



The future of corporate partnerships
A conversation with the trailblazers of impact
management and sustainability





RäForm

FOR EN BEDRE VERDEN

Rolf Bangsgaard

Founder, RäForm

Head of Partnerships, Danmarks Indsamling

Author of the book, How to reinvent your worklife

Former Fundraising Director at Doctors without Borders

Former CEO of Egmont Creative

B-Leader and BSc from Copenhagen Business School

RäForms purpose is to reform companies and organizations through development and implementation of innovative partnership solutions that create value for all stakeholders and for planet earth.





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**This company is committed to
accountability, transparency,
and continuous improvement.**

Corporation

Mia Møgelgaard

Head of Impact & Engagement Nordics @ B Lab Europe
Former Global Head of Impact at Fritz Hansen and Sagerak
Former Sustainability Manager at H&M
Cand.merc.psyk., Organizational Psychology, CBS

*Responsible for the strategic development and implementation
of Fritz Hansen's social responsibility strategy - with a holistic
perspective and a strong focus on cross-functional teamwork.*





Stine Schmidt Raaholdt

Head of Partnerships and Campaigns at Danish Red Cross
Former Head of CRM at The Danish Cancer Society
BSc from Copenhagen Business School

Together with corporate partners, big and small, Danish Red Cross help people in need regardless of nationality, ethnicity or religion.





SKANDINAVISK

"There is a tremendous difference between thinking you do good for the world, and actually doing it."

Shaun Russell

Founder, Skandinavisk

Chair, B Corp Beauty Coalition

Steward, B For Good Leaders

Recipient, 'ESG Frontrunner 2022'

Creator, 'The 6 P's of Purpose'

Skandinavisk is a sensory brand, that is directly inspired by Shauns adopted home of Scandinavia. Blending candlelight with fragrance, their Scandinavian stories are designed to give people a sense of Scandinavia, and to leave a lighter footprint.





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Steffen Kallehaug

Head of Impact Nordics @ B Lab EU

Corporate Activist @ Märk

Cand.mag i politisk kommunikation fra AAU

Winner of Sustainable Leader SMEs at SDG Tech Awards 2022

The B Corp-movement is a holistic 360-degree company's certification, measuring a company's impact on governance, workers, community, environment og costumers.



How can NGOs create value for companies in a partnership - now and in the future ?

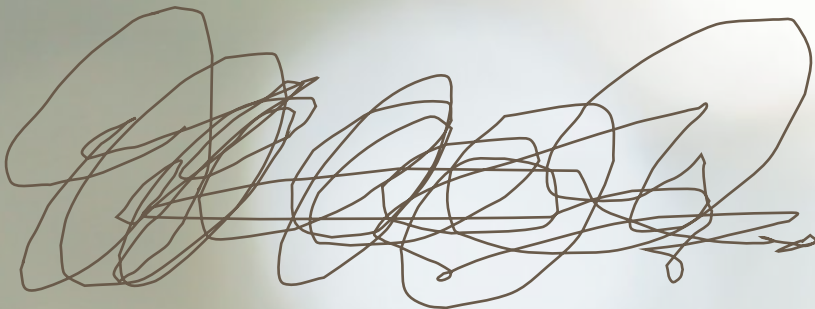
What would be the best way for an NGO to approach a company to initiate a partnership ?

How can we create partnerships that are more than "just" a co-branding and communication collaboration ?

Why do some companies choose to skip NGO partnerships and establish their own initiatives/projects in relation to charitable purposes and CSR Impact ?

How much effect does the new EU CSR legislation and pressure from consumers have on companies' incentives to enter into partnerships with NGO's ?

"Best in class" cases in the market right now... ?



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