



SOCIAL BUSINESS PRIORITIES INSPIRATION FROM PROFESSOR YUNUS

Copenhagen – 28 January 2013

Discussions on poverty and social exclusion span the globe. Perspectives vary locally, yet converge around a growing consensus that new solutions need to engage public and private stakeholders in new constellations. Nobel Laureate Professor Muhammad Yunus has played a key role in pointing to new solutions, not least with his pro-poor concept of Social Business. Poverty alleviation in Bangladesh has been the point of departure but his thoughts have reached well beyond his native Bangladesh and inspired business leaders in Davos as well as grassroots activists looking for new ways of helping the poorest of the world help themselves.

Danida's Information Committee has invited Professor Yunus to Copenhagen to share his vision of Social Business as an

inspiration from Bangladesh to stakeholders in development cooperation as well as social policy. The objectives of the conference are to (i) provide an opportunity for 150 invited participants to be inspired by the thinking of Professor Yunus, (ii) reflect on ideas for tackling social challenges with new business models and (iii) jointly identify top priorities for Social Business in development cooperation and social policy.

The conference is hosted by Danida and the Confederation of Danish Industry (DI) and organised with communication advisors Verner Kristiansen ApS. The conference takes place at Eigtveds Pakhus, 2F Asiatisk Plads in Copenhagen, and participation is by invitation only. Questions can be directed to vk@vernerkristiansen.dk, +45 27412645.

PROGRAMME

TIME	ACTIVITY
08.30-09.00	Coffee and registration
09.00-09.15	Welcome – Mr Christian Friis Bach, Minister for Development Cooperation, welcomes participants and puts Social Business in the context of the Rights-Based Approach in Danish development cooperation
09.15-09.25	Programme overview – Moderator Mr Verner Kristiansen presents overall conference flow and identifies key participant expectations
09.25-09.30	Developing the developed world – Head of Danida Information Committee Professor Hans Henrik Holm motivates the Committee's choice of conference theme and introduces keynote speaker Professor Muhammad Yunus
09.30-10.30	<p>SEGMENT A: SOCIAL BUSINESS IN DEVELOPMENT COOPERATION How can Social Business contribute to meeting poverty challenges in developing countries?</p> <p>Keynote A: Social business in developing countries – Professor Muhammad Yunus sketches out the concept of Social Business and gives examples of how it can be used to address social challenges in developing countries</p> <p>Perspective One – Mr Thomas Bustrup, Deputy Director General, Confederation of Danish Industry (DI) and member of the Danida Council for Development Policy</p> <p>Perspective Two – Mr Anders Ladekarl, Secretary General, Danish Red Cross and member of Danida Information Committee</p> <p>Plenary discussion: Social Business in development cooperation</p>
10.30-11.00	Coffee break



PROGRAMME (CONTINUED)

TIME	ACTIVITY
11.00-12.00	<p>Case One – Baisikeli – Founding Partners Mr Henrik Smedegaard Mortensen and Mr Niels Bonefeld</p> <p>Case Two – Uganda Crane Creamers Cooperative Union – Mr Ivan Butler, Programme Manager, access2innovation</p> <p>Case respondent – Mr Rasoul Mikkelsen, Manager of Global Partnerships, Grundfos Lifelink</p> <p>Plenary case discussion: Priorities for using Social Business to address challenges in development cooperation</p>
12.00-13.00	Networking lunch
13.00-14.15	<p>SEGMENT B: SOCIAL ENTREPRENEURSHIP IN DENMARK How is Social Business relevant in meeting Danish challenges on social exclusion and clientisation?</p> <p>Introduction – Ms Lise Kingo, Chair of the Danish CSR Council and Executive Vice-President of Novo Nordisk, opens the afternoon discussion by locating Social Business in a Danish context</p> <p>Keynote B: Social Business in developed countries – Professor Muhammad Yunus explains how Social Business is relevant in a developed country context</p> <p>Perspective One – Mr Lars Jannick Johansen, CEO of the Social Capital Fund</p> <p>Perspective Two – Professor Lars Hulgård, Centre for Social Entrepreneurship, Roskilde University and President of EMES</p> <p>Perspective Three – Mr Thorkil Sonne, Founder of Specialisterne and Specialist People Foundation</p> <p>Perspective Four – Ms Tania Ellis, Managing Director of The Social Business Company, and author of The New Pioneers</p> <p>Plenary discussion: Social Business in Denmark</p>
14.15-14.30	Coffee break
14.30-15.30	<p>Case One – Telehandelshuset – CEO, Ms Connie Hasemann</p> <p>Case Two – Huset Venture – Development Director, Mr Kjeld Søndergaard</p> <p>Case respondent – Former CEO of Specialisterne, Founder of House of Zornig, Ms Lisbeth Zornig</p> <p>Plenary case discussion: Participants identify best practice priorities for using Social Business to address Danish challenges</p>
15.30-16.00	Conclusion and way forward – Participants reflect on the most important take-away points, and main points are summarised by the moderator. Professor Muhammad Yunus is invited to reflect on Social Business priorities of the day
16.00-17.30	Reception – Conference participants are invited to continue informal discussions with Professor Yunus and each other