

FACTSHEET

TEDxCopenhagen. August 23rd.

TEDxCopenhagen hosted an exciting day of talks at the New Carlsberg Glyptotek in Copenhagen under the theme of 'Trust Uncertainty'. Five selected speakers shared their views on the uncertainty of existence, the challenge of predictability, the force of coincidence and adventure, and the challenge of turning insecurity into new interesting facets of life. As it should, the opening speaker of the event was a memorable one: TEDxCopenhagen brought J.C. Jacobsen, the founder of Carlsberg, back to life using hologram technology for a truly unique and insightful Talk.

Link to aftermovie: <https://www.youtube.com/watch?v=JGMUSk0tOSg>

Life advice from a dead man.

More than the factories, the offices and the products they make, great businesses have an animating principle: a philosophy that drives them. A purpose that guides every decision that must be made. That's why TEDxCopenhagen revived an iconic man in Denmark, J.C. Jacobsen, the founding father of Carlsberg, and let him share his life philosophy with the whole world. This life philosophy is embodied in one simple statement: 'Why you should answer every question with Probably.' It may seem odd to get life advice from a dead man, but society may have changed, human nature didn't. The idea behind his business can help anyone today to break new ground, both in business and everyday life.

An innovative mind is timeless.

J.C. Jacobsen was an innovative business man. In times of yeast sickness, J.C. Jacobsen decided to share his pure yeast across the world, probably making him the first business man to work open source, long before Elon Musk. In 1876, he decided to share his profits with the country of Denmark, initiating the Carlsberg Foundation. He was probably also the first person to organize brainstorming, inviting people from arts, politics and other disciplines to share ideas.

As an innovative mind is timeless, it seems only natural he will share his life philosophy on an innovation platform like TEDx, so everyone can benefit from it, whether in business or in everyday life.

Quote TEDxCopenhagen: It's only when we are open to new experiences and opinions that we learn the most. J.C was certainly among the most visionary men in his area. As such, it is thrilling to recreate his purpose today and once again allow him to inspire people with his philosophy

Hosted on YoutubeLive.

The posthumous TEDxCopenhagen Talk of J.C. Jacobsen could be seen by a live crowd in the Copenhagen Glyptotek and on YouTube Live for the rest of the world and is now online on the TEDxCopenhagen YouTube page.

Link to Talk: <https://www.youtube.com/watch?v=6Xi7iSQyI18>

Film promoting the TEDx talk.

To announce the posthumous TEDxCopenhagen Talk of J.C. Jacobsen an online film was launched in which J.C. Jacobsen, in 1883, received an invitation from TEDxCopenhagen to come and share his life philosophy. The movie is filled with real events from J.C. Jacobsen's past: the brewery burning down, the love of his life, his friends, etc....

Link to movie: <https://www.youtube.com/watch?v=2z84UAUmVqg>

The live speech.

To revive J.C. Jacobsen with the greatest care, Carlsberg relied on the rich documentation of The Carlsberg Archive. The aim was not only to be historically correct but to really understand his psyche and his soul and to grasp his thinking in order to use his mind. All this to write a speech based on his life philosophy that was in sync with reality in 1883, but at the same time relevant for all of us today. To do so, Carlsberg created a team of speechwriters and autobiographers from The Carlsberg Foundation.

Link to making of: https://youtu.be/foNEene9x_0

The J.C. Jacobsen TEDx talk summarized.

In short, the Talk was about the virtue of uncertainty. J.C. Jacobsen lived in a world of rapid change. 18th century Europe was an agrarian society. By the end of the 19th century, it was an industrialized, urban society. Times of great change make people worried, and people who are worried often retreat into false certainties. Black hats or white hats. Left-wing or right-wing. Blind optimism or relentless pessimism. Answering every question with yes, or answering every question with no.

J.C. Jacobsen however, wants you to run at and embrace uncertainty, and offers 'probably' as an alternative answer on every question. Probably is the opposite of dogmatic belief and static mind-sets. Probably is a scientific approach to life, saying that our current theories are only our best guess, and that a new better idea might be discovered at any time. Answering every question 'probably' makes you break new grounds, in business and in everyday life as well.

The live appearance of J.C. Jacobsen.

J.C. Jacobsen appeared on the TEDx stage via hologram. This is not a coincidence. The first hologram was actually invented end of the 19th century (it was called 'Pepper's Ghost'), which is corresponding with the time period of J.C. Jacobsen. So, it seemed logical to beam Jacobsen via hologram from 1883 to 2017. The speech on stage was live. Everything was real-time, which allowed good old Jacobsen to be interactive with the crowd. The role of Jacobsen was played by Kasper Leisner, a Danish actor, who has the same posture as J.C. Jacobsen, and carefully studied his way of moving, and his way of talking.

Carlsberg

Carlsberg has been on an impressive journey for the past 170 years. Having started out as a small regional brewery on top of Valby Hill outside Copenhagen, Carlsberg A/S is now an international player with activities all over the world. The Carlsberg Group holds leading positions in Western Europe, Eastern Europe and Asia, while the rest of the world is serviced through export and licence agreements. A proportion of the Carlsberg Group's business comes from new, innovative products such as cider, energy drinks and brewed beverages, where the Group is way out in front. However, beer is still the natural and historical focus of the Carlsberg Group. Beer is the very heart of the company – a heart made of malted barley, yeast, hops and water. Brewed with passion, inspiration and care. That's how it's been since 1847, when Brewer J.C. Jacobsen opened the first cask of Carlsberg beer at his brand-new brewery on Valby Hill outside Copenhagen, and Carlsberg continues to brew for a better today and a better tomorrow.

Happiness

Happiness, an FCB alliance, is a creative connectivity agency based in Brussels, Belgium and Saigon, Vietnam. The agency is well-known to design connected brands that trigger emotions that trigger business. The very multi-cultural crew of Happiness won numerous awards, including Grand Prix at the Cannes Lions and Eurobest. Some of their work is even featured in the V&A Museum London. The agency believes in the power of creativity, the power of humanity and in happiness, that fuels both. Happiness Brussels currently works for Toyota, Tuborg, Etam Lingerie, Quick (Belgian fast food chain), Parents of Road Victims, 2dehands.be (Belgium's biggest classified ads platform), DVV Insurances, Playtika, Nivea, Labello, Hansaplast, Eucerin, Somersby and of course, Carlsberg.