

GOODWILLE NEWS

Sustainability – our new religion?

by Anne Lise Kjaer

The future is not some place we go – we create it. A company's biggest challenge is to anticipate the needs of tomorrow's people. By understanding their values we can create relevant future scenarios – narratives that help us make informed decisions about what to do next.

Practise by Doing

Sustainability is our new religion – it is no longer an option but a must. Geopolitical questions and social responsibility issues will also drive developments in relation to a sustainable future. Citizen power means we demand that our leaders (and captains) of industry demonstrate a proactive stance, together with accountability in relation to pollution, conservation of biodiversity and natural resources. 'The Emotional' consumer demands products that appeal to personal ethics as well as to practical needs, and they also want transparency. Transparency implies openness, communication, and accountability. People want local and natural produce of traceable origin in order to sustain more meaning and also feel a sense of connection with their locale.

Empowerment Brands

Companies will need to build 'Empowerment Brands' to compete and survive in the 21st Century. I argue that 'self-empowerment' has become a universal goal in the western world. We ask ourselves: "How Can I Get More Out of Life?"

Businesses that
practice and project
ethical principles
will win out

Those brands and businesses that demonstrably empathise with this issue and show ways to achieve these goals will succeed. Tomorrow's business leaders will need to rewrite the rules of engagement and become society's empathic leaders, connected to and in tune with people's aspirations. Businesses that facilitate, educate and inspire, that embed and project ethical principles both internally and outside the organisation will win out. Apple, IBM, Ikea and Toyota are all brands focused on empowering people. I see a future where this will become a given as people increasingly say: "Don't Tell Me, Show Me!!!"

Whole brain thinking

We live in a world of contrast – a culture encouraging over-consumption. We want discount and more choice but we also demand transparency and ethical behaviour. Today, two of the major drivers in society are the hunt for efficiency and material accomplishment alongside

the quest for happiness and more meaning. How can we balance these schizophrenic

 continued overleaf.

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A green light at the end of the tunnel

By Daniel Parry, Managing Director
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Flying to Stockholm recently I was caught in London's big snowfall. Trapped on the ground for 4½ hours I made several interesting observations and I'm not just referring to SAS ground staff having snowball fights outside my window! Reading newspapers and business magazines and overhearing the gloomy conversation from the row in front I could easily have become depressed before take off. Each new story about the downturn was worse than the last. Is anyone willing to start something new in this environment, I thought?

There are still plenty of fearless entrepreneurs who aren't content to wait until the economy turns

I was in Stockholm, eventually, for an event named 'Welcome to London', organised by the Swedish Chamber. Considering the business climate I was delighted to find 130 people at an event focused on new business. Even more pleased to come back to more than a handful of new contacts. The event led me to two conclusions: First, there are still plenty of fearless entrepreneurs who aren't content to wait until the economy turns. Second, there's a definite focus on 'Green'. I was pleased to hear the British Ambassador speak so warmly about making the UK a more environmentally friendly society.

Nordic countries are seen to be leaders in Clean Technology, energy efficient buildings, sustainable energy and recycling – so the opportunities to capitalise on this in the UK must be numerous. Today the start-up risks are higher, greater scepticism and an unstable economy both create go-to-market barriers. Yet I believe that great businesses are founded in such times. To succeed you have to have more focused and smarter business plans, you need to keep on top of

costs from day one and you must be sure to have total control over all business aspects. Finding the right business partners, the right marketing channels and the right network is crucial. Therefore I believe that 2009 can be the beginning of something great for those who dare!



Client survey 2009 Thank You!

What matters most to Goodwille's business is people – our clients and our staff. We are proud to put our clients first and make sure that we keep in regular contact through our daily work, special events and this newsletter. During the 10 years we have been in business we have worked hard on our client communications strategy to make sure we know how to develop and deliver our products, services and expertise in a reliable fashion and of a good quality. We listen to you because your point of views are valuable to us. We carried out a 2008 client survey late last year and we were delighted to the great response and willingness to share your thoughts with us. It was also a fantastic endorsement that nearly all respondents would recommend us. As networking ambassadors we know that the most powerful marketing is word of mouth.

- 98% of our clients would recommend us to others
- We scored a 5 (out of 6) on overall client satisfaction
- 28% rated our cross cultural expertise as the most important criteria for the choice of working with us

"Being a client of Goodwille felt right from the start, it is a decision I have never regretted" - **Jonas Lundholm, 545Labs Ltd, Vrip Uk Ltd**

Please contact us for the full report!



About Goodwille

"Our independence assure unbiased advise when matching our clients with the business partners they need in order to succeed".

Founded in 1997, Goodwille is an independent market leading professional service consultancy providing Corporate Legal & Company Secretarial, HR and Financial Management focused on Nordic companies in the UK. We are proud of having one of the most extensive business networks of experts and specialists including some 5000 organisations in a wide spectrum of industries. Our UK and Nordic team of 20 staff, is one of our key strengths when addressing our clients' cross cultural and language challenges. Client portfolio and experience include: ORC Software, Fortum Group, Media Planet, Clas Ohlson, Securitas, MultiQ, Teleopti and Safegate Group. Goodwille host thought leadership and networking events featuring high calibre key note speakers discussing hot topics impacting on Nordic companies operating in the UK. To join the Goodwille business network:

www.goodwille.co.uk/network





“ We will see a better world - materialistic still, but with other and hopefully better values ”

Thrifting is in

By Annika Aman-Goodwille, Chairman
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In our last newsletter we wondered where we were all heading. At Goodwille we haven't felt the crunch yet but in this economy there's much confusion. So we decided it would be a good idea to give each newsletter a focus. As you may have noticed this issue's focus is sustainability—something I was brought up with in Sweden.

When I was washing up, my mother used to tell me, "Don't use too much detergent – think about our waters!" So I was horrified when I arrived in the UK to see so many households were pouring quantities of bleach down toilets and sinks. I stopped

using deodorant spray in the 70s to protect the ozone layers. And when Anne Lise Kjaer came to dinner recently I asked her what near-future trends she predicted. "Sustainability," she said, "...and it's what's going to get our economy going." I felt so encouraged that I asked Anne Lise if she could write a piece for this edition. I hope you find it as eloquent as I did.

My son Marcus horrified me the other day when I suggested his cardigan needed dry cleaning. "Don't bother, it's from Primark it's only £3, cheaper to buy another!" Of course Mother washed it carefully, wondering if this really is the ultimate consumer society.

In early January, Angus and I went to a beautiful wedding. Amongst the many

interesting guests the hot topic was the credit crunch and where we were headed. In fact I am quite optimistic that we will see a better world. Materialistic still, but with other and hopefully better values. I think there is a younger generation coming along more concerned about what is happening to our earth. Didn't we put them in front of 'Blue Peter' to teach them about the planet and how to respect it? On our way home after our celebrations I was admiring the lovely red coat of the beautiful daughter of friends. She said "It was my mother's and the belt is from a charity shop. In my school it's cool to buy in second-hand shops, no one buys new any more." Well I thought, values may really be changing. Let's hope we are finally on the right track for a 'cleaner' world.

The business traveller's hotspots: OSLO

by Simon Dahl, Managing Director of Kvestor. www.kvestor.no

Karl Johan in central Oslo offers you some of the best places to entertain, eat and stay when doing business in Oslo. I personally favor Grand Hotel. www.grand.no and to dine I would recommend 'Markveiens mat og vinhus' on Grünerløkka, a lovely area with lots of pubs, bars and restaurants.

www.markveien.no Aker Brygge is a modern meeting place for business people, beautifully situated by the seafront. www.akerbrygge.no

A fantastic sight off the beaten track is the new Oslo opera building and the Vigeland's Park. www.operaen.no

For your favorite hot spots in Europe email: editor@goodwille.co.uk



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objectives? For companies I advocate 'whole brain thinking' – using the "whole" brain; both left and right. The left brain being the analytical and rational societal issues and the right brain seeing the bigger picture, tapping into softer more value oriented issues.

To enable this 'holistic' approach trend mapping is a method to decode the cultural context in society and thereby identify people's latent demands and needs. Like a 'Future GPS' system a 'Trend Atlas' helps you navigate through uncertainty, creating clarity out of complexity.

Navigating the Future

We are facing great changes on all levels in business and society: The billion \$ question is: What's the best strategy for change? Sit back and ride out the storm? Or ride the wave – turning obstacles into opportunities? There's an apt Chinese proverb: 'When the winds of change blow, some build walls, others build windmills.' I see a future which prioritises sustainability and ethics guided by clear cost and people conscious advantages. Companies and brands must become people-centric,

demonstrating empathy for the cultures they serve and respect for the context in which they exist. My advice is to go with the windmills: embrace change and be willing to experiment – out of boldness comes greatness.



Anne Lise Kjaer, Futurist and CEO of Kjaer Global Ltd, London is also a Copenhagen Goodwill Ambassador. She acts as green ambassador to the Global Climate Summit being held in Copenhagen later this year. She will

be talking about The Sustainability Age and Tomorrow's People in April 2009.

www.kjaer-global.com

Clas Ohlson's UK expansion

– a success in a tough climate



By Svend Littauer
Head of Corporate Legal
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“London is an important milestone,” said CEO Klas Balkow when Clas Ohlson's very first UK store – and first outside the Nordic region – was opened in Croydon last November. It is crucial to the company's expansion. Goodwille's Svend Littauer recently interviewed Mark Gregory, MD of Clas Ohlson UK to see how the launch has gone.

“Given we are an unknown brand in the UK and this is the first time we have opened a store different to our traditional Nordic formula we face many challenges, though the recent economic wobbles have also presented us with opportunities – good high street sites have become available and there are more experienced retail staff available.

“We needed a breadth of back-office support for both business planning and the launch. Lacking our own infrastructure in the UK, Goodwille provided us with all core functions

of finance, admin, HR and company secretarial services to get us off the ground. In addition, Goodwille's prime London location provided us with a strategic presence in central London. The immediate access to office facilities and meeting rooms made it very easy and practical for us to arrange external meetings and we could focus on what matters – our day-to-day business.

We have had close contact with Goodwille throughout and find the service very personal, quick to react when urgency is required and proactive in letting us know what new areas we need to consider. I particularly valued the instant access to an extensive network of expertise – a major pool of expertise and specialists that we can tap into.”

Goodwille has been a business partner in the true sense of the word

“We were very excited to get Clas Ohlson as a client as they are the largest hardware and homeware chain store in Scandinavia, operating over 100 outlets across Sweden, Norway and Finland. www.clasohlson.co.uk

The Clas Ohlson brand is renowned for its quality products and service and we feel privileged to be working with Mark and his team both here in the UK and in Insjon.” Says Svend Littauer, Head of Corporate Legal at Goodwille.

Smart & ethical investment

by Mathias Nessim

Many investors will think twice about investing this year. Yet those who invest when markets are low go on to achieve the greatest long-term success. An ISA is one of the few tax-efficient investments left and while we can't guarantee that will always be so, funds up to £7,200 a year in ISAs are currently completely free of Capital Gains and Income Tax. **Deadline for this year's ISA is April 5.**

At St James's Place (SJP) we are very aware of the environmental impact of our business. SJP's HQ uses advanced heat-recovery technology and with other initiatives, including investment in forestry regeneration in Wales, we have become a carbon neutral company. In each of its UK offices SJP has also implemented a system of 'champions' who promote better environmental, recycling and energy conservation practices.

For investors we offer two specialised funds: – 'The Alternative Assets Fund' investing in clean energy: – 'Ethical Investment Fund' investing in companies meeting stringent ethical criteria.

SJP won the prestigious 'Times Wealth Manager of the Year' award in 2007 and 2008.

Mathias Nessim is a Wealth Management Consultant. www.mnapartnership.com



There's no such thing as a normal day.

By Jenny Ellerd-Styles
Assistant Company Secretary
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“The best thing about working with Goodwille is I get to work with different types of client and get to know them well. Every time I get positive feedback I feel I've succeeded.

“There's no such thing as a normal day. It depends on which client gets in touch in the morning. It's what makes the job so interesting! I could be registering a company, setting up a bank account, making a share transfer, or helping a client with VAT issues.

“Sustainability at work means we have procedures to ensure our client's work is done efficiently and effectively. We try our best to be green – we recycle and are members of the Ride2Work scheme for example. Our clients are keen too. Most Scandinavian clients are so IT aware we e-mail instead of printing and so on.”

“We like to make a difference. Outsourcing is about letting someone else do the jobs you

don't have the skills for – or which aren't part of your core business. By being good at our jobs and by using our professional network we are able to give clients solutions that work.

“Personal or team clients? For new clients we like to have just one contact person. They don't want to be exposed to too many people initially. Though it doesn't mean if I'm not here, no one else can deal with that client. We work as a team and over time of course they get to know more of us.

“Do I miss Sweden? Of course! I'm from Stockholm and I miss my family, friends, certain kinds of food, the Swedish outdoors and nature. But I also love living here in London. I don't really miss out as getting back to Sweden is so easy.

“My big hope in 2009 is to work hard and save money and of course to help grow Goodwille's clients, their businesses and ours.

“And so far so good – Goodwille has several new clients already this year – it's really exciting! We can't take anything for granted in a year like this but it's going really well.





...or 60 seconds on the soap box



Julia Hailes MBE

Eco warrior reaching the masses

Do you describe yourself as an activist?

I wear several hats. I'm an environmental campaigning consultant. I am also part of making it happen. I've written 9 books and consumer guides and advise a number of major brand owners on environmental issues. I'm a columnist and a speaker.

Sustainability is a big word – what does it mean to you?

The Brundtland Commission (after its Chairman, Gro Harlem Brundtland), was convened by the UN in 1983 to address growing concern "about the accelerating deterioration of the human environment". In doing so the UN recognised that environmental problems were global and that it was in the common interest to establish policies for sustainable development. Gro's work is the root to my engagement in these issues and the reason why I do what I do.

Do you consider yourself a tree hugger?

As a consultant – my passion is the environment! I'm green! But we need to recognise that a lot of the issues are in conflict with each other and we need to take a balanced view. We don't seek merely ethical products but practical, effective and achievable solutions. We have a simple message to get across to a big audience so I treat everyone as consumers (businesses included) to win people over and engage them.

On Consumer Issues what can Scandinavians learn from the British?

Lead the way and help form opinion. Look at M&S – I helped form "Plan A" (so-called "because there is no Plan B") in which they picked 100 environmentally-friendly things to do. I first started working with M&S in 2002 when commissioned to report on sustainability issues in the food sector. We sought to identify the drivers for change, prioritise the key food issues, pinpoint the key organisations shaping the debate and make recommendations on what M&S should do. Stuart Rose has since featured heavily in the media giving M&S icon status as a green and ethical brand. Environment issues were high on the agenda for many businesses in the booming mid-noughties but have all but been wiped from 'to do' lists in the current search for survival. I'm glad to say Sir Stuart Rose remains steadfast.

What can the British learn about sustainability from the Scandinavians?

Actually, though Sweden has a good 'sustainability' reputation I do think there is a very strong feeling, especially among environmental campaigners, that Swedes think they know it all and have done it all. But they are complacent and not doing enough to use their reputation to reach out to a broader global audience. Scandinavia has willing people to showcase how progressive they are. I think they should do more and go further: IKEA has a sustainable woods policy and seems to believe that's as far as it can go. How about IKEA pioneering recyclable furniture and designs using materials other than just wood? What could that do for its brand reputation? With just a little more effort they could be ethical environmental leaders?

Your views on the 'Carbon Neutral' programme and ISO 14001?

Mixed. Positive: companies can pay to carbon offset projects. Negative: you buy your way out without changing your behaviour. ISO 14001 is a bureaucratic box-ticking approach and though lacking in commitment and passion it at least starts people thinking.

What are you working on next?

It's a big job with British Gas – targeting school children. I'd love to work with IKEA as I'm brimming with ideas on how they could be better at doing what they're already doing well. I want to target the BRIC markets with my latest 'Green Consumer Guide'.

In what way do you want to make the world a better place?

Firstly through The Haller Foundation, an inspirational and pioneering force in Kenya which promotes a model for landscape regeneration for food security to be continued and replicated elsewhere in Africa. Secondly, I want to stay true to my interest in rescuing the rainforests – which is what started me off to become what am I am today. I want to have a big impact on how modern companies operate so we become a truly responsible society. But I'm doing it with a mass markets in mind – not with niche initiatives that fail to generate mass market awareness.

Julia Hailes has worked on and been writing about environmental matters since 1986. She wrote 'The Green Consumer Guide' in 1988, a best-seller with 1 million copies worldwide. A second edition was published in 2007. She has been a sustainability consultant to blue-chip industrial clients such as Shell, P&G, McDonalds, Morrisons. She was awarded an MBE in 1999 and was elected to the UN Global 500 Roll of Honour for outstanding environmental achievement.

“I want to have a big impact on how modern companies operate so we become a truly responsible society.”



Mingle & People

NBCC Christmas Lunch

Håkan Johansson - Nordea
Sofie Zetterlund - SCC

Cecilia Kragstermann - CKCC
Emma Berndtzen - SCC

Goodwille Winter Warming:
Annika Goodwille with guests

Ulrika Wallin & Jenny Ellerd-Styles
Seppo Virtanen - Activenesspire

SCC Christmas Lunch: Sara Green
Brodersen & Felicity van Loock

DUCC Christmas Lunch:
Svend Littauer

Dates for your Diary

Spring 2009

Don't Miss:

TUR Event 2009

Scandinavian Tourism Fair,
at the Swedish Exhibition
Centre, Gothenburg (Sweden)

19 March 2009

- | | |
|-----------|---|
| 25 March | Business Forum (NBCC) |
| 31 March | Making Conversations Count.
The importance of networking
in a recession with Andy Lopata
(SCC) |
| 01 April | Shipping and Energy
seminar (NBCC) |
| 05 April | End of 2008-09 tax year
(PAYE) |
| 06 April | Changes to SSP and
SMP/SAP/SPP rates |
| XX April | Goodwille Client Event
Is Green the new Black |
| 10 April | Bank Holiday
– Good Friday |
| 13 April | Bank Holiday
– Easter Monday |
| 23 April | Clean Technology (NBCC) |
| 04 May | Bank Holiday – Early May |
| 21-24 May | Scandinavia Now!
Design Exhibition (SCC) |
| 15 May | 20th AGM & Annual
Dinner, Merchants Taylor's
Hall (DUCC) |
| 19 May | Last day for year end
return (form P35, P14's) |
| 22 May | Last day for PAYE payments
(year-end return) |
| 25 May | Spring Bank Holiday UK
– Spring |



Alex & Sophia

GOODWILLENEWS

The new look

We hope that the makeover of this issue of Goodwille News appeals to you and that you like the angles our selected contributors have created to fuel the debate and provoke your thinking on Sustainability.

The two creative minds behind this new look are Sophia Ahrel MacDonald, Marketing Strategist of Grove Partners specialising in brand communications and innovative business growth, and Alex Haddon, Managing Creative Director of ic design.

For more information on how to make your brand shout louder visit www.xxxxxx.co.uk to win your ticket to "Creative Brand Workshops" by Sophia & Alex.

Goodwille News Summer issue is being released in May. To share your thoughts on Clean Technology email: editor@goodwille.co.uk

GOODWILLE

Your Business Partner, Every Step of the Way

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