

(COMMODIFYING COMPASSION)TM



Commodifying Compassion: Implications of Turning People and Humanitarian Causes into Marketable Things

FINAL CONFERENCE

2. of May 2023 10:00-17:00

DH.Ø.0.89, Copenhagen Business School

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2nd of May 2023: Conference Day

10:00 – 10:05 Welcoming words from Dorte Salskov-Iversen (Head of the Department of Management, Society and Communication, Copenhagen Business School)

10:05 – 10:15 Introduction to Commodifying Compassion Project by Lisa Ann Richey (PI of Commodifying Compassion, Professor of Globalization, Copenhagen Business School)

Commodifying Compassion Project Findings: Strategic Partnerships for Business

10:15 – 10:25 Alexandra Cosima Budabin (Senior Researcher, Institute for Minority Rights, Eurac Research):

Batman Saves the Congo: How Celebrities Disrupt the Politics of Development

10:25 - 10:35 Maha Rafi Atal (Lecturer in Global Economy, University of Glasgow):

Commodifying COVID-19: Humanitarian Communication at the Onset of a Global Pandemic

10:35 – 10:45 Mette Fog Olwig (Associate Professor, Roskilde University):

World Development Special Issue: Commodifying Humanitarian Sentiments? The Black Box of The For-Profit and Non-Profit Partnership

10:45 - 11:00 Roberta Hawkins (Associate Professor, University of Guelph):

Why are humanitarian sentiments profitable and what does this mean for global development?

11:00 – 11:15 Break

11:15 – 11:45 Lisa Ann Richey (PI of Commodifying Compassion, Professor of Globalization, Copenhagen Business School):

Commodifying Compassion: Why does capitalism feel so right?

11:45 - 12:30 Discussion

12:30 – 13:30 Lunch Break in the Common Room at Dalgas Have

Commodifying Compassion and Beyond

13:30 – 14:15 Keynote Presentation: Dan Brockington (ICREA Research Professor, ICTA, Universitat Autònoma de Barcelona):

Blockchain and Data Justice: new trends in digital giving

14:15 – 14:35 Discussion

14:35 – 15:00 Invited Presentation on Communicating Critical Political Research to the Public: Laura Seay (Assistant Professor of Government, Colby College, regular writer for The Washington Post):

How Not to Write About the Majority World

15:00 – 15:30 Discussion

15:30 – 15:45 Break

15:45 – 16:30 Keynote Presentation: Amal Hassan Fadlalla (Professor of Anthropology, Women's and Gender Studies, and Afroamerican and African studies, University of Michigan):

Branding humanity: Embodiment, time and time again

16:30 - 16:50 Discussion

16:50 – 17:00 Concluding Presentation: Lisa Ann Richey (PI of Commodifying Compassion, Professor of Globalization, Copenhagen Business School)

17:00 Reception at Dalgas Have

CoCo Conference Invited Speakers

Michael Barnett is University Professor of International Affairs and Political Science at the George Washington University. He is a scholar of international relations, and his research interests include humanitarianism, global governance, global ethics, Middle Eastern politics, and the United Nations. His most recent books include *Global Governance in a World of Change* (2021), *Humanitarianism and Human Rights: A World of Difference?* (2021) and *Paternalism Beyond Borders* (2017). Currently he is researching the prevailing neoliberal age of humanitarianism and humanitarianism's business model.

<https://elliott.gwu.edu/michael-barnett>

Dan Brockington is the ICREA Research Professor at the Institute of Environmental Science and Technology (ICTA) at the Universitat Autònoma de Barcelona. He has worked extensively on environmentalism and conservation, rural livelihoods, NGOs and celebrity advocacy, as well as their overlaps. His authored books include *Fortress Conservation* (2002), *Nature Unbound* (2008) co-authored with Rosaleen Duffy and Jim Igoe, *Celebrity and the Environment* (2009) and *Celebrity Advocacy and International Development* (2014). Currently, Dan is researching the role of data justice in biodiversity conservation as part of his new project CONDJUST.

<https://danbrockington.com/>

Amal Hassan Fadlalla is Professor of Anthropology, Women's and Gender Studies, and Afroamerican and African studies at the University of Michigan, Ann Arbor. Her research interests and teaching focus on global issues and perspectives related to gender, health, reproduction, diaspora, transnationalism, population, development, human rights and humanitarianism. She has authored the books *Branding Humanity: Competing Narratives of Rights, Violence and Global Citizenship* (2019) and *Embodying Honor: Fertility, Foreignness, and Regeneration in Eastern Sudan* (2007). She is currently researching the operations of power and empire, belonging and citizenship.

<https://lsa.umich.edu/daas/people/core-faculty/afadlall.html>

Roberta Hawkins is Associate Professor at the University of Guelph. Within her research she is interested in the field of feminist geography, ethical consumption, political ecology and critical development studies. Informed by feminist theory and methodologies, Roberta's work explores the ways in which people in the Global North are encouraged to 'make a difference' globally through everyday practices like ethical consumption, online activism, volunteer tourism and social entrepreneurship. She has also explored the cultural politics of sustainability through media and digital technologies.

<https://geg.uoguelph.ca/faculty/hawkins-roberta>

Laura Seay is Assistant Professor of Government at Colby College. Her expertise lies in African Politics, Fragile states and debates around development and conflict studies. She is currently finishing a book titled *Substituting for the State (forthcoming)*, about the role non-state actors play in governing the eastern DRC in response to the Congolese state's weakness in North Kivu, South Kivu, and Ituri, looking into how international attempts to rebuild the Congolese state fail under some conditions and succeed under others. She is a regular contributor to The Monkey Cage, a conversation forum for political scientists, published by The *Washington Post*.

<https://www.colby.edu/people/people-directory/laura-seay/>

Commodifying Compassion Research Team

Lisa Ann Richey is the Professor of Globalization at the Department of Management, Society and Communications at Copenhagen Business School. In her interdisciplinary research she combines her background in political science with anthropology, geography and media studies to explore the international politics of humanitarianism. Her main focus lies in the business of aid and changing North-South relations, especially the branding and role of celebrities in humanitarian aid. Her recent books include *Brand Aid: Shopping Well to Save the World (2011)* co-authored with Stefano Ponte, *New Actors and Alliances in Development (2014)*, *Celebrity Humanitarianism and North-South Relations: Politics, Place, and Power (2015)* and a co-authored book with Alexandra C. Budabin, *Batman Saves the Congo: How Celebrities Disrupt the Politics of Development (2021)*, which builds on her previous work offering insights into the neoliberal realities of development.

<https://www.lisaannrichey.com/>

Mette Fog Olwig is Associate Professor in International Development and Global Studies at Roskilde University. Mette's research interests include North-South relations, ethical consumption, humanitarian branding, the social dimensions of climate change and the inner workings of international development corporations. She focuses on the complex interrelationship between actors – such as NGOs, celebrities, businesses, bureaucrats, and local citizens – and global discourses, especially in the negotiation and implementation of humanitarianism, environmentalism and development policy.

<https://forskning.ruc.dk/en/persons/mettefo>

Alexandra Cosima Budabin is Senior Researcher at the Institute for Minority Rights at Eurac Research. She has been involved in and across the fields of education, advocacy, human rights, humanitarianism, and conflict for two decades. Alex's research centers on the everyday politics of human rights, development, and humanitarianism specifically concerning the role and leadership of transnational actors such as diasporas, celebrities, NGOs, and business. Her first book *Batman Saves the Congo: How Celebrities Disrupt the Politics of Development (2021)*, co-authored with Lisa Ann Richey, examines the controversial role of the rich and famous in development and humanitarianism and exposes the realities of neoliberal development.

<https://acbudabin.wordpress.com/>

Maha Rafi Atal is Lecturer (Assistant Professor) in Global Economy at the School of Social and Political Sciences at the University of Glasgow. Maha's research takes a political economy approach to the study of corporate power, examining the ways that corporations exercise political authority and the mechanisms by which states and communities can challenge that authority. Currently, Maha is writing a book on corporate social responsibility as a governance regime, while also conducting research on corporate power in the media and technology sectors and on corporate accountability under international law. In addition to her academic work, Maha is also an award-winning business journalist having published in *Forbes*, *Fortune*, *BusinessWeek*, *The Guardian*, *The New Statesman* and *The Conversation* among others.

<http://www.maha-rafi-atal.com/>

Sofie Elbæk Henriksen is PhD Fellow at Copenhagen Business School and the Danish Institute for International Studies (DIIS). Her research interests lie primarily in political, economic and legal anthropology on the topics of migration, human trafficking and sex work and the humanitarian responses to these issues. In her PhD *Corporate-Humanitarian Aid in the Migration Crisis*, Sofie examines humanitarian action in refugee crises with a focus on partnerships between humanitarian organizations and technology businesses, asking how humanitarian action is practiced and changed when it is done in collaboration with tech companies like Google and Microsoft.

<https://www.diis.dk/eksperter/sofie-henriksen-0>