



### ***Open Letter From Volans Team, January 2010***

Very best wishes for 2010 from the Volans Team!

Thanks to hard work, good timing and the support of a growing range of partner organisations, Volans is now registering powerfully on radar screens worldwide—and we are pleased to announce below a series of new developments in support of our growing business.

First, by way of context:

- Since Volans first took flight in April 2008, with offices in London and Singapore, we have operated in advisory, research and brokering capacities in such countries as Australia, Austria, Brazil, Cambodia, Canada, France, Germany, India, Norway, Spain, Sweden, Switzerland, Tanzania, The Netherlands and USA.
- We published our first report—[The Phoenix Economy: 50 Pioneers in the Business of Social Innovation](#) - for the [Skoll Foundation](#). In this report we spotlighted a 'Phoenix 50' of new markets, technologies, business models and players emerging from the ashes of the old economic order to address global challenges.
- Over the last year Volans has also: (1) worked with some of the world's largest corporations; (2) moved strongly into the public sector opportunity space (attracting major support from [Singapore's Economic Development Board](#)); (3) hosted 12 first-rate interns (from Brazil, China, Singapore, the UK and USA) to develop a unique database of entrepreneurs, to be launched in 2010; (4) presented at over 50 events in 15 countries; and (5) helped organise study tours on cleantech and social enterprise involving high-level participants from Canada, the UK and USA.
- We are now represented on some 30 Boards and Advisory Boards, from NGOs like the [Global Reporting Initiative](#), investments funds like the [Dow Jones Sustainability Indexes](#), social enterprises like [Aflatoun: Child Savings International](#), and venture capital funds like [zouk ventures](#) through to mainstream companies like [Nestlé](#).

### **Our work in 2010**

After early work with global service providers like Accenture and PricewaterhouseCoopers, we are also now working on [strategy projects](#) with other mainstream corporations. Two examples:

- Volans is working with [Allianz Group](#) to develop a series of innovative talent development programs for their employees. These programs involve linking the skilled professionals that work at Allianz Group with social entrepreneurs that are looking to develop their operations. The result? A win-win situation where both employees and entrepreneurs benefit from a unique and meaningful experience and gain valuable insight to further their capacity to innovate and deliver impact. We are pleased to be moving this project forward in 2010.
- Volans is also working closely with [HP](#) as they evolve their social innovation and global citizenship strategy. We are collaborating with HP as they develop a leadership position in the market of social innovation and helping them connect to cutting edge social entrepreneurs and innovators. In 2010, Volans is delighted to be continuing our relationship with HP as their Social Innovation Strategic Partner and Agency of Record.

Our ongoing [Pathways to Scale](#) action-research projects include:

- Developing a program focused on scaling entrepreneurial business models in the theme of [ecosystems services and biodiversity](#), with seed funding from the [Tellus Mater Foundation](#), including a series of partnerships, such as with the [AVINA Foundation](#) to work with entrepreneurs in the Amazon, and a team of interns from the [London School of Economics](#).
- Working in partnership with internet-based market intelligence firm, [Polecat](#), to generate cutting-edge market analysis on [scaling cleantech innovation in the UK](#), with a 'Clean & Cool' mission taking UK entrepreneurs to California.
- An over-the-horizon study for the [Global Reporting Initiative \(GRI\)](#) on the future for [integrated reporting](#), with support from Dow Chemical, Novo Nordisk and SAP. The report will be launched at the [GRI annual conference](#) in Amsterdam in May.
- An exploration of the [links between ageing, entrepreneurship and sustainability](#), in collaboration with Professor David Grayson of the [Doughty Centre for Corporate Responsibility, Cranfield University](#), and Dr David Metz, formerly Chief Scientist at the UK Department of Transport.

On the [Outreach](#) front, we now contribute monthly columns to leading publications in Brazil, China, Denmark, Japan, the UK and USA. We will also be presenting keynotes and/or moderating sessions at such major conferences as:

- Business for the Environment (4BE) Conference in Korea
- Skoll World Forum, Oxford, UK
- Nestlé Creating Shared Value Forum, UK
- Expo Management Conference in Brazil

### **New appointments**

To help us open out our work, we are delighted to announce a number of new appointments and developments within our London team:

- **Alejandro Litovsky** is appointed Director, Pathways to Scale Program
- **Amy Birchall** joins as Associate Director, Strategy Projects
- **Charmian Love**, previously Chief Operating Officer, is appointed Chief Executive
- **John Elkington**, Co-Founder and Director, is appointed Executive Chairman
- **Pamela Hartigan**, Co-Founder of Volans and Director of the Skoll Centre for Social Entrepreneurship at Oxford University, is appointed as a Volans Non-Executive Director

We are honoured to announce the appointment of [Bob Massie](#), previously a Director [CERES](#) and a Co-Founder of the [Global Reporting Initiative](#), to our [Advisory Board](#).

We expect to be able to announce further developments in the coming months—and would be very happy to answer any questions you may have.

With best wishes,

[The Volans Team](#)