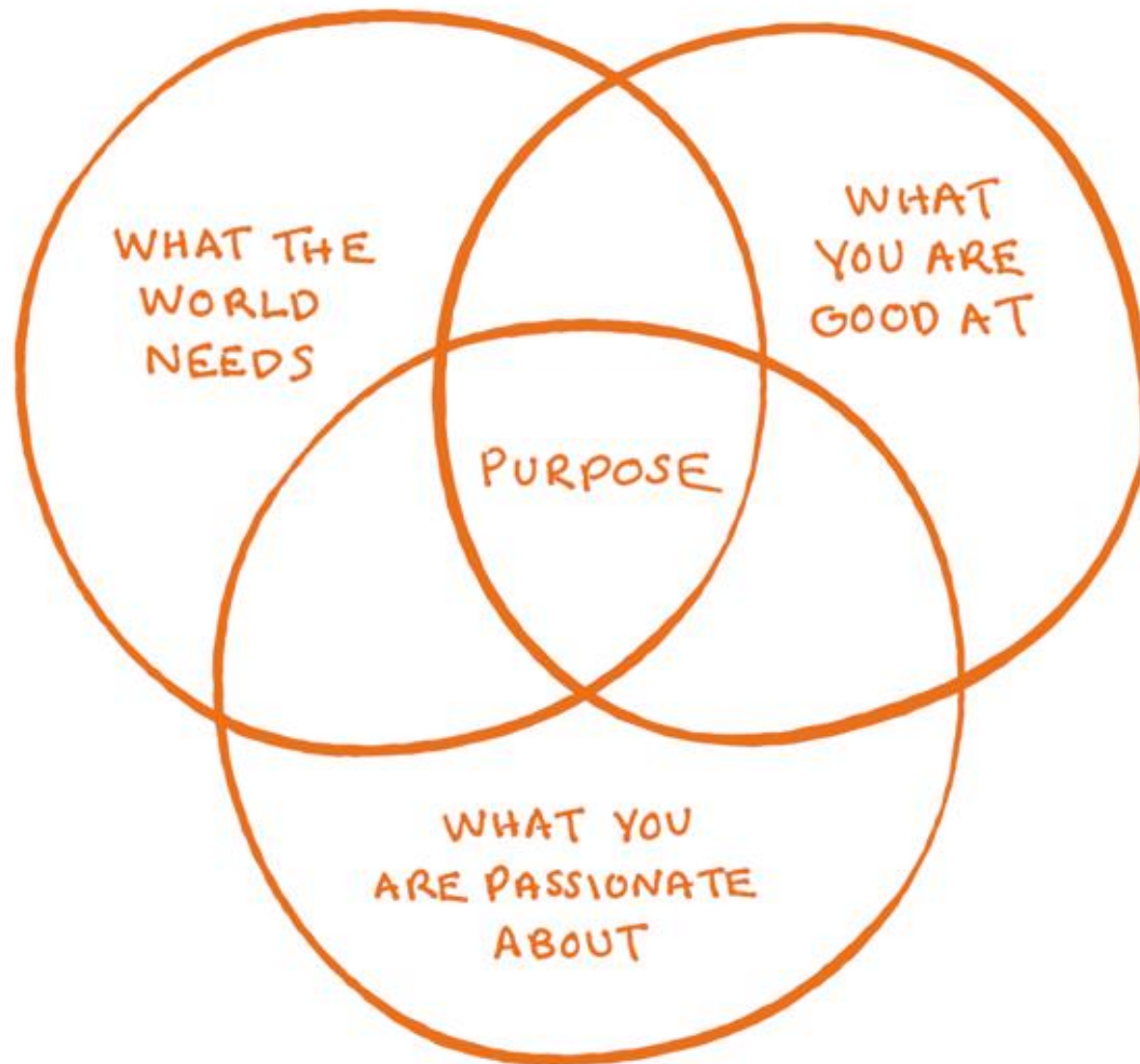
**“ WHEN YOU'RE SURROUNDED
BY PEOPLE WHO SHARE
A PASSIONATE COMMITMENT
AROUND A COMMON
PURPOSE, ANYTHING
IS POSSIBLE. ”**

Howard Schultz

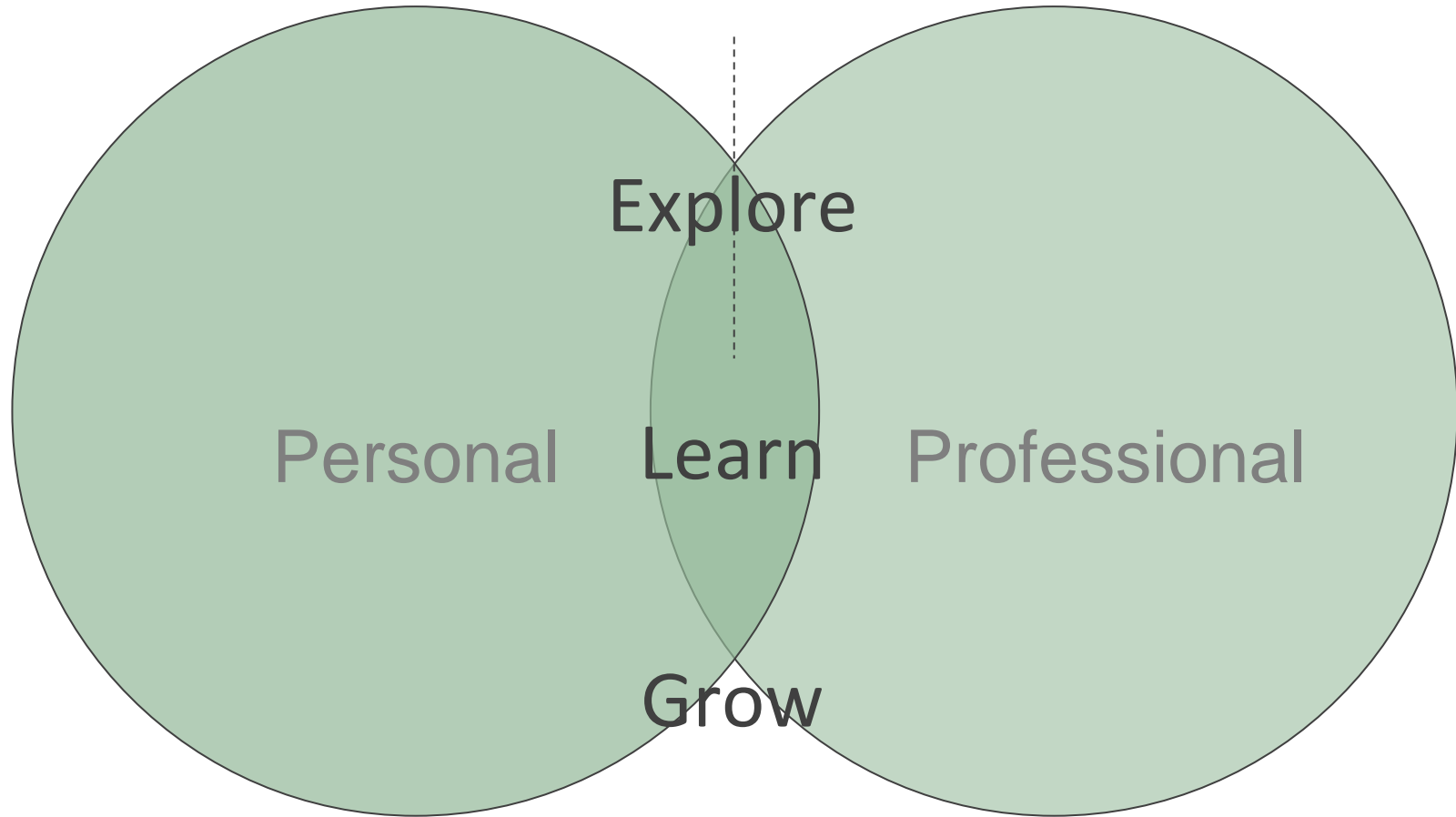
CONANT LEADERSHIP







Awesome!







**KEEP
CALM
WE'VE GOT
YOUR
BACK**

Value for you



- ✓ Connect with and build relations to other change managers
- ✓ Access to diverse network of professionals across sectors & industries
- ✓ Confidential discussions, support and advice from members and Tania Ellis
- ✓ Stay up-to-date with relevant trends, tools and best practices from experts and practitioners
- ✓ Get access to the right resources whenever you need in your daily work
- ✓ Mix of digital networking & training

Value for your company



- = An inspired, confident and well-connected employee
- = Synergies & new perspectives for your company's own business practices
- = Save time: learn from the mistakes of others and avoid repeating them
- = Draw on new insights to renew and improve existing projects and to initiate new ones
- = Save costs through relevant and timely professional insights and input
- = Flexibility & limited office-away-time



Annual Event



Miniconferences



Online community



Monthly Q&As



Webinars



Group meetings



Bonus services



SBCM discounts



The SBCM Alumni



Kræftens Bekæmpelse



amager ressource center

RADIOMETER

HALDOR TOPSØE



Märk

ROYAL COPENHAGEN
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK



RGSNORDIC



SKOVDRYKERNE

CSL Behring Biotherapies for Life™

FOLKEKIRKENS
 NØDHJÆLP
 actalliance

GANNI

LEXMARK

Nilfisk® A2 SEA



FJERNVARME FYN

ENERGINET/DK

DYRENES
 BESKYTTELSE



TORM

Dantherm
 Air Handling



Metro

SEX
 SAMFUND

carl ras Roblon

coop

EVENTYR
 SPORT



RØDE
 KORS

MHI VESTAS OFFSHORE WIND

Neutral®
 Certified Responsibility™

MILJØ
 FORUM
 FYN
 SÆREDYGTIG
 FORRETNING
 EN DEL AF UDVIKLING FYN

flying tiger
 copenhagen

UNGDOMMENS
 RØDE KORS

KOMMUNEKREDIT

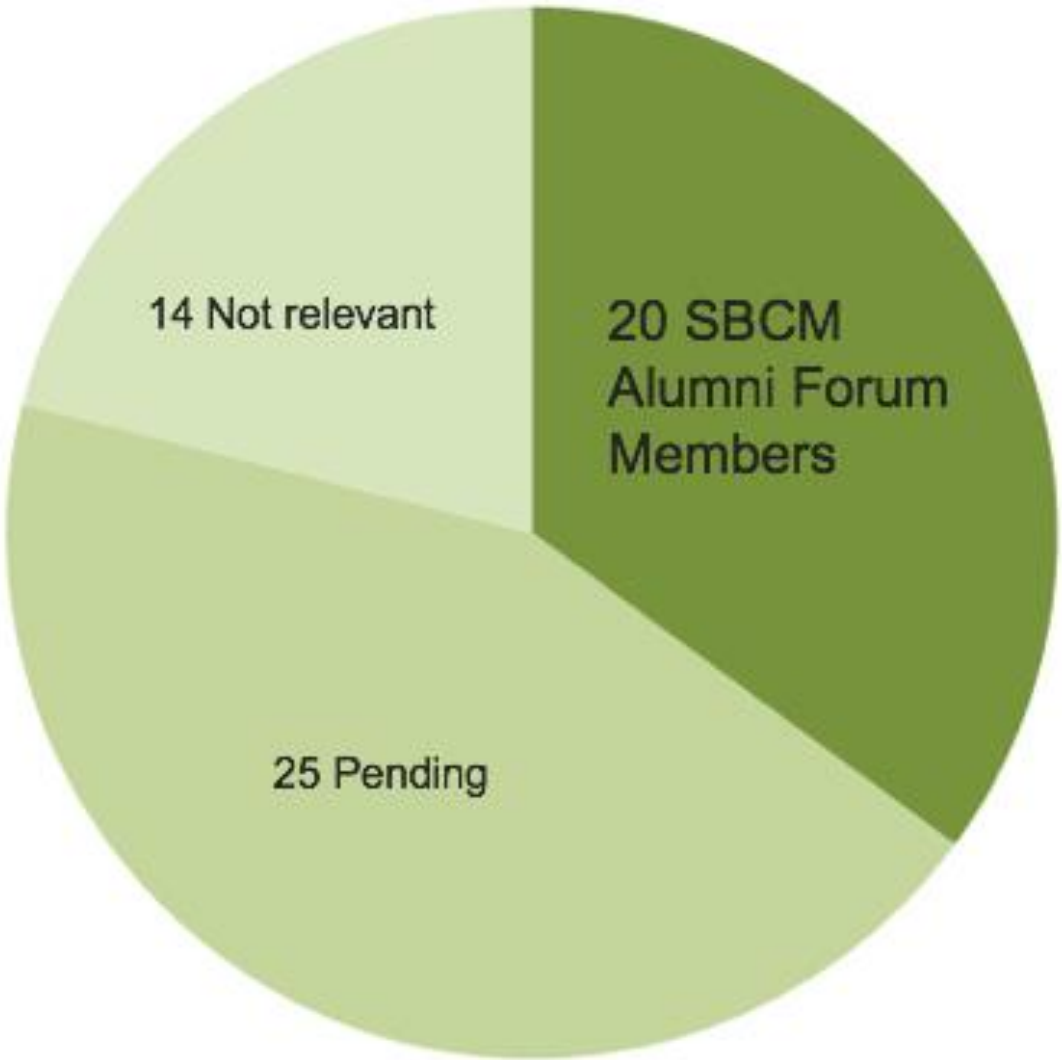
The sustainable business mindset is not limited to a specific sector, industry or company size.

That's why the SBCM alumni represent a diverse group of entrepreneurs, managers, VPs and advisors from the business, public and NGO sector.

They work with CSR and sustainability within a wide range of disciplines:

From business development, HR, finance, fundraising, partnerships, public affairs, marketing, branding and communication to sourcing, procurement, QA, HSE, project, supply chain and category management.







Michelle Kappel
Miljøleder
DSB Vedligehold



Eliza Renda
Social Compliance
Flying Tiger



Rikke Gade Christensen
Sustainable Procurement
LEO Pharma



Martine Sig Rasmussen
CSR-ansvarlig
Carl Ras A/S



Kasia Bartosik Sørensen
Category & Sustainab.
Eventyrssport



Vibe Jensen
Business developer and
program officer
Skovdyrkerne



Vibeke Tuxen
Senior CSR Consultant
VTuxen



Signe Rasmussen
Career Mover
(Tidl. A2SEA A/S)



Kaspar Bro Larsen
Business Eng. Advisor
Danish Red Cross



Nicoline Olesen
Corporate activist
Märk



Jon Falkenberg
Career Mover
(Tidl. Red Cross Youth)



Anne Nedergaard
Career Mover
(Tidl. Lexmark)



Rikke Sauer
Kampagneleder
Alternativet



Trine Alette Panton
Freelancer
(Tidl. Place De Bleu)



Thandi Dyani
Social Biz. Consultant
Freelancer



Hilde Elisabeth Bjerke
Business adviser
Hilde E. Bjerke



Ann-Katrine Friis
Head of CSR
Nilfisk



Mette Tvilling
Sourcing Manager
Inwear



Camilla Kornerup
Director
Global impact



Jesper Carstensen
Head of HSE
MHI Vestas Offshore Wind



◆ ◆

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Collaborative Co-Creator

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SBCM Alumni

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LinkedIn Profile

[LinkedIn](#)



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Nilfisk

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Zebra A/S (Flying Tiger)

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Inwear

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Sustainable Procurement Manager
LEO Pharma

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recdk@leo-pharma.com

[LinkedIn](#)

SBCM Alumni Members 2018/2019	Consulting	Business Development	R&D	Sales	HR	Communications	Marketing	Branding	PR	Public Affairs	Event Management	Supply Chain	Procurement	Finance & Investment	Accounting	Project Management	Quality Assurance	Health & Safety	Environment	Entrepreneurship	Compliance & risk management	Fundraising	Human Rights	Purchasing and Market Research	Private sector	Public sector	Non-profit	
Michelle Kappel																x	x	x	x	x	x					x		
Kaspar Bro Larsen	x	x								x				x		x						x						x
Ann-Katrine Friis	x	x		x		x	x				x					x		x		x	x					x		
Vibe Jensen		x														x						x						x
Rikke Gade Christensen												x	x			x						x		x		x		
Camilla Kornerup	x				x																					x		
Nicoline Olesen	x	x				x	x	x								x					x					x		
Eliza Renda		x										x	x			x		x		x	x		x			x		
Rikke Sauer	x	x				x	x				x					x						x						x
Vibeke Tuxen	x	x			x	x										x	x		x			x	x			x		x
Jon Falkenberg	x	x		x		x		x			x											x	x					x
Thandi Dyani	x	x	x			x					x					x					x							x
Martine Sig Rasmussen					x	x																				x		
Jesper Carstensen																x	x	x	x							x		
Hilde Elisabeth Bjerke	x	x		x	x		x					x	x	x	x	x	x	x	x	x	x		x			x		
Kasia Bartosik Sørensen				x			x	x				x												x		x		
Signe Rasmussen						x					x					x	x					x				x		
Mette Tvilling												x	x			x	x									x		
Anne Nedergaard				x		x	x		x																	x		
Trine Alette Pantou	x	x				x		x			x					x					x							

Kort præsentation (5 min)

1. Hvad hedder du?

2. Hvor arbejder du / hvad er din
ekspertise?

3. Symbolet for dit arbejdsfokus i år

Networking session #1



1

Hilde Bjerke
Trine Panton
Anne Nedergaard
Michelle Kappel

2

Kaspar Bro Larsen
Rikke Gade Christensen
Nicoline Olesen
Signe Rasmussen

3

Rikke Sauer
Vibe Jensen
Kasia Sørensen
Jon Tangenberg

4

Eliza Renda
Vibeke Tuxen
Martine Sig Rasmussen
Thandi Dyani

Networking session #2



1

Hilde Bjerke
Thandi Dyani
Rikke Gade Christensen
Kasia Sørensen

2

Anne Nedergaard
Kaspar Bro Larsen
Jon Tangenberg
Martine Sig Rasmussen

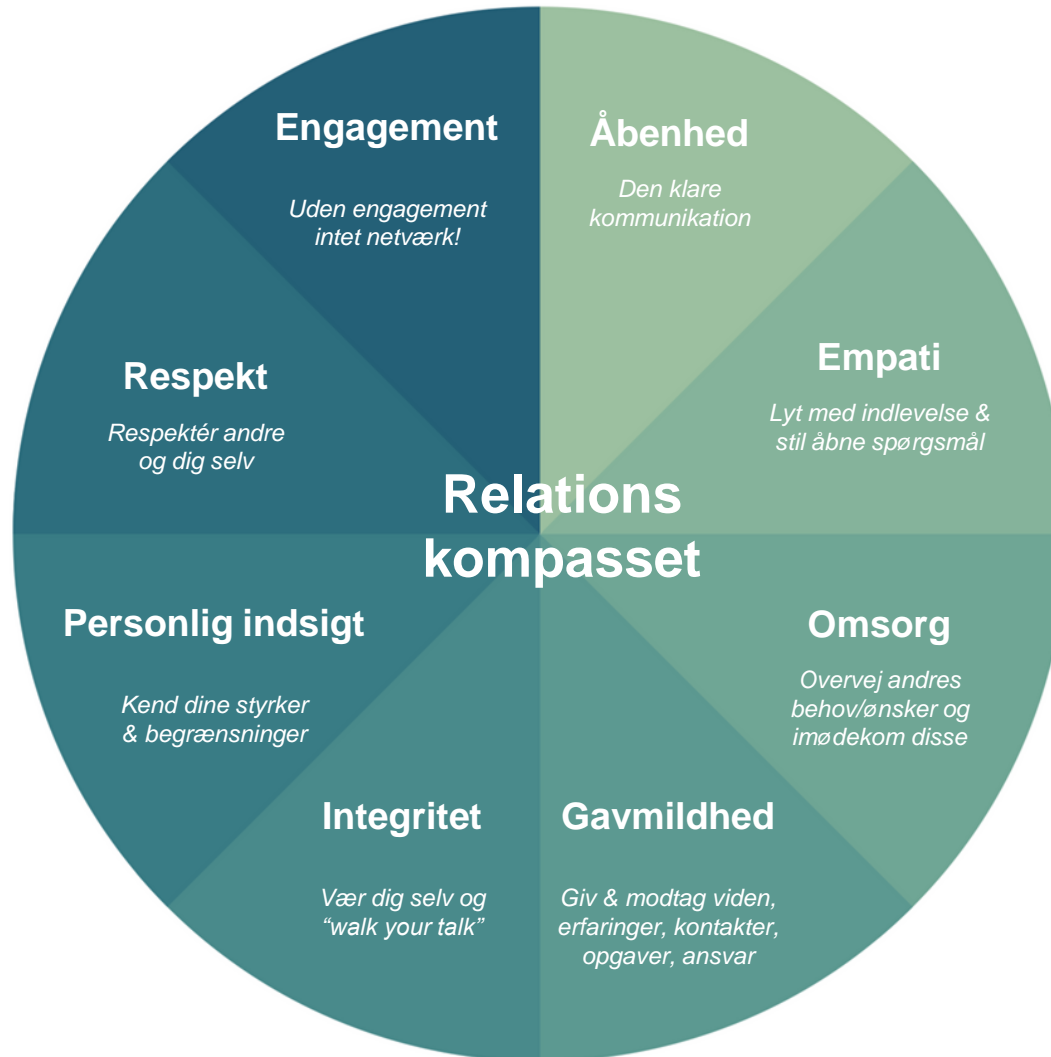
3

Trine Panton
Nicoline Olesen
Eliza Renda
Vibe Jensen

4

Michelle Kappel
Signe Rasmussen
Vibeke Tuxen
Rikke Sauer





SLIP

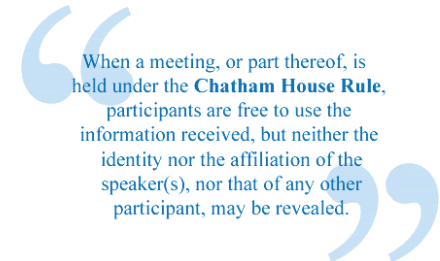
1. Share – crowdsourcing



2. Learn – curiosity



3. Integrity – confidentiality



4. Participate – engagement

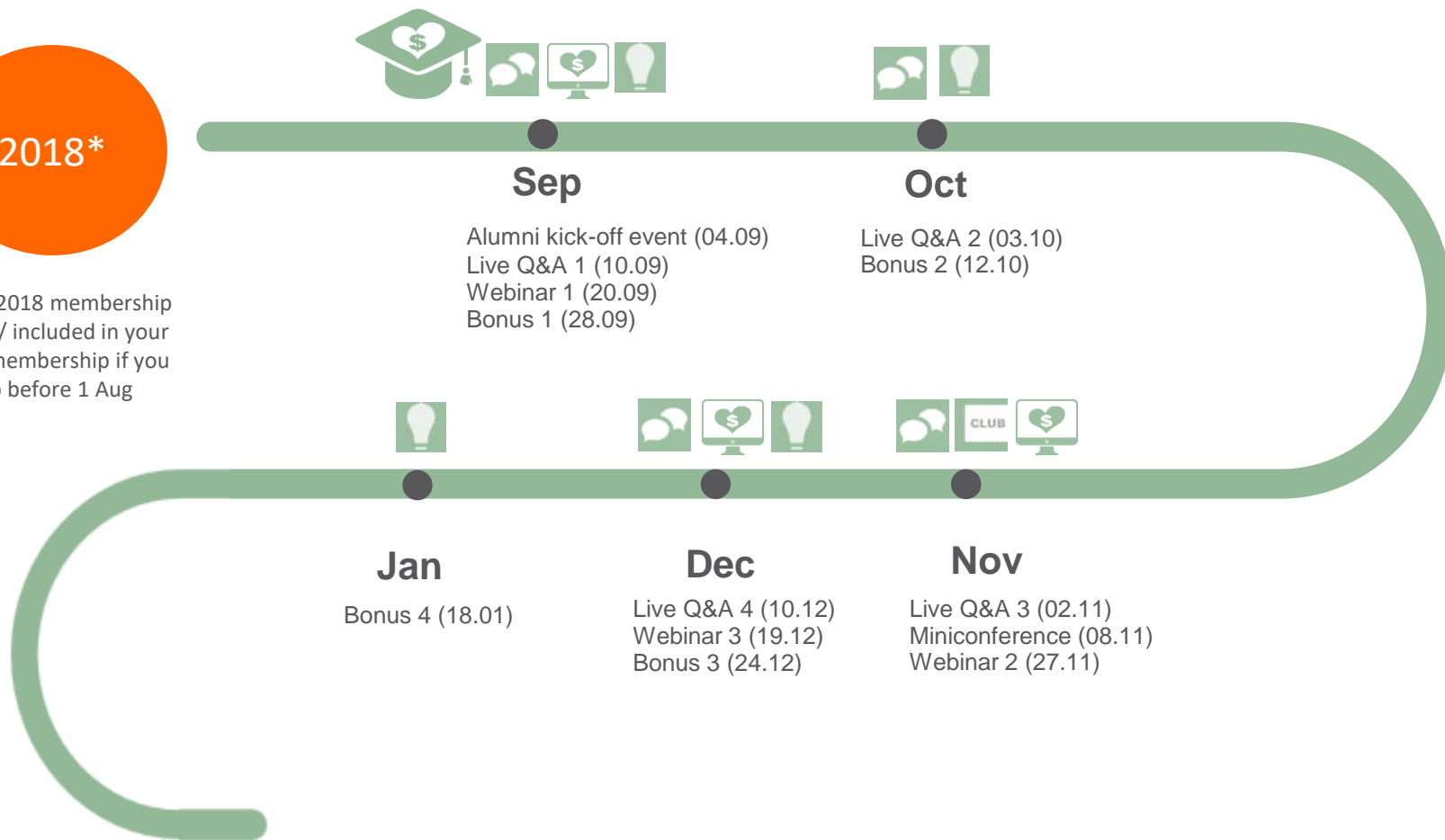








*Your 2018 membership is free / included in your 2019 membership if you sign up before 1 Aug 2018.



TANIAELLIS

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Marina Kahle

Business development and project management

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Mail: mk@thesocialbusinesscompany.com

www.thesocialbusinesscompany.com

We inspire and help companies create value
for society and the bottom line with our:



Social Business Academy
Social Business Club
Social Business Consulting
Social Business Speaking

Read more at
www.thesocialbusinesscompany.com



SBCM Alumni Forum

Closed group

Interacting as TANIA ELLIS

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- Let's Talk Conversation...
- BUY/SELL /CHAN... 20+
- ESN CPH: Give-Bu... 20+
- TANIA ELLIS 6



Joined ▾ Notifications Share ... More

Write Post Add Photo/Video Live Video More

Write something...

Photo/Video Watch party Feeling/Activ... More

Recommended groups

Link groups that you recommend and they'll appear in this group.

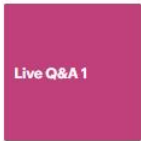
English (UK) - English (US) - Deutsch - Dansk - Polski +

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SBCM Alumni Forum

Webinars Members Discussion Calendar My Membership



Starts Here in 6d, 13hrs, 18min, 11s

Live Q&A 1

Join our live online Q&A session where we share latest updates from the field, and an Alumni member shares a real-life case or challenge for discussion. You can also ask questions and get instant advice on your own work-related issues. Sessions ar... [Read more](#)

[REGISTER](#)

ABOUT

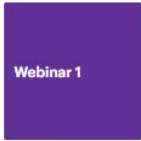
Welcome to the SBCM Alumni Forum - your professional learning network for doing good & well even better!

CONTACT

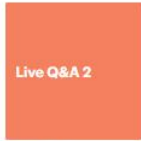
- te@taniaellis.com
- 26262295
- <https://www.facebook.co...>

CHANNEL HOSTS

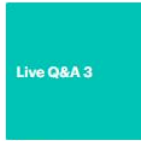
 Tania Ellis
Special Adviser & Founder
[Message](#)



Webinar 1
Thu, Sep 20, 2018 10:00 am (CEST)
[Register](#)



Live Q&A 2
Wed, Oct 3, 2018 10:00 am (CEST)
[Register](#)



Live Q&A 3
Fri, Nov 2, 2018 11:00 am (CET)
[Register](#)

Webinars Members Discussion **Calendar** Settings

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Filter Event Type

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September 2018

month week list

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30 9:45pTES...	31	1
2	3 10aLive Q...	4 9aKick-Of...	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20 10aWebin...	21	22
23	24	25	26	27	28 9aBonus 1	29
30	1	2	3 10aLive Q...	4	5	6

Dropbox (Tania Ellis) > SBCM Alumni Forum

	Name	Änderungsdatum
ANIA	Infokit 2018-2019	03.09.2018 21:38
	Member Bank	03.09.2018 21:35
	Member Contract Template	03.09.2018 18:37



Pinboard (SbcmAlumni)



MENU

SØG



LOG IND

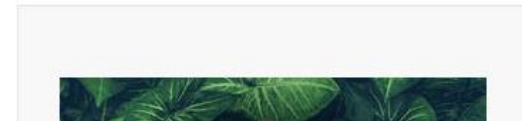
BLIV PARTNER

[Strategi & ledelse](#) [Kommunikation](#) [Supply chain](#) [Klima, miljø og energi](#) [Medarbejder](#) [Menneskerettigheder](#) [Samfund](#)

31.05.2018 | Supply chain

Mærsk deler supply chain-analyser og værktøjer

Mærsk har gjort en del af deres analyser og værktøjer til håndtering af ansvarlighed i leverandørkæden åbent tilgængelige på deres website.





*"Lorem ipsum dolor a
consectetur adipiscing
elit lorem ipsum"*
Tania Ellis



NEW
HERE?
CLICK
ME

Social Business
ACADEMY

Education that opens a multitude
of opportunities

Social Business
CLUB

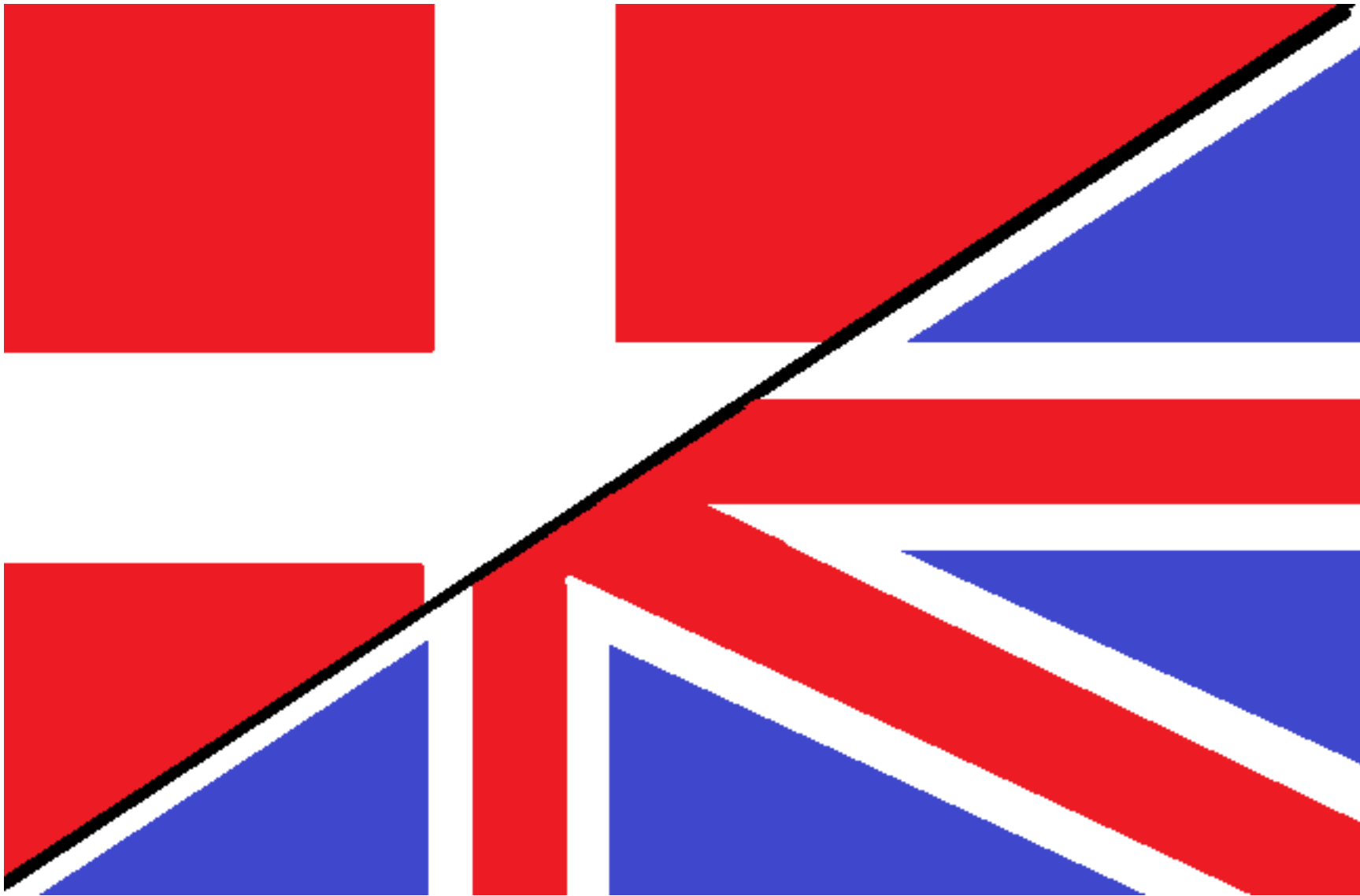
Expand your network and get
inspiration at a glance

Social Business
SPEAKING

People are talking, but what do
they say?

Social Business
CONSULTING

Our sole purpose is to boost your
business





◆ ◆

FOUNDING MEMBER

Collaborative Co-Creator

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1. Hvad irriterer dig mest til dagligt?

(brun)

2. Hvad ville lette din arbejdsdag (blå)?

3. Hvilke gode løsninger kender du til

(blå)?

LEARN MORE | DO BETTER

A cartoon-style illustration of a wooden sign. The sign is rectangular with a light brown wood grain texture and a dark brown shadow on its right side, giving it a 3D appearance. It is hanging from a dark grey nail at the top center, with two thin black lines representing the string or wire. The text "Out to LUNCH!" is written on the sign in a dark brown, bold, sans-serif font. "Out to" is on the top line, and "LUNCH!" is on the bottom line in a larger font size. The letters have a white outline and a slight drop shadow.

**Out to
LUNCH!**





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The annual SBCM Alumni Forum survey

Welcome to the SBCM Alumni Forum - your professional learning network for doing good & well even better!

We've created this forum to bring together our community of certified change managers and to continue to inspire and help you on your sustainability journey.

In the forum you can learn from the practical experience of other members and find support from them in your daily sustainability efforts.

Throughout 2018 & 2019 we will also be providing you with new knowledge and trends, inspiring cases and practical advice through our webinars, live Q&As and more.

In order to provide you with relevant support and content, please help us by answering the questions below.

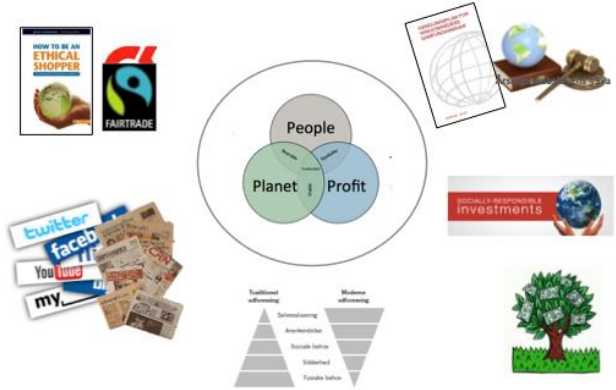
We look forward to kick starting this network together with you at the SBCM Alumni kick-off event on 4. September 2018!

PS. Du må gerne bevare spørgsmålene på dansk :)



The 5 Markets of Change

	Needs	Markets	Exchanges
1	Meaning and self-realisation	Conscious labour markets	Work <-> engagement and fulfilment
2	Social interaction and sharing	Hybrid markets	Products and services <-> enthusiasm and skills
3	Involvement and participation	Collective intelligence markets	Problems <-> feedback, ideas
4	Transparency and fairness	Activism markets	Information <-> Actions
5	Ethics and responsibility	Ethical consumption markets	Values <-> money



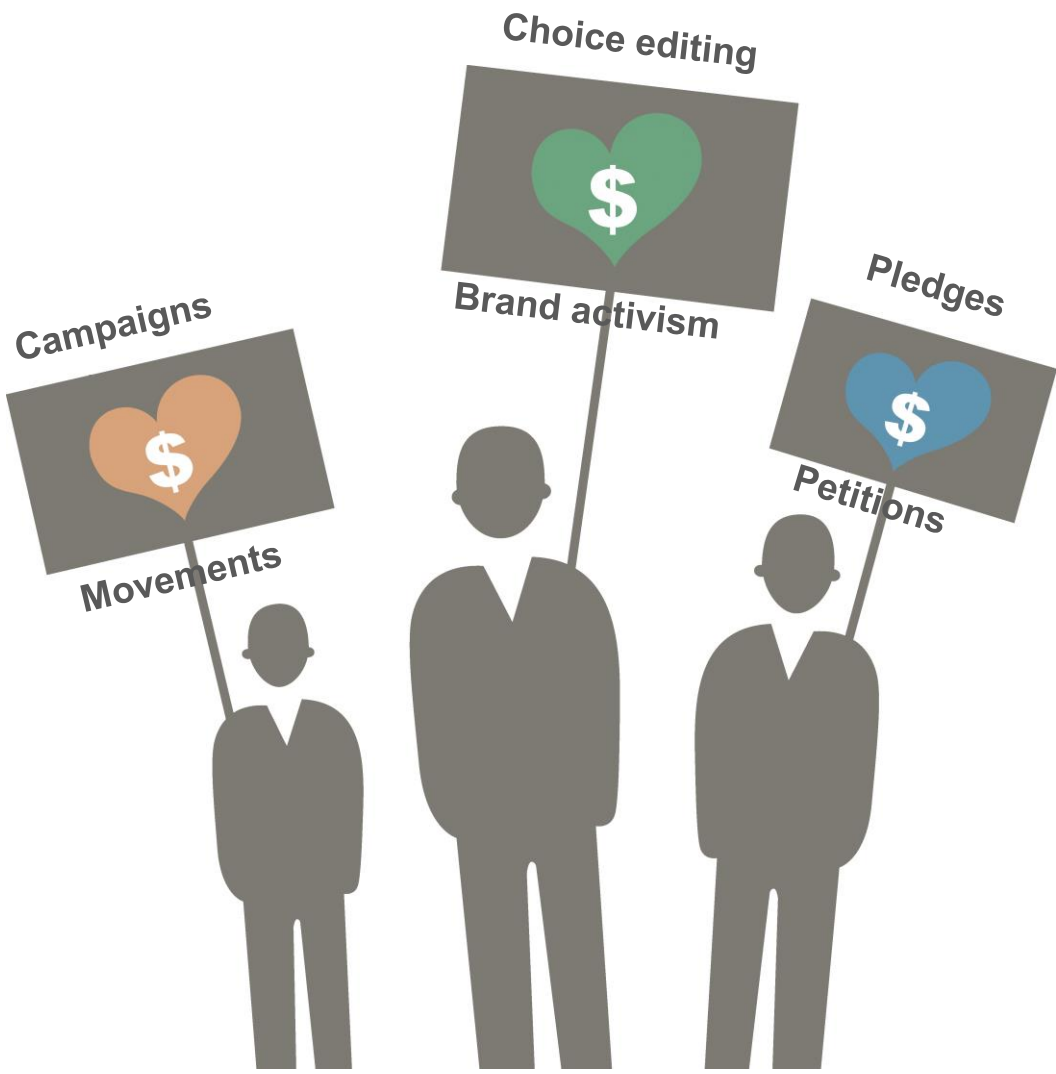
#1 From Responsibility to Activism

”

Corporate

Activism is the process
of campaigning in public
or working for an
Company organization in order to
bring about political
or social change.

Source: Collins Dictionary





Ben & Jerry's Oz ✓
@BenAndJerrysOz

We're banning any same-flavour love in the fight for #marriageequality! Join us by signing petition to get Australia moving.
22.00 - 25. maj 2017



Coop fjerner mikroovns-popcorn fra hylderne

Af frygt for fluoreerede stoffer har detailgiganten Coop fjernet mikroovns-popcorn fra sit varesortiment.



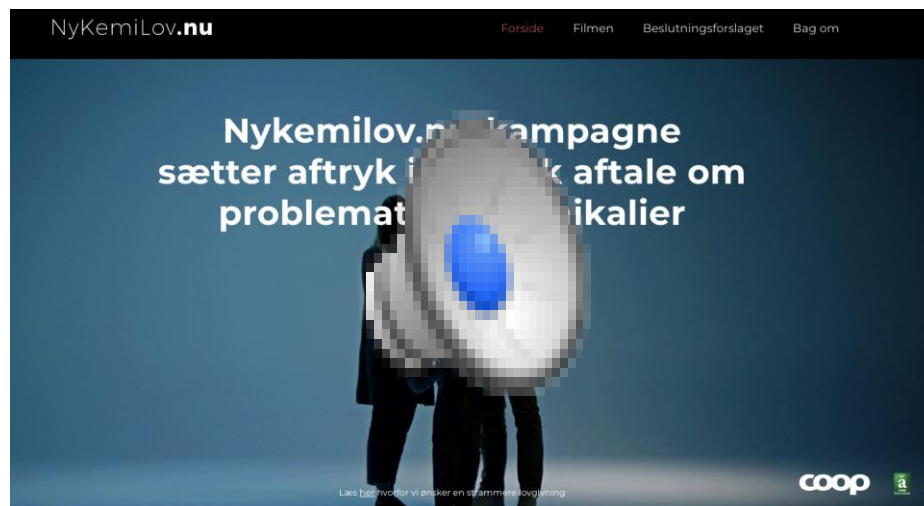
BLOG: MÅLTIDSAKTIVISTEN

Undskyld, hr. fødevareminister – men er den ikke gal igen?



Peter Høgsted

Mad- og Måltidsaktivist at Coop Danmark





Corporate Political Activism: What Corporate Responsibility Directors Need to Know

by Jan Lee on Wednesday, Apr 18th, 2018 [CORPORATE RESPONSIBILITY](#)

Why CEOs need to become activists in sustainability



Digital public opinion data analysis finds that Climate Change leads social media conversations.

Image: REUTERS/Romeo Ranoco



ECONOMICS & SOCIETY

The New CEO Activists

by Aaron K. Chatterji and Michael W. Toffel

FROM THE JANUARY-FEBRUARY 2018 ISSUE

07.05.2018 | Strategi & ledelse



Virksomheder er verdens nye aktivister

Indhold fra partner [Hvad er det?](#)

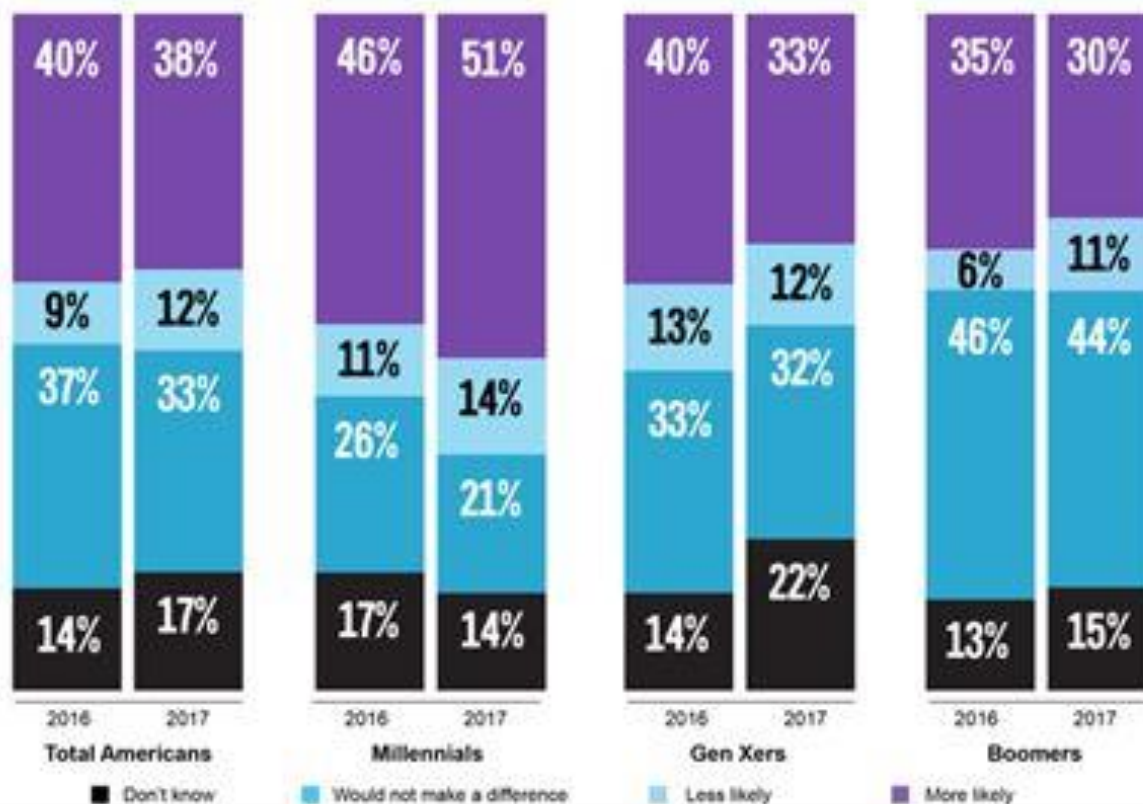
Fremtidens succesfulde virksomheder tør italesætte uretfærdigheder, kriser og politiske dagsordner. De taler højt om den forandring, de ønsker at skabe. De er det, vi kalder aktivistiske virksomheder! Se hvilke aftryk nogle af de mest markante har sat på verden, og hvorfor det er blevet en succes – også for forretningen.

af MÅRK,
Af Nille Skalts & Nicoline Olesen, Mårk

[Se virksomhedsprofil](#)



LIKELIHOOD OF BUYING FROM COMPANY WHEN AGREE WITH CEO WHO SPEAKS OUT ON HOTLY DEBATED CURRENT ISSUES



Survey on CEO Activism in 2017: High Noon in the C-Suites, Weber Shandwick Study

2 / Corporate Social Entrepreneurship

#socialbusinesstrends

eNTREPRENEUR

Own boss



More freedom



More risk

VS.

INTRAPRENEUR

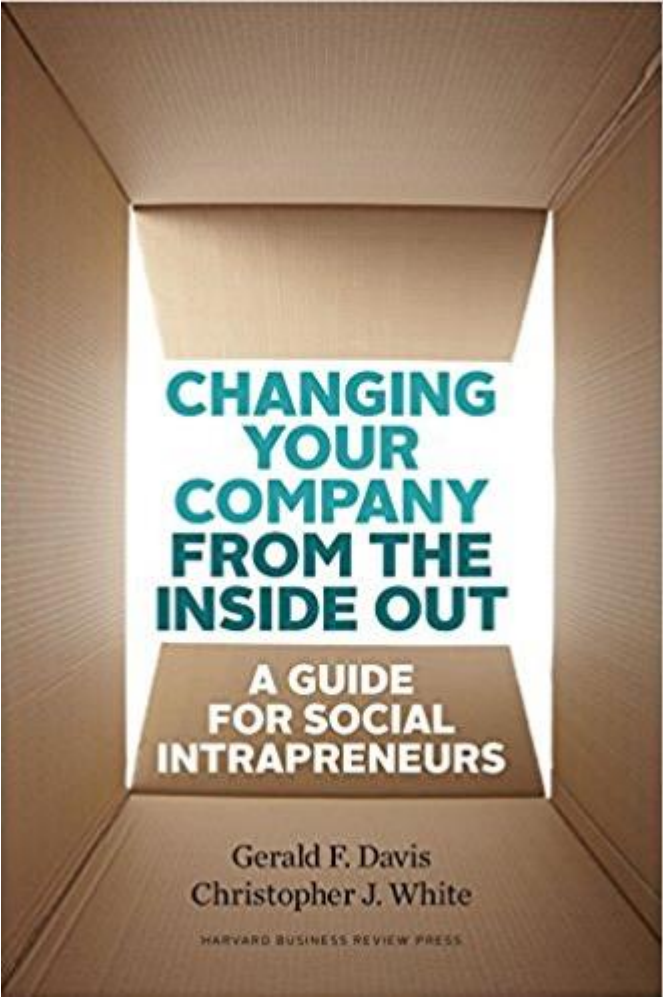
Less freedom



Employed in an organization



Less risk





Use your skills to make positive impact.

On +impact, skilled experts help selected startups with their challenges. Join to co-create with founders driven by purpose.

What are you good at? [Find challenge](#)



tiiimo



SaltX



unimed



YES



CHOOSE



DUARA



CodersTrust



MASH



MIMBL

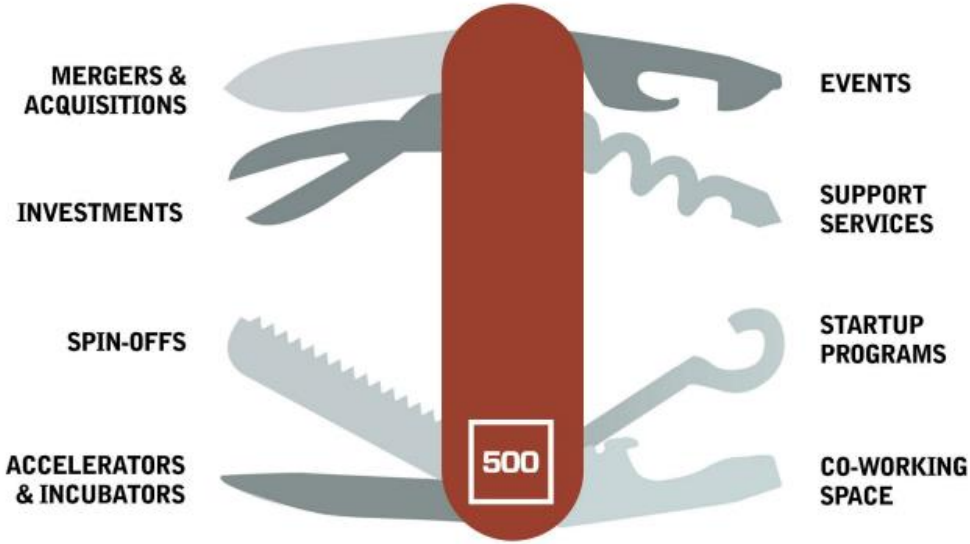
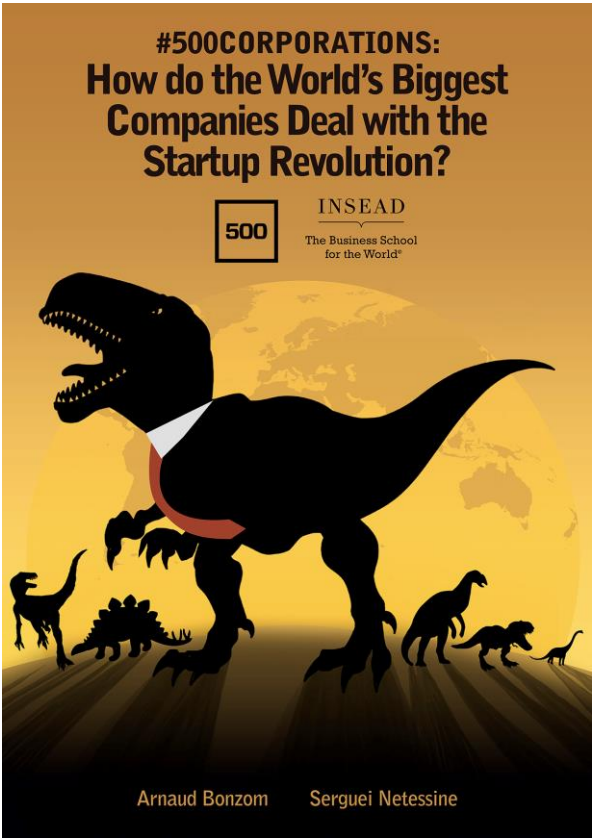


neuriscue



Power





3 / From philanthropy to investing



Strategisk filantropi

Venture filantropi

Katalytisk filantropi

Social impact investering

Mondaymorning

Realdania

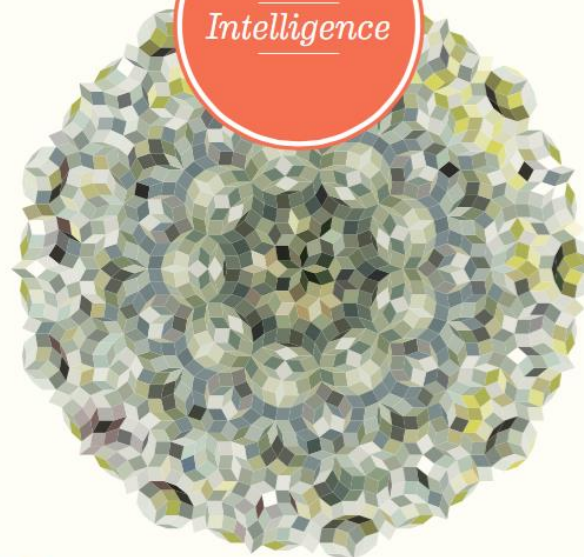


CATALYTIC PHILANTHROPY

MORE ENGAGEMENT – GREATER IMPACT →

Mandagmorgen

Realdania



KATALYTISK FILANTROPI

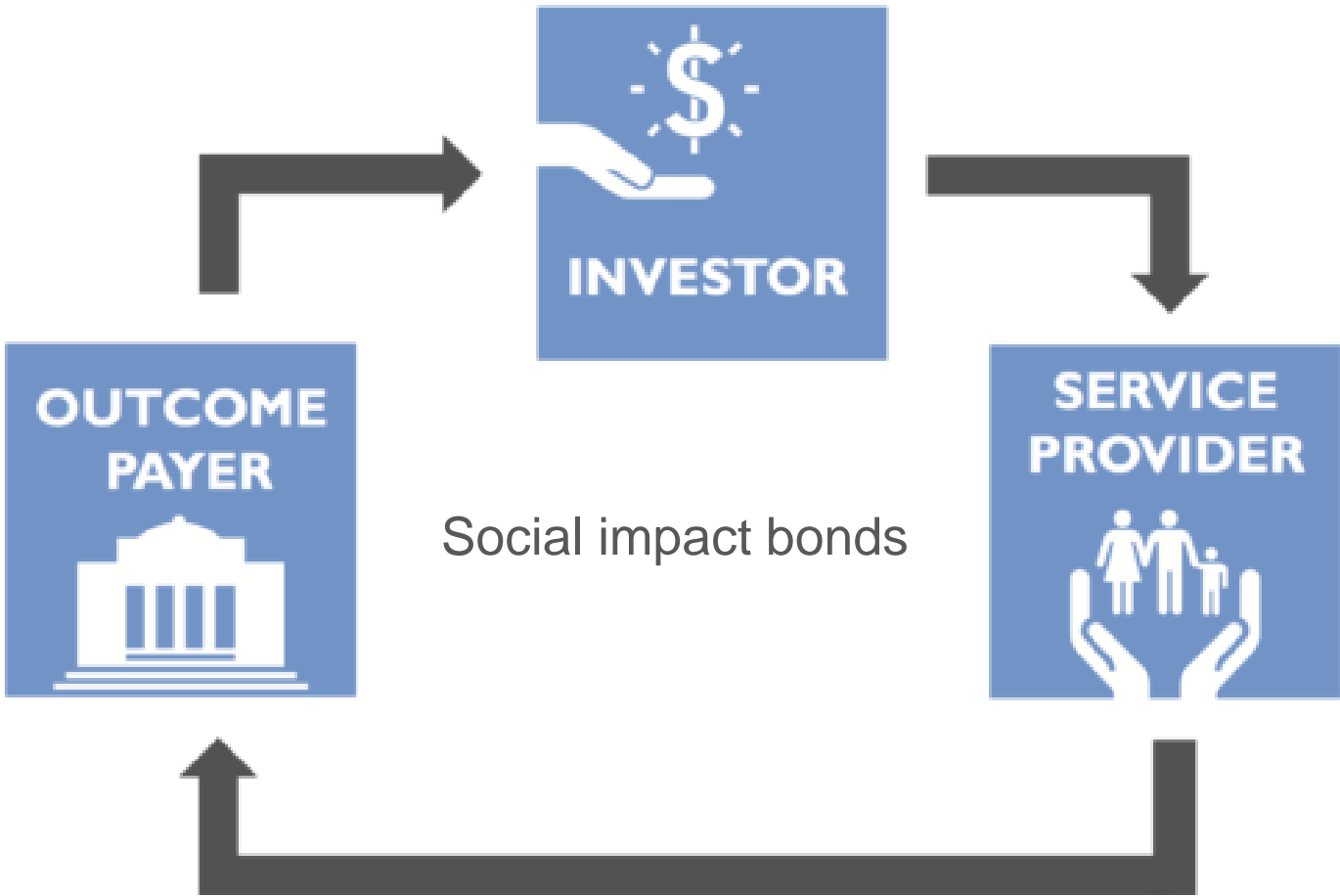
MERE ENGAGEMENT – STØRRE EFFEKT →

MANDAG MORGEN NAVIGATION 3. MAJ 2013

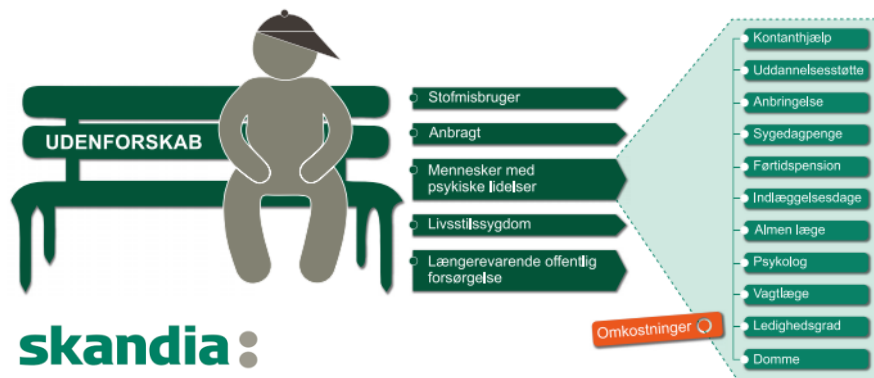
GREEN BONDS

FINANCING A SUSTAINABLE FUTURE





Helhedssyn på udenforskabets pris

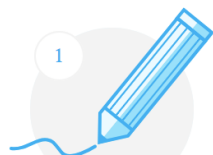


densociale
kapitalfond

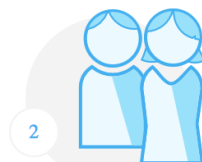
Sæt tal på din sociale værdi

Værktøjet Sæt tal på din sociale værdi hjælper virksomheder med at beregne værdien af at skabe jobs til mennesker på kanten af arbejdsmarkedet.

(Læs guiden til beregneren)



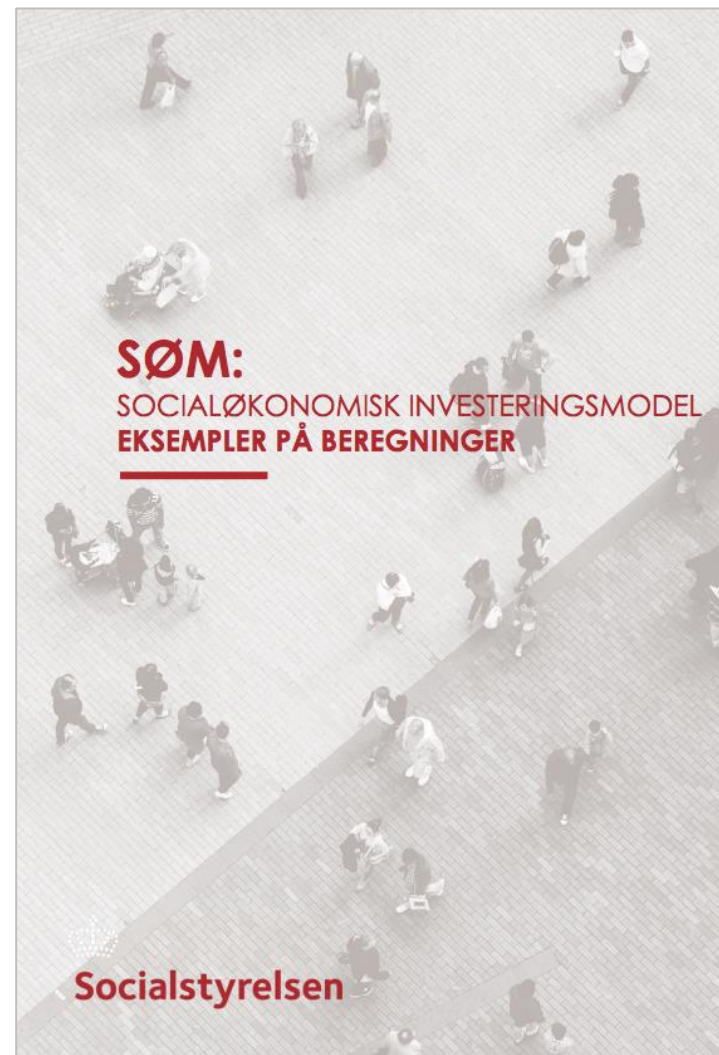
Indtast virksomhedens kontaktoplysninger



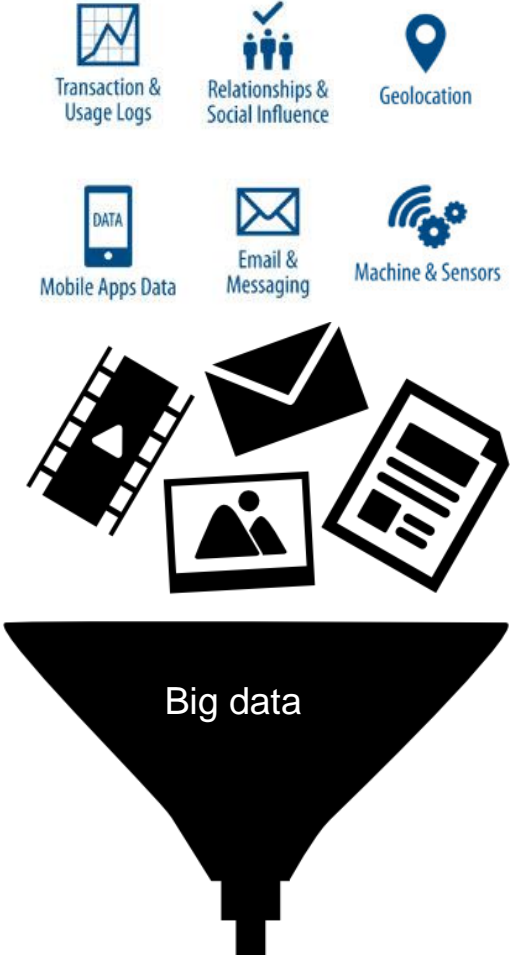
Fortæl, hvilke personer fra udsatte grupper, I har ansat



Se den sociale værdi af at ansætte personer fra udsatte grupper

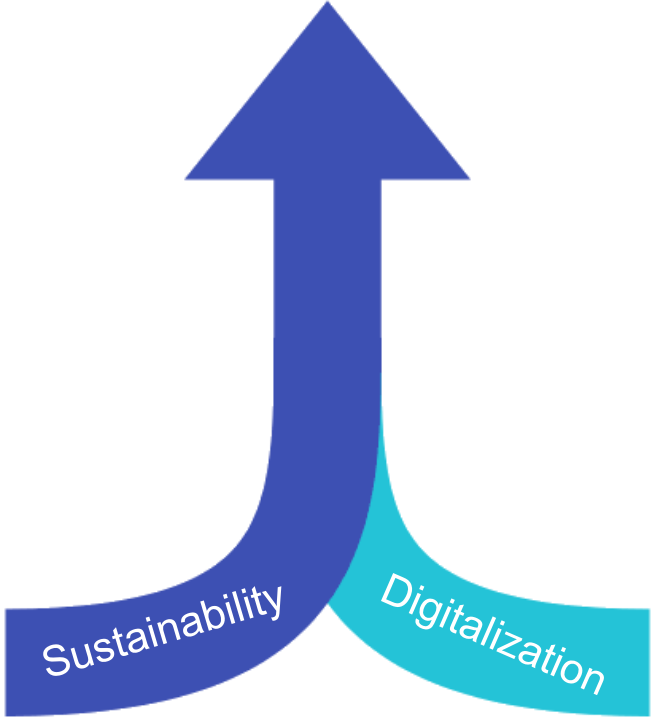


4 / Big data & sustainability





2030



Sustainable Development Goals

51 89835 69485
 50 9503 00642
 19 17287 46776
 26 84826 01476
 72 97089 89301
 46 10000 14388
 84 27354 52267
 86 09402 52288
 37 80000 28299
 10 48940 90718
 30 21845 31910
 97 48940 90718
 50 14215 03068
 06 65879 69981
 51 47120 53292
 18 35209 35396
 51 60000 60099
 09 80000 80092
 43 74417 02913
 58 21314 49576
 10 55785 37634
 36 80396 26579
 31 24497 44070

1 NO POVERTY


2 ZERO HUNGER


3 GOOD HEALTH AND WELL-BEING


4 QUALITY EDUCATION


5 GENDER EQUALITY


6 CLEAN WATER AND SANITATION


7 AFFORDABLE AND CLEAN ENERGY


8 DECENT WORK AND ECONOMIC GROWTH


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE


10 REDUCED INEQUALITIES


11 SUSTAINABLE CITIES AND COMMUNITIES


12 RESPONSIBLE CONSUMPTION AND PRODUCTION


13 CLIMATE ACTION


14 LIFE BELOW WATER


15 LIFE ON LAND


16 PEACE, JUSTICE AND STRONG INSTITUTIONS


17 PARTNERSHIPS FOR THE GOALS


TRANSFORMING OUR WORLD: THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

HOW A BLOCKCHAIN WORKS?

**1**

A wants to send money to user B.

**2**

The transaction is initiated as a 'Block'.

**3**

The block is shared between all parties in the network.

**4**

The parties in the network approve the transaction, and render it as valid.

**5**

The block is then added to the chain in the system, creating a transparent and unalterable record of transactions in the network.

**6**

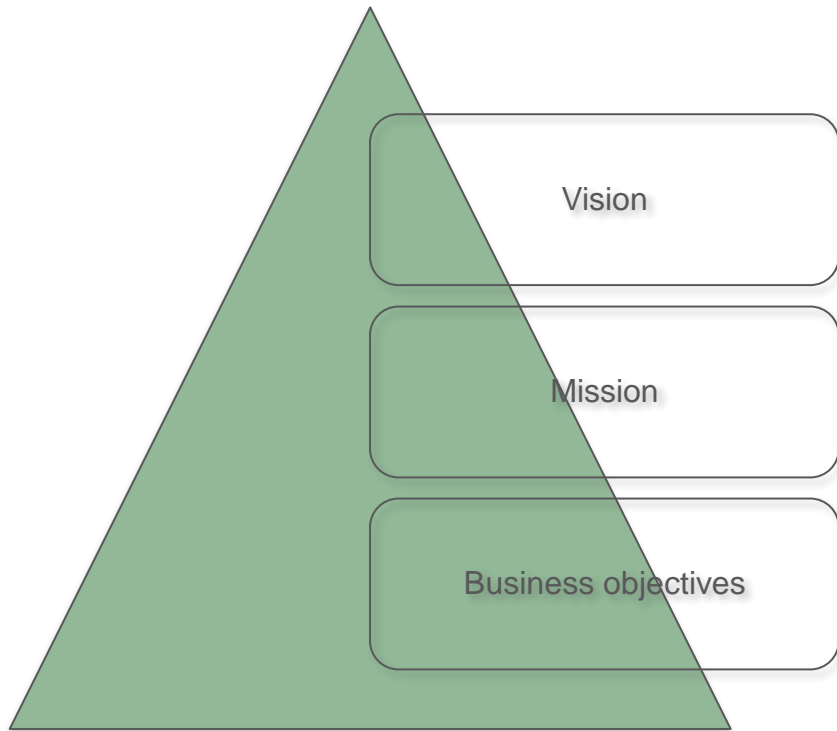
The ownership of money is transferred from user A to user B.



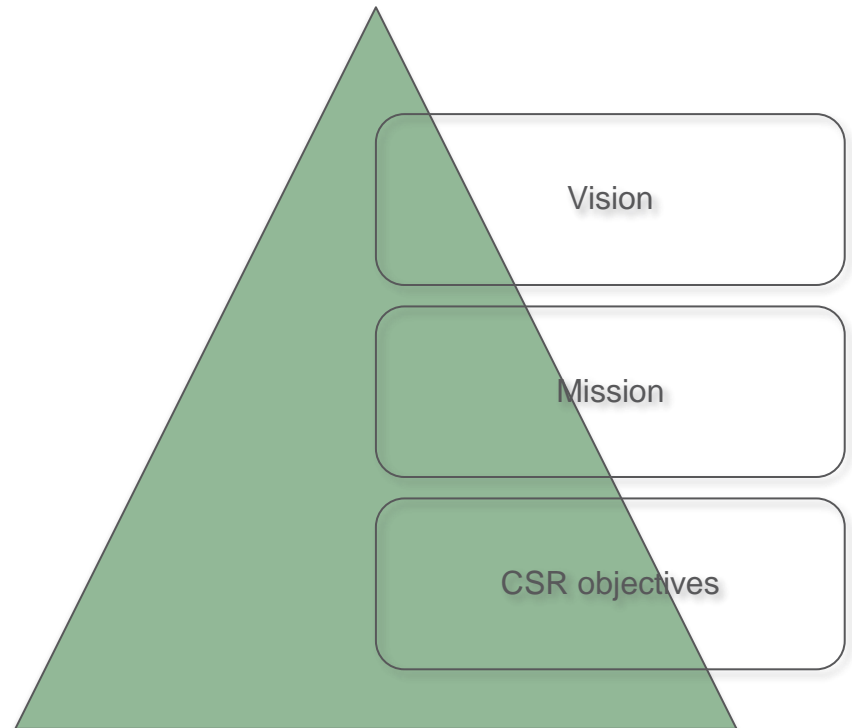
Graphic from: www.biz2credit.in/blog/2017/03/06/blockchain-bitcoins-explained-beginners

5 / Personal sustainability

Our business



Our CSR



Values

Why

Where

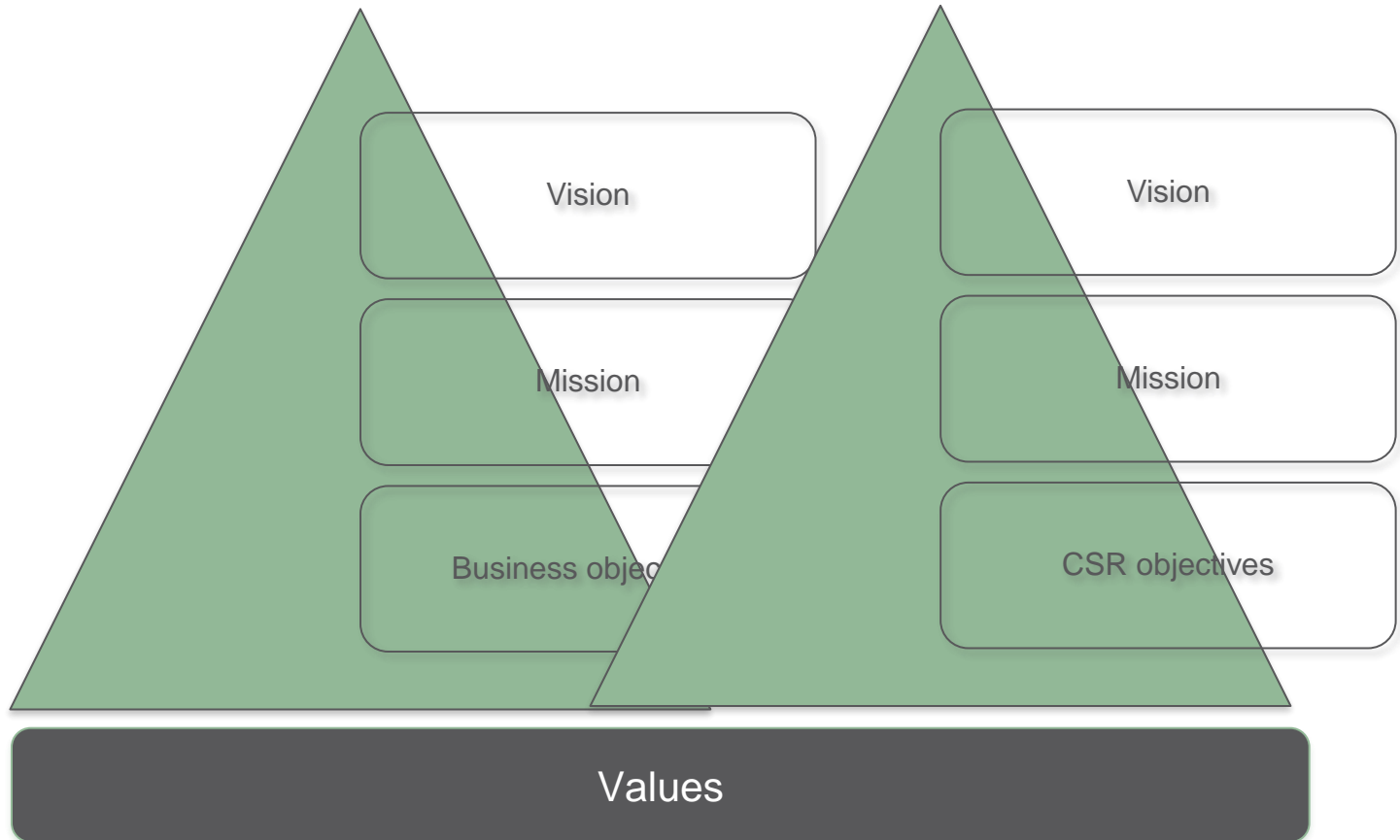
How

What

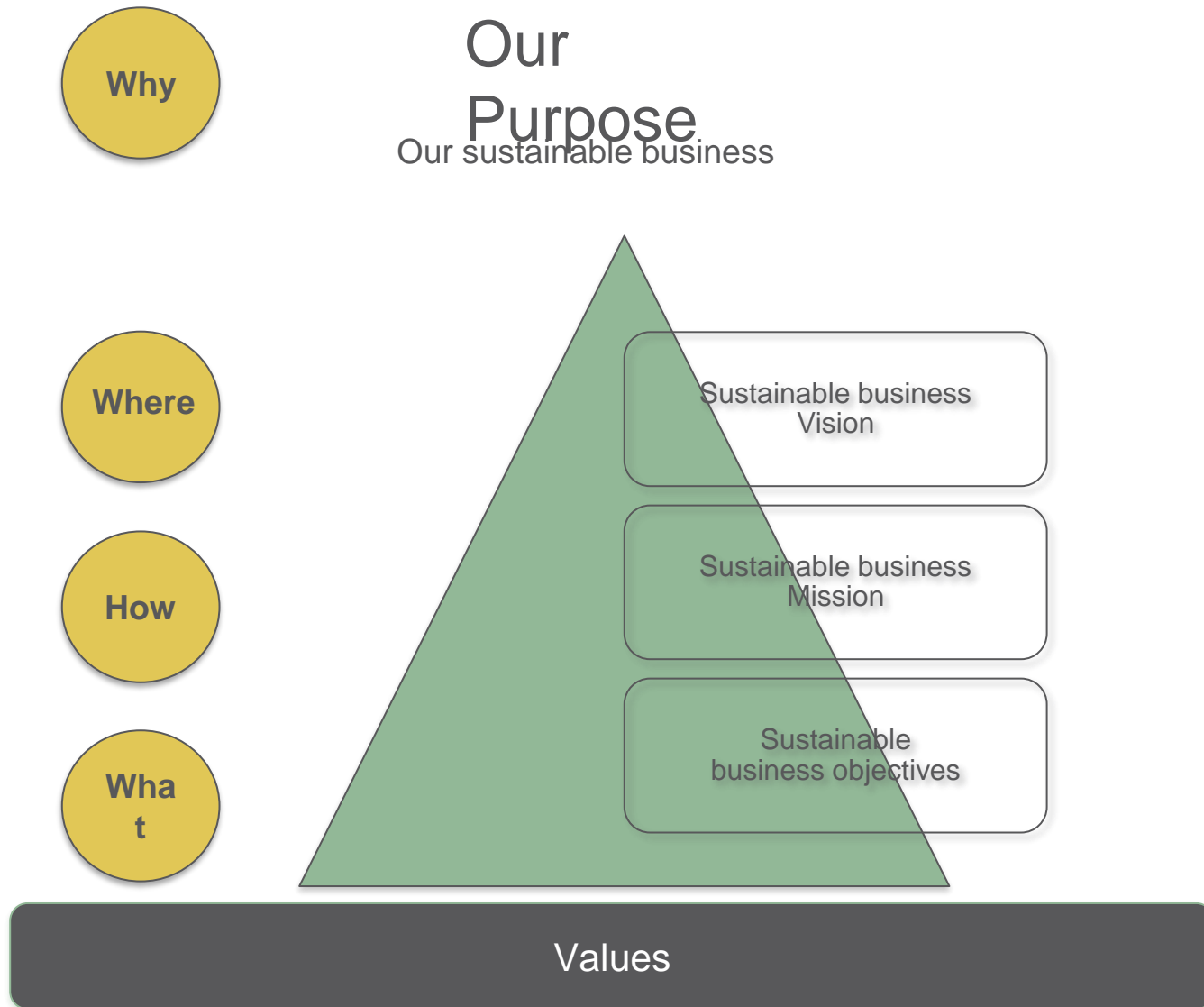
Our Purpose

Our business

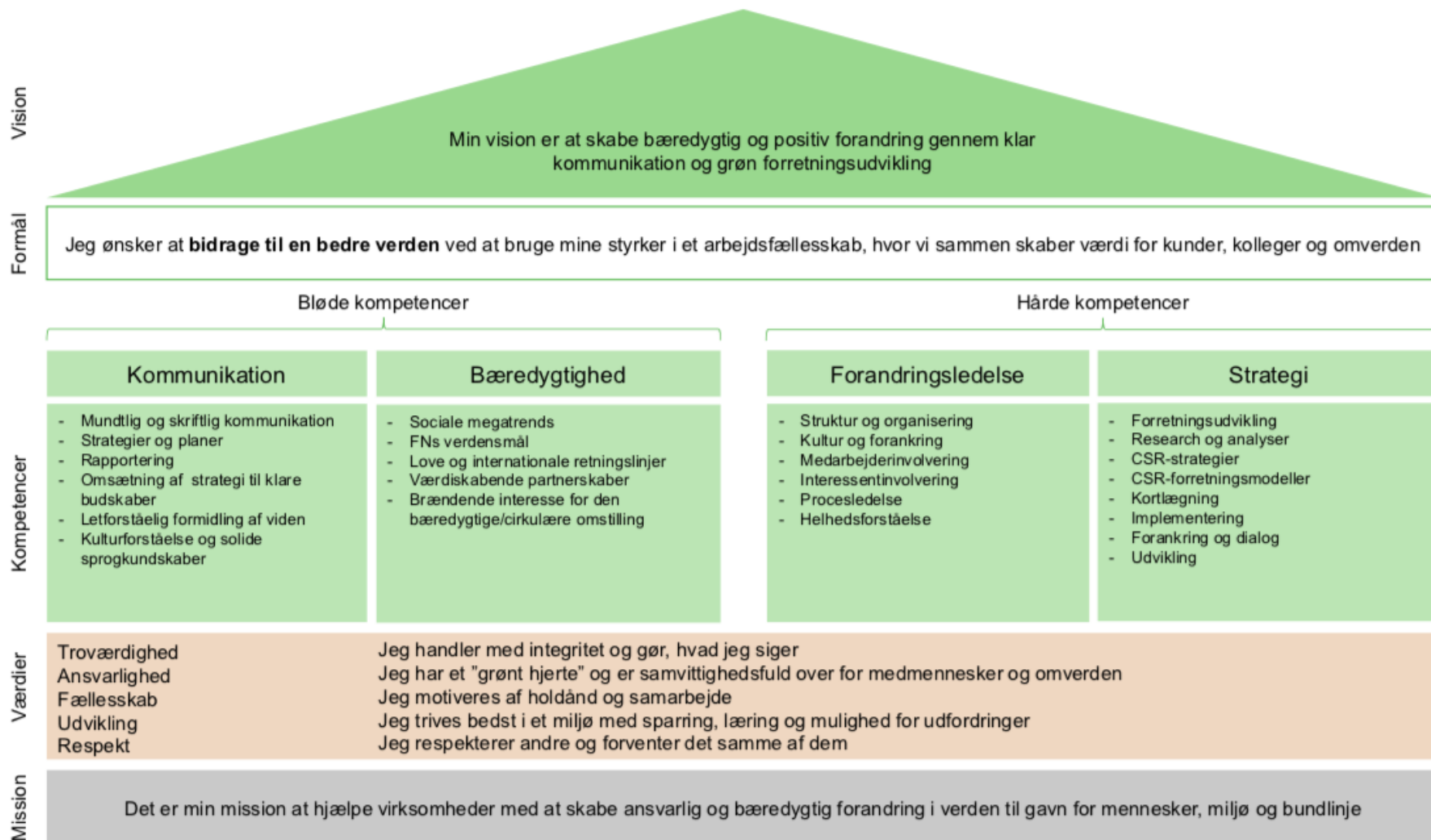
Our CSR

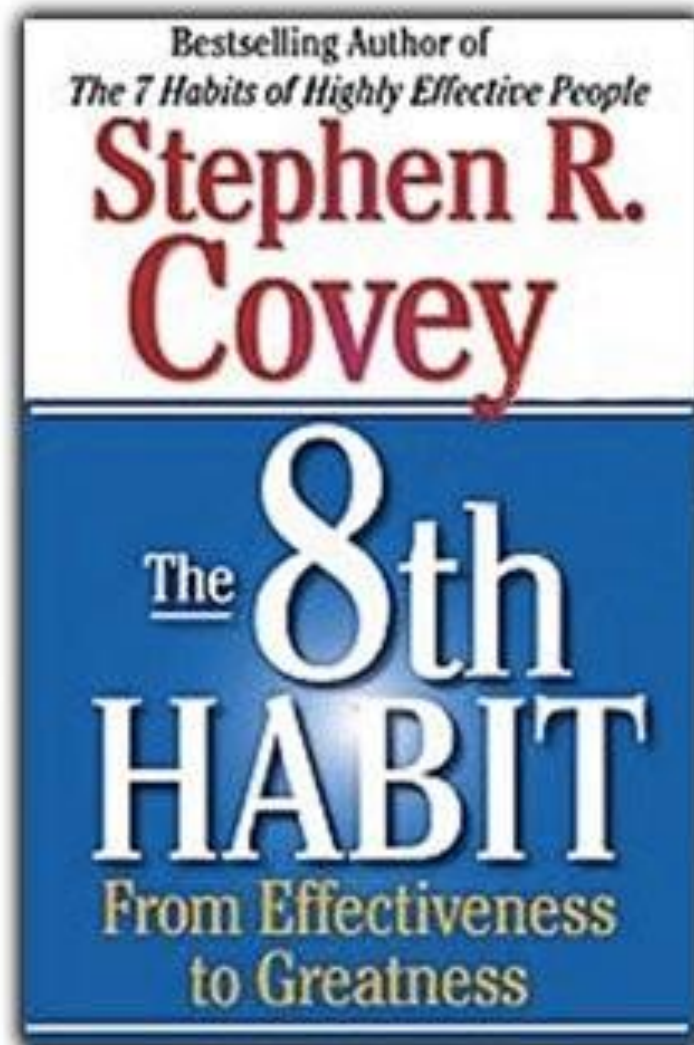
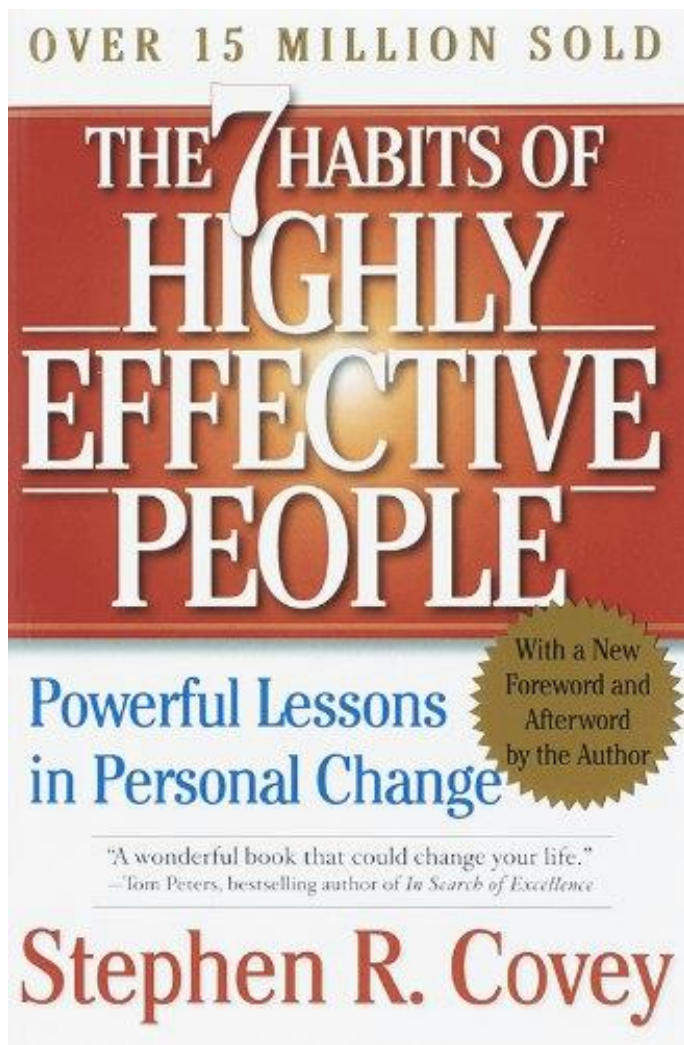


Values



WHY?

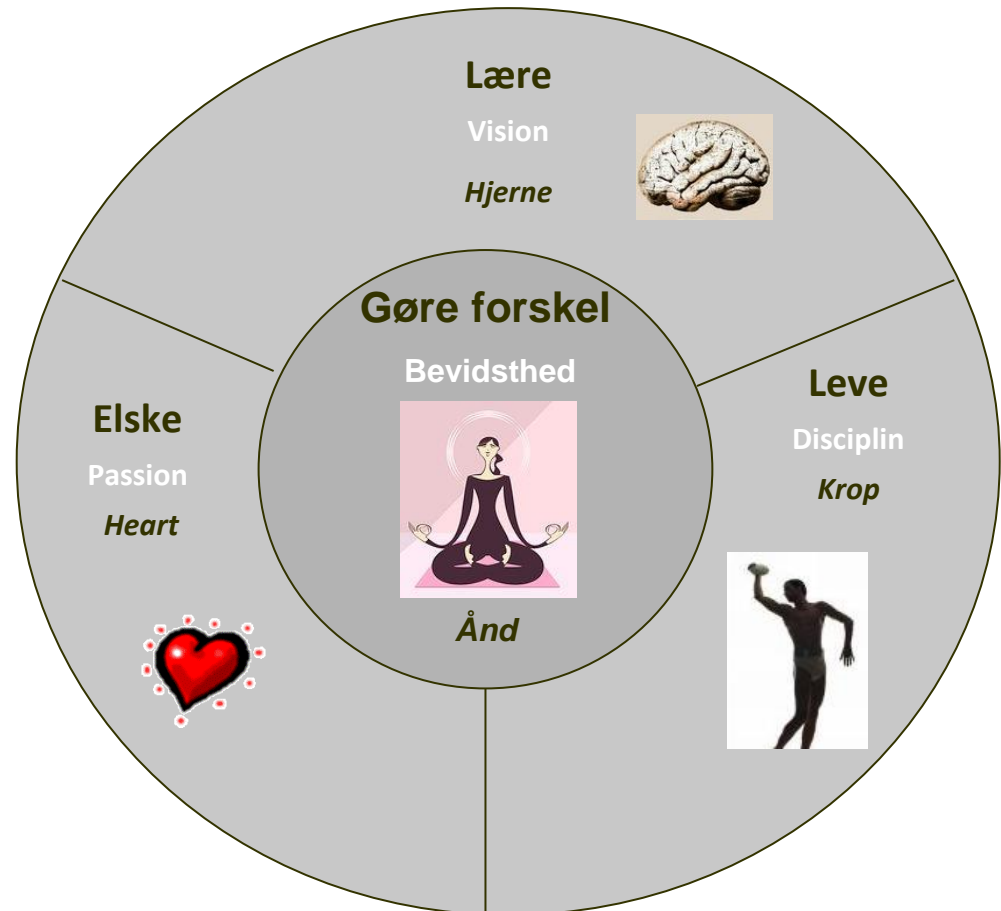


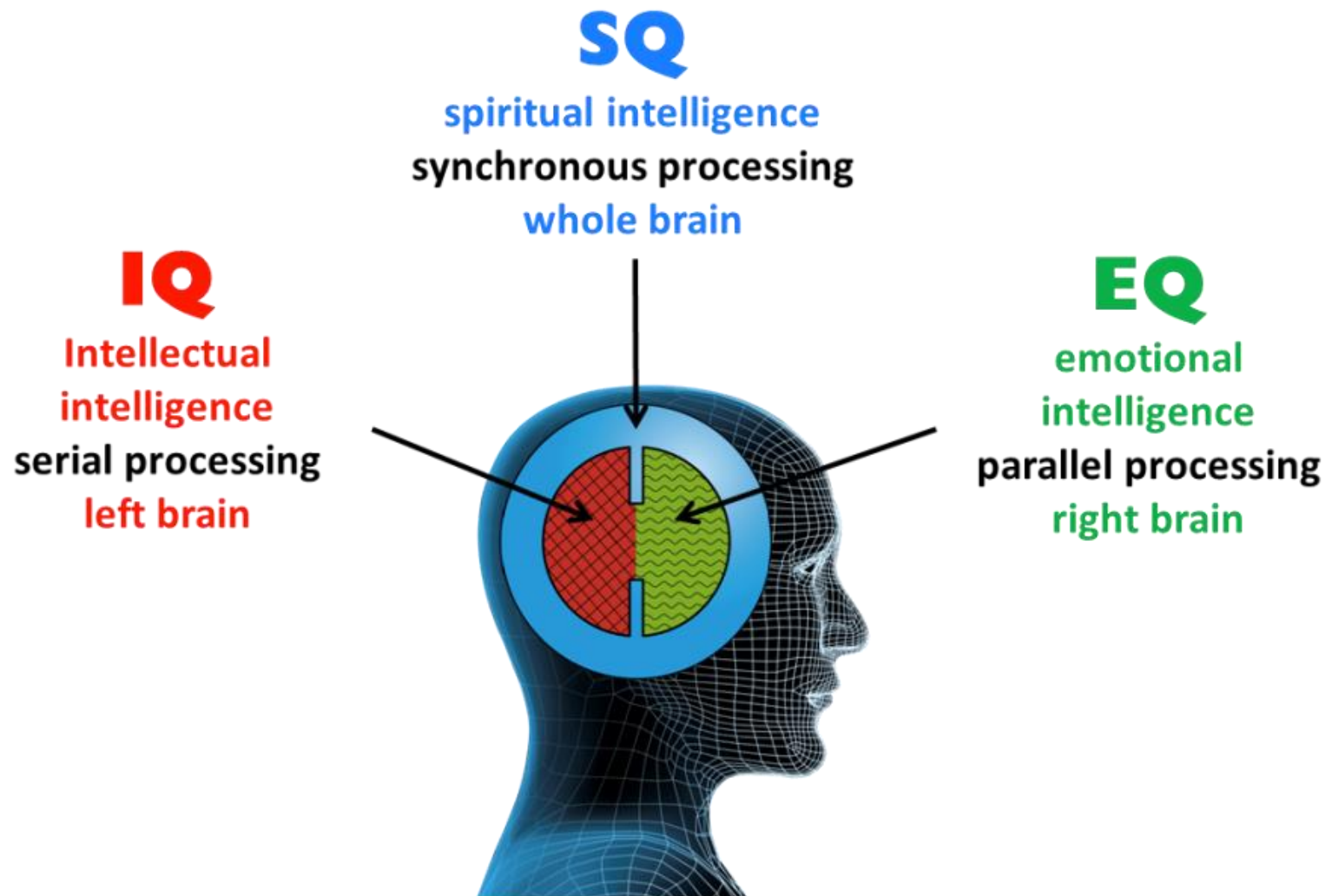


Den 8. Vane

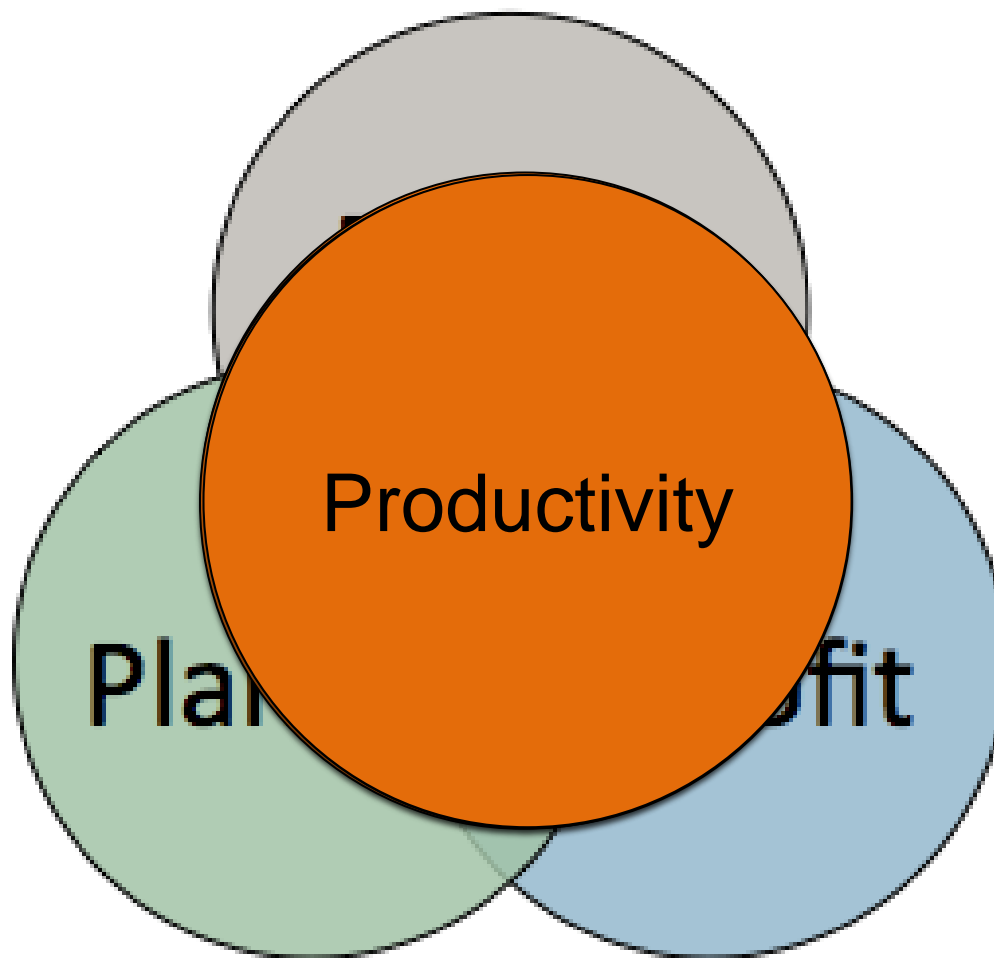
Den største og første
ledelsesopgave:

At finde sin egen stemme
– og herefter at inspirere
andre til at finde deres.









1 / From Responsibility to Activism

#buycotting
#takingstands
#CEOactivism

2 / Corporate Social Entrepreneurship

#intrapreneurship
#impactstartups
#partnerships

3 / From philanthropy to investing

#impactinvesting
#venturephilanthropy
#socialimpactbonds

4 / Big Data & Sustainability














#techvelopment
#GDPR
#blockchain

5 / Personal sustainability

#purpose
#SQ
#worksmarternotharder





Spor A – 20 min.	Spor B – 20 min.	Spor C – 20 min.
Supply chain / Procurement Compliance Kasia Eliza Rikke Gade Martine 	Trends B Nicoline Jon Anne 	Internal engagement & comms Vibe Rikke Gade Thandi Kaspar Kasia Rikke Sauer 
Partnerships Rikke Sauer Kaspar Vibe Jon Thandi 	External communication Rikke Sauer Thandi Kasia 	External communication Eliza Jon Vibeke Anne 
Personal Branding & networking Signe Anne Trine 	Trends A Vibeke Signe Trine 	Brush up themes Hilde Nicoline Signe Trine 
Business Case A Hilde Vibeke Nicoline Michelle (extra) 	Business Case b Kaspar Rikke Gade Eliza 	Reporting Martine Michelle 
	Environment Michelle Martine Vibe Hilde 	

1. Skriv overskrift for jeres tema i toppen af flipover
2. Udpeg en tidsstyrer
3. Brug 5 min. på i stilhed at skrive jeres:
 - A) Brændende spørgsmål (på gule post-its)
 - B) De temarelaterede trends I selv har spottet (grønne post-its)
 - C) Forslag til cases/personer (på lyserøde post-its)
4. Brug 15 min. på at tale sammen & sæt jeres post-its op på flipover
5. Hvis der er overlap / sammenfald, så placér post-its i temaklynger

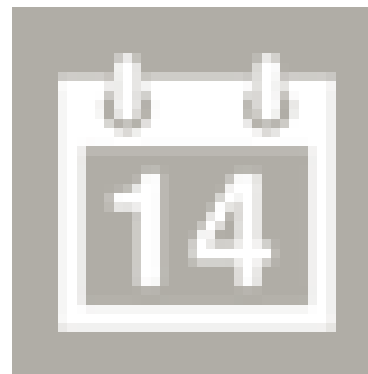




Tidspunkt



Kalender





SBCM Alumni Forum

Closed group

Interacting as TANIA ELLIS

About

Discussion

Members

Events

Photos

Units

Moderate group

Search this group

Shortcuts

- Free Your Stuff Co... 20+
- Let's Talk Conversation...
- BUY/SELL /CHAN... 20+
- ESN CPH: Give-Bu... 20+
- TANIA ELLIS 6



Joined ▾ Notifications Share ... More

Write Post Add Photo/Video Live Video More

Write something...

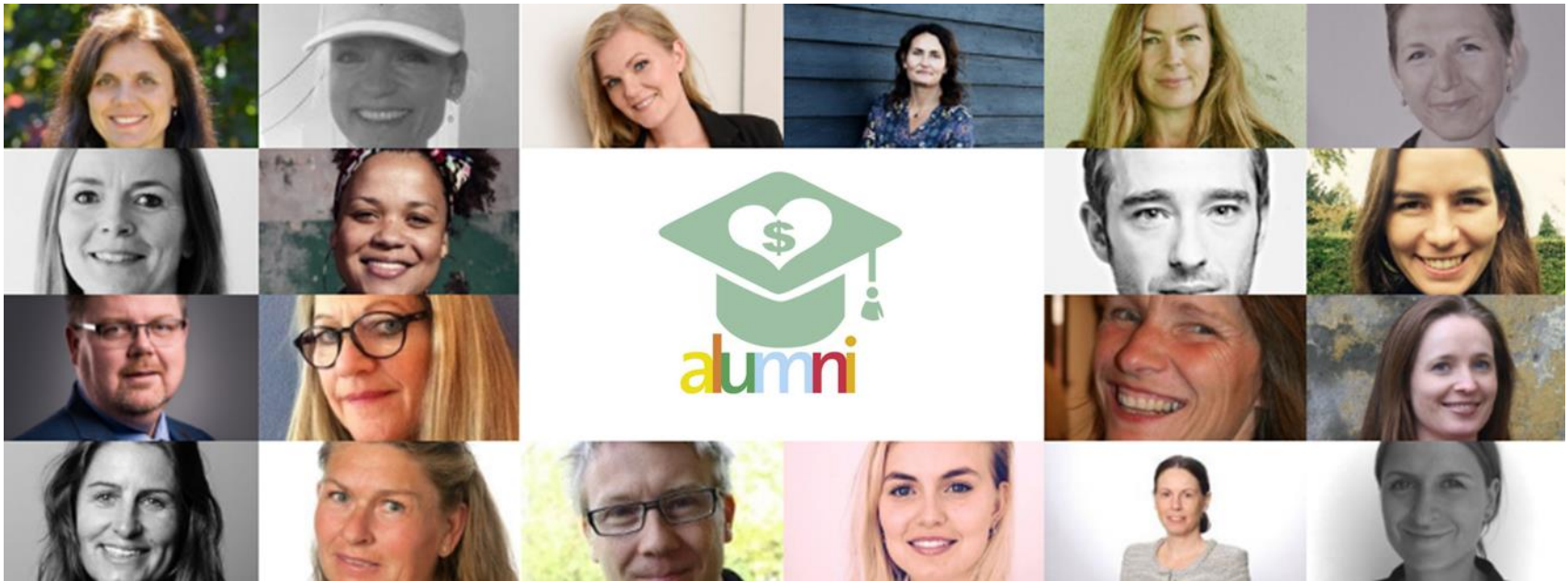
Photo/Video Watch party Feeling/Activ... More

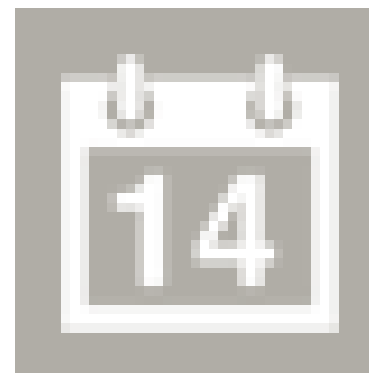
Recommended groups

Link groups that you recommend and they'll appear in this group.

English (UK) - English (US) - Deutsch - Dansk - Polski +

Privacy - Terms - Advertising - AdChoices - Cookies - More - Facebook © 2018









Tak !

Practical Information

What are your expectations?

Mention language: (materials in Eng and spoken language Dk, besides some bonus material maybe)



Practical Information - Platforms

Facebook: Introduce rules

Calendar

- Need for integration with Google calendar

Resource

- How can we help you easily find the right resources?
- What would be the ideal solution to store resources?
- Examples of resource database with search fields



Intro session

Put in groups of 3/4 members

Matchmaking by interest & experience

- Members with particular interest (based on survey answers in section 4)
- Members with experience (survey section 3)

Matchmaking by sector

Exercise:

- Present yourself, company, experience (based on the member bank handout)
 - Add additional experience (handwrite as we will collect notes and update member bank handout)



Group session

Pains & challenges

- Personal and professional pains session: 3. What main challenges are you facing in your job? What annoys and frustrates you the most? (e.g. unnecessary time consumption; costs; social interrelations)? Are there certain tasks you find difficult to get done and / or get started with – why?

Ambitions

- What do you want to achieve with your (CSR) work? Think of what you want to achieve personally or professionally in the years to come.
- What is your vision for the next 5 years





Positiv attitude –

Sund fornuft –

Åbent sind og forsigtig risikovillighed –

Tilpasningsevne –

Opfindsomhed –

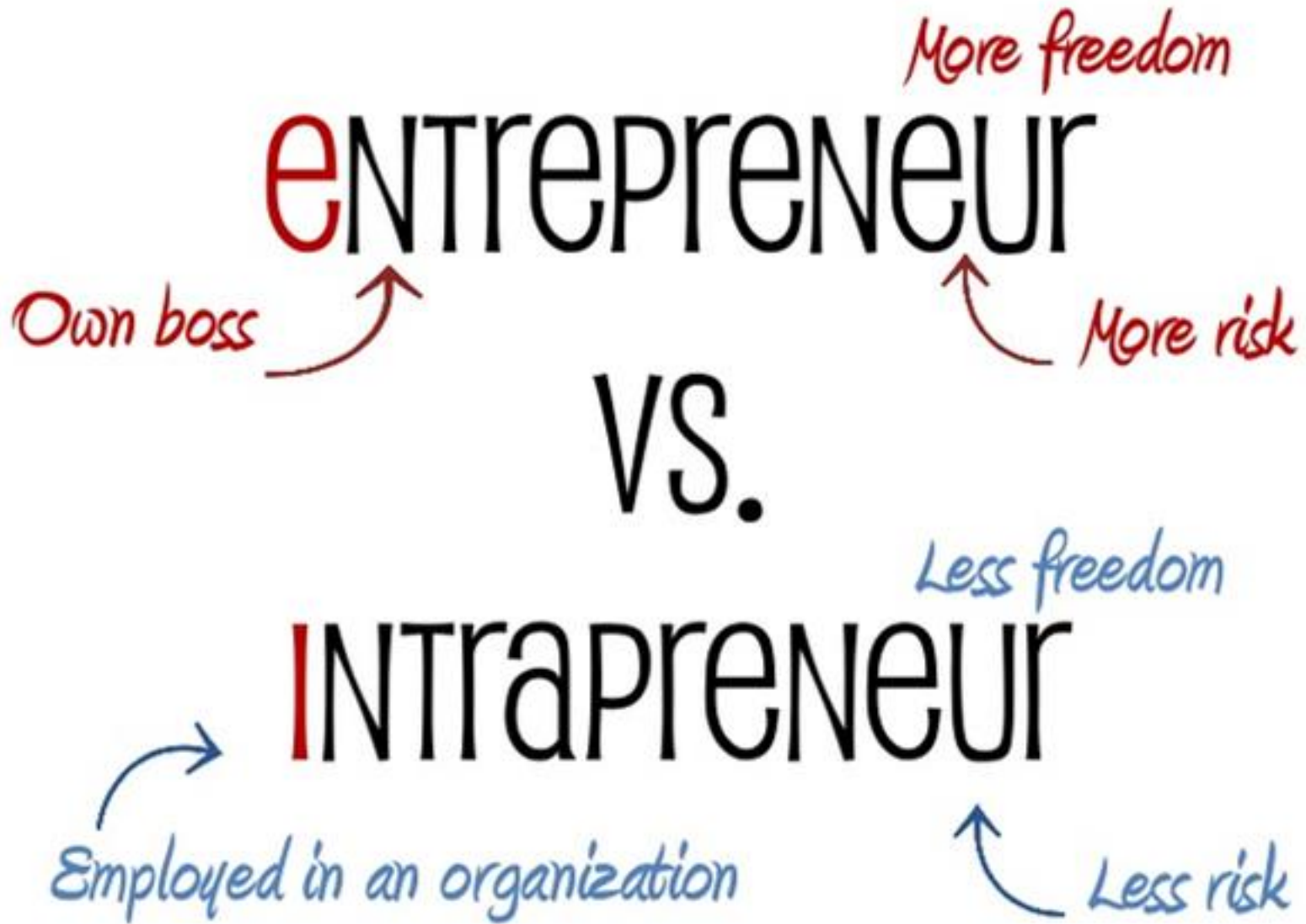
Commitment –

Politisk tæft



	Expert	Facilitator	Catalyst	Activist
Level of change	Individual	Group	Organisation	Society
Key focus	Tasks	People	Direction	Grassroots
Source of life satisfaction	Specialist input	People empowerment	Strategic input	Societal contribution
Source of work satisfaction	Personal development, quality input	Staff development, effective facilitation	Organisational development, strategic change	Community development, social change
Typical skills	Technical	Interpersonal	Political	Questioning
Legacy they wish to leave	More effective CSR management systems	More inspired & empowered CSR champions	More sustainable & responsible organisation	More just & sustainable world





Social intrapreneur, *n.* 1 Someone who works inside major corporations or organizations to develop and promote practical solutions to social or environmental challenges where progress is currently stalled by market failures. 2 Someone who applies the principles of social entrepreneurship inside a major organization. 3 One characterized by an ‘insider-outsider’ mindset and approach.

Characteristics	Social entrepreneur	Social intrapreneur
Shrug off constraints of ideology or discipline.	X	X
Identify and apply practical solutions to social or environmental problems.	X	X
Innovate by finding a new product, service or approach to a social challenge.	X	X
Focus – first and foremost – on societal value creation.	X	X
Successfully navigate corporate culture, strategy and process.		X
Communicate social entrepreneurship in compelling business terms.		X
Build and inspire teams across a multiplicity of corporate divisions.		X
Jump in before they are fully resourced.	X	X
Have a dogged determination that pushes them to take risks.	X	X
Combine their passion for change with measurement and monitoring of impact.	X	X
Have a healthy impatience – they don't like bureaucracy.	X	X
Run their organizations.	X	

Wisdom of the social intrapreneur – 10 tips

Tip 1

Focus on solving a problem,
not selling a solution

Tip 2

Use storytelling,
but build the business case

Tip 3

Align with the best of
the company culture

Tip 4

Go to the top

Tip 5

Wherever possible,
use existing processes

Tip 6

Make sure you're funded

Tip 7

Create a coalition,
engage external stakeholders

Tip 8

Pilot and execute

Tip 9

Maintain your integrity.
Be patient

Tip 10

Share ownership — and have fun

CONNECT WITH THE LEAGUE



JOIN THE LEAGUE

+ THE +
LEAGUE OF
INTRAPRENEURS

THE LEAGUE OF INTRAPRENEURS IS A GLOBAL MOVEMENT OF CORPORATE CHANGEMAKERS WORKING TO TRANSFORM BUSINESS FROM THE INSIDE OUT.

About | People | Inspiration | Events | Resources

Cubicle Warriors
Toolkit



Making the Business Case

How to combine the rational and emotional to win over your decision makers.

Don't raise your voice,
improve your argument.



Building Community

How to rally support for your idea near and far.

Collaboration is the human face of systems thinking.



Negotiating the System

How to navigate the intense politics and personalities of the corporate ecosystem.

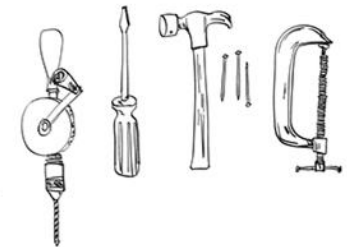
Always try to be a
'Graceful Warrior'



Unlocking Resources

How to bring your idea to life on a shoestring budget.


A good prototype is worth
a thousand pictures.



www.leagueofintrapreneurs.com/toolkits

TANIAELLIS
THE SOCIAL BUSINESS COMPANY®



The Tour The Heroes Intrapreneurship Blog Events & Press Contact      

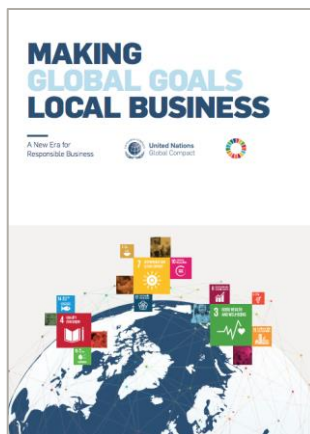
Intrapreneurship Tour

Meeting social intrapreneurs. These heroes who change the world by transforming companies from the inside.

[THE TOUR](#) [THE HEROES](#) [INTRAPRENEURSHIP](#)

Social intrapreneurs find meaning in their jobs by leading projects that have strategic interests for their companies but as well, strong social and/or environmental impacts. The objective of the Intrapreneurship Tour : visit 4 countries, during 5 months, meet social intrapreneurs, share their testimonies with you, inspire you and (I hope) create vocations. In April 2016, I am leaving. Follow me !





SDG PIONEERS

AT THE UN GLOBAL COMPACT, WE ARE SEEKING OUT PEOPLE WHO ARE TURNING GLOBAL GOALS INTO LOCAL BUSINESS, AND IN DOING SO WE WANT TO MOTIVATE MANY MORE.



CLAUS STIG PEDERSEN

*Head of Corporate Sustainability,
Novozymes*

DENMARK

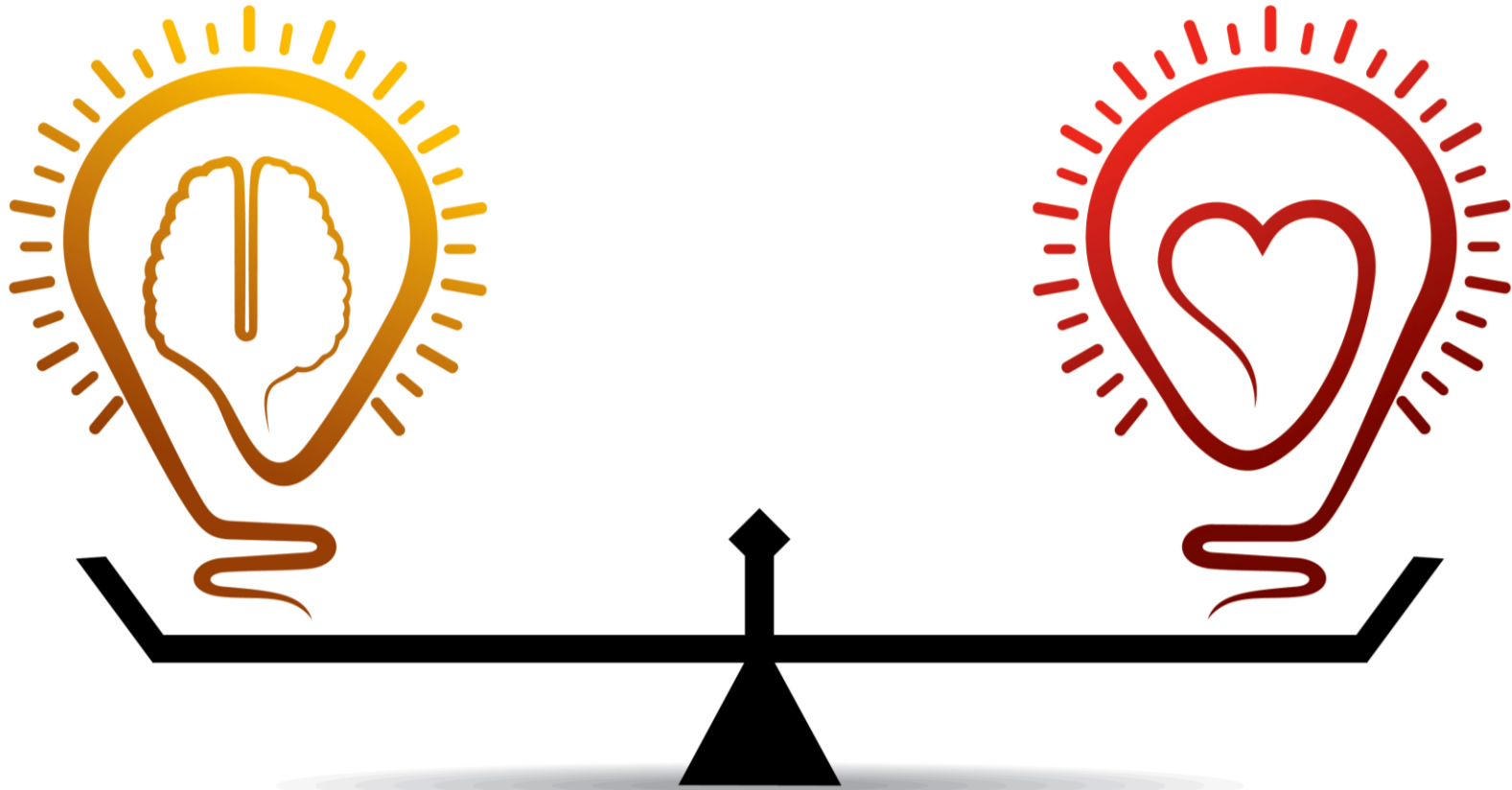
Claus Stig Pedersen has led the deployment of the SDGs as a core business driver for one of the world's biggest biotechnology companies, while inspiring other sustainability practitioners to do the same.

Farzana Chowdhury improves the lives of thousands of women in Bangladesh through a dedicated and successful commercial insurance scheme which provides economic security irrespective of their income, occupation or vocation.

Sonia Consiglio Favaretto uses her intuitive communications skills to drive the creation of a social capital market that connects socio-environmental projects to investors, through one of the largest stock exchanges in the world.





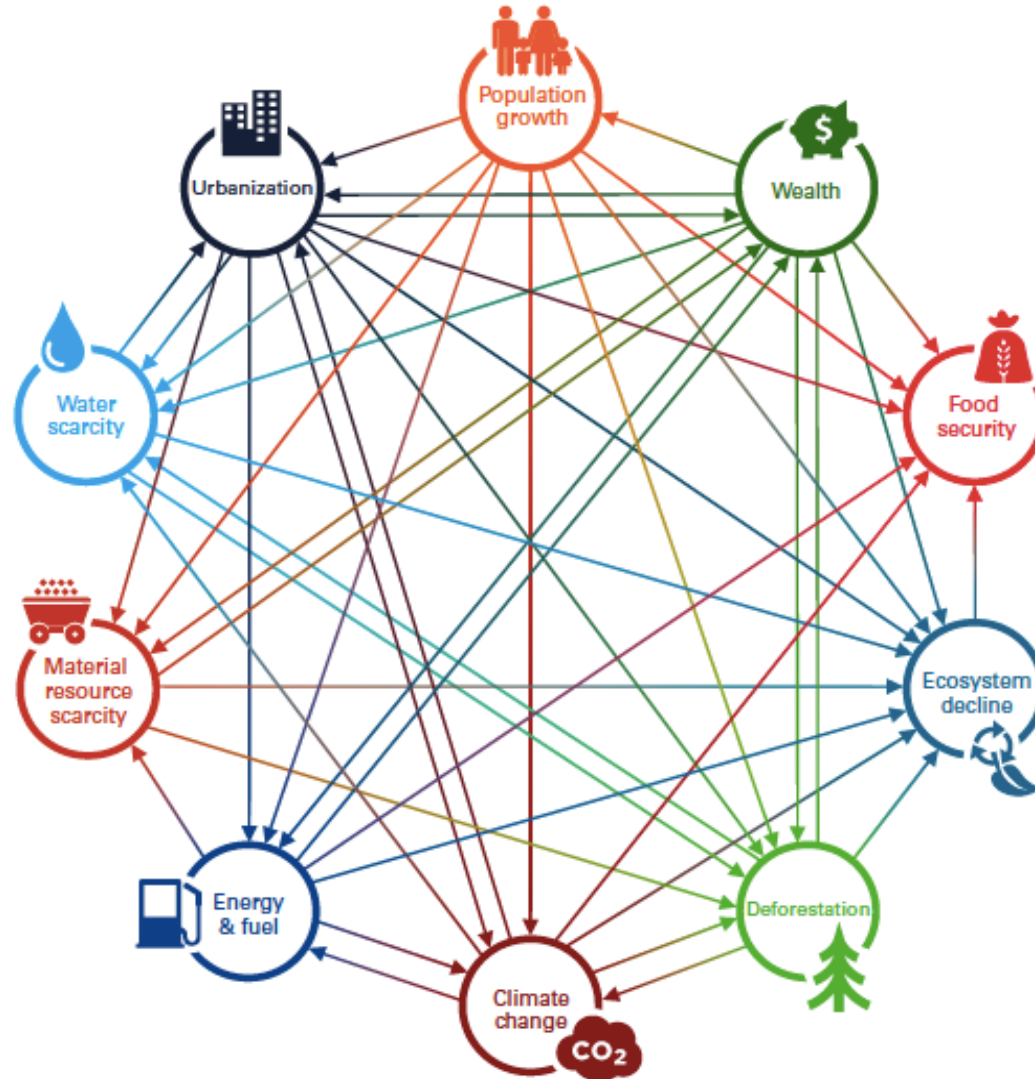




Business agenda

TRENDS

CR agenda



Source: KPMG (2012). *Expect the Unexpected: building business value in a changing world.*

Source: A new vision of value, KPMG, 2014

FIGURE 1: SUSTAINABILITY MEGAFORCES

Source: *Expect the Unexpected*, KPMG, 2012



MEGATRENDS IN THE NEW ERA OF BUSINESS

INTERCONNECTED MEGATRENDS ARE DRIVING THE NEW ERA OF BUSINESS,
AND OPEN UP NEW HORIZONS FOR TRANSFORMATIVE CHANGE

The growing wealth gap

The rich are getting richer and income inequality is widening both within and between countries. Today, the richest 1% own more than 50% of the world's wealth.

Hyper-transparency

Digital technology will continue to revolutionize communications. There will be even greater demand for hyper-transparency in business supply chains, at all levels.

Disruptive business models

Full cost accounting will become the norm and "all inclusive" pricing systems will reflect social and environmental impacts. Accounts will recognize a broader set of "capitals" than merely financial.

Deteriorating security

Fierce competition for natural resources, crowded urban centres, mass migration, and a widening gap between rich and poor will intensify social pressures and cause violence to erupt.

Internet of things

By 2020, an estimated 50 billion devices will be connected to the Internet.

Fragmenting power

Economic power is moving South and East. Power is dispersed and congregating around new countries and entities. A reassertion of nationalism and protectionism will create a less open world.

Rise of the city

60% of the world's population will be urban by 2030. Affluent cities will be powerhouses with smart technology driving green and resilient environments.

Radical innovation unleashed

Transformative breakthroughs ranging from nano- and biotechnology, graphene and bio mineralization to robotics, artificial intelligence and 3D printing will revolutionize our world.

Generation next

The Millennial Generation are digital natives and understand the opportunities inherent in crowd-sourcing and connectivity. Better-educated, empowered and more self-reliant, Generation Next knows the challenges of their time and demand transparency and accountability.

Source: IMPACT: Transforming Business, Changing the World, UN Global Compact and DNV GL (2015)

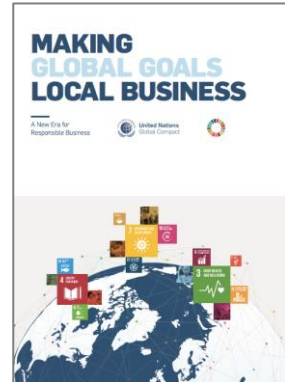
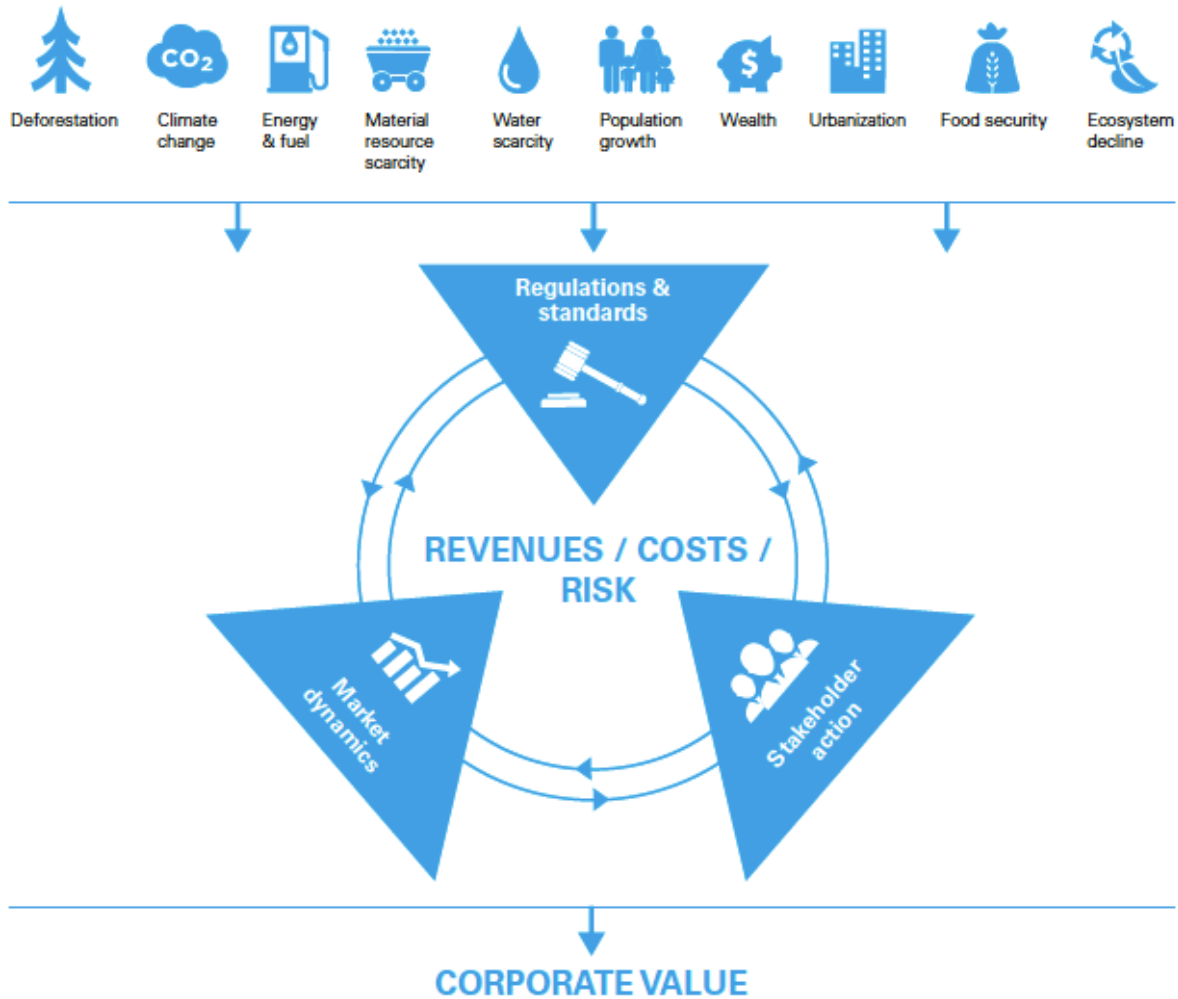
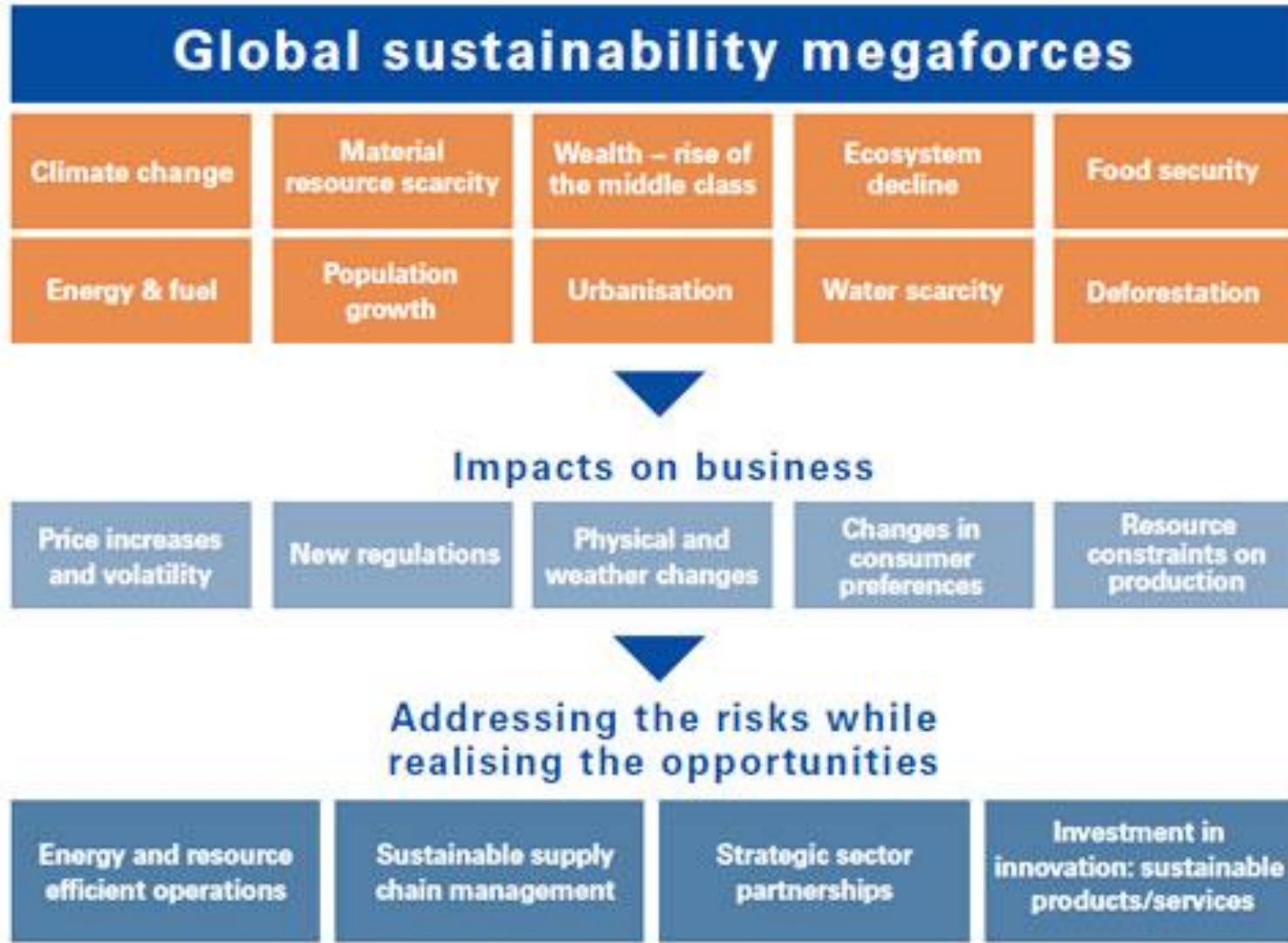


Figure 4 / Three drivers of internalization



Source: KPMG (2014). *A New Vision of Value: Connecting corporate and societal value creation.*

Factor	Issue	Importance to company (-5 to 5)	Importance to industry (0 to 10)	Multiplication result: from -50 (threat) to +50 (opportunity)
Political	Danish government high focus on CSR incl. human rights and climate	2	3	6
	EU policies emphasize CSR as part of business and prod innovation	4	7	28
	Kyoto protocol - EU obligations	2	8	16
	Ambitious EU climate targets from 2010	2	7	14
Economical	Companies/B-t-B customers focus on business case of CSR	1	4	4
	Recession: demand for more energy efficient consumption	3	10	30
	Increasing price volatility due to renewables	5	10	50
	Rise in consumption of renewable energy	5	10	50
Social	Demographic challenges increase focus on labour diversity	-5	0	0
	Values-based companies with CSR attract & retain employees	5	10	50
	Employees want professional & personal development + meaning	5	10	50
	New trend: Leadership training through skilled volunteering	-3	0	0
Technology	Social media enable interaction and sharing in- and outside companies	5	2	10
	Online presence critical to (CSR) brand-building and image mgmt	5	2	10
	Web 2.0 enables innovative partnerships and stakeholder involvement	2	3	6
	EU focus on green ICT as part of its climate and energy targets	4	5	20
Environment	EU's climate and energy targets for 2020 (the "20-20-20" plan)	5	10	50
	The "green wave" - increased public focus on the environment	4	7	28
	Wind turbines - "Yes, but not in my backyard"	0	5	0
Legal	Danish Financial Act §99a	2	4	8



Source: KPMG, Leading Change With Impact, 2013

FORANDRINGER I OMVERDENEN - 3 GLOBALE MEGATRENDS

- DER BÅDE PÅVIRKER BRANCHEN OG VIRKSOMHEDERNES CSR AGENDA



**Globalisering og
makroøkonomiske
forhold**



**Demografiske
og sociale
forandringer**



**Teknologi og
digitalisering
(Industry 4.0)**

EN RÆKKE TRENDS DRIVER CSR AGENDAEN

Den nye virkelighed drives af en række CSR trends



Ressource knaphed



Teknologisk udvikling og accelereret digitalisering



Digitalt indfødte kunder og medarbejdere



Transparens og regulerings-krav



Partnerskaber og Co-creation

...og det stiller krav til os som moderne bæredygtig virksomhed

Customer value

Skaber højest mulig værdi for kunderne og samfundet gennem sikre og effektive forretningsløsninger

Employer branding

Attraktiv arbejdsplads med høje krav til værdigrundlag, etik og diversitet

Sustainable Innovation

Mest muligt for mindst muligt, fokus på ressourceforbrug og nye måder at arbejde på

CSR - FOKUSOMRÅDER



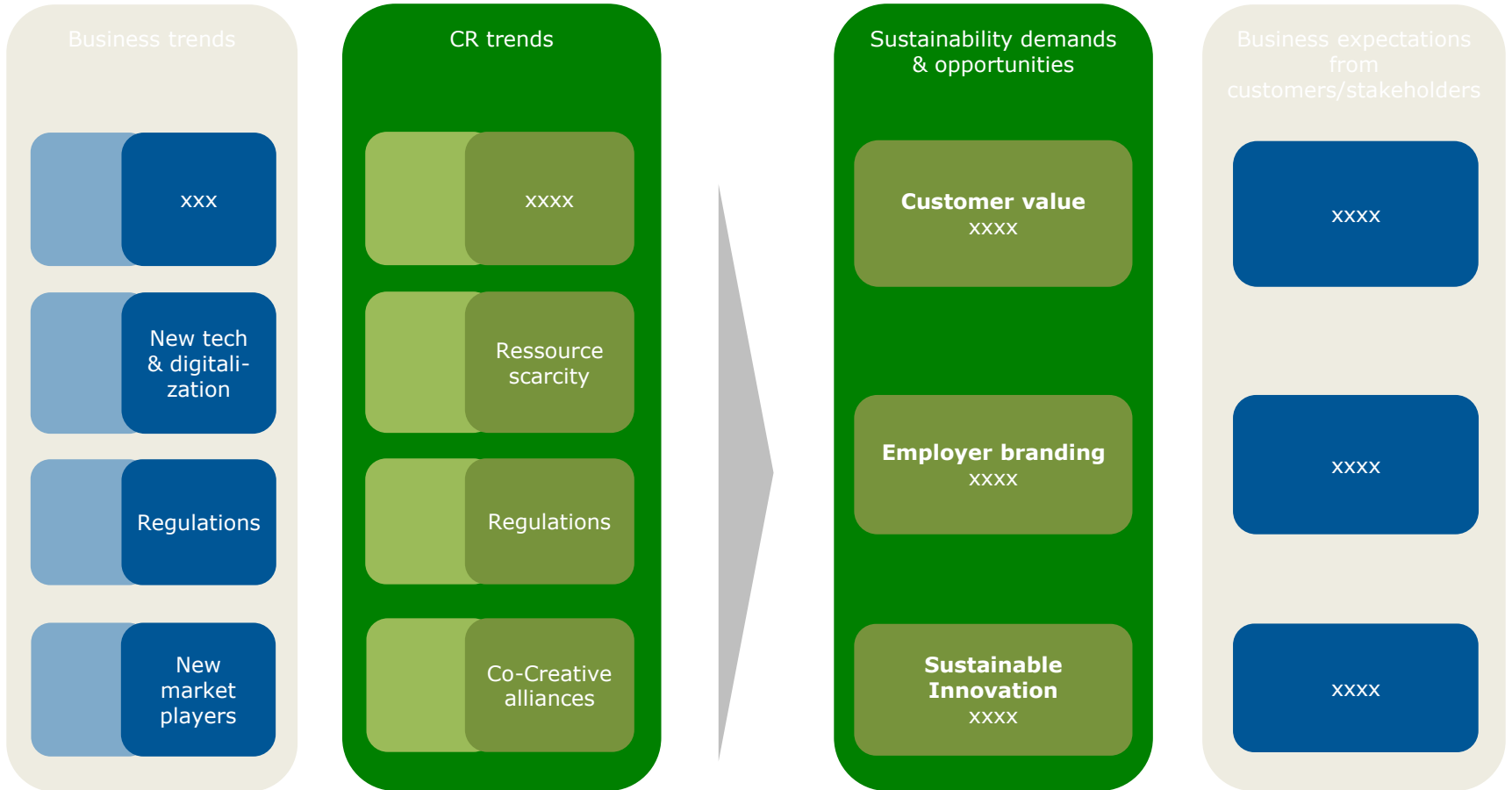
Customer value

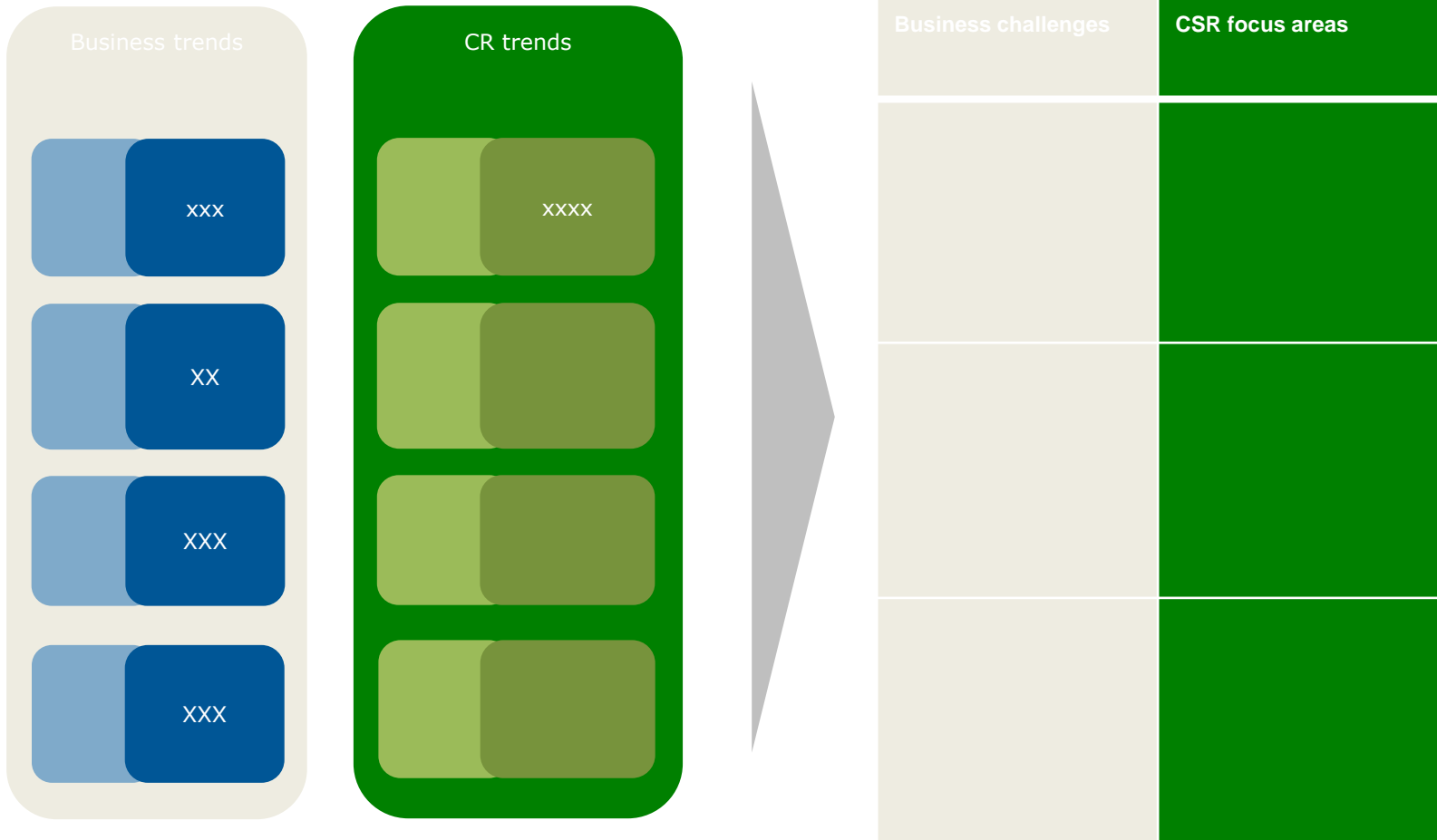


Employer branding



**Sustainable
innovation**







24.06.2013 | Strategi & ledelse

Indspark: Sådan bliver du en god CSR trendspotter

Brug trendspotting som en del af dit strategiarbejde. Tania Ellis, der driver foredrags- og konsulentvirksomheden The Social Business Company, giver i dette blogindlæg fem tips til, hvordan det gøres.



af Tania Ellis
Special Advisor, Speaker and CEO

[Se profil >](#)

The 5 Markets of Change

	Needs	Markets	Exchanges
1	Meaning and self-realisation	Conscious labour markets	Work <-> engagement and fulfilment
2	Social interaction and sharing	Hybrid markets	Products and services <-> enthusiasm and skills
3	Involvement and participation	Collective intelligence markets	Problems <-> feedback, ideas
4	Transparency and fairness	Activism markets	Information <-> Actions
5	Ethics and responsibility	Ethical consumption markets	Values <-> money



Burning questions + Trends + Cases/Professionals

Spor	Tema	Deltagere (work focus / required knowledge & skills / challenges)	Brændende spørgsmål / Required knowledge	Challenges
Spor 1	SUPPLY CHAIN & PROCUREMENT	Martine Rasmussen Rikke Gade Eliza Renda Kasia Sørensen (Ann Katrine)	<i>Hvordan får vi nøgleleverandører til at indgå samarbejder?</i> <i>Hvordan kan vi optimere produkternes værdikæde i et CSR-lys?</i>	
Spor 2	COMPLIANCE	Rikke Gade Kasia Sørensen Eliza Renda (Ann Katrine)	How to work with human rights in a business context? Hvordan udarbejder man et code of conduct?	
Spor 1	PARTNERSHIPS (incl. Fundraising)	Rikke Sauer Kaspar Bro Larsen Vibe Jensen Jon Falkenberg Thandi Dyani	Hvordan skaber man shared value partnerskaber?	
Spor 2	CAREER MOVERS Personal branding & Networking => Personal branding Networking Brush-up	Thandi Dyani Jon Falkenberg Signe Rasmussen Anne Nedergaard Trine Pantton	Brushup on SBCM stuff => COMMUNITY / LIVE Q&A (BRUSHUP) Creating buy-in Caes/selling point in relation to green job hunt Fastholde, dyrke netværk	More structure in the storytelling Feeling alone Landing that perfect job or assignment to kick of an actual consulting business; At få et job Using the tools properly without the actual assignments "Keeping the faith", i.e. staying convinced that all or most companies will need CSR professionals shortly I am afraid that the window of opportunity has not yet opened and that I will not get a chance to work with this area Lige nu har jeg kun 1 udfordring, og det er at finde et nyt job, Bevare et positivt mindset lack of latest news about trends in the business; at få løbende viden og opdateringer fra en enkelt kanal. / at være ajour videnmæssigt

Burning questions + Trends + Cases/Professionals

Spør	Tema	Deltagere (work focus / required knowledge & skills / challenges)	Brændende spørgsmål / Required knowledge	Challenges
X	Internal engagement & communication	Vibe Jensen Rikke Gade Thandi Martine Michelle Kaspar Eliza Rikke Sauer (Mette Tvilling)	Organizational involvement/motivation Making the case concrete and adapt the language for non-CSR people creating buy indriver/ledelses værktøjer kommunikation internt/eksternt At kunne viderebringe entusiasmen ved CSR og få medarbejderne til at tage ejerskab	Internal resistance Lack of buy-in from organisation due to limited strategic approach and internal fragmentation, insufficient organisational maturity and setup to pursue and exploit opportunities, organisational motivation (lack of burning platform/desire) Lack of buy-in Internal understanding at senior management level. Klar kommunikation, der gør en forskel både internt og eksternt organization under long transition
X	External Communication (incl. Fundraising)	Eliza Rikke Sauer Jon Falkenberg Kasia Anne Nedergaard Thandi Martine	external communication and issue management Authentic branding Branding arbejde med grønprofilering kommunikation internt/eksternt Communication	Klar kommunikation, der gør en forskel både internt og eksternt
X	Reporting	Michelle Kappel Martine Sig Rasmussen Vibe Jensen Ann-Katrine Friis	Reporting and communication on SDG/CSR. Management/reporting on activities	
	CONSULTING => BUSINESS CASE	(Camilla Kornerup) Nicoline Vibeke Tuxen Thandi Dyani Hilde	Jeg vil gerne være bedre til at sælge ideen om at have en CSR strategi til SMVer /alt der handler om salg af CSR som forretningsudvikling er relevant => BUSINESS CASE	Getting buy-in rather than just show of interest from customers. 1) Manglende forståelse og mod blandt kunderne => BUSINESS CASE CSR is on an early stage in the Norwegian Business Environment
	Business Planning (goals, strategy) Project Management	Michelle Kappel Kaspar Bro Larsen (Ann-Katrine Friis) Nicoline Olesen Vibeke Tuxen Jon Falkenberg Martine Sig Rasmussen (Jesper Carstensen)	=> COMMUNITY / LIVE Q&A (BRUSHUP)	

Burning questions + Trends + Cases/Professionals

MENTION Career Movers + Consultants

Spor	Tema	Deltagere (work focus / required knowledge & skills / challenges)	Brændende spørgsmål / Required knowledge	Challenges
X	Business Case (Value, Impact, ROI, measurements) (incl. Consultants)	Kaspar Bro Larsen (Ann-Katrine Friis) Rikke Gade Christensen Eliza Renda Vibeke Tuxen Hilde Elisabeth Bjerke (Camilla Kornerup) Nicoline Olesen Jon Falkenberg	Business case development, environment and climate - hands-on work - building a strong business case making the case concrete and adapt the language for non-CSR people Jeg vil gerne være bedre til at sælge ideen om at have en CSR strategi til SMVer /alt der handler om salg af CSR som forretningsudvikling er relevant Værdiskabelse Creating a tangible business case and goals Proof of bottom line relevance of CSR (apart form saving energy & water) - need more than nice. Examples of business growth based on CSR. How to set the target for improvement and quantify the results	SMVer synes svære at få med på CSR rejsen, kan ikke altid lige se deres fordele More structure in the storytelling
	SMEs & Entrepreneurs	(Camilla Kornerup) Thandi Dyani Hilde Elisabeth Bjerke	small scale social projects (ex. by-bi) for inspiration fonde mindre virksomheder kan søge tilskud fra, evt. cases	=> COMMUNITY / LIVE Q&A
X	Environment (incl. energy, waste) Health & Safety	Michelle Kappel (Ann-Katrine Friis) Vibe Jensen Eliza Renda Martine Sig Rasmussen	Strong overview on what's happening on the CSR agenda (primarily environmental issues) environment and climate - hands-on work - building a strong business case Environmental and climate related CSR activities circular economy	
	Social inclusion (affirmative employment)	Martine Sig Rasmussen		=> COMMUNITY / LIVE Q&A
	Packaging	Martine Sig Rasmussen		=> COMMUNITY / LIVE Q&A

Principper for netværket (grupper)

Faglige match (grupper)

Personlige værdier (walk & talk)

Spisning med circulation (16 deltagere – 4 borde x 4)

Elektronisk “messe” / måske ved “Live Q&A”