Engelsk B

Eux

Tirsdag den 3. juni 2014
kl. 9.00 - 13.00
Company Karma: How football is bringing war torn societies together

Sportswear company hummel’s calculated philanthropy is helping amputees in Sierra Leone to a women’s team in Afghanistan

Kit Holden - Wednesday 17 April 2013

“This is Patrick”, says Christian Stadil, brandishing a picture on his phone, “Patrick is an amputee of the civil war in Sierra Leone. He was born with one deformed foot, and when the rebels came across him, they cut off his one good foot. He got together with other amputees, and they formed the National Amputee football team of Sierra Leone. He is actually a baker, but he uses all the money he earns to fund the team.”

Stadil is the owner and Chairman of hummel, the Danish based sport and fashion manufacturer. Since taking over the company in 1999, he has transformed the company from a simple sports brand into one of the most socially responsible corporate entities on the planet. It was Stadil who founded “Company Karma”, a business model which looks to promote change in some of the world’s most disadvantaged communities, and it was under Stadil’s leadership that the motto - “Change The World Through Sport” - came to epitomise the company’s work.

Today, hummel can boast of a number of remarkable sponsorship deals, all driven by Company Karma. Sierra Leone’s Amputee Team is just one of them. The company has worked with the Black Eyed Peas on a campaign to promote recycling, it sponsors the official national team of Sierra Leone, the men’s and
women’s national teams of Afghanistan, and is partially responsible for the successful launch of the newly founded Afghan Premier League.

And Stadil likes pictures. He supplements almost every anecdote he tells with one. There is one of his Chief Marketing Officer Henning Nielsen hiding under a blanket while being driven through Kabul; one of a fake version of hummel’s Sierra Leone replica shirt hanging on sale in a market stall, and of course, one of Patrick. With each image, his face breaks into a huge grin. Here is a man who enjoys his work, however dangerous it may be at times.

This month, hummel celebrated its 90 birthday. From humble roots in a town south of Hamburg, where founder Albert Messmer produced the world’s first studded football boot, the company has morphed1 into a major international supplier of football and sports equipment. And while it may still trail the likes of Nike and adidas in terms of size, the Company Karma project marks it as unique among its competitors. […]

Many of hummel’s community projects are indeed based in Denmark. The Copenhagen World Cup allows the international communities of the Danish capital to come together in an annual football tournament, while together with the Roskilde Music Festival, hummel run a women’s street soccer tournament and sports involvement programs in the country’s asylum centres.

It is internationally, however, that the idea of Company Karma has really proved a success. Since hummel took over the Sierra Leone national team in 2008, the country has soared up the Fifa world rankings, going from 167 to 59 place just in the last two years.

“I’d love to say their rise has been a direct result of our involvement,” says Stadil, “maybe it had an effect in that they’ve had better equipment and things since we came in, but it’s also down to them. Whatever the reason, it’s a perfect example of Karma, when we put a lot of effort and resources into the team and they rise 100 places in the world rankings.”

The involvement with the national team was what led hummel to Patrick and his amputee footballers, says Dan Bjerg, hummel’s – and, as his boss is quick to point out, the world’s only – “karma developer”. “Christian and I were visiting Sierra Leone in 2011 a few years ago, just to check up on the national team. And then one of our contacts said you should meet this guy, his name is Patrick. So we drove down to the beach, which was where the first rebel attack on Freetown all started. It was a beautiful sight, but still visibly torn by war, and we met Patrick, and he told us his story. We signed the team on the spot.” […]

“If somebody, anywhere, is deprived, we want to sponsor them. So we sponsored the Tibet national team, but if there is deprived Chinese children, we would equally sponsor them. It’s about individuals, that can have an increased positive standard of living or positive experiences through sport.” […]

Source:

1 has morphed: has been transformed
Opgave 1

Besvar på dansk følgende spørgsmål til den engelske tekst. Der lægges vægt på en præcis og sammenhængende besvarelse af hvert enkelt spørgsmål.

a) Hvad er “Company Karma”?

b) Hvilke danske Company Karma projekter er hummel involveret i?

c) Hvem er Patrick, og hvordan kom han i forbindelse med hummel?

Opgave 2

Løs en af nedenstående opgaver på engelsk. Vælg enten opgave a) eller b). Der lægges vægt på en fyldig og velstruktureret besvarelse, der tager udgangspunkt i den engelske tekst.

a) Describe the changes in hummel's business model since Christian Stadil took over as chairman in 1999, and discuss hummel's reasons for being involved in Company Karma projects in Denmark and in disadvantaged areas around the world.

b) Based on the text, comment on hummel's motto: “Change The World Through Sport” (p. 1 line 18). Discuss whether or not you think it is possible to change the world through sport. You may consider:

- Poverty
- Sponsorships
- Jobs
- Money
- Social responsibility
Opgave 3


Your name is Mark Smith and you are 18 years old. In June 2014 you will finish your two-year theoretical business education at Durham Business College. You are very concerned about what goes on in the world, especially in disadvantaged communities. You also find large companies’ involvement in corporate social responsibility activities important. Therefore, you have decided to write your final report on socially responsible companies.

As part of your research, you have read the article “Company Karma: How football is bringing war torn societies together” about hummel's Company Karma projects and sponsorship deals. In order to get more background information you write a letter to Dan Bjerg, hummel's Karma Developer, who is in charge of hummel's community projects and sponsorship deals in various parts of the world.

You start the letter by introducing yourself and your educational background. You also inform him why you are writing to him.

Furthermore, you comment on some of hummel's successful community projects in Denmark and other parts of the world. You also refer to Patrick’s inspiring story and comment on how Patrick and the official national football team of Sierra Leone have benefited from the Company Karma concept.

In your concluding remarks, you mention some of the community projects that you yourself have been involved in, either through sport or some other spare time activities.

Finally, you praise hummel’s work in disadvantaged areas all over the world.

Make suitable opening and closing statements and use today’s date.

Sender: Durham Business College
Mark Smith
Mill Hill Lane
Durham DH 13LB
England

Recipient: hummel
Dan Bjerg
Balticagade 20
8000 Aarhus C
Denmark
Opgave 4

Oversæt følgende tekst til engelsk

Durham Business College  
Att.: Mark Smith  
Mill Hill Lane  
Durham DH13LB  
England

17. juni 2014

Vedr. Company Karma projekter og sponsoraftaler


Når vi skal finde nye projekter, rejser vi til de hårdt ramte områder for at se på forholdene og for at danne os et indtryk af, hvilke grupper der har brug for vores hjælp.

Patrick er et godt eksempel på et menneske, der har fået ændret sit liv gennem vores sociale ansvarlighed, og vi ved også, at Patrick vil være parat til at hjælpe andre i en lignende situation.

Vi mener helt klart, at man kan ændre verden gennem sport, så derfor har vi blandt andet også sponseret fodboldspillere i Sierra Leone og i Afghanistan.


Vi takker for din interesse i vores firma og ønsker dig held og lykke med din rapport.

Venlig hilsen

Dan Bjerg  
Karma Developer
Opgaven er produceret med anvendelse af kvalitetsstyringssystemet ISO 9001 og miljøledelsessystemet ISO 14001.