

Press release

25 January 2010

The Mary Foundation represented by Her Royal Highness Crown Princess Mary is to inaugurate 'Entrepreneur Day 2010', drawing attention to social entrepreneurship.

When Chairwoman of the Board, Crown Princess Mary of Denmark, opens Entrepreneur Day 2010, it is not just to address *what* the Mary Foundation is doing, but also *how* it goes about it. Since 2007, the Mary Foundation has acted as a social entrepreneur. By cooperating with other foundations, experts, public bodies, NGOs and private firms, the Mary Foundation has been constantly on the lookout for pioneering cooperation modalities aimed at preventing social isolation and reaching as many vulnerable people as possible in the most professional manner.

Through its role as a catalyst, the Mary Foundation has found that it is possible to identify and implement innovative and research-based effectful social projects. According to Her Royal Highness Crown Princess Mary, it is necessary to translate good intentions into durable structures and solid sustainability.

"As Chairwoman of the Mary Foundation, I'm very pleased to observe such an intense focus on how together we can help vulnerable groups, and on how social entrepreneurship might set new standards for cooperation across a range of stakeholders and sectors. In the Mary Foundation, we never cease to work on underpinning good intentions with professionalism in order to continue to create genuine change for socially isolated groups."

Director of the Mary Foundation, Birgitte Hagemann Snabe, looks forward to contribution to shine the spotlight on the positive impact of working together in new ways on Entrepreneur Day 2010.

"Social entrepreneurship is also about carrying out projects in an analytical and interdisciplinary environment. For instance, in cooperation with our own experts, the organisation Mothers' Help, the financial services firm Nykredit and the association Østifterne, we've set up the project 'Counselling for a Better Life' where women affected by violence receive social, legal and financial advice. It's crucial that we continue to develop dynamic and well-founded models for how we might join forces to provide greater help and to reach even more people," says Director of the Mary Foundation, Birgitte Hagemann Snabe.

On Entrepreneur Day 2010, the Mary Foundation is among the organisers of a series of workshops and talks aimed at shedding light on practical experiences and future challenges of social entrepreneurship.

On the day, Professor Lars Hulgaard from the Centre for Social Entrepreneurship at Roskilde University will talk about the latest trends in social entrepreneurship, while the Danish Centre for Social Economy and FDB (Danish Consumers' Cooperative Society which owns a series of retail chains) will award the 'Annual FDB Social Economy Prize'.

Minister of Social Affairs, Karen Ellemann, will also attend Entrepreneur Day 2010, when new knowledge will be presented, including the Global Entrepreneurship Monitor Report 2010, a National Strategy for Social Entrepreneurship proposed by Monday Morning, a Danish think tank, and an anthology of recent articles about the issue of social and

cultural entrepreneurship, to which Director of the Mary Foundation, Birgitte Hagemann Snabe, has also contributed.

Entrepreneur Day 2010 is organised by:

IDEA Entrepreneurship Centre and Centre for Social Entrepreneurship, involving the Mary Foundation as this year's thematic partner.

Tuesday 26 January 2010, 9.30am–4pm
Roskilde University, 1 Universitetsvej, Roskilde, Building 00
For more information see: www.maryfonden.dk and
www.ruc.dk/paes/cse/IvaerksaetterDagen_2010

For further information about the Mary Foundation

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FACT BOX

*In the EU, there are currently 2 million social firms, i.e. organisations based on volunteering, membership and commitment.

**35% of Danes have carried out voluntary work.

***Almost 10% of the Danish GNP is created by the non-profit sector.

Source: The European Commission's survey of volunteering 2006, www.ism.dk