

CERTIFICERINGSBEVIS



Mads Sonne Bremholm

har i perioden februar – juni 2019 gennemført

Sustainable Business Change Manager

En 5-måneders uddannelse med certificering,
der giver nyeste viden og værktøjer til forandringsledere,
som arbejder med at integrere bæredygtighed og samfundsansvarlighed (CSR)
i hjertet af en virksomheds forretningsstrategi og organisation.

På uddannelsen har deltagerne fået værktøjer og viden om blandt andet:

- **Strategi - *Clear Purpose***

Sociale megatrends / CSR-strategier og forretningsmodeller / SDG / Love og internationale retningslinier

- **Organisation - *Corporate Engagement***

Forandringsledelse & -lederskab / Intern CSR-organisering (struktur & kultur) / Medarbejderinvolvering

- **Partnerskaber - *Collaborative Co-creation***

Shared value partnerskaber / Ansvarlig leverandørstyring & indkøb ver. 2.0 / Kundeinvolvering & salg

- **Kommunikation - *Clear Communication***

Eksterne & interne CSR-kommunikationsstrategier & -planer / Autentisk branding / CSR-rapportering

Tania Ellis, Specialrådgiver og Direktør, The Social Business Company

TANIA ELLIS
THE SOCIAL BUSINESS COMPANY

CERTIFICATION DIPLOMA



Mads Sonne Bremholm

has from February to June 2019 accomplished

Sustainable Business Change Manager

A 5-month training programme with certification that provides knowledge and tools for change managers who want to integrate sustainability and corporate social responsibility into the heart of a company's strategy and organisation.

In this training programme this participant has gained tools and knowledge about:

- **Strategy - Clear Purpose**

Social megatrends / CSR strategies and business models / SDGs / Law and international regulations

- **Organisation - Corporate Engagement**

Change management & leadership / Internal CSR integration (structure & culture) / Employee engagement

- **Partnerships - Collaborative Co-creation**

Shared value partnerships / Responsible supply chain management & procurement 2.0 / Customer engagement & sales

- **Communication - Clear Communication**

External & internal CSR communication strategies & plans / Authentic branding / CSR reporting

Tania Ellis, Special Advisor and Managing Director, The Social Business Company

UNIVERSITY OF
COPENHAGEN



07/05/2018

Mads Sonne Bremholm

has successfully completed

The Sustainable Development Goals – A global,
transdisciplinary vision for the future

an online non-credit course authorized by University of Copenhagen and offered
through Coursera

A handwritten signature in black ink, reading "K. Richardson".

Katherine Richardson
Professor

COURSE
CERTIFICATE



Verify at coursera.org/verify/8MWLWYL6WGTN

Coursera has confirmed the identity of this individual and
their participation in the course.

FEBRUARY 04, 2015

Statement of Accomplishment

WITH DISTINCTION

MADS SONNE BREMHOLM

HAS SUCCESSFULLY COMPLETED THE COPENHAGEN BUSINESS SCHOOL'S ONLINE OFFERING OF



An Introduction to Consumer Neuroscience & Neuromarketing

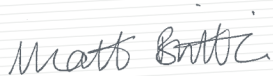
This course will introduce you to the field of consumer neuroscience and neuromarketing. It will go through concepts of the human brain and the consumer mind, how it is studied, and how this can be applied in commercial and societal understandings of consumer behaviour.

THOMAS ZOËGA RAMSØY, PHD
DIRECTOR, CENTER FOR DECISION NEUROSCIENCE, CBS
CEO, NEURONS INC

PLEASE NOTE: THE ONLINE OFFERING OF THIS CLASS DOES NOT REFLECT THE ENTIRE CURRICULUM OFFERED TO STUDENTS ENROLLED AT COPENHAGEN BUSINESS SCHOOL. IT DOES NOT CONFER A COPENHAGEN BUSINESS SCHOOL GRADE OR CREDIT; IT DOES NOT CONFER A COPENHAGEN BUSINESS SCHOOL DEGREE; AND IT DOES NOT VERIFY THE IDENTITY OF THE STUDENT.

Mads Sonne Bremholm

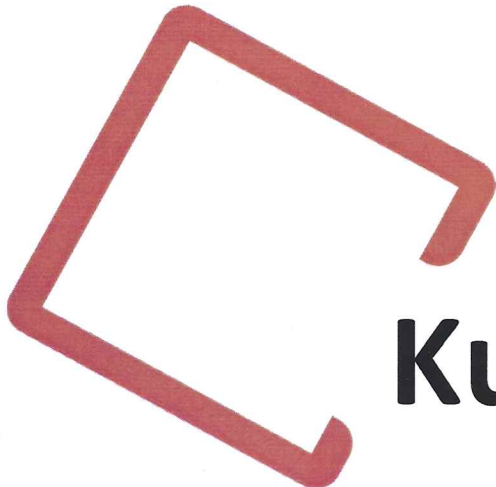
tildeles hermed dette certifikat for gennemførelse
af certificeringseksamenen **Grundlæggende digital marketing**
29/01/2019



President – Google EMEA



CEO – IAB Europe



Kursusbevis

Det bekræftes hermed at

Mads Sonne Bremholm

har gennemført kurset

Digital Markedsføring

7. januar - 15. februar 2019

Kursusindhold

- Introduktion til digital markedsføring
- Digital strategi
- Målsætninger og KPI (Key performance indicators)
- Webanalyse
- Introduktion til hjemmesideudvikling
 - WordPress
- Konvertering og konverteringsoptimering
- Trafikmåling
 - Google Analytics
- Usability og brugertest
- Design og billedredigering
 - Adobe Photoshop
- Layout med Adobe InDesign
- Søgemaskineoptimering
 - SEO (Search engine optimization)
 - SEM (Search engine marketing)
- Introduktion til sociale medier
 - Facebook
 - LinkedIn
 - Instagram
- Emailmarkedsføring
 - Best practice – Dos and Dents
 - Introduktion til MailChimp
- Videoredigering med Adobe Premiere Pro

Itucation – Søren Metzsch