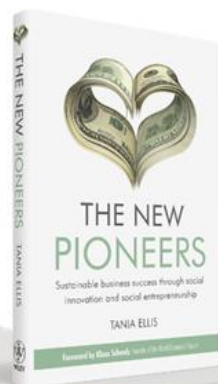


Samfundsansvar - nye tendenser og strømninger



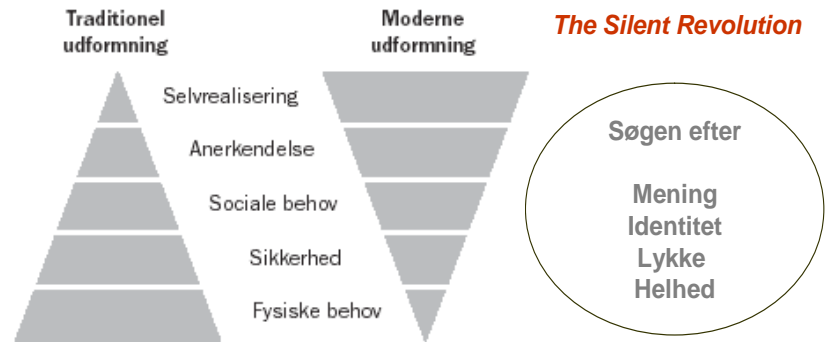
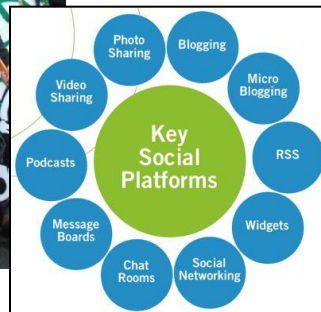
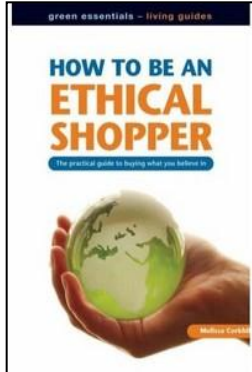
THE NEW PIONEERS

SUSTAINABLE BUSINESS SUCCESS THROUGH SOCIAL INNOVATION AND SOCIAL ENTREPRENEURSHIP

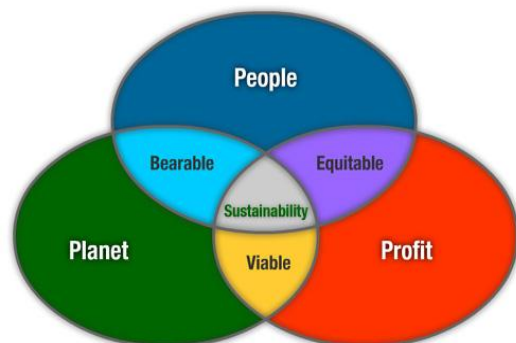
Vil I redde verden eller tjene penge?



Etik • Ansvarlighed • Bæredygtighed • Mening



Corporate Social Responsibility



”CSR er virksomhedernes **frivillige** arbejde med at integrere **sociale og miljømæssige** hensyn i deres **forretningsaktiviteter** og i interaktionen med deres **interessenter.**”

EU’s definition

Whatever our differences, we both need to combat climate change

The screenshot shows the Greenpeace website with a green header. The main navigation bar includes links for Home, Donate, About us, What We Do, and News. Below the navigation, there are links for Sign up!, Press Centre, and Support us. The main content area features a news article titled "GREENPEACE: COCA-COLA WINS FIRST GREEN MEDAL". The article text reads: "Coca-Cola comm... ref...". A large green diagonal banner is overlaid on the article with the text "Shared value partnerships". To the right of the article, there is a sidebar with a "Climate Today for a Better Future" banner, a Facebook link "Find us on Facebook", and the Twitter logo.

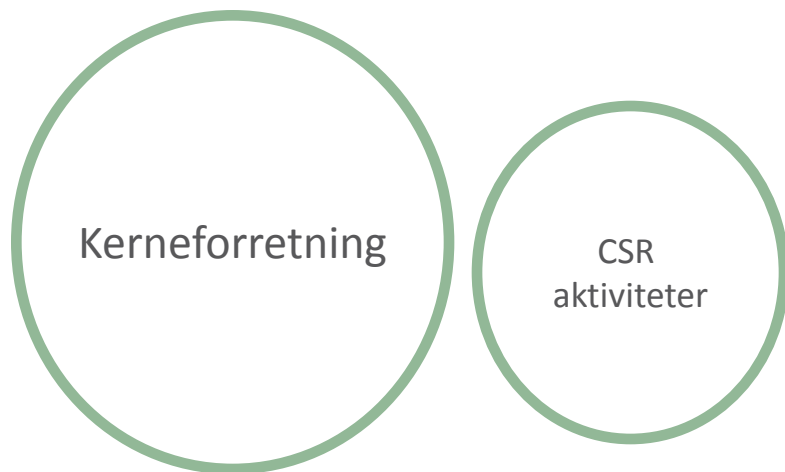
Hvorfor arbejde med CSR?

- Differentiering ift konkurrenter
- Bevare eller forbedre virksomhedens omdømme
- Tiltrække og fastholde kvalificeret arbejdskraft
- Kunder og samarb.partnere kræver/forventer det
- Positiv indvirkning på økonomisk resultat
- Øget operationel effektivitet
- Udvikling af nye produkter
- Ethiske og moralske årsager

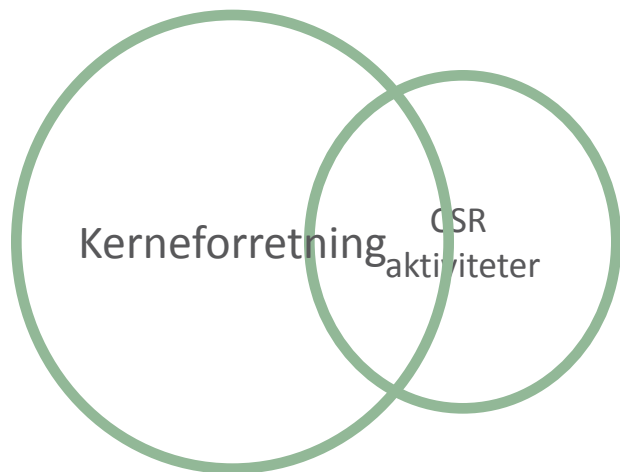
CSR giver størst værdi når...

- **Integreret** del af virksomheden og dens **processer**
- Tilpasset virksomhedens **værdier** og **udfordringer**
(fx rekruttering, omdømme, leverandørstyring, nye markeder)
- Supplerer – eller bliver til – virksomhedens **kerneforretning**

Add-on ("filantropi"):



Strategisk ("business"):



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DELL™ Canada Home and Home Office | April 17, 2009

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THE NEW PIONEERS

WWW.THENEWPIONEERS.BIZ



Muhammad Yunus



”Dette er ikke velgørenhed. Dette er business.
Business med en social målsætning, der
handler om at hjælpe folk ud af fattigdommen.”



Much more than just money.

Our real value comes from the 'Business-DNA' – business thinking, models and disciplines – we apply to both poverty and environmental challenges, and share with our strategic partners. This 'more than money' approach is what sets us apart from traditional charitable foundations that just hand out cheques to good causes.



This Business-DNA comes mainly from the Foundation's staff, who all have extensive business experience.

Down to business.

New solutions to old problems.

Philanthrocapitalists • Social venture capitalists • Venture philanthropists



BILL & MELINDA
GATES foundation

ON
OMIDYAR NETWORK™

skoll
FOUNDATION

Uncommon Heroes. Common Good.

How will you use Causes to make a difference?

CAUSES

PROJECTS

WISHES

With Causes, "The Cove" built a community of 800,000 people to fight the slaughter of dolphins.

LEARN MORE

OVERALL IMPACT

140 million

Causes members

[Join the Movement](#)

500,000

member-created causes

[Find a Cause](#)

\$30 million

raised for 27,000 nonprofits

[Support a Project](#)

200,000

Birthday Wishes

[Donate Your Birthday](#)