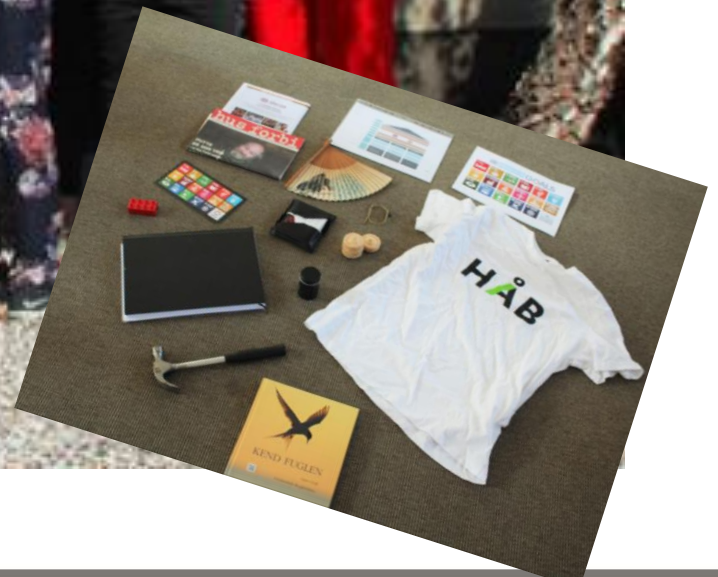




# Velkommen!

SBCM Alumni Forum  
2020 Kick-Off



# CO-CREATION



**FOUNDING MEMBER**  
Collaborative Co-Creator

T: +45 12 34 56 12 ext. 111  
M: +45 23 45 67 34  
E: navn@navnesen.com



**Toolkit**

- #tools
- #cases
- #reports
- #knowledge partners
- #investment
- #webinars
- #toolkits

#circular\_economy



**SBCM Alumni Forum**

Your professional & personal learning community and network that inspires and helps you to do good and well even better. For the benefit of society and the bottom line.

Helle Marlene Kalle  
Log out

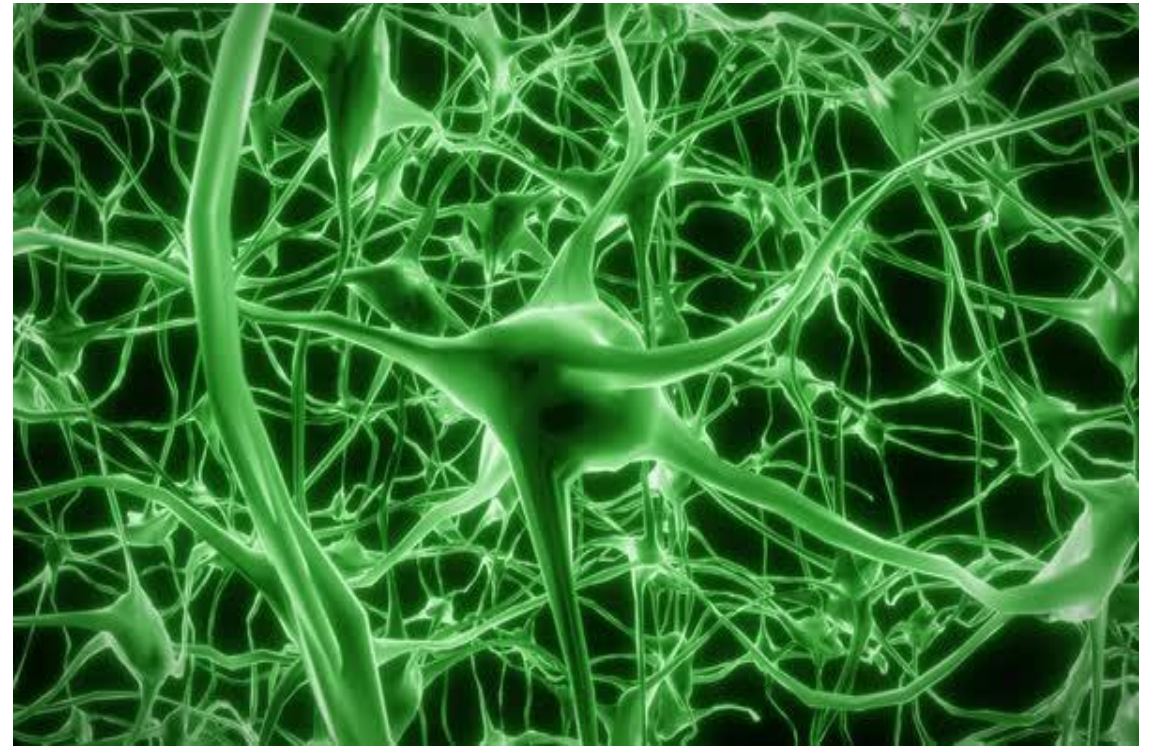
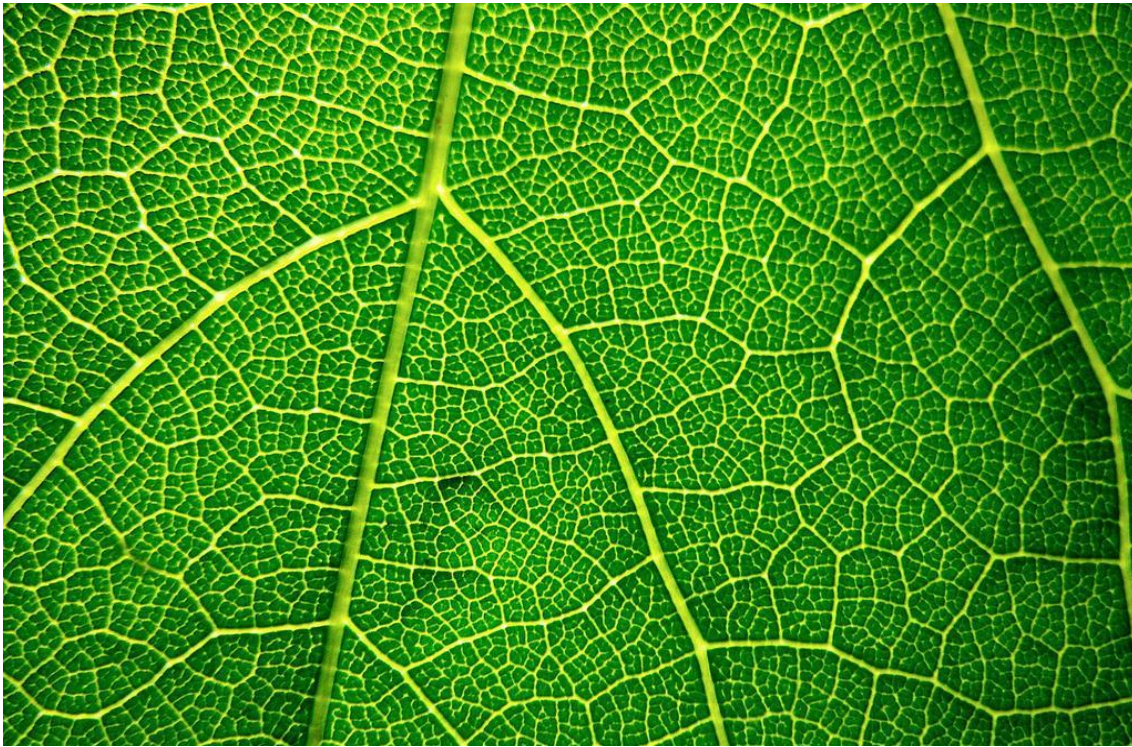


Community   Webinars & Events   Resources

# COMMUNITY




# NETWORK ACTION



## **Kort introduktion (2 min)**

**1. Hvad hedder du & hvad arbejder du med?**

**2. Din største sejr i 2019**

**4. Dit symbol for 2020**





Anette Jensen Smith



Dorthe Lind



Gitte Brockbank



Line Sakstrup



Nicoline Olesen



Silke Sønderstrup-Granquist



Benny Møller Meyer



Vibeke Tuxen



Helene Haas-Madsen



Louise Leisemei Paustian



Rikke Gade Christensen



Susanne Brøchner Vestergaard



Camilla Ishøj



Ditte Deigaard



Kasia B. Sørensen



Mette Gert



Rikke Helstrup



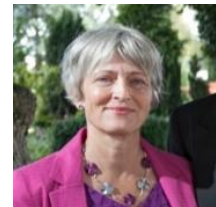
Thandi Dyani



Christine Rich



Jeannette B. Ohrt



Kristin Espedal



Mie Tingsager Nielsen



Signe Rasmussen



Trine Alette Panton





Charlotte Staib Hansen  
Specialist, QEHS  
Fiskars Group



Guri Weihe  
Chef for Bæredygtig Finansiering  
KommuneKredit



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Senior Consultant and Sustainability Lead  
Workz A/S



Dieter Carstensen  
Head of Digital Child Safet  
LEGO



Signe Larsen  
Sourcing manager  
Ganni



Siri Teilmann-Ibsen  
CSR & Communications  
Demant



Louise Funch  
Management Partner  
Velliv





## SBCM Alumni Members

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## 2020 Symbol

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#activism  
 #anti\_corruption  
 #big\_data  
 #business\_case  
 #business\_models  
 #cases  
 #CEO  
 #certifications  
 #change\_management  
 #circular\_economy  
 #climate  
 #communication  
 #compliance  
 #conscious\_consumers  
 #consulting  
 #corporate\_activism  
 #cradletocradle  
 #customer\_engagement  
 #employee\_engagement  
 #environment

#green\_transition  
 #human\_rights  
 #impact\_assessment  
 #impact\_startups  
 #inclusive\_globalization  
 #innovation  
 #internal\_buyin  
 #internal\_communication  
 #investment  
 #kpi  
 #local\_communities  
 #materials  
 #megatrends  
 #networking  
 #new\_generation  
 #packaging  
 #partnerships  
 #personal\_branding  
 #personal\_sustainability  
 #plastic

#policymakers  
 #procurement  
 #production  
 #productivity  
 #recycling  
 #regulations  
 #reporting  
 #reports\_examples  
 #resource\_efficiency  
 #sales  
 #sbcm\_brushup  
 #sdg  
 #sme  
 #social\_impact  
 #social\_inclusion  
 #sourcing  
 #SROI  
 #supplychain  
 #tech  
 #transport  
 #waste

Social impact & SROI

Helle Øbo  
Director

Impact Assessment

Helle Øbo  
Advisor, Q&S

Putting SDGs into the business & organization

Erik Rabak Haasemund  
Head of Group Sustainability

SDG Impact Measurement

Anno-Louise Thon Schur  
Co-Founder and Partner

Supply chains beyond audits

Markus Jakobsson  
Director

Interview

Sara Krøger Fahn  
Executive Director

Interview

Helle Thomsen  
CEO

Interview

Jan De Niessen  
Director of Executive Services

Interview

Thorkil Sonne  
Founder of Specialisterne  
Chairman of the Council for Corporate Responsibility and the SDGs

Interview

Solveira Townsend  
Co-Founder

Productivity, Planning & Personal Sustainability

Trine Kolding  
Trine Kolding  
Trainer, Author and Coach

The BCorp movement & shared value partnerships

Leen Zeebberghen  
Co-Founder

Green Transition

JAKOB ZEUTHEN  
Environmental Policy Director

Live Q&A

Toolkit

- #tools
- #cases
- #reports
- #knowledge partners
- #webinars
- #toolkits

#climate

Toolkit

- #tools
- #cases
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#green\_transition

Toolkit

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- #cases
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#circular\_economy

Toolkit

- #tools
- #cases
- #reports
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- #webinars
- #toolkits

#resource\_efficiency

Toolkit

- #reports
- #cases
- #tools
- #knowledge partners
- #webinars
- #brushup

#impact\_assessment

Toolkit

- #reports
- #tools
- #cases
- #knowledge partners
- #webinars

#partnerships

Toolkit

- #reports
- #cases
- #projects
- #knowledge partners
- #webinars

#plastic

Toolkit

- #reports
- #cases
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- #brushup

#sdg

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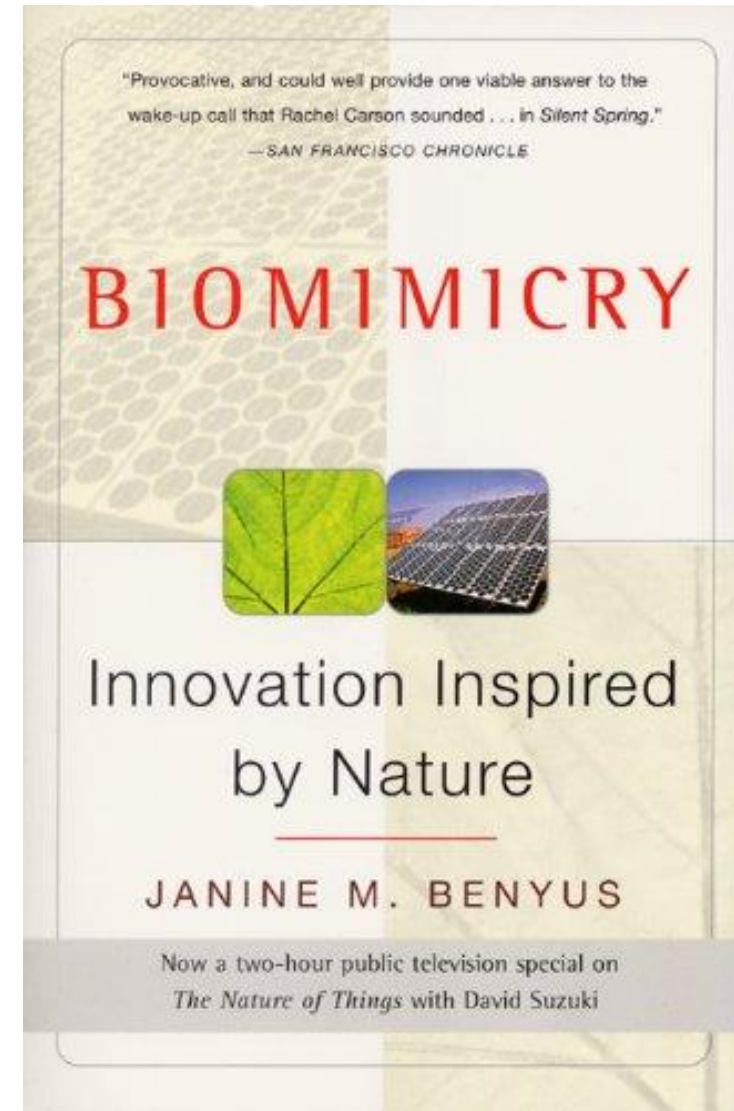
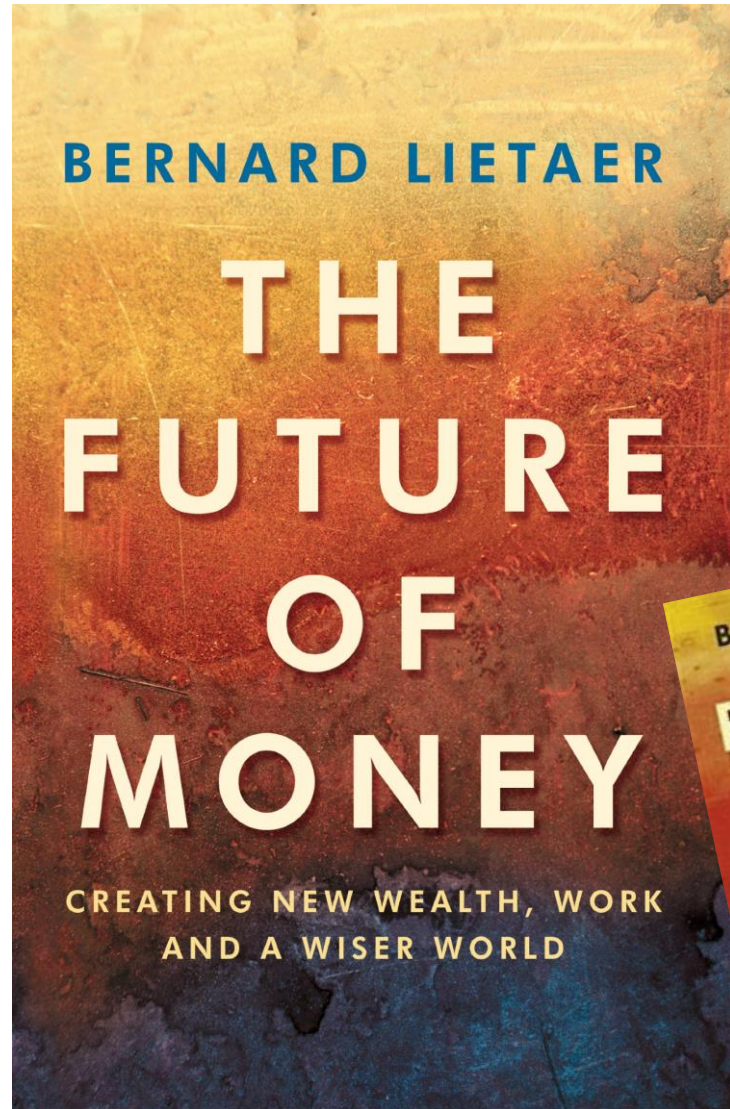




**RELY ON NATURE'S  
3.8 BILLION YEARS  
OF R&D**



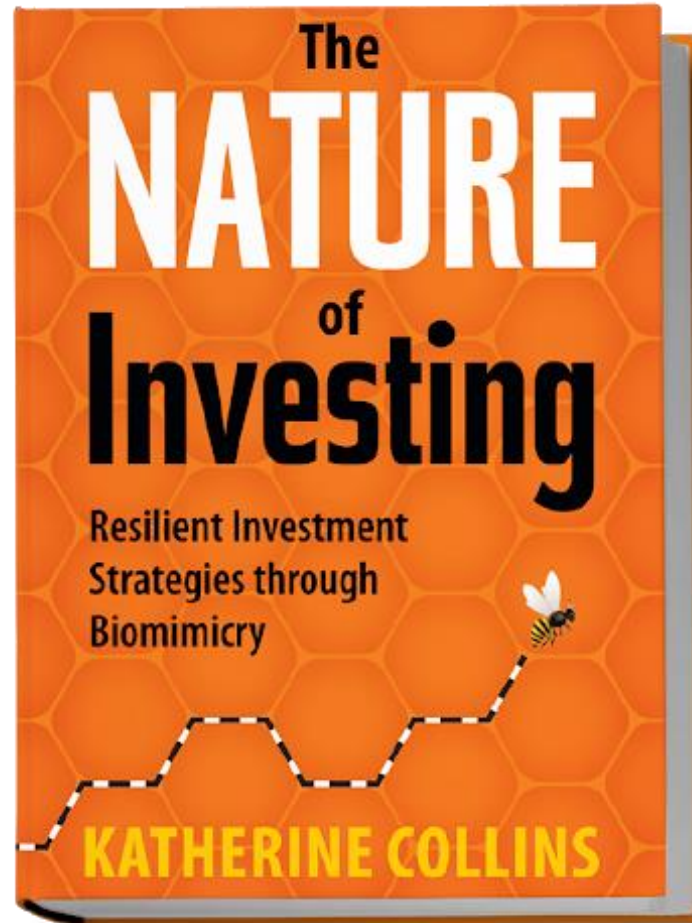
REGENERATORS





## REGENERATIVE ECONOMY





# BIOMIMICRY

Biomimcry is the imitation of models, systems and elements of nature for the purpose of solving complex human problems



**WHALEPOWER**  
BUILDING THE ENERGY FUTURE  
ON A MILLION YEARS OF FIELD TESTS

**BÆRE**DYGTIGHED

**BIO**DYGTIGHED

We are in the business of creating change.

**Interface®**



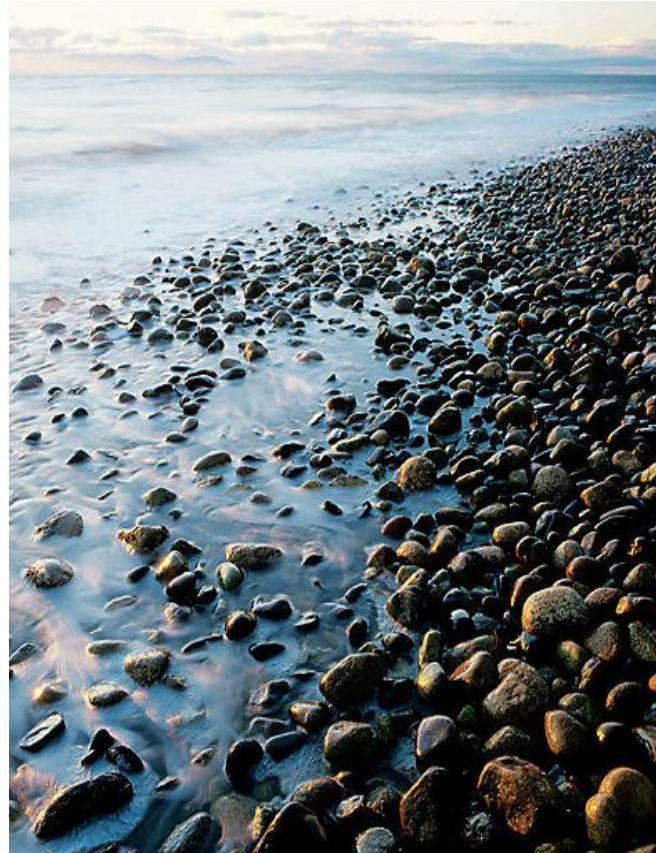
### Our Mission

In 1994, Ray had his legendary "spear in the chest" epiphany. He shook the foundations of the petroleum-intensive...



### Redesigning Our Products

We challenge assumptions and bring elegant approaches and innovative technology to the design of modular carpet. By posing different questions, we developed a more holistic view of the impacts our products and processes have on the planet. This has allowed us to be more strategic in minimizing—and...

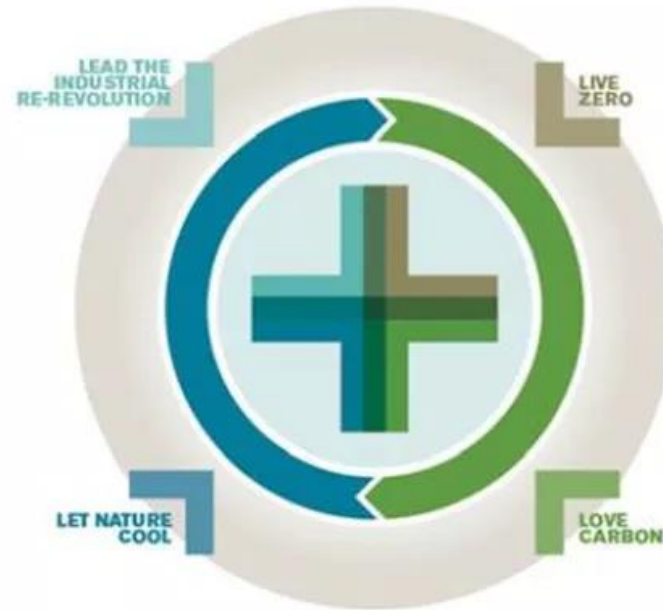


mission



### Mission Zero:

our promise to eliminate any negative impact our company may have on the environment by the year 2020.



**JOIN**  
**THE CLIMATE**  
**TAKE-BACK**  
**FOR A CLIMATE**  
**FIT FOR LIFE.**

## Proof of the Positive

Everyday plants pull carbon out of the atmosphere through photosynthesis, but release it when they decompose. We've taken that plant based carbon and converted it into a durable material that prevents the release of that carbon back into the atmosphere and have stored it in a carpet tile.



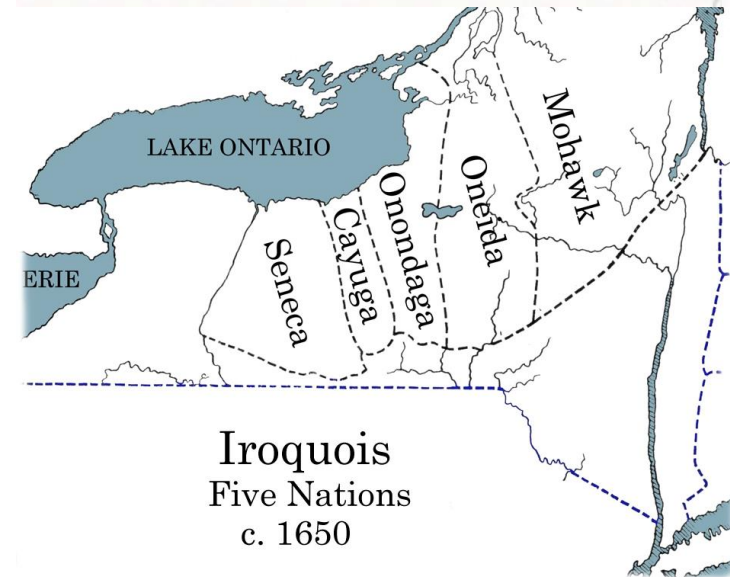


**A new artificial leaf could help us combat climate change**

“

"IN OUR EVERY  
DELIBERATION, WE MUST  
CONSIDER THE IMPACT OF  
OUR DECISIONS ON THE NEXT  
SEVEN GENERATIONS."

THE GREAT LAW OF THE IROQUOIS CONFEDERACY





PRODUCTS ▾

INSIDE SEVENTH GENERATION ▾

ACTION ▾



# WE'RE A COMPANY ON A *mission*



**Corporate  
Responsibility 2.0.**  
A RETURN ON PURPOSE.  
Our Corporate Consciousness report.

We're inspiring a consumer revolution that nurtures the health of the next seven generations.



**Can indigenous knowledge help combat Arctic disasters?**



**What indigenous people can teach us about wellbeing**



**Indigenous peoples are the real climate experts. So why aren't we listening to them?**

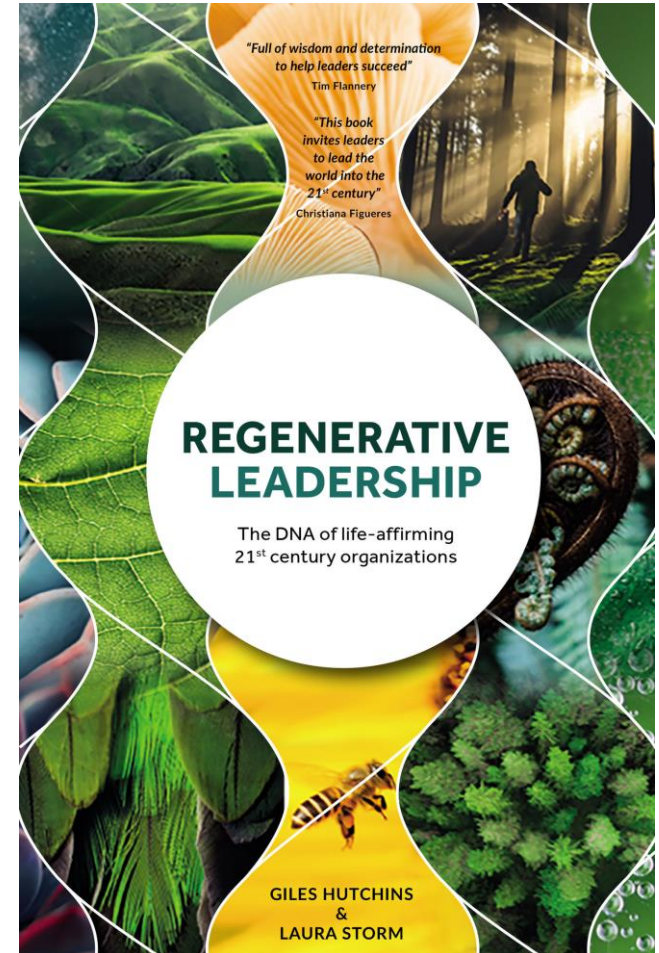
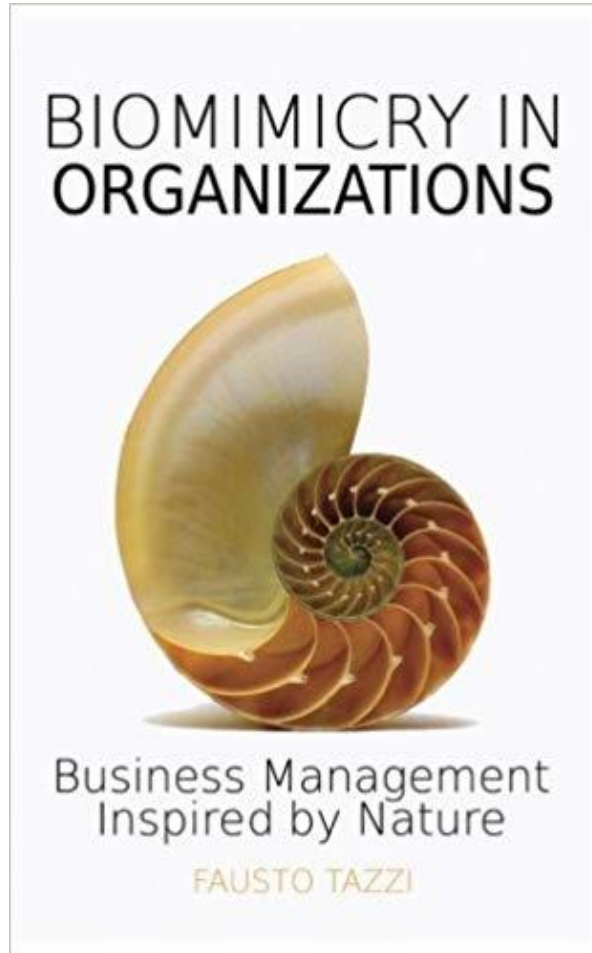
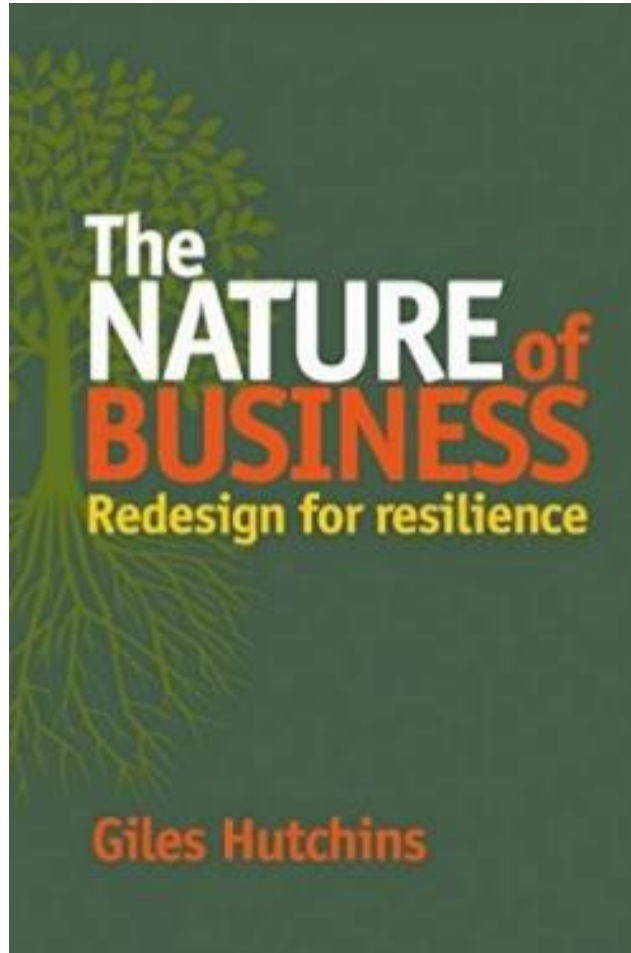


**Indigenous peoples are crucial for conservation. This is why**



Indigenous Peoples (IP) are a critical and inadequately considered population in the climate change crisis. ...IP represent a rich source of local environmental knowledge and adaptability that can significantly contribute to global solutions.





# Regenerative Leadership



# THE NEW BUSINESS MINDSET

LINEAR	→	CIRCULAR
MECHANISTIC	→	LIVING + FLEXIBLE
EXCLUSIVE & EXTRACTIVE	→	INCLUSIVE & REGENERATIVE
CONTROLLING OVER	→	PARTNERING WITH
POWER OVER	→	POWER WITH
TRADE-OFFS	→	SYNERGIES
SHORT-TERMISM	→	INTER-GENERATIONAL
SEPARATE SYSTEMS	→	INTERCONNECTED SYSTEMS
RATIONAL-ANALYTIC THINKING	→	EMBODIED BEING-AND-KNOWING

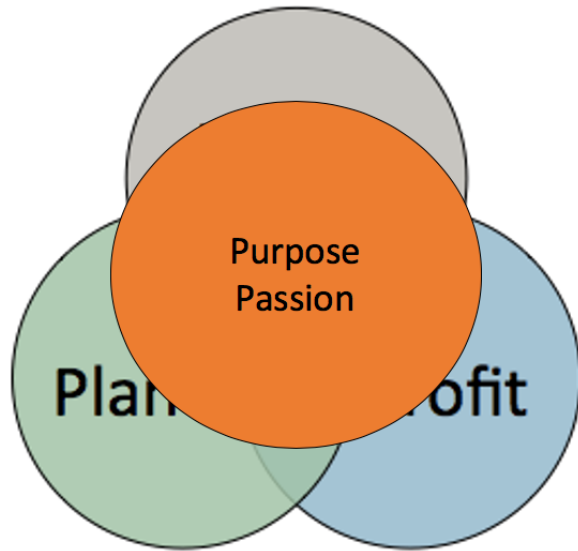


# THE REGENERATIVE LEADERSHIP DNA

## LOGIC OF LIFE



Copyright Hutchins & Storm



A silhouette of a person in a business suit sitting in a meditative pose. A green heart with a white dollar sign is positioned on their chest. Surrounding the silhouette are various hashtags:

- #purpose
- #meaning
- #happiness
- #balance
- #wellness
- #health
- #consciousness
- #compassion
- #mindfulness
- #meditation
- #silence
- #gratitude
- #jomo
- #digital detox
- #sleep
- #nature

# Sustainable work life

# BREAK DOWN

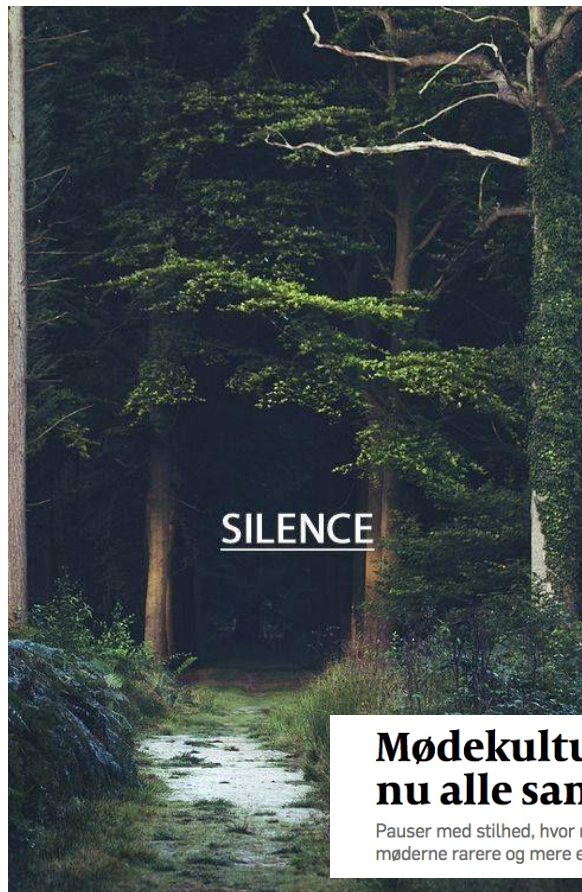
## RESILIENCE

The capacity of individuals, communities, institutions, businesses, and systems to survive, adapt, and improve conditions no matter what kinds of chronic stresses and acute shocks they experience.



## Terapihaver er den nye stress-pille

Flere og flere terapi-haver skyder op. Forskning og tidsånd er så meget på haveterapeuternes side, at vi måske, ligesom svenskerne, snart kan få lægeordineret haveterapi.



### Mødekultur: Hvad sker der, hvis vi nu alle sammen holder kæft?

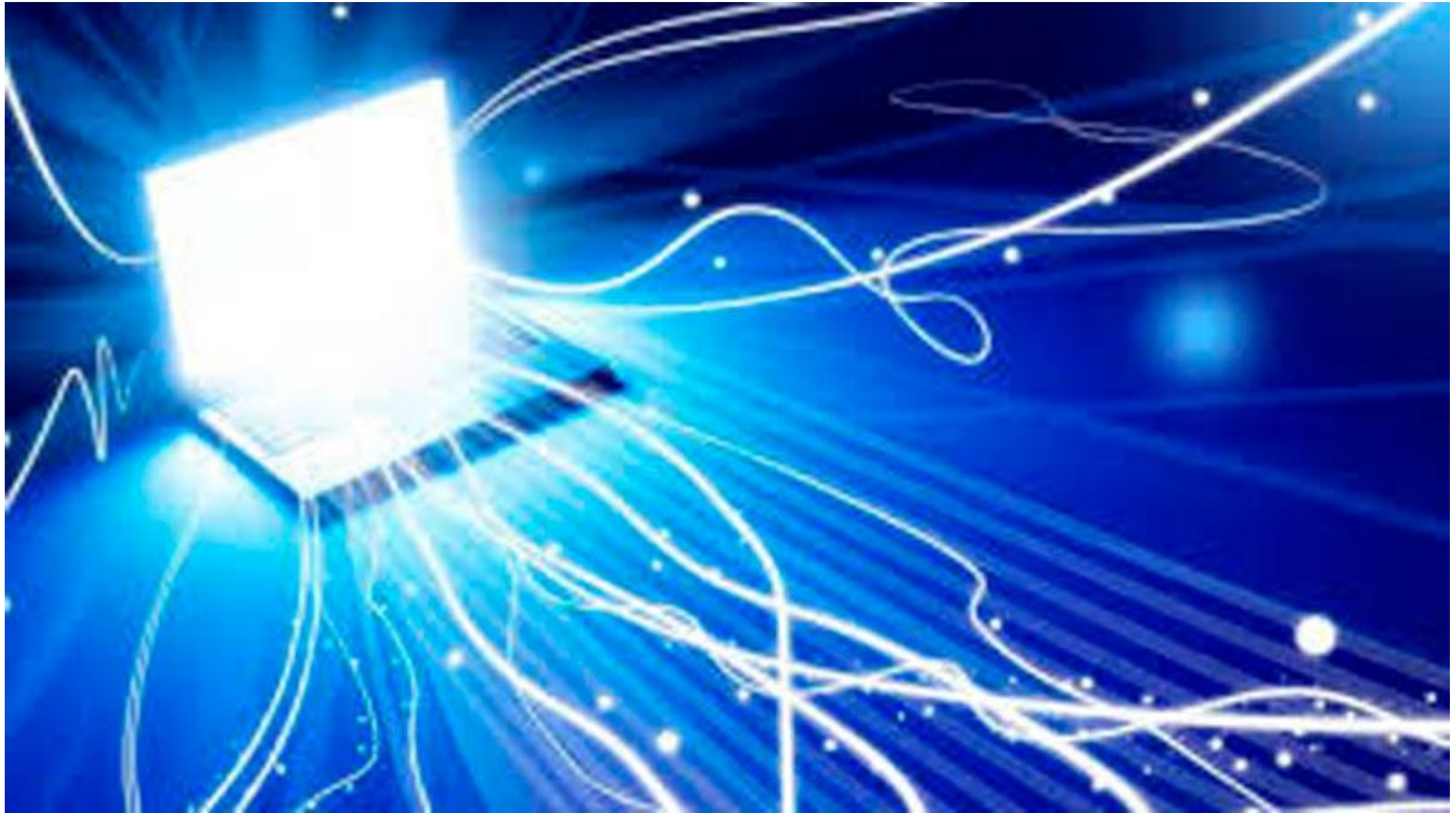
Pauser med stilhed, hvor mødedeltagerne tier stille, så de tænker, før de taler, gør møderne rarere og mere effektive, lyder erfaringen.







**Bruce Lipton - The Quantum Field and the Heart**





## NETWORK

“an association of individuals having a common interest, formed to provide mutual assistance, helpful information, or the like.”

**Networks perform vital roles in nature.**

**A plant's veins provide support for the leaf.**

**They transport life giving water, minerals, and energy throughout the plant.**

**The veins (vascular system) connect plant parts that perform vital but different roles.**

**Roots collect water and minerals, and leaves produce energy.**

**But without the network to connect them, both wither and die.**

## 2020 Trends & Topics

1. Hvad er din egen Top 3?

2. Er der nogle temaer der mangler?

Spm 2:  
Samle post-  
it topics på  
flipover

Spm 1:  
Samle post-  
it topics på  
flipover

*Start med at skrive selv.  
Del herefter med gruppen.  
Saml jeres post-its på flipover.*

Mine mål for 2019

Hvad er dit vigtigste professionelle og personlige mål for dit år og udsættelighedstidspunkt?

Målsætning

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Måske

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hvad er dit største åbent forum spørgsmål og hvilke dig er dit mål?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**Silence is our deepest nature, our home, our common ground, our peace. Silence reveals. Silence heals.**

Gunilla Brodde Norris

quotefancy



FUNDRAISING FOR SMVS

GAINING DETAILED KNOWLEDGE ABOUT EU ACTION PLAN ON SUSTAINABLE FINANCE (TAXANOMY AND GREEN BOND STANDARD, ESG ETC.),

COOPERATION / WORKING ACROSS BORDERS / GET SOME GLOBAL PROJECTS TO DENMARK

AT FÅ KNÆKKET KODEN SÅ KOBLINGEN SKER MELLEMLANS ANSVARLIGHED, MIN FORRETNINGS KERNEPRODUKTER, VERDENSMÅL IND I NOGLE VÆRDISKABELSE LØSNINGER (SALG) DER SKABER VÆRDI FOR BÅDE KØBER/SÆLGER.

THE MARKET'S UNDERSTANDING OF THE NEED FOR A NEW MINDSET IN BUSINESS

EXPLAIN PURPOSE AS OPPOSED TO VISION, MISSION ETC.

KONTINUERLIG OPDATERING AF RELEVANT VIDEN INDENFOR BÆREDYGTIG FORRETNINGSUDVIKLING,

INTERNAL RESISTANCE TOWARDS CHANGING BUSINESS MODEL

HOLDE INTERNT FOKUS PÅ CSR STRATEGI

BRANDS ARE STILL NOT WILLING TO SET MONEY ASIDE FOR CSR

MANY CEOS ARE SCARED OF THE WORD 'CONSULTANT', INTERNAL RESISTANCE (FROM MANAGEMENT)

IT SEEMS WE SOMEHOW HAVE HIT WITH THE NEEDLE THAT GIVES FLOW SO WE NOW GET SUPPORT ACROSS THE ORGANISATION,

GETTING THE ORGANISATION (TOP MANAGEMENT) FULLY ON BOARD (WE ARE PROGRESSING EVERY DAY), ME NOT GETTING TOO FRUSTRATED BECAUSE I FEEL THEY ARE TOO SLOW,

MANGLENDE FOKUS FRA TOPLEDELSEN PÅ NØDVENDIGHEDEN AF AT BÆREDYGTIGHED IKKE BLOT ER ET MULIGT FORRETNINGSADD-ON MEN SKAL EN DEL AF KERNEFORRETNINGEN OG VIRKSOMHEDENS BRAND/DNA

DER ER BUY-IN MANGE STEDER I VIRKSOMHEDEN, MEN VI ER ALLE TIDSPRESSEDE PGA HISTORISK STOR OMLÆGNING - SÅ DET GÆLDER OM AT FINDE STEDER AT FÅ TALETID OG OPMÆRKSOMED, SÅ

CSR KOMMER HØJT OP PÅ PRIORITERINGSLISTEN

LACK OF BUY-IN

INTERNAL RESISTANCE (FROM MANAGEMENT) AND LACK OF GOVERNANCE/STRUCTURE

MANGLENDE OPBAKNING FRA DIREKTØR SIDEN AT VÆLGE BÆREDYGTIGHED SOM EN AF HOVED STRATEGISKE OMRÅDER I FIRMAET.

ERFARINGSUDVEKSLING I FORHOLD TIL AT SKABE BUY-IN HOS BESTYRELSER / DIREKTIONER

LACK OF SUSTAINABILITY OWNERSHIP ON ALL LEVELS OF THE ORGANIZATION

LACK OF GOVERNANCE/STRUCTURE

JEG HÅBER AT I 2020 KAN JEG SÆTTE MERE FOKUS PÅ FORBRUG AF PLASTIK I FIRMAET, SÅ HER SKAL JEG HELT SIKKER LÆRE MERE OM DETTE.

CLIMATE ACTION,

EMPLOYEE ENGAGEMENT

FINISHING MY BOOK /RIGHT PARTNERSHIPS

HANDLINGSLAMMELSE/FORVIRRING FORDI DER ER SÅ MANGE MULIGE INDGANG OG INDSATSER TIL CSR

INVOLVE AND MOTIVATE SUPPLIERS / ZERO WASTE PLAN, CLIMATE ACTION/ CO2 CAL. / FROM LINEAR TO CIRCULAR ECONOMICS

NEEDING SPECIFIC SPECIALIST KNOWLEDGE IN SEVERAL FIELDS

TO REMEMBER/PRIORITISE **PERSONAL SUSTAINABILITY**

LACK OF 'A CAUSE'

MY PERSONAL SUSTAINABILITY AGENDA

MANGE SKIFTENDE OPGAVER - SÅ AT **HOLDE FOKUS OG HAVE TID** OG RUM TIL DÉT,

**LACK OF FOCUS, LACK OF TIME**

DO NOT HAVE A PROFESSIONAL NETWORK IN DENMARK. NEED TO **GET THE FOOT INSIDE**

GETTING TO THE RIGHT TYPE OF BUSINESS AND ORGANISATIONS.

WORK OVERLOAD WITH LITTLE TIME TO DRIVE STRATEGY

**TOO MUCH AT SAME TIME**

DOG UDDANNELSE, MEN MANGLENDE DOKUMENTERET ERFARING INDENFOR CSR

I'M NOT 100% CONFIDENT BECAUSE I HAVEN'T SAT DOWN AND DECIDED WHAT'S GOING TO BE **MY KEY FOCUS AREA**

**CONFIDENCE / TRO PÅ EGNE EVNER** IFT. "EKSPERT" ROLLE

DRAW ATTENTION TO MYSELF (GET INVOLVED AND ACKNOWLEDGED)

STRONGER **PRESENTATION SKILLS**

NOT GETTING TOO FRUSTRATED BECAUSE I FEEL THEY ARE TOO SLOW, **MANAGE WORK/LIFE BALANCE**

**PATIENCE**

MANGLENDE ENERGI OG OG FOR MEGET BEKYMNING IFT FREMTIDEN

MIN HJERNE SKAL OMPROGRAMMERES, SÅ IKKE ALTING FREMSTÅR SOM EN UDFORDRING, DER SKAL FIXES

TIL TIDER EN **FØLELSE AF AFMAGT**

LACK OF CONVICTION OF 1) THAT WE ACTUALLY CAN MAKE A DIFFERENCE IF WE DO THINGS DIFFERENTLY

FØLER JEG **SIDDER ALENE** MED MEGET VIDEN OG OVERBLIK OVER HVAD DER SKAL GØRES.

"SUSTAINABILITY" IS AN IMMENSELY VAST SUBJECT, NOT GOOD AT KEEPING MY FOCUS AND TIME ON WHAT IS MOST RELEVANT FOR MY CAREER DEVELOPMENT.

FEELING OVERWHELMED AND LIKE **I'M RUNNING OUT OF TIME** + I HAVEN'T HAD OTHER WORK AREAS REMOVED, EVEN THOUGH MY FOCUS IS ALSO SUSTAINABILITY

AT JEG KAN FÅ HOLDT MIN VIDEN VEDLIGE OG UDBYGGE DEN DA **MIT NUVÆRENDE JOB IKKE HAR CSR SOM PRIMÆR OPGAVE** MEN MERE MIN INTERESSE OG MIT BEBOV

**FEELING OVERWHELMED**

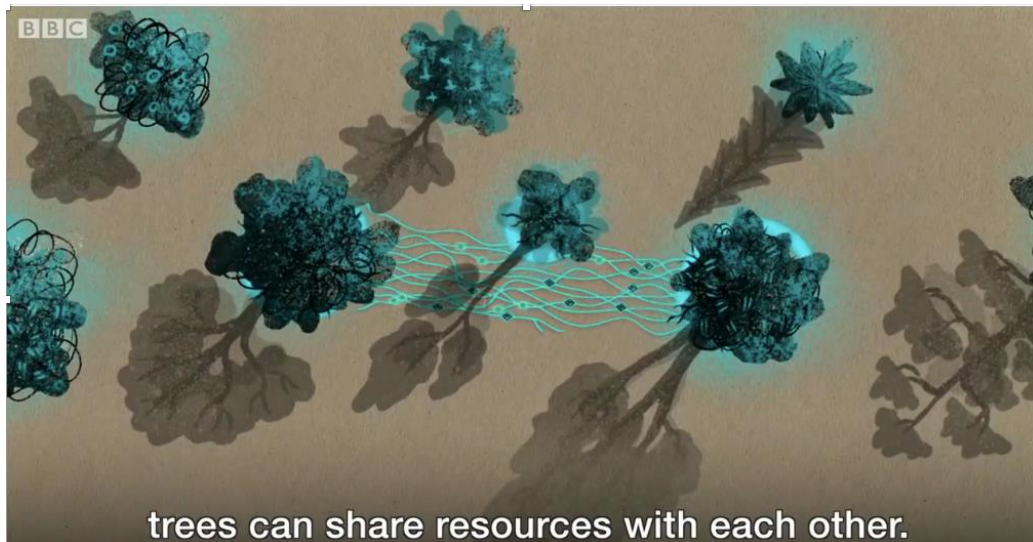
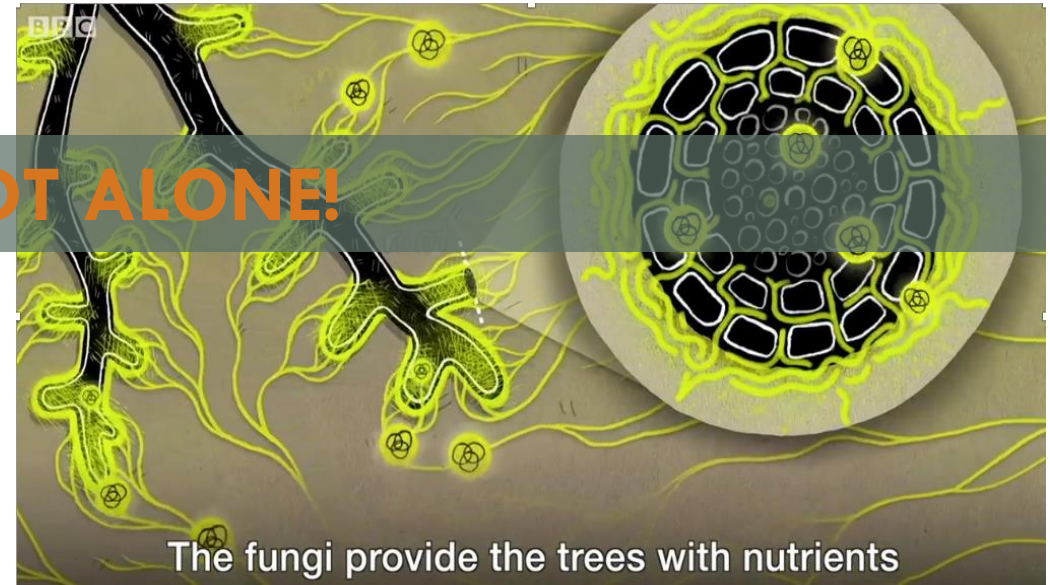
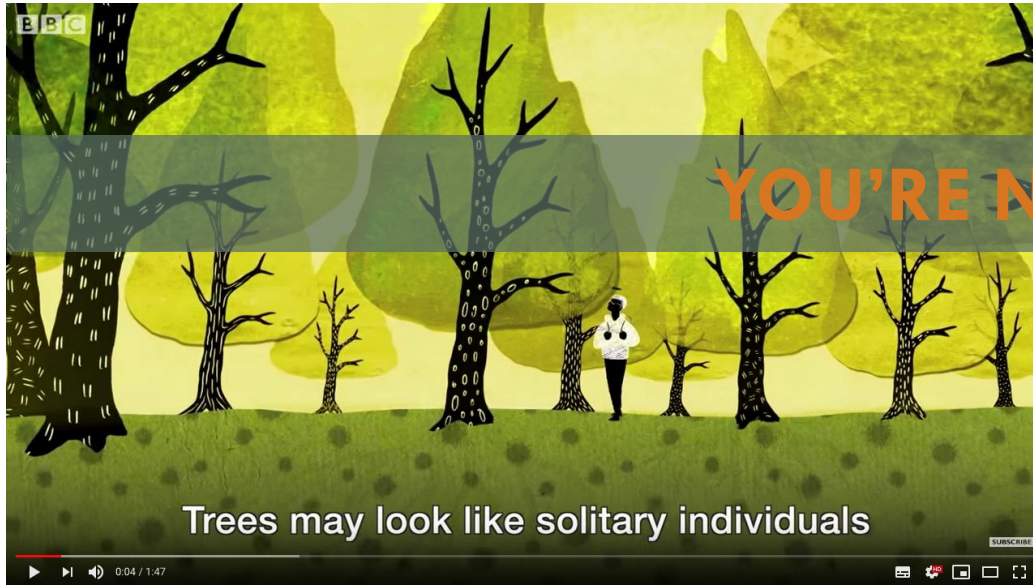
BEING THE ALL AROUND SUSTAINABILITY PERSON THAT **SHOULD KNOW A BIT OF EVERYTHING** TO SUPPORT COLLEAGUES ACROSS THE ORGANIZATION IS A CHALLENGE THAT REQUIRES A BROAD SPAN OF KNOWLEDGE AND ACCESS TO UP TO DATE KNOWLEDGE, RESOURCES AND TRENDS.

**RESSOURCER, RESSOURCER, RESSOURCER**

GLOBAL REACH INTERNAL AND EXTERNAL WITH **FEW RESOURCES TO MATCH CHALLENGES**.

BÆREDYGTIGHED ER FOR MIG FORTSAT SOM B-BESKÆFTIGELSE, SOM JEG PRIMÆRT ARBEJDER PÅ I MIN FRITID

**MANGLENDE TID TIL AT ARBEJDE MED BÆREDYGTIGHED** (MIT ARBEJDE MED INDKØB OG MARKETING FYLDER I FORVEJEN 150% AF TIDEN



## Mine 2020 mål

1. Hvad er dit vigtigste professionelle + personlige bæredygtighedsmål for 2020?

2. Hvordan vil du indfri dem?

3. Hvordan kan SBCM Alumni værterne & medlemmerne støtte?  
(tænk evt. på hvad der hjalp dig igennem dine udfordringer i 2019)

2020 GOALS

1. REFLECT

WHERE DID I SUCCEED  
IN 2019? WHERE DID I  
MISS THE MARK?

2. DREAM

WHAT ARE MY 2020  
GOALS?

3. PLAN

HOW CAN I ACHIEVE  
MY GOALS?



## SBCM Alumni Forum

Your professional & personal learning community and network that inspires and helps you to do good and well even better. For the benefit of society and the bottom line.

Hello Marina Kahle  
Log out



Community

Webinars & Events

Resources



NEW HERE? ABOUT ACADEMY CLUB SPEAKING CONSULTING BLOG EVENTS

CONTACT DK / EN SHOP Q



  
Small Business  
ACADEMY  
Education that opens a multitude of opportunities

  
Small Business  
CLUB  
Expand your network and get inspiration at a glance

  
Small Business  
SPEAKING  
People are talking, but what do they say?

  
Small Business  
CONSULTING  
Our sole purpose is to boost your business



Kære Tania

Vi er i fuld gang med at planlægge vores SBCM Alumni nytårskur - og du kan glæde dig, for vi kommer bl.a. til at:

- Dykke ned i 2020 sustainability trends
- Se på 2020-planen for vores Alumni Forum koncept & indhold
- Netværke på kryds og tværs mellem nye og gamle medlemmer
- Dele vores professionelle & personlige bæredygtighedsmål for 2020
- Fejre vores 2019-sejre & 2020-drømme

Til vores 2020-nytårskur planlægger vi bedt om forslag til, hvem vi skulle få et **videoindspark** fra.

Indtil videre Anders Morgenthaler og Laura Storm blevet foreslået. Hvis du har andre forslag - eller vil bakke op om de to forslag, der allerede er kommet - så skriv inde i vores [FB-opslag her](#). Og skriv også gerne hvis der er noget andet, du tænker kunne være godt at vi får med på vores årlige nytårskur! 🎉🎓💬



Tania Ellis

18 hrs

🎉🎓💬 PLANLÆGNING AF NYTÅRSKUREN 20.02.20 🎉🎓💬





**#climate**

Improved navigation

New design

Intuitive interactive

# NAVIGATING OUR REPORT

*IN COMMITMENT TO OUR  
GOOD BUSINESS JOURNEY, THIS REPORT  
IS ONLY AVAILABLE DIGITALLY.*

*Click to download or update to  
the latest Adobe Acrobat Reader*

[DOWNLOAD ADOBE ACROBAT](#)

*This report is interactive.  
Navigation tools are at the top right of each page and throughout the report:*



**Home**  
*Back to contents page*



**Go to page**  
*within document*



**Access additional**  
*information on  
the web*



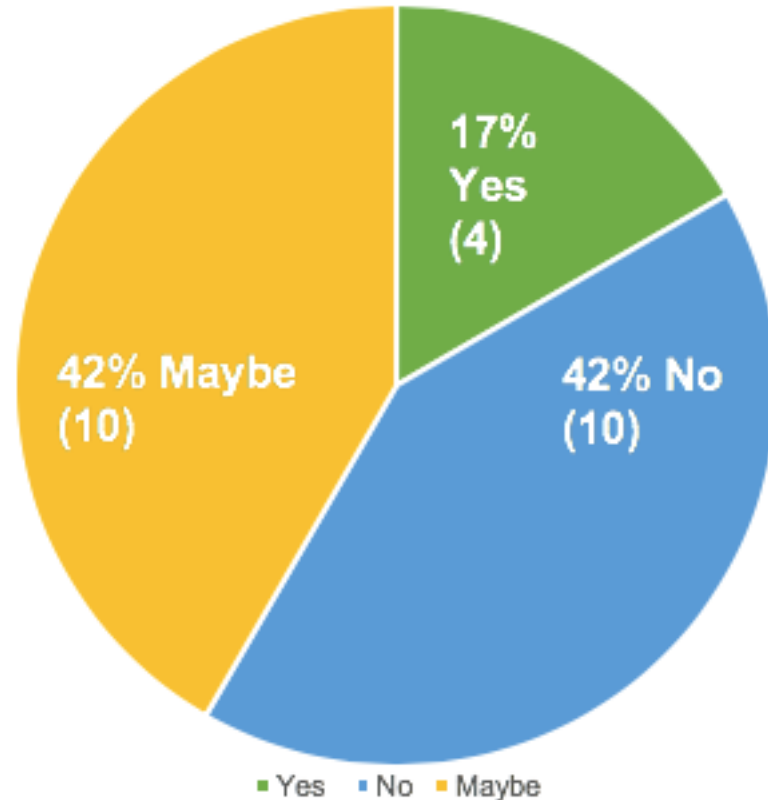
**Interactive indicator**  
*More detailed content  
can be found*



**Print**

*Access to the internet is required for  
Website content and Download functionality*

## Brushup kursus?



### If no/maybe why?

<b>I don't need a <u>brushup</u></b>	
I don't need a <u>brushup</u>	
I don't need a brushup	
I don't need a <u>brushup</u>	
<b>No budget</b>	
I don't have the funds to pay for it	
I don't have the funds to pay for it	
<b>Should be included in my membership</b>	
I think it should be included in my Alumni membership	
It would be great if it was part of the Alumni membership as funding for skills development is limited in my organisation	
I think it should be included in my Alumni membership	
<b>Other reasons</b>	
Not relevant for my new job	
But I think I would pay for it, because you are that good :-)	
Er næsten lige blevet færdig med SBCM, men udviklingen går så hurtigt, så hvis der er sket afgørende nyt siden ultimo juni, så kunne et brushup-kursus godt være relevant.	
It depends on whether it will be different from the SBCM education I attended in 2019	
It is <u>unfortunately</u> not relevant for me yet <u>because</u> of my job situation.	
<u>Jeg koncentrerer om jobsøgning, det er (Sikkert) i Kbh. og jeg har ikke råd.</u>	
I probably won't make it until 2021 as I'm not back from maternity leave before <u>september 2020</u>	

# The SBCM Alumni Forum Pack

Basic  
membership

#1



Annual **SBCM Alumni Event** to inform & inspire your work

*Get your annual boost of inspiration at our full-day SBCM Alumni Event with presentations of latest sustainability practices and trends likely to impact your work. Matchmaking & networking sessions (incl. SBCM Alumni contact list) for SBCMs that share same interests. A pre-event survey ensures relevant themes and content.*

**+ 2 day brushup**

#2



Closed **online community** for on-going support & updates

*Keep in touch with your fellow SBCMs in our closed online forum. Here we post regular updates, share resources and events. You can also ask questions, get instant feedback, peer support and practical advice whenever you need it. This is your support hotline whenever you're stuck with your daily sustainability efforts. We've got your back!*

#3



**Bi-monthly live Q&A sessions** for practical insights & support

*Join our live online Q&A sessions every second month (1 hour). Here you have the possibility to check in with your fellow Alumni and to ask questions and get instant advice on your own work-related issues. In the Alumni Corner (an exclusive 15-minute sparring session) a member can share and get feedback on a specific challenge. Sessions are recorded so you can revisit any time.*

# The SBCM Alumni Forum Pack

#4



**Tools & Trends webinars** that upgrade your knowledge

*Throughout the year you get four 1-hour webinars with an overview of the WHAT-WHY-HOWs of a sustainability-related theme that is customized to specific interests and needs of our SBCM Alumni. After the webinar there is a 30-minute Q&A session to enable more knowledge-sharing. Webinars are recorded so you can revisit any time.*

#5



**Bonus interviews** that will surprise & delight you

*Through our extensive (net)work in the cross fields of sustainability, business and innovation, we more than often meet inspiring professionals and competent experts, spot emerging trends and come across insightful cases that we would love to share with you. So be prepared for bonus video interviews, presentations or webinars over the year.*

#6



Customized **Toolkits & online Resource Library**

*We inform and inspire your daily sustainability efforts with customized WHAT-WHY-HOW overviews of sustainable business trends and themes that are relevant to YOUR work. You also get access to our SBCM Alumni Pinboard library that is regularly updated with relevant resources, reports, articles, cases, tools and more.*



## GIVE & GET MEMBERSHIP VALUE

# SBCM ALUMNI GUIDELINES



### # 1 - Introduction & Welcome

New member? Introduce yourself to fellow members by taking the "Introstafet". Existing member? Give warm welcome to new members with a comment or press "like".



### # 2 - Be digitally respectful & "Like"

Even when you're busy, always make sure to press "Like" after you've read a post. That's a nice way to share your digital high five or just to say "I've seen your post".



### # 3 - Ask for help

Reach out to your fellow SBCMs for practical advice or moral support, whenever you're stuck with your daily personal & professional sustainability efforts. No request or challenge is too big or small.



### # 4 - Share & Give

Share your best resources, tools or key learnings to fuel energy in the community. Be generous and offer support, encouragement and feedback whenever you can. Think 3:1. Give 3X more than you ask for.

## Founding members

14 responses

### Most practiced principles

1. Be digitally respectful & Like
2. Share & Give + Confidentiality
3. Ask for help + Celebrate & Brag + Use the SBCM Alumni resources

### Least practices principles

1. Introduction & welcome
2. Team up with other members

## Newest members

14 responses

### Most practiced principles

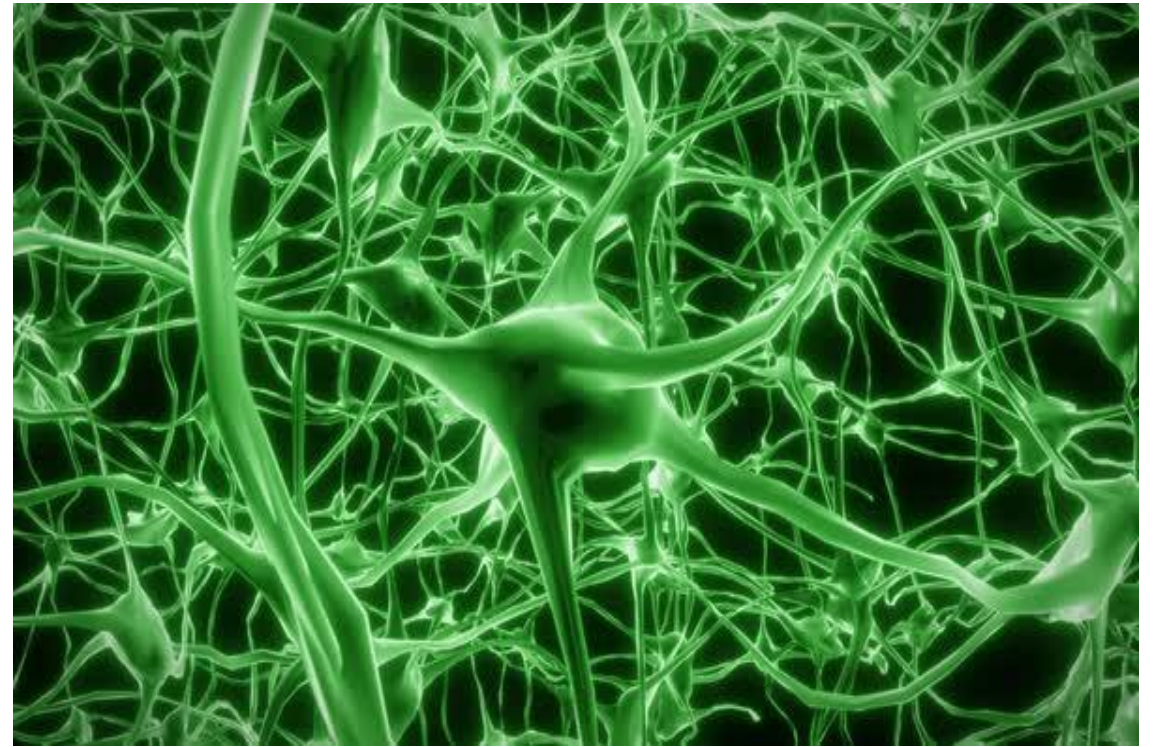
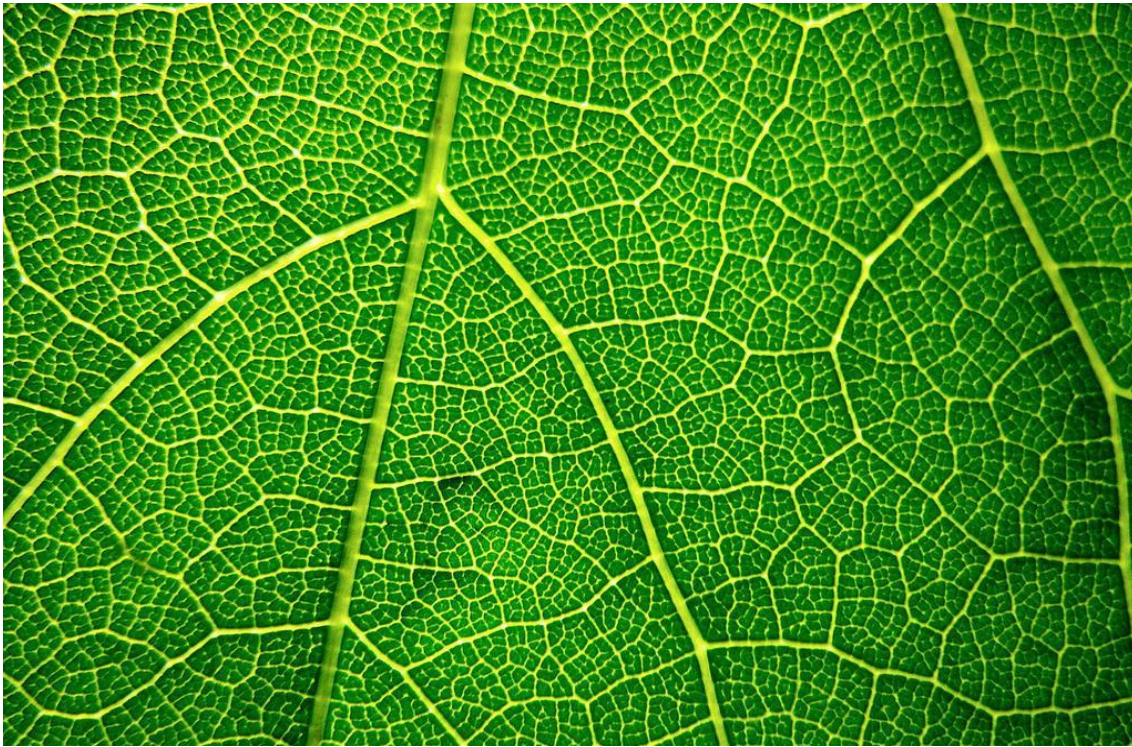
1. Be digitally respectful & Like + Share & Give
2. Introduction & welcome + Confidentiality
3. Team up with other members (?) + Use the SBCM Alumni resources
4. Ask for help

### Least practices principles

1. Celebrate & Brag



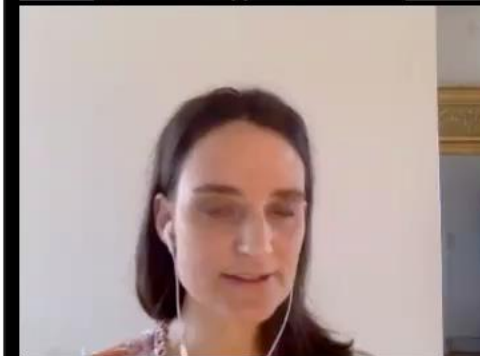
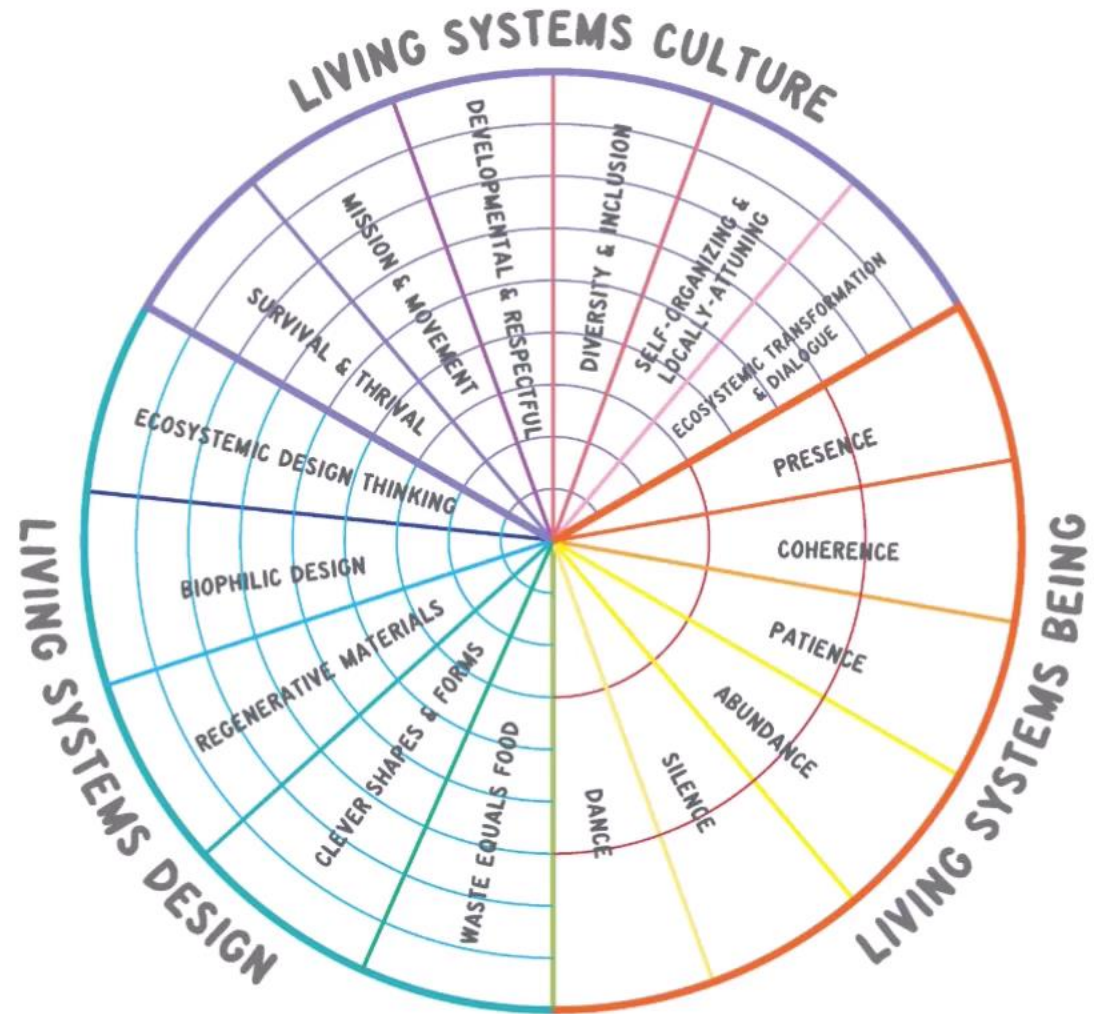
# NETWORK ACTION



NETWORKING  
**BY NATURE**



# DIAGNOSIS WHEEL





## WHAT WE CAN LEARN FROM THE BEES

### 1. TEAMWORK

Although each of them makes an individual contribution, their goal is the common good.

### 2. MUTUAL CARE

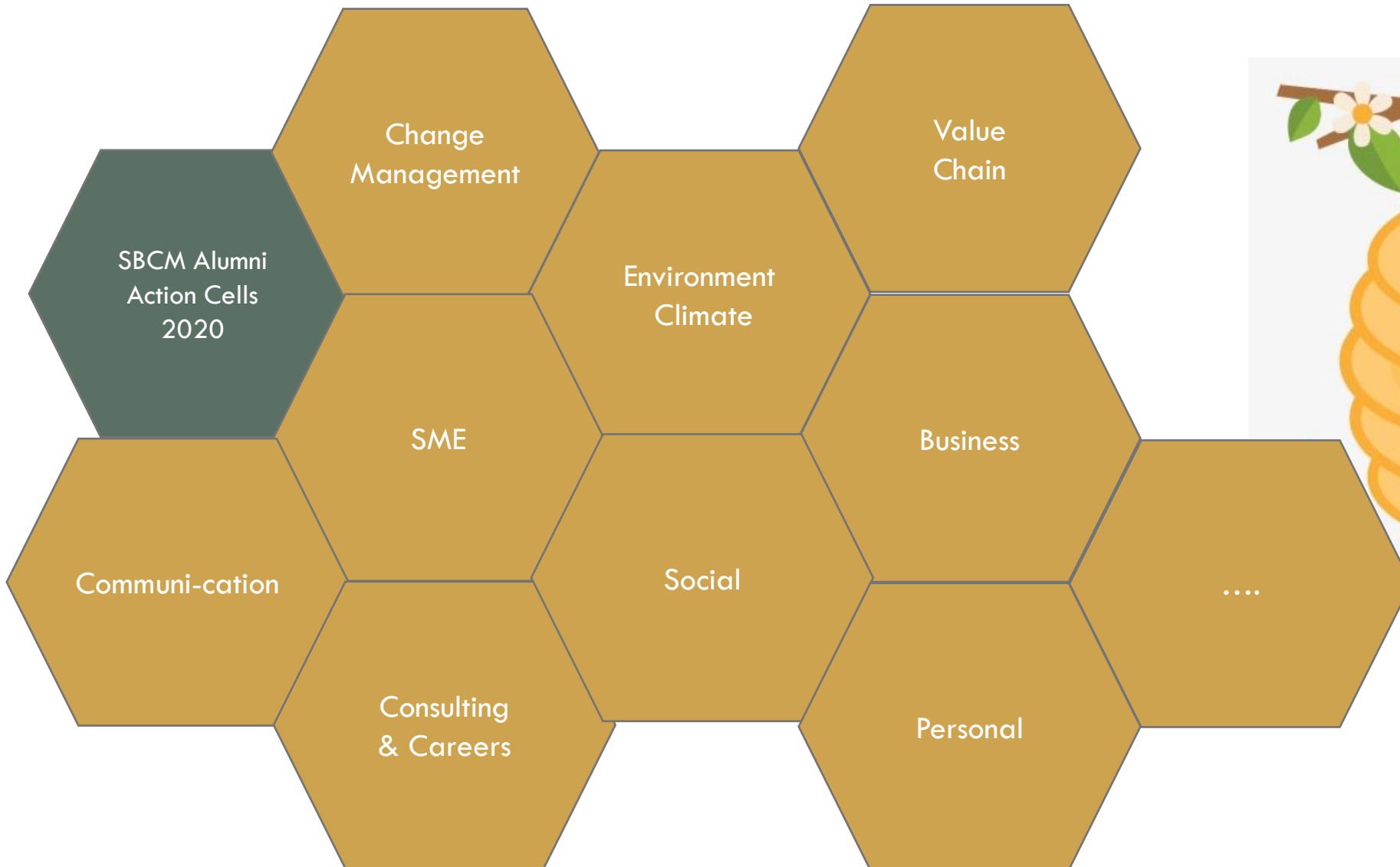
When a bee collects nectar, it doesn't do it for itself. It's because it's essential for the survival of the hive. Their level of generosity is astounding.

### 3. HAVE EACH OTHER'S BACK

"Waggle dance" until fellow workers come to aid. Provide a model for precise, compassionate community that can be achieved only through attentiveness, communication and hard work.

Source: <https://exploringyourmind.com/five-lessons-we-can-learn-from-bees/>  
<https://blog.numitea.com/4-lessons-from-honey-bees/>





# CHANGE MANAGEMENT



Regenerative leadership  
Sustainable leadership  
Internal buy-in  
Hardwiring  
Employee engagement  
Internal communication  
SME  
...

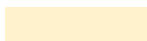
Change management	Sustainable leadership	Employee engagement & internal communication	
holde internt fokus på CSR strategi	Lack of leadership in direct management;	Engagement blandt medarbejdere i arbejdet med verdensmålene	
change management	Sustainable Leadership development	Tools to motivate others	
work environment chasing mistakes rather than celebrating initiative and achievements; organizational changes coming (again)	Sustainable Leadership discussions	Engagement	
where to root CSR management in a big organization and how to set directions/targets but allowing each function to work independently in large org's	Sustainability leadership,	Employee engagement,	
how to overcome we do not have knowledge about everything and still drive change	leadership skills	Employee engagement and training that will selftraining and I can give feedback and set goals. (skills)	
Jeg vil udfordre min nye arbejdsplads og finde allierede "ansvarlige folk" uanset funktion så presset kommer. Jeg vil udvikle løsninger mod kunderne som pt ikke findes.	Leadership	some who have been working with Employee engagement	
Argumentation skills	<h3 style="text-align: center;">Regenerative leadership</h3>	employee engagement	
Change management across borders		Regenerativ ledelse, metoder, systemer og land/havebrug	climate action, employee engagement
team building	regenerativ landbrug,	companies working on engaging workforce,	
Change/process management,	holistic and regenerative approach to work and business	2. Keeping momentum going with internal project owners and stakeholders	
Remember to apply the principles of change management	<h3 style="text-align: center;">Hardwiring</h3>	4. Internal communications / employee engagement	
		lack of governance/structure	How to convince other people to be on board and how to delegate work and believe that others actually do the work
		Experiences from other group companies that has been on a journey to unify their CSR strategy and efforts across brands and business areas	communication of sustainable initiatives within the company,
		Complexity of Demant group	4. Internal communications / employee engagement
	new approaches to organising organizations and all the practical stuff that comes with it.		



Key workfokus



Key challenges



Topic of interest



Case ideas

## Internal buy-in

it seems we somehow have hit with the needle that gives flow so we now get support across the organisation,

Getting the organisation (top management) fully on board (we are progressing every day), me not getting too frustrated because I feel they are too slow,

\* Manglende fokus fra topledelsen på nødvendigheden af at bæredygtighed ikke blot er et muligt forretningsadd-on men skal en del af kerneforretningen og virksomhedens brand/DNA

2. Der er buy-in mange steder i virksomheden, men vi er alle tidspresede pga historisk stor omlægning - så det gælder om at finde steder at få taletid og opmærksomhed, så CSR kommer højt op på prioriteringslisten

Lack of buy-in, internal resistance (from management) and lack of governance/structure presentations to top management and board,

- manglende opbakning fra direktør siden at vælge bæredygtighed som en af hoved strategiske områder i firmaet.

Være i stand til at overbevise direktionen til mere fokus på bæredygtighed i firmaets strategi. Hvis det vil lykkedes mig at skabe mere tid til bæredygtighed - vil jeg også helt sikker have masser af områder hvor jeg kan udvikle mig videre i.

erfaringsudveksling i forhold til at skabe buy-in hos bestyrelser/direktioner

How to convince other people to be on board and how to delegate work and believe that others actually do the work

## SME

SMV og deres CSR system og arbejdsmetoder

Ledere og CSR ansvarlige i SMV

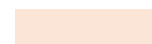
2) How is the integration of the sustainable agenda & the SDG's developing outside Europe/ US? Not at the level of Multinationals/Global Business, but in terms of legislation and the general knowledge of common man /SMV's.

Laura Storm, CSR professionelle som arbejder med SMV'er og kan give gode og PRAKTISKE insight og input til succesoplevelser

SMV consulting

Fundraising for SMVs

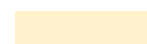
Viden om flere mindre/mellemstore virksomheder, som bevisligt har forbedret deres bundlinje ved at gøre godt for verden - og som ikke er født med bæredygtighed, som en del af deres DNA.



Key workfokus



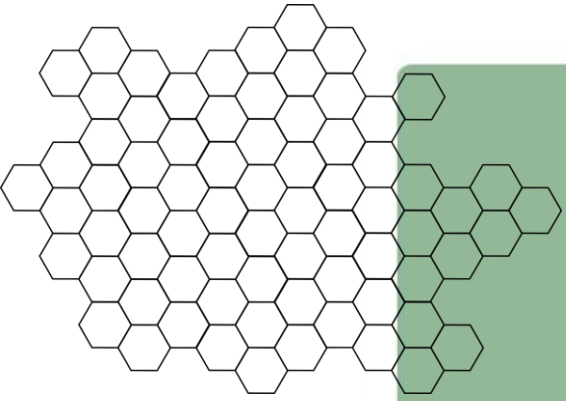
Key challenges



Topic of interest



Case ideas



## The Bee Hive Action Cells

- 1. Place a post-it with your name on on the topic(s) that you want to explore**
- 2. Explore the topic(s) with your fellow bees (you're welcome to buzz around and cross-pollinate)**
- 3. Choose your favourite 1-2 Action Cells**
- 4. Choose a bee hive queen & fill out Action Cell Sheet**

Time slot #1  
1545-1610

Time slot #2  
1610-1640



Name / topic of 2020 Action Cell:



WHAT is the purpose of the Action Cell?

For example:

Exchange knowledge about...  
Develop tools for ...  
Help each other with ....

HOW do we want to take action together?

Think of:  
Meeting format  
Process format  
Frequency

For example:  
Quarterly meetings  
Ad hoc phone calls  
Friday bee bar

HOW can SBCM Alumni resources support?

For example:  
Topic-related webinars  
Pinboard resources  
Topic-related Toolkit  
Live Q&A feedback

WHEN do you want to start the Action Cell?

Insert desired start date

WHEN do you want to end the Action Cell?

Insert desired end date/month

WHAT will be your first 3 steps to kick-start the Action Cell?

For example:  
Book meetings with fellow bees  
Request resources from SBCM Alumni hosts  
Invite Action Cell guests with specialized knowledge

WHO is part of the Action Cell?

Insert names of participating Alumni bees

WHO is the Action Cell Queen bee (contact person)?



WHAT will be your first 3 steps to kick-start the Action Cell?

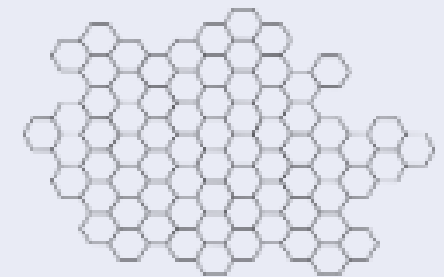
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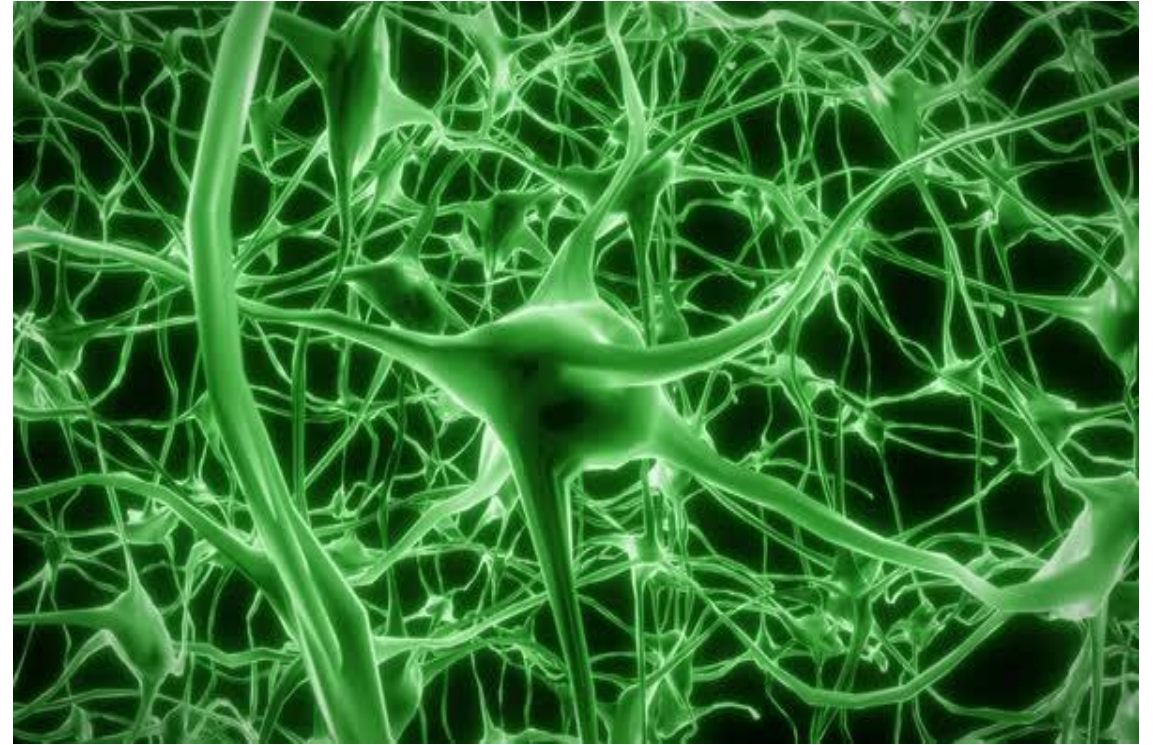
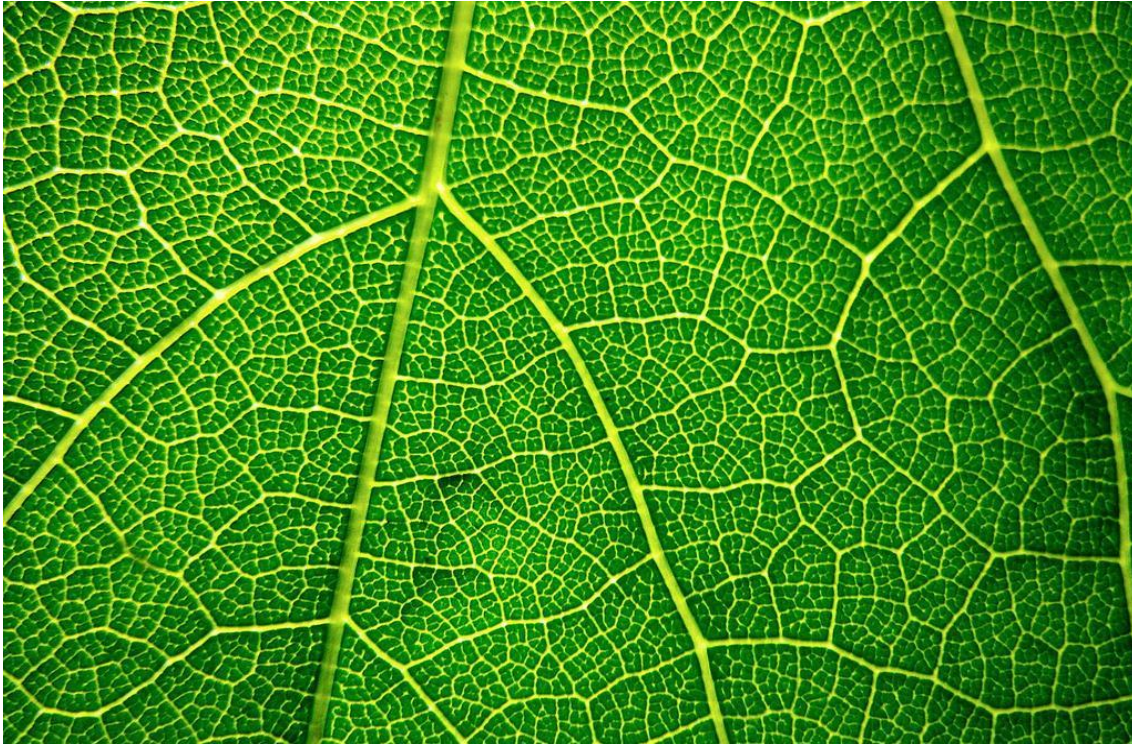
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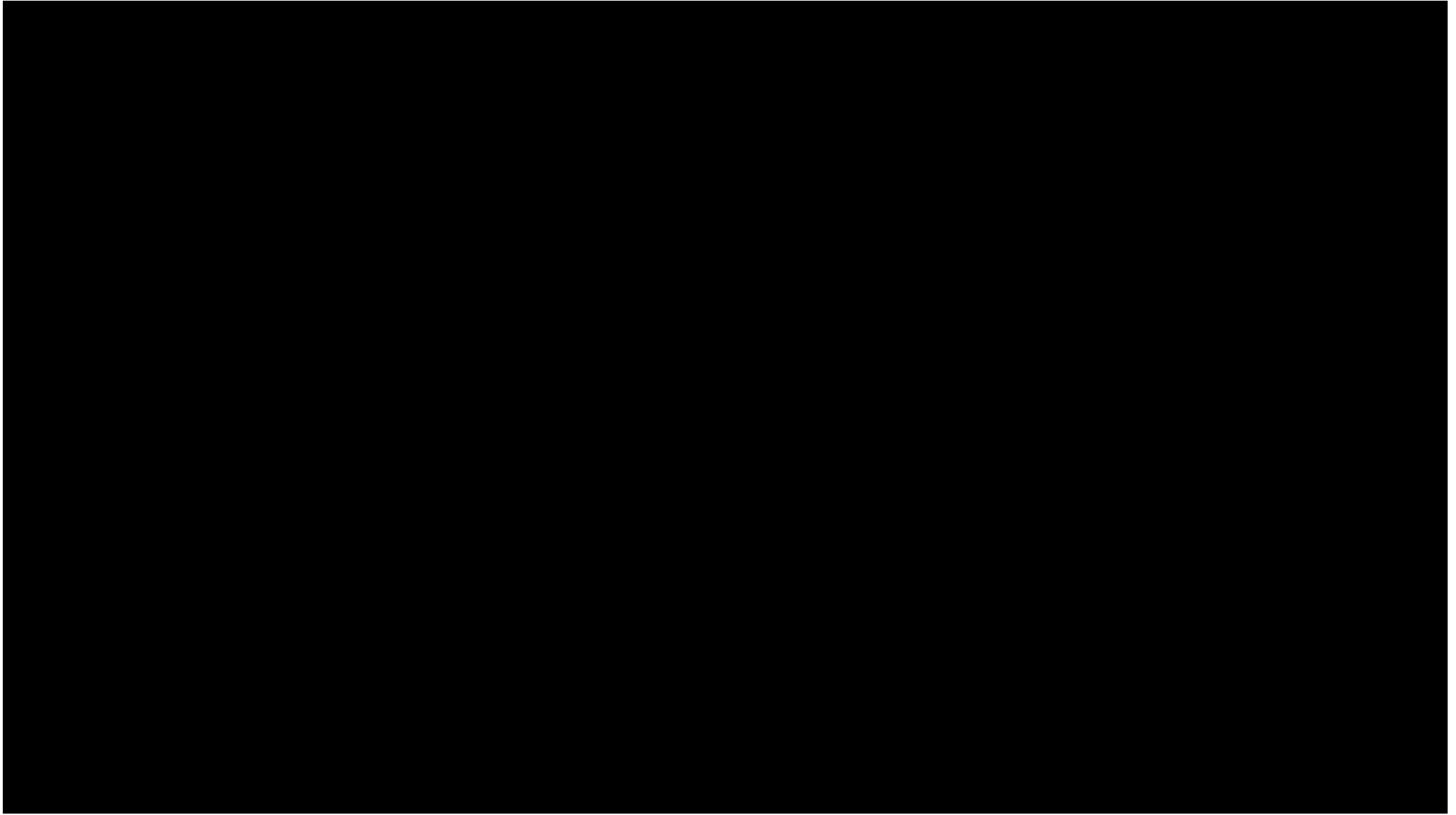


# NETWORK ACTION



# TAK FOR IDAG





Challenges are  
what make life  
interesting and  
overcoming them  
is what makes  
life meaningful.

YOU CAN'T SPELL  
**CHALLENGE**  
WITHOUT  
**CHANGE**



IF YOU'RE GOING TO RISE TO THE  
CHALLENGE, YOU HAVE TO BE  
PREPARED TO CHANGE.

## **Mine udfordringer & gode råd**

- 1. Hvad var din største udfordring i 2019?**
- 2. (Hvordan) overvandt du den?**
- 3. Dine 3 gode råd / vigtigste ting du lærte?**