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## ComCaseCompetition to be continued; Novozymes will be case company and challenge owner

***Students are invited to solve Novozymes' case at this year's ComCaseCompetition 2017. The popular and global competition is the leading international case competition within the field of communication.***

The 2017 edition of ComCaseCompetition proudly presents another Danish internationally leading company: Novozymes. Novozymes is offering a challenging real-life case for Danish and international graduate students. The challenge is to create commitment and support from younger people for biological innovations as replacement of fossil fuels - in the era of digital and social media.

"The world is forced to take a big step away from oil and to use the forces of nature instead to solve the great challenges of energy, food and consumer goods production. Big changes will not occur just by themselves, and young people are crucial for helping society rethink and change behavior. That is the reason why the case is about how the millennials can become part of such a movement. These are the global citizens who will be setting the agenda and the ones whom we would very much like to engage. While social media is obviously not new anymore, companies like Novozymes still have a lot of unexplored potential in using them to effectively communicate with diverse groups of stakeholders. What will it take to get the conversation going and exchange of knowledge about biological solutions and the transition to a sustainable economy?" asks Mads Twomey-Madsen, Vice President, Global Communications, Novozymes.

ComCaseCompetition 2017 is arranged by Djøf and hosted and co-arranged by Copenhagen Business School in collaboration with Novozymes. One of the main objectives is to bring students closer to the business world and hereby increase their employability; but also to demonstrate communication students' competencies to the communication industry. A group of Danish communication agencies will act as mentors for the finalists.

"I am very proud and extremely happy that we now for the 7<sup>th</sup> time are able to provide such a great opportunity for communication students to display their research-based and practice-relevant knowledge, competencies and skills.", Associate Professor Ph.D., Karl-Heinz Pogner from Copenhagen Business School, Department of Intercultural Communication and Management.

"It is precisely activities such as ComCaseCompetition, we would like to pursue when focusing on communicators. CCC'17 is a good example of how much we can achieve in cooperation with professional associations, research and teaching institutions, and the business community ", says Lars Brittain, head of the Department of Network and Events at Djøf.

The finals of the competition will take place at Copenhagen Business from January 25<sup>th</sup> to 26<sup>th</sup>, 2017. Deadline for applying is January 5<sup>th</sup>, 2017 at noon. Apply here [djoef.dk/cc](http://djoef.dk/cc).

### **Test yourself and your skills in the challenge**

Novozymes will be the seventh Danish case-organization. Previously, Coloplast, Carlsberg, Maersk, Egmont, Novo Nordisk and Arla have given the participants exciting and thought-provoking challenges. "All participating organizations have got much out of the competitions. Not only did they get new ideas. They have also been able to recruit student assistants and employees amongst the participants. Several of the participants found their first job after graduating at one of the case-companies or at one of the other companies and organizations which have been involved in the competition as presenters and judges ", explains Karl-Heinz Pogner from Copenhagen Business School. He continues: "The participants have always been very excited for the opportunity to test their skills and competencies when working under extreme time pressure, but nevertheless coming up with their solution of a complex wicked problem in just 24 hours. At the same time the competition provides a perfect opportunity for networking and building relationships with peers and potential employers. "

### **Joining CaseCompetition17 and preparing for the Grand Finale**

ComCaseCompetition is a competition in which teams of communication students at the graduate level compete to find the best solution for a global case challenge. At the finals on January 25<sup>th</sup> – 26<sup>th</sup>, six teams with max. five students each get 24 hours to solve a complex communication challenge. The teams for the finals will be chosen on the basis of the team members' résumé, and the team's response to a minor task (entry essay). On the final day (January 26<sup>th</sup>) the six finalist teams will present their solutions for a jury of communication researchers and experts with international backgrounds.

#### **This year's jury:**

Karl-Heinz Pogner, Associate Professor, Intercultural Communication and Management, CBS

Simon Bentholt, Behavioural Designer & Partner, Kl. 7

Anders Monrad Rendtorff, Direktør, Zens

Craig R. Scott, Professor and Chair at Department of Communication, Rutgers University

Winni Johansen, Professor, AU

Daniel Bæk, Co-Founder and Managing Partner, NodesAgency

Astrid Gade, Senior Adviser, Corporate Communication

Simon Møberg Torp, Dean, SDU

Henriette Rald, Executive Director in Strategic Communication & Politics, Djøf

More information can be obtained at [djoef.dk/ccs](http://djoef.dk/ccs) or on Facebook (comcasecompetition).

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