

INDEX

- A.T. Kearney 170
Aarstiderne 107
ABC Home Furnishings 104
ABN Amro 52
Abouleish, Ibrahim 125, 126
AccountAbility: AA1000 guidelines 10
Acre Recruitment 71
activism markets 96–8, 168
Acumen Fund 146
Adidas 108
Adsense 82
aesthetic capital 130–1
affirmative businesses 121, 140
Africare 118
Agassi, Shai 40
Alter Ego 108
Amazon 79, 194
American Cancer Society 58
American Recovery and Reinvestment Act (2009) 24
Anderson, Geraint 99
Anderson, Ray 155
Annan, Kofi 35
anthroposophy 126
Anti-Apathy 130
Apopo 135–6, 190
Apple 151
Aravind Eye Care Hospital 142, 178
Aravind Eye Care Systems 190
Arlington Institution (TAI) 199
Ashoka Fellows 134–5
Ashoka Foundation 123, 190
Attention Deficit Hyperactivity Disorder (ADHD) 139
Audur Capital 172
AuroLab 178
Australian Department of Health 58
Autistic Spectrum Disorder (ASD) 138–9
Avaaz.org 96
Baby Boomer generation 26
Bakan, Joel: *Corporation, The* 12
Baker, Mallen 12
Bakshi, Hemant 174
Balanced Scorecard 166
Bank of America 100
BASF 43
Battle in Seattle 94
Bazaarvoice.com 93
BBC World News
 Newsweek 123
 World Challenge, The 123
Becker, William 202
Belgian Central Bank 6
Ben & Jerry's 108, 109, 181, 183
Berners-Lee, Tim 77
Better Place 40, 190
Bill & Melinda Gates Foundation 59, 116, 137
 Grand Challenges in Human Health 59
Bio Produkte 108
biological concept of development 29
biomimicry 42
Bland, Jonathan 146
blended value 127
blogs 77, 78, 79, 96, 169–70
Blom, Peter 171
blue ocean strategy 158–9
Body Shop 108, 109, 171, 176, 181–3
Bohr, Niels 195
Bollywood 22

- Bonini, Sheila 113
 Bono 67
 BOP Protocol Initiative, The 53
 Boston Consulting Group 22
 bottom of the pyramid (Base of the Pyramid)
 (BOP) 49, 52–3, 160
 Base of the Pyramid concept 127
 BP 43
 Branson, Richard 32, 36–7
 Braungart, Michael 42, 43
 Brent Spar disaster 94
 BRIC countries (Brazil, Russia, India, China)
 22
 British Aerospace (BAE) 162, 163
 British Coal 194
 British Medical Research Council 58
 Brown, Lester R. 34
 Brundtland Commission 28
 Buckingham, Jan 182
 Buffett, Warren 117, 156
 Burdett, Jamie 186
 Business for Social Responsibility (BSR)
 3, 11, 170
 Meeting the Challenge of a Reset World 11
 business opportunities 141
Business Week 73, 181
 Business-DNA 47
- Cadbury Schweppes 108, 173
 call, click or visit approach 194
 Calvert—Henderson Quality of Life
 Indicators 63, 191
 Cambia: Global Initiative for Open
 innovation 81
 cap-and-trade systems 14
 capitalism 7, 11, 31, 44
 new faces of 113–25
 responsible 71–7
 Capra, Fridtjof 29, 192
 Carbon Disclosure Project (CDP) 15
 carbon trading 14
 Carbon War Room 37
 Carrotmobs 103
 Carter, Jimmy 161
 Cartier 105
 Causes.com 67
 CEMEX 22, 52, 152, 160, 186
 Center for Science and Environment (CSE)
 155
 CERES 15, 100
- Cescau, Patrick 54
 Change.org 97
 China
 Clean Revolution 24
 consumption patterns 32
 economic boom 44
 global consumption growth 30
 need for resources 24
 choice editing approach 107
 choice influencing approach 107
 Chouinard, Yvon 110
 Chrysler 14
 Cisco Systems 21, 139
 Citigroup 52
 citizen journalists 97
City Boy 99
 civic entrepreneurship 121
 civil power brokers 94–102
 civil sector (third sector; social sector)
 114, 115
 clear purpose 167–8
 climate-related disasters 33
 CNBC: *Good Entrepreneur, The* 123
 CNN 97–8
 Coca-Cola 59, 92, 101, 108, 109, 153, 155
 Water Stewardship 160
 Cohen, Ben 181
 collaborative co-creation 168–9
 collective intelligence 86–93, 168
 combat-monsanto.co.uk 95
 Commission nationale de l'informatique et
 des libertés (CNIL) 99
 Commission on the Measurement of
 Economic Performance and Social
 Progress 63, 191
 communication 169–70
 Community Interest Companies (CIC) 145
 Community Trade programmes 182
 Companies Act 2006 (UK) 9
 Company Reputation Index 93
 Company Reputation Trends 93
 complementary partnership model 179
 compliance CSR 154, 155
 Confederation of Danish Industry 22
 conscious consumption markets 168
 consumeractiongroup.co.uk
 conviction CSR 154, 155
 Cooper, Cynthia 98
 Co-operative Bank: Ethical Purchasing Index
 104

- cooperative movement 27
- Co-operative of SEKEM Employees 126
- Copenhagen Climate summit (COP15) 34
- corporate change-makers 184
- Corporate Critic Research Database 102
- corporate engagement 168
- corporate responsibility expectations 35–6
- corporate social entrepreneurship (CSE) 160
- corporate social innovation (CSI) 158
- corporate social opportunity (CSO) 158
- corporate social responsibility (CSR) 47, 84, 85, 116, 152–3
 - arguments against 12–13
 - CSR 1.0 84
 - CSR 2.0 93
 - evolution of 154–6
- Corporate Sustainability and Responsibility 156
- corporate volunteering 159
- Cowen, Brian 88
- Cradle-to-Cradle Design 42–3
- creative capitalism 116
- creative destruction 31
- crowdfunding 83
- crowdsourcing 86
- CSC 139
- Cultural Creatives 105
- Curitiba, Brazil 127

- d.Light 143, 146
- Dalai Lama 65
- Danfoss Group 99
- Danone 108, 109, 179, 181
- Darfur Now* 131
- de Soto, Hernando 49
- DeHart, Jacob 81
- Del.icio.us 79
- Dell Computer 100
- demands for money 147
- Demos 166
- Denmark
 - CSR 116
 - economy 25
 - Financial Statements Act 9
 - Industrialization Fund for Developing Countries 50
- Deutsche Bank 40, 52
- Deutsche Welle
 - Global 2000* programme 123
- diabetes 55, 57, 58

- Digg.com 79
- dioxin 95
- diseases, chronic 55
- Dixon, Frank 6
- Domini 400 Social Index 100
- DonorsChoose 67
- dot-com wave 124, 194
- double bottom line businesses 121
- Doughty Centre for Corporate Responsibility 158
- Dow Jones Sustainability Index 15, 58, 170
- Drayton, Bill 134
- Drucker, Peter 26

- eBay 116
- eco-business 37
- eco-effectiveness 42
- eco-efficiency 42
- ecological bankruptcy 44
- ecological footprint 32
- Economist, The* 153
- Edelman Trust Barometer (2009) 10
- electric vehicles 40
- Electronic Industry Code of Conduct 10
- Elgin, Duane 187
- Eli Lilly 90
- Elkington, John 174, 195
 - Chrysalis Economy, The* 170
- Emborg, Erik 50
- Emerson, Jed 113, 127
- enabling infrastructure 147
- Energy Academy 205
- Enron 98
- environmental capital 128–30
- Environmental Defense Fund (EDF) 101
- environmental imbalances 32–44
- Equator principles 15
- ESG (environmental, social, governance) issues 15
 - Ethical Consumer* magazine 102
- Ethical Consumer Research Association (ECRA) 102
- ethical consumption markets 102–10
- Ethical Investment Service (EIRIS) 15
- Ethical Purchasing Index (EPI) 103
- Ethicaleconomy.com 93
- EthicsPoint 99
- Ethiscore 102
- European approach to social entrepreneurship 121

- European Commission: *Beyond GDP*
 initiative 63, 191
- European Currency Unit (ECU) 6
- European Research Network (EMES) 123
- European Union 47, 118
 Lisbon Strategy 25
- Eurostar 130
- Evergreen Lease concept 42
- Facebook 67, 77, 80, 92, 96, 97
- Fair and Square label 105
- Fairtrade 106, 108, 158
- Fan Milk 50–1
- Fannie Mae 4
- Fast Company 123, 192
Social Capitalist Awards 123
- fast-second strategy 176
- FBI 98
- feedback 3, 93
- feminine values 171–3
- financial capital 127–8
- Finnish Wellbeing Center 27
- Fisher, Martin 47–8
- Flatworldsolutions.com 20
- Flickr 79
- folk high school movement 27
- Fonda, Jane 173
- for benefit businesses 121
- Ford, Henry 174
- Ford Motors 14, 42–3, 200
- foreign direct investments (FDI) 4
- Forester Research 92
- Foroohar, Rana 22
- for-profit social enterprises (FOPSEs)
 145
- Forum for the Future 165
- fossil fuels 24
- four Cornerstones of sustainable innovation
 (four Cs) 166–7
- fourth sector 120, 121, 125
- France Telecom 52, 56, 57
- Frandsen, Mikkel Vestergaard 161–2
 Lifestraw 91
- Friedman, Milton 12, 72
- Friends of the Earth (FOE) 95
- FTSE4 Good Index Series 15
- Fuld, Richard S., Jr 5
- Futurama 201
- Futurama II 202
- Future We Want, The 202
- G20 summit (Pittsburgh, 2009) 87
- G8 Summit (2009) 46
- GAM₃ 132
- Gap 43
- Gates, Bill 67, 116
- Gazprom 22
- GE Healthcare 179
- General Electric (GE) 40, 54, 86, 117–18, 152,
 173
Ecoimagination business strategy 40, 190
- General Mills 90
- General Motors (GM) 14, 83, 200, 201, 202
- Generation MeWe 65–77
- Generation Y 26, 70
- Generation Z (Millennial generation) 70
- genetically modified organisms (GMOs) 95
- gethuman.com 92
- Getty Images 81
- Ghosal, Sumanthra 72
- Gillette 99
- Gladwell, Malcolm 188
- Global Brain 77–85, 87
- Global Call to Action Against Poverty 95
- Global Compact 117
- global consciousness movement 76
- global credit crisis 19
- Global Entrepreneurship Monitor (GEM)
 123–4, 142
- Global Exchange for Social Investment
 (GEXSI) 148
- Global Humanitarian Forum (GHF) 33–4
- global leaders 21–3
- Global Marshall Plan 192
- Global Reporting Initiative (GRI) 10, 15
- Global Social Compliance Programme
 (GSCP) 10
- Global Social Venture Competition, The 74
- global village 20
- GlobalGiving 67
- GlobalIdeasBank.org 87
- globally integrated company 20–1
- globally responsible leadership 77
- GlobalVoicesOnline.org 97
- Globescan 104
 Greendex 104
- GlobeScan poll (2007) 13
- Gmail 82
- Goldman Sachs 15, 22, 30, 170
 ESG framework 10
 SUSTAIN focus 170

- Goldman, Sam 143, 146
- Good Businesses: Concerned Consumer
Index 104
- Good Capital 16
- Google 80, 82, 92
- Google News 82
- Google.org 82, 190
- Gore, Al 192, 205
Inconvenient Truth, An 131
- Göteborg Award for Sustainable
Development, The 205
- Grameen Bank 51–2, 132, 133, 142, 179
- Grameen Danone Foods 180
- Grameen Group 183, 190
- Grameen Telecom Corporation 179
- Grameenphone 179–80
- Grayson, David 158, 166
- Great Business Opportunity, The* 154
- Great Depression 201
- Great Trade-off Illusion, The* 12, 154
- Green and Black 108
- green bubble 193
- Green Footsteps campaign 131
- Green Living* 105
- green munitions 162
- Green New Deal initiative 192
- Green Works 128, 149
- Greenagers 70, 108
- GreenCareersGuide.com 71
- Greenfield, Jerry 181
- Greenham Common 195
- Greenham Common Trust 195
- Greenpeace 94, 95, 101, 165
- greenwashing 162–5
- Greyston Bakery 142
- Gross Company Happiness (GCH) 62
- gross domestic product (GDP) 22–3, 29–30,
44, 63, 102
- gross national happiness (GNH) 63
- gross national product 191
- growth strategies 23–6
- grumbletext.co.uk 92
- Grundfos 152
LIFELINK 53
- Guaraná Power 130
- Haas School of Business, University of
California 74
- Haas Socially Investment Fund 74
- Hale, Victoria 137, 138
- Halliburton 164
- hardwiring 168
- Hart, Stuart L. 12, 49, 53, 154
- Harttung, Thomas 108
- Hawken, Paul 163–4
Ecology of Commerce, The 155
- HEC School of Management (France) 73
- Henderson, Hazel 29, 164, 192
- Hermansen, Søren 205–6
- Hewlett Packard 54, 80, 86
- high purpose companies 121
- high-engagement philanthropists 116
- Hildebrand, Philipp 103
- Hindmarch, Anya 105
- Hindustan Level Limited (HLL) 51
- Hirshberg, Gary 181
- HIV/AIDS 55, 122
- Hodges, Adrian 158, 166
- Hoffmann, Kurt 47
- Hollender, Jeffrey 165
- Hollywood 22
- Honda 14
- Howe, Jeff: *Crowdsourcing* 86
- Hoy, Patrimonio 160
- Hub, The 123
- Huffington Post 79
- Human Development Index (HDI) 63
- Hummer 22
- hybrid non-profit ventures 145
- hyper-competition 23
- IBM 21, 80, 154
- Iceland 4
- Ideas Compass (Denmark) 166
- IdeasCampaign.ie 87
- Ideastorm.com 89
- i-Genius.org 123
- IMD: *Discovery Expedition, The* 73
- immaterial growth 61–4
- inclusive growth 50–4
- INDEX: Award 91
- industrial ecology 41–4
- Innocent 108, 109
- Innocentive 190
- InnoCentive.com 89, 90
- Innovation Pipeline 166
- Innovest Strategic Value Investors 6
- INSEAD 158
- Institute for OneWorld Health 137, 138, 150,
190

- integrated partnership model 178
 Intel 179
 Interface 41, 42, 155, 166, 183
 Evergreen Lease concept 42
 Mission Zero 41
 ReEntry 42
 International Bank for Reconstruction and
 Development (IBRD) *see* World Bank
 International Business Leaders Forum 158
 International Diabetes Federation (IDF) 58
 International Federation of the Red Cross 38
 International Organization for
 Standardization
 ISO14001 Environmental Management
 Standard 10
 ISO26000 Guidance Standard on Social
 Responsibility 10
 International School of New Business Design
 & Social Innovation Kaospilots,
 Denmark 73
International Year of Microcredit, The 52
 Internet 77, 96
 investment portals 83
 Iran, presidential election (2009) 97
 iStockphoto 81
- Jaguar 22
Jamie's School Dinners 60
 Japan
 industry clusters 37
 slowing-down-to-advance-wellbeing 61, 67
 work overload in 14
 job relocation 20–1
 Jolie, Angelina 55, 67
 Jones, Cathy 55
Just Good Business 153
- Kanter, Rosabeth Moss 158
Karoshi 56
 Kelley, Kevin: *New Socialism, The* 80
 Kellogg's 59, 108
 Kennedy, Robert 191
 Keynes, John Maynard 201
 Khurana, Rakesh 74
 Kickstart 47–8
 Kim, Chan 158
Kite Runner, The 131
 Kiva 83
 Kuznets, Simon 191
 Kyoto Protocol 34
- Land Rover 22
 Lappe, Anna 102
Lazy Town 60
 Lehman Brothers 4, 5, 16
 LETS concept 192
 leverage non-profit ventures 144
 Lietaer, Bernard 6
 Life Cycle Analysis (LCA) 166
 LifeStraw 38, 39, 161
 limited liability 12
 Linux 79, 80, 81
 Lisbon Strategy 25
 Livingstone, Bruce 81
 Local Exchange Trading System (LETS) 128
 LOHAS (Lifestyles of Health and
 Sustainability) consumers 105
 Forum (2008) 109
 Lopez-Claro, Augusto 27
 L'Oreal 108, 109, 181, 182
 Lush 108
- Mackey, John 109
 Mair, Johanna 119, 178
 Mandela, Nelson 94
 Manwaring, Tony 14, 17, 199
 MAP Agro 179
 Marchant, Emmanuel 180
 Marine Stewardship Council 10
 Marks & Spencer (M&S) 108, 153
 Plan A 157–8, 173
 Mars 173
 masculine values 171–3
 Maslow, Abraham: hierarchy of needs 69, 87
 Massachusetts Institute of Technology (MIT)
 Center for Collective Intelligence 86
 Master's degrees in Business Administration
 (MBAs) 72–3
 Mauborgne, Renée 158
 McCracken, Sam 185
 McDonald's 98–9, 101
 McDonough, William 42, 43
 McGeehan, Sarah 147
 McKinsey & Co 17, 70
 Mead, Margaret 203
 Measuring Impacts Toolkit 148
 Merkel, Angela 6
 Merrill Lynch 4
 MeWe generation 65–77, 153, 184
 Microcredit 201
 Microlumbia Fund 74

- Microsoft 92, 139, 200
 Milleniums 26
 Mintzberg, Henry 72
 MIT Media Lab 83
 Mobile Mini Circus for Children (MMCC)
 131
 Monsanto 95, 164
 Moon, Nick 47–8
 Morogoro Shoe Factory, Tanzania 46
 motivation 141
Moving the World partnership 117
 Mozilla Firefox 79
 M-PESA banking system 52, 160
 MTV 132
 Mukouyama, Mr 62
 Mukouyama Painting 62
 Mulgan, Geoff 55
 multinational corporations 9
 MyC4 83
 MySpace 77, 78, 96

 NASA 81
 National Endowment for Science, Technology
 and the Arts (NESTA) 147
 National Geographic Society 104
 Greendex 104
 National Health Service 115
 negative externalities 11
 negative screens 100
 Nestlé 59, 108, 181
 Partners Blend 108
 Net Impact 74
 New Deal 10
 new donors 116
 New Greenham Park 195
 ‘New Mindset for Corporate Sustainability, A’
 166
New Pioneers, The 196–7
 New Socialism 80
 New York World’s Fair 201–2
 NGOs 94, 95, 154, 176
 Nickell, Jake 81
 Nike 43, 100, 101, 108, 132, 156, 185
 Compliance Team 156
 Native American Business 185
 NIMTOF (Not in My Term of Office)
 horizons 192
 NineSigma.com 89
 Nissan 14, 60
 NNE Pharmaplan 60–1

 Nooyi, Indra 153
Nouvelles regulations économiques (NRE)
 (France) 9
 Novartis 137
 Novell 80
 Novo Nordisk 57, 58, 63, 152, 160, 161, 190,
 200
 Utopian Change 200
 Novogratz, Jacqueline 146
 NovoPen 161
 NowPublic.com 97
 Nuance 92
 Nyborg, Magnus 92

 Obama, Barack 78, 88, 89
 administration 24
 OECD Guidelines for Multinational
 Enterprises 9
 Oliver, Jamie 60
 Ollerton Colliery 194
 Omidyar, Pierre 116
 Omidyar Network 116
 One Laptop Per Child (OLPC) 83
 one planet agenda 34
 OneWorld Health, Institute of 137, 138, 150,
 190
 organic foods 106
 Organisation for Economic Co-operation and
 Development (OECD) 136
 O’Toole, Aileen 87
 Our Common Future 28
 Oxfam 115
 Oxford Health Alliance (OxHA) 58–9, 190

 P.C.B. 95
 Palmisano, Samuel 21
 Parnell, Lindsey 41, 155, 165, 173
 Participant Media 131, 190
 Participle.net 88
 Partnership for Public Services (PPS)
 programme 115
 Patagonia 109, 110
 paypalsucks.com 92
 PBS: *e² series* 123
 Peepoople 129
 peer-to-peer lending 83
 Peitersen, Nicolai 93
 People & Profit 2005–2007 campaign 116
 Pepsi 155
 PepsiCo 58, 153

- PermaNet 38
 PEST analysis 14
 Petersen, John L. 199
 Petursdóttir, Kristin 172
 Pgconnectdevelop.com programme 90
 philanthrocapitalists 116
 philanthropic CSR 157
 Philips 43, 108
 Philips, L.G. 21
 Pitt, Brad 67
 Pledgebank.com 79
 Point.com 97
 Polak, Fred: *Image of the Future, The* 198
 Polaroid 200
 population, global 20, 32
 positive externalities 149
 positive screens 99
 poverty 44–5
 eradication 45–50
 PowerCurl 91
 Prahalad, C.K. 49, 80
 Principles for Responsible Investment (PRI)
 15, 16
 private sector 114
 Procter & Gamble (P&G) 68, 90, 99, 108
 Project Shakti 51
 Prosper 83
 Public Interest Disclosure Act (PIDA) (UK)
 99
 public sector 114
 Puma 108
 Pyramid of Needs 69
- Quadir, Iqbal 44
 qualitative growth 29
 Quirky 91
 Qzone 78
- Rang De 83
 Razoo 67
 RBS SE100 Index 148
 reciprocity 17
 RecycleBank 128, 149, 192
 recycling 37
 RedesignMe.com 91
 ReEntry 42
 Refugee United 82
 reinventive businesses 160–2
 Renault 40
 renewable energy 40
 responsibility 17
 responsibility-related principles and
 regulations 73
 Right to Request programme 115
 Robb, Walter 110
 Roche 137
 Rockefeller Foundation 148
 Roddick, Anita 171, 182
 Roosevelt, Franklin D. 4, 5, 193, 200
 Roskilde Festival (Denmark) 131–2, 133, 149,
 180
 Rost, Peter 99
 Rousseau, Jean-Jacques: *Social Contract, The*
 8
 Rowley, Coleen 98
- Sachs, Jeffrey 205
 Safaricom 52
 Sainsbury's 166
 Samsø 205
 Sarbanes–Oxley Act (USA) 98
 Sarkozy, Nicolas 7, 63, 101
 saynotoo1870.com 92
 Scheving, Magnús 60
 Schöning, Mirjam 121, 137, 143, 145, 148, 184
 Schulkin, Brent 103
 Schultz, Howard 172
 Schumpeter, Joseph 31
 Schwab Foundation for Social
 Entrepreneurship 121, 123, 126, 136–7,
 143, 144, 145, 148, 184
 Schwab, Klaus 151
 Schwartzenegger, Arnold 14
 Scott, Lee 163
 Second Life 77, 79
 Seelos, Christian 119, 178
 SEKEM company 125–6, 149
 Sen, Amartya 49
 September 11th, 2001 19, 98
 Seven Step Model for CSO 166
 Seventh Generation 164–5
 Corporate Consciousness Report 165
 Shah, Sonal 136
 Shakti programme 160, 174, 186
 Sharma, Vijay 186
 Shaw, George Bernard 198
 Shell Foundation 47
 Shell Group 47, 94
 Shenzen Water 39
 Sherwood Environmental Village Ltd 194

- Siemens 139
 Sigurdardottir, Johanna 172
 Silk Road 19
 Sirkin, Harold 18, 19
 Skoll, Jeff 116, 187
 Skoll Centre for Social Entrepreneurship 123
 Skoll Foundation 116, 123, 137
 Skype 79
 slacktivists 97
 slowing-down-to-advance-wellbeing
 movement (Japan) 61, 67
 SmallCanBeBig 67
 Smart Choice Program 59
 Smith, Adam 7, 193
 smoking 193
 Social Accountability International (SAI)
 SA8000 certification 10
 Social and Environmental Stock Exchange
 (Brazil) 148
 social business ventures 145
 social capital 131–4
 Social Capital Markets 16
 social capitalism 18
 social economies 80
 social enterprise 73, 121
 Social Enterprise Action Plan (UK) 136
 Social Enterprise Coalition (SEC) 146
 Social Enterprise Investment Fund (SEIF)
 (UK) 136
 social entrepreneurs 120, 185
 social entrepreneurship 73
 growth strategies 144
 key learnings 149–51
 value creation 127–34
 value of 125–51
 social firms 140
 Social Impact Bonds 148
 social innovation 26–8
 Social Innovation Camps 89
 Social Innovation Exchange (SIX) 88
 social intrapreneurs 121, 184, 185, 189
 Social Investment Forum 15, 100
 social investors 15–18
 social networking 96, 122
 social opportunities 141
 social purpose ventures 121
 social responsibility 141
 social returns on the investments (SROI)
 147, 148
 Social Stock Exchange (UK) 148
 social venture capitalists 116
 SocialEdge.org 123
 socially responsible investing (SRI) 15, 99,
 100, 164
 Society of SEKEM's Friends 126
 softwiring 168
 Sonne, Thorkil 138–9
 Sørensen, Lars Rebien 58, 200
 Sota, Luis 186
 South African Social Investment Exchange
 (SASIX) 148
 Specialisterne 138–9, 146, 150
 Spurlock, Morgan 98
 Stand Up and Take Action campaign 95
 Starbucks 172
 Starwood Hotels & Resorts Worldwide 87
 Steiner, Achim 29
 Steinter, Rudolf 126
 Stonyfield Farm 109, 176, 181, 183
 strategic CSR 155, 157
 stress test of sustainable business 170–1
 stress-related health problems 56
Style & Design magazine 105
 sub-prime lending crisis 4
 Sun Microsystems 80
 Superflex 81, 130
Supersize Me 98
 supply of money 147
 Surowiecki, James: *Wisdom of Crowds, The*
 86
 sustainability 17, 28
 Sustainable Balanced Scorecard 166
 sustainable companies 121
 sustainable development 189
 sustainable entrepreneurship 121
 sustainable funds 163
 sustainable growth 29
 sustainable innovation 107
 Suzlon Energy 22, 39
 Swartz, Jeff 152
 Swiss National Bank 103
 symbiotic partnership model 178, 179
 Synovate 104
Syriana 131
 TakingItGlobal.org 88
 Tanzania People's Defense Forces 135
 Tata 22
 Teijin 37–8
 Telenor 179

- Tengzhong 22
 Tesco 108
 Tetra Pak 53
 Threadless.com 81–2
 Tiffany 105
 TIME magazine 38, 40, 77, 98, 106, 108, 163, 205
 Responsibility Pioneers 146
 Times Online 96
 tipping point 188
 TNT 117
 tobacco 55–6
 Toffler, Alvin: *Third Wave, The* 91
 Tómasdóttir 172
 Tomorrow's Company 14, 17, 199
 Torvalds, Linus 80
 Total Quality Management 166
 Total Responsibility Management (TRM) 166
 Toyota 14, 60
 Prius 105
 trade union movement 27
 trickle-up innovation 54
 Trillium Asset Management 101
 Triodos Bank 171
 Triple Bottom Line (People, Planet, Profit, or the Three Pillars) 57–8, 63
 triple context 31
 tri-sector model of classic welfare state roles 114
 Trojan horse effect 181
 trust in business 10–11
 Twitter 77, 97, 98
- UNICEF 118
 Unilever 51, 54, 59, 109, 152, 174, 181, 183, 186
 Shakti programme 160, 174, 186
 United Kingdom Department for International Development 160
 United Nations 15, 47
 Conference on Environment and Development (UNCED) (Rio Summit) 34, 191
 Development Programme (UNDP) 117
 Environmental Programme (UNEP) 29, 128
 Framework Convention on Climate Change (UNFCCC) 34
 Global Compact 48–9
 Global Environmental Outlook report 29
 Green Economy Initiative 191
 High Commission of Refugees 38
 Human Development Index (HDI) 191
 Millennium Development Goals (MDGs) 45–6, 48, 129
 Principles for Responsible Management Education (UN PRME) 74, 75
 World Food Programme (WFP) 117
- United States
 Agency for International Development 118
 approach to social entrepreneurship 121
 Department of State 118
 Sarbanes—Oxley Act 98
 White House Office of Social Innovation and Civic Participation 136
- Ushahidi 97
 Utopian Change 57
- value innovation 158
 values-driven enterprises 121
 Vanno.com 93
 venture philanthropists 116
 Vestel 22
 Vestergaard Fransen 38, 161, 183
 Via Campesina 95
 Virgin 36
 Visscher, Marco 86
 Vodafone 52, 160
 voluntary work 68
 Volunteer Adventures 68
- Wall Street Journal* 69
 Walmart 108, 109, 153, 162–3, 181, 183
War for Talents reports 70
Warning to Humanity 33
 WasteConcern 179
 Watkins, Sherron 98
 Web 1.0 84
 Web 2.0 77, 78, 85, 91, 93
 Webber, Alan 192
 WeCollaborate.org 88
 Weetjens, Bart 135
 Wehner, Ross 68
 whistleblowers 98–9, 101
 White Band Days 94
 Whole Foods Market 101, 105, 109
 Wikinomics 84
 Wikipedia 79
 wikis 77
 Willard, Bob 154, 201

- Williams, Anthony D. 77, 84
Wired magazine 80
 WiserEarth Directory 94
 Wokai 83
 work-related deaths 56–7
 World Bank 44, 45, 46, 47, 48, 88
 Development Marketplace, The 88–9
 Doing Business reports 48, 49
 World Business Council for Sustainable
 Development (WBCSD) 8, 48, 49, 152,
 190
 Phoenix Economy, The 190
 Sustainable Livelihoods Programme 48
 World Diabetes Foundation 58
 World Economic Forum (Davos, 2009) 6, 31,
 35, 95, 126, 137, 151, 184
 Global Competitiveness Index 23, 27
 World Health Organization (WHO) 38, 56, 58
 Global Strategy on Diet, Physical Activity
 and Health 59
 World Social Forum 95
- World Trade Center 19
 World Trade Organization (WTO) annual
 summit (1999) 94
 World Watch Institute 32, 34
 World Wide Web 77
 World Wildlife Foundation 58
 World Wildlife Fund (WWF) 32
 Worldcom 98
 Worldwide Fund for Nature (WWF) 155
 Worn Again 129–30, 186
- Young Foundation 27–8, 89
 Young Social Enterprise Initiative (YSEI.org)
 123
 YourEncore.com 89
 YouTube 77, 78, 79, 97
 Yunus, Muhammad 6–7, 50, 51, 132, 133,
 134, 150, 151, 180
- ZeroFly 38
 Zopa 83

Index compiled by Annette Musker

