



the oikos year 2012

oikos

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Make a difference

Introduction

What began more than 25 years ago as a student initiative to instigate positive change at the University of St. Gallen, today manifests an international footprint with a widespread presence across 3 continents. And just as we do each year, we'd like to take a moment to assess the impact that this thriving community of more than 1000 aspiring change makers has made over the last year. This report is a glimpse into the hard numbers and figures that constitute our quest towards impact creation and also into some of the activities that reverberate the qualitative aspect of our work.

What we aim for

As an international student-driven organization for promoting sustainable economics and management, we empower future leaders to drive change towards sustainability worldwide. Our efforts and initiatives aim to embed environmental and social perspectives at faculties of economics and management and thereby transform teaching and research. Our activities range from conferences and seminars to speeches and simulation games, and provide platforms for learning, creating and sharing solutions.



HIGHLIGHTS 2012



Dear friends of oikos,

A big shout out to all our members, alumni, advisers and partners! We are very grateful for having gotten the chance to work with such an amazing and inspiring group of people. Thanks to all of you, over that last year we:

- Strengthened our chapter network to more than 40 entities with over 1000 members who organised close to 200 events focused on ushering mainstream economics and management towards sustainability
- Analysed and studied the topic of sustainable urbanism and mobility during the Spring Meeting of the international oikos community in Barcelona, Spain
- Embraced a new tradition of regional meetings and successfully organized two of them in India and Georgia
- Took an impact thinking approach within the whole organisation and created learning tools for it during the oikos FutureLab
- Highlighted the cutting edge perspectives of the oikos Student Reporters on various high profile conferences such as Rio+20, World Resources Forum and World Economic Forum
- Incubated and developed the frameworks for the entrepreneurial projects of participants at the oikos Winter School held in Germany
- Helped 70 young researchers from all over the world develop their sustainability driven research on topics like development, economics, entrepreneurship, finance and organizational studies through the oikos Young Scholars academies
- Received over 30 innovative case studies from 10 countries in the field of sustainability in management and entrepreneurship during the oikos Case Writing Competition
- Engaged 79 students in debates on the functioning of the World Trade Organization (WTO) and sustainable trade during the oikos Model WTO held at the University of St. Gallen and the headquarters of the WTO in Geneva, Switzerland
- Furthered research in the field of sustainable economics and management by supporting PhD fellows on various academic as well as hands-on projects

INTERNATIONAL PROGRAMMES AND EVENTS

The year 2012 proved to be highly productive in terms of both, the qualitative and quantitative feats that we were able to achieve when it came to activities and events. In addition to the multitude of projects by our chapters across the world on a local level, some of the main international programmes and events that made this year a memorable one are described on the next pages.





JANUARY: First oikos Asia Meeting, India

TIMELINE

FEBRUARY: Jordi Vives Gabriel starts his oikos PhD Fellowship, Switzerland

AUGUST: oikos Young Scholars Economics Academy, Switzerland

FEBRUARY: oikos PRI Young Scholars Finance Academy, Switzerland

AUGUST: oikos Young Scholars Entrepreneurship Academy, Switzerland

MARCH: Student Reporters at the World Water Forum, France

AUGUST: oikos Young Scholars Organizations Academy, Switzerland

MARCH/APRIL: oikos Spring Meeting in Barcelona, Spain

SEPTEMBER: First oikos CEE Meeting, Georgia

APRIL: oikos Model WTO, Switzerland

OCTOBER: Student Reporters at the World Resource Forum, China

MAY: Student Reporters at the Social Capital Market SOCAP/Europe, Sweden

NOVEMBER: oikos Winter School, Germany

MAY: oikos Case Writing Competition winners are announced

NOVEMBER: Student Reporters at the UNEP Post Rio Conference, Thailand

JUNE: Student Reporters at Rio +20, Brazil

NOVEMBER: Student Reporters at the WEF Global Agenda Summit, UAE

AUGUST: oikos UNDP Young Scholars Development Academy, Kenya

NOVEMBER: oikos FutureLab, Switzerland



INTERNATIONAL PROGRAMMES AND EVENTS

oikos PRI Young Scholars Finance Academy

The fourth oikos PRI Young Scholars Finance Academy on “Responsible Investment: Risk Management and/or Maximum Impact” provided a platform to support emerging researchers in the field of finance and sustainability. 15 young researchers met in a cold Swiss winter (February 5 – 10) at a cozy and beautiful chalet tucked away in Gais. The faculty who facilitated the program were highly seasoned researchers – Fabrizio Ferraro of IESE Business School in Spain, Hoje Jo of the Leavy Business School at the St. Clara University in the USA, Jill Solomon from King’s College London in the UK and Nicolas Mottis of ESSEC Business School in France.

“An excellent forum for graduate students and young faculty to work on their ideas. The quality of feedback was very high, despite the different disciplinary backgrounds. The organizers facilitated an environment where the participants gained from an amazing level of exposure to research trends in the field.”

Priya Bala Miller, a participant from the University of British Columbia in Canada

INTERNATIONAL PROGRAMMES AND EVENTS



oikos UNDP Young Scholars Development Academy

The oikos UNDP Young Scholars Development Academy was organized in Kenya's capital city, Nairobi, from 12 till 17 August. 15 doctoral students from around the world met at Strathmore Business School in order to develop their doctoral projects. The main theme of the academy addressed the cultural grounds and effects of market-based approaches towards inclusive development.

The young scholars received feedback and support from faculty in anthropology, sociology, and economics from the University of Chicago's Booth School of Business, Northwestern University's Kellogg School of Management and the University of Oxford's Said Business School. Besides the academic agenda the young scholars discussed on the ground challenges with financial institutions, such as Acumen Fund and responsAbility.

Another highlight was the panel discussion at the iHub Nairobi about ICT solutions for the Bottom of the Pyramid. The panel discussion concluded in small group sessions with Kenyan social entrepreneurs to discuss their challenges creating inclusive business models in fields such as agriculture, financial services and education.

oikos Young Scholars Economics Academy

The second oikos Young Scholars Economics Academy was jointly organized with The Graduate Institute's Programme for the Study of Global Migration (Geneva), and was held from August 19-24 in Geneva, Switzerland. The topic of the Academy was "Dynamics of Migration". While various theories have been proposed to explain the causes and effects of migration, there is still very limited understanding of migration's dynamics. The Academy was aimed at providing young scholars a global platform to identify and advance rigorous policy-oriented research on this gap in our understanding of migration and its multiple causes and effects. We received over 85 applications from more than 30 countries spanning 6 continents, and we accepted 15 PhD students and young faculty from 12 countries. Among the invited faculty were Katrina Burgess (The Fletcher School, Tufts University, USA), Deepti Goel (Delhi School of Economics, India), and Marcelo Olarreaga (University of Geneva, Switzerland). The five-day Academy also included a Practitioners' Day at the International Organization for Migration, Geneva.





INTERNATIONAL PROGRAMMES AND EVENTS

oikos Young Scholars Entrepreneurship Academy

It was the first time that oikos had two academies at the same time (August 26 – 31) at the same location (Filzbach). The oikos Young Scholars Organizations Academy and the oikos Young Scholars Entrepreneurship Academy were held in conjunction close to Zurich in Switzerland.

In the third oikos Young Scholars Entrepreneurship Academy on “Collaborative Entrepreneurship and Innovation”, researchers presented papers exploring how entrepreneurial organizations can leverage existing and new solutions to overcome key sustainability challenges. The academics, who gave feedback to all 12 participants, were Jill R. Kickul from the Stern School of Business, New York University, Dimo Dimov from Newcastle University Business School and Wesley Sine from the Entrepreneurship and Innovation Institute at Cornell University. The event included paper development workshops, professional development roundtables, guest speeches and outdoor activities in the picturesque Swiss Alps. As was summarized by Hossein Eslami, a participant from the National University of Singapore:

“The academy was a unique gathering of scholars and faculty working on sustainability. A great opportunity to get in-depth feedback on our ongoing research and to network - an experience not to be missed!”

oikos Young Scholars Organizations Academy

The Organisations Academy on “Social Innovation and Organizational Impact” addressed emerging paradigms on how individuals, organizations, alliances and networks deal with increasing global challenges. All the participants had a unique opportunity to deepen their understanding of models, underlying assumptions, practices and impacts of social and environmental protection innovation. Chaired by the eminent faculty members - Eliada Wosu Griffin-EL of the University of Cape Town’s Graduate School of Business (South Africa) and Ignasi Marti-Lanuza from EMLYON, France – the 13 young scholars were able to get detailed feedback on their papers.



INTERNATIONAL PROGRAMMES AND EVENTS

oikos Case Writing Competition

With more than 30 submissions from 10 countries, selecting the winners was not an easy task for the jury of the oikos Case Writing Competition 2012. Among other personalities from the world of academia, judging the cases were Magali Delmas (University of California at Los Angeles, USA), Andrew J. Hoffman (University of Michigan, USA), Paul Shrivastava (Concordia University, USA), Christian Seelos (IESE Barcelona, Spain), Gabriel Berger (Universidad de San Andrés, Argentina) and Francesco Perrini (Bocconi University, Italy).

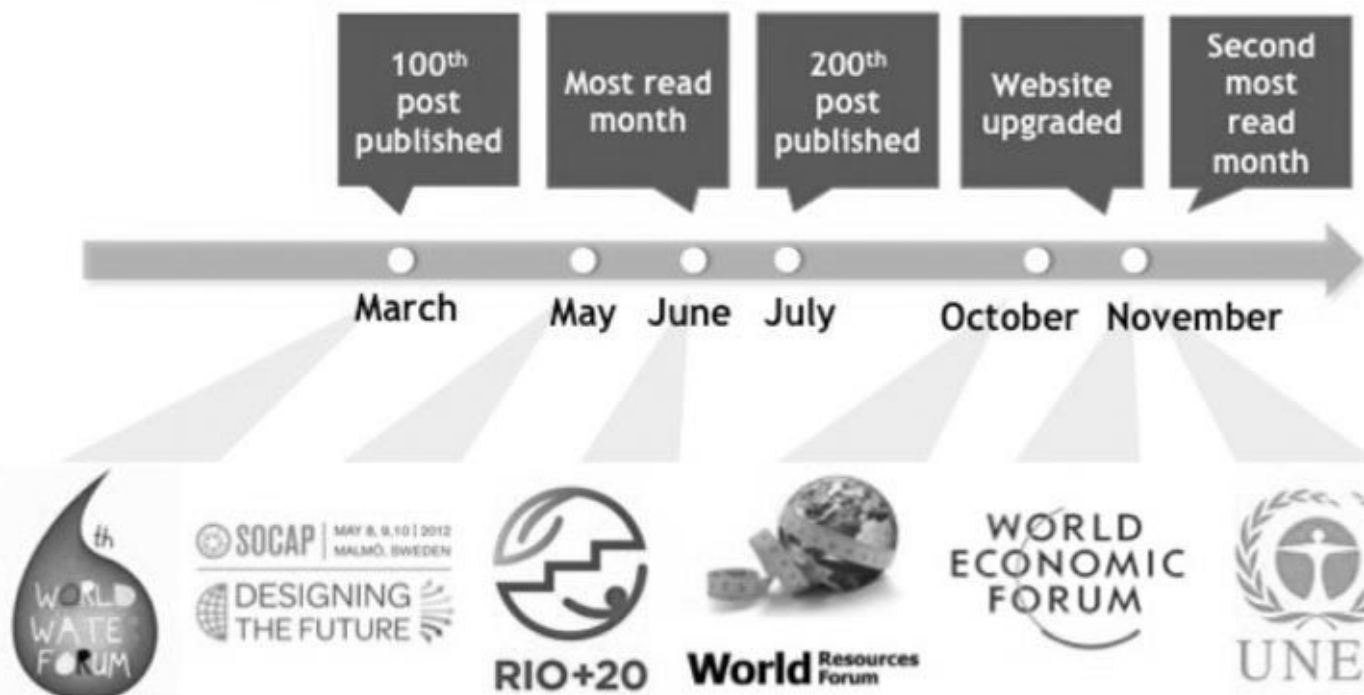
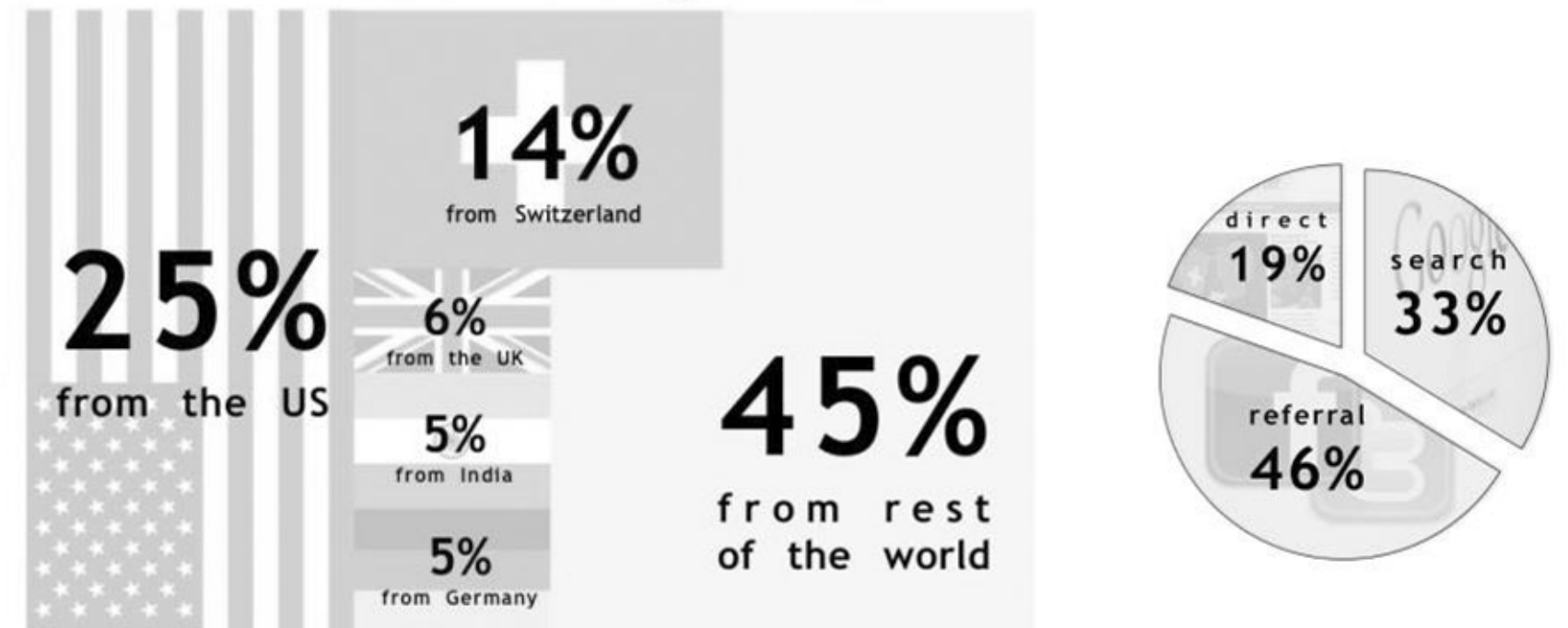
The first prize in the social entrepreneurship track went to the case “TerraCycle” by Jan Lepoutre (Vlerick Leuven Gent Management School, Belgium), Stuart Read (IMD, Switzerland) and Philippe Margery (IMD, Switzerland). In the corporate sustainability track the first prize was claimed by Esther Hennchen and Josep Maria Lozano (ESADE Business School, Spain) for their case “Mind the Gap: Royal Dutch Shell’s Sustainability Agenda in Nigeria”.

INTERNATIONAL PROGRAMMES AND EVENTS

Student Reporter Programme

What started in 2009 with a small conference blogging project at the World Resources Forum in Davos expanded in 2012 into a global reporting initiative. More than 60 students from top schools not just in the US and Europe, but also South East Asia received journalistic training to hunt stories at some of the world's largest conferences. Highlights of our conference coverage included student teams reporting at The UN Earth Summit Rio+20, the World Water Forum in Marseille, the World Economic Forum in Davos, and the World Resources Forum in Beijing.

In 2012, over **24,000** readers visited our site.



Today
we have
5 editors
8 staff
writers
42 alumni
reporters

INTERNATIONAL PROGRAMMES AND EVENTS

PhD Fellowships

The oikos PhD Fellowship Program was started in 2006 and offers a 3-year scholarship to PhD students who write their thesis on sustainability in economics or management. It also provides them with the opportunity to engage in oikos initiatives and thus combine their research with the implementation of concrete projects. Since its launch, the programme has offered fellowships to 10 PhD students. In 2012, we had 6 PhD fellows onboard.



Jordi



Tim



Patricia



Liudmila



Shailee



Johannes

INTERNATIONAL PROGRAMMES AND EVENTS

Jordi Vives Gabriel

Jordi joined our fellowship programme in early 2012. His research is focused on the responsibilities businesses face with regards to human rights. He approaches the topic from the normative perspective of business ethics theories. Jordi works under Prof. Dr. Florian Wettstein's supervision at the Institute for Business Ethics, University of St. Gallen. In oikos he leads the oikos Cases Programme.

Liudmila Nazarkina

Liudmila Nazarkina's PhD research topic is the hybrid organizational identity (OI) of social entrepreneurial ventures and their role in choosing a strategy for growth and scaling up of social innovations. Liudmila is supervised by Prof. Christoph Müller from the Swiss Research Institute of Small Business and Entrepreneurship, University of St. Gallen and Prof. Rolf Wuestenhagen from the Institute for Economy and the Environment, University of St. Gallen). Before she finished her oikos fellowship in fall 2012, Liudmila was leading the oikos Cases Programme.

Tim Lehmann

Tim Lehman came onboard as an oikos PhD fellow in early 2011. He examines political and economic practices of organizations turning the environment and social relations into economic goods. He is writing his PhD under the supervision of Prof. Dr. Chris Steyaert (Research Institute for Organisational Psychology, St. Gallen University) and Prof. Dr. Claus Jacobs (Institute of Management, St Gallen University). In his role as an oikos PhD Fellow he organised the oikos UNDP Academy in Nairobi and founded Student Reporter, a journalism incubator and online media outlet, that is being incorporated in 2014 as an independent media organization.

Shailee Pradhan

Shailee joined us as a fellow in early 2011. She is writing her PhD dissertation under the supervision of Prof. Dr. Martin Eling (Institute of Insurance Economics, University of St. Gallen) on microinsurance in the Philippines. Her research areas are behavioral economics and development economics. Shailee organized the oikos Young Scholars Economics Academy.

Patricia Mesquita

Being supervised by Prof. Dr. Sabine Seufert from the Institute of Business Education and Educational Management, Patricia Mesquita is exploring the field of stakeholder engagement as an organizational learning strategy to move enterprises towards sustainability. Before finishing her oikos fellowship in summer 2012, Patricia was working on oikos chapter development projects.

Johannes Schwarzer

Johannes is pursuing a PhD in Economics under the supervision of Prof. Dr. Simon Evenett from the Swiss Institute for International Economics and Applied Economic Research, University of St. Gallen. He is exploring paths to sustainable economic development in developing countries and how they interplay with the international political economy. Before finishing his fellowship in oikos in late 2012, Johannes was working on communications, taking care of the oikos Newsletter and supporting the Student Reporter Programme.



INTERNATIONAL PROGRAMMES AND EVENTS

oikos Asia Meeting

Keeping in mind the growing community of enthusiastic oikos members in Asia, oikos Ahmedabad decided to organize the first oikos Asia Meeting from 28 till 29 January and brought together students from various Asian chapters. The theme of the conference – Sustainable Lifestyles - made sure that this experience would not be just about meeting new people and strengthening the oikos network, but it would also offer food for thought to all the attendees. The beautiful campus of CEPT University provided the perfect atmosphere for setting in motion the creative minds of the participants. They learned about highly innovative and sustainable activities such as homemade paper making that was successfully developed by one of the oikos members into an enterprise, which nowadays employs disabled people. Additionally, interactions with various social entrepreneurs and oikos alumni from different Asian chapters capped off a captivating two days in the city of Mahatma Gandhi.

INTERNATIONAL PROGRAMMES AND EVENTS

oikos Spring Meeting

Themed around the objective of gathering the international community of oikos to share ideas and perspectives on the future of Mobility, the Spring Meeting in 2012 was held at ESADE University in Barcelona from 29 March to 1 April 2012. Right from the debates on urban planning for the future to the oikos Flashmob, more than 100 participants from chapters worldwide experienced a blend of educational, recreational and cultural activities.

The participants, who also got the opportunity to visit the assembly line of electric cars at the SEAT factory in Barcelona adhered to the maxim of thinking globally and acting locally. For after getting an insight into the functioning of some of the most state-of-the-art technologies in the world, it was time to plant some trees in ESADE's campus and thereby contribute to the greening of the lovely venue that had hosted them. Additionally, knowledge sharing platforms such as the peer-to-peer workshop also contributed to the transfer of knowledge and a stronger oikos community. All in all, those three days in Barcelona left a lasting impression on all those who were present there.





INTERNATIONAL PROGRAMMES AND EVENTS

oikos Model WTO

Organized at the University of St. Gallen and at the headquarters of the World Trade Organization (WTO) in Geneva from 15 – 21 April 2012, the oikos Model WTO provided a great opportunity for future decision makers to face important global issues in the simulation framework of the WTO ministerial negotiations. The simulation was focused on Regional Trade Agreements. 79 participants of 35 nationalities debated fervently on whether RTAs can be seen as a relief to the multilateral trading system or the downfall of the system. A second key issue was sustainable trade, where the debate was linked to the topic of regionalism. The discussions also covered the question whether free trade and sustainability are contradictory or complementary.

oikos CEE Meeting

On 7-9 September 2012 oikos Tbilisi, together with Ivane Javakhishvili Tbilisi State University organized the first Central and Eastern European (CEE) Regional Meeting on the topic “Sustainable Agritourism” in Tbilisi, Georgia.

Intensive seminars and workshops on topics such as Green Growth Initiatives and Agritourism Development Perspectives of Georgia coupled with perspectives from oikos members coming from different parts of the world led to insightful and interesting conclusions. Additionally, the highly engaging lectures by the Eco-education and Interpretation Chief Specialists of Georgia gave insights to the participants who then co-created ways to develop further this sphere in Georgia. The academic part of the conference constituted the following three pertinent topics: Operations of TNCs, the importance of marketing in the tourism industry and a Green Hostel Chain Concept. Memorable trips to the ancient Georgian town of Mtskheta and Kakheti along with the Georgian National Sufra (dinner) complemented the programme.

oikos Winter School

The oikos Winter School, our annual platform to empower entrepreneurial change agents was held from 3 to 11 November 2012 in the Ruhr area of Germany. With the aim to promote local innovation for global impact, the Winter School brought together 22 students from around the world to discuss challenges of current society such as over-consumption, unlimited growth based on resource depletion, as well as ecological and economic crises, and to subsequently find local innovative solutions to address these issues. Further, participants also attended several lectures and events, such as a panel discussion with distinguished speakers from the University of Oxford, the Social Research Centre Dortmund and the Wuppertal Institute for Climate, Environment and Energy. Finally, feedbacks from renowned entrepreneurs such as Jacob Assmann, founder of Polaris, and Uwe Luebbe, Founder of Premium Cola marked the end of the event and hopefully the beginning of several collaborations towards a more sustainable future. As was summed up by Phillipe Birker, one of the participants of the Winter School from Maastricht:

"I came with a rough idea of SharingsCaring. I left with a concrete business plan, a partner from India helping me with the website programming and a lot of new friends and connections in countries all around the world!"

INTERNATIONAL PROGRAMMES AND EVENTS

oikos FutureLab

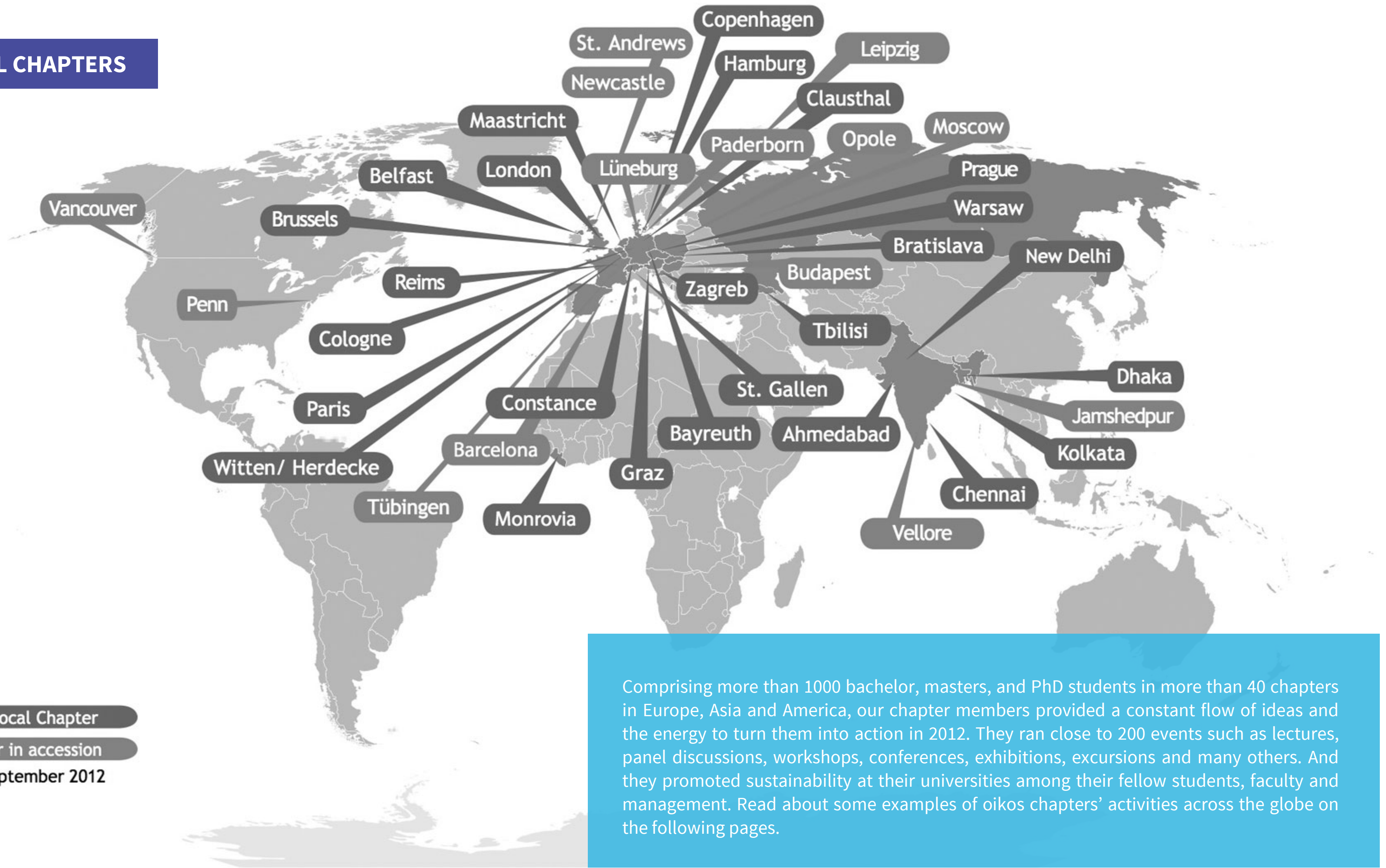
On 19 and 20 November, we welcomed 110 members of the oikos community in St. Gallen for the second oikos FutureLab. The topic was “Impact: Think – Act – Share”. As in the year before, the FutureLab brought together chapter members, alumni in business, government, NGOs, and academia, faculty members from schools for management and economics worldwide, and a broad array of partners supporting our projects.

The main focus of the FutureLab was on impact and activating our network: What impact do we aim to achieve as individuals? How do we develop a mindset of change? How can we activate the oikos network more effectively to create impact? During the FutureLab 2012 we started developing tools and strategies that would help us in providing answers to these questions. The initial kick off at the FutureLab has in the meantime turned into a long-term process that is shaping the path of oikos moving forward and supporting us in leveraging impact.

"Intriguing topics, excellent speakers, well-constructed agenda with practical application prospects and a superb variety of participants...the makings of a successful event. Thank you - see you in 2013!" Myrtle P. Alexander, PhD Student – University of St. Gallen



LOCAL CHAPTERS



oikos Local Chapter

Chapter in accession

as of September 2012

Comprising more than 1000 bachelor, masters, and PhD students in more than 40 chapters in Europe, Asia and America, our chapter members provided a constant flow of ideas and the energy to turn them into action in 2012. They ran close to 200 events such as lectures, panel discussions, workshops, conferences, exhibitions, excursions and many others. And they promoted sustainability at their universities among their fellow students, faculty and management. Read about some examples of oikos chapters' activities across the globe on the following pages.



LOCAL PROJECTS EXAMPLES

oikos Cologne

oikos Cologne organized the “Thesis Workshop” – a platform for students who want to write their thesis about sustainability to get into contact with researchers from the University of Cologne to develop a topic.

oikos Copenhagen

The oikos Academy of our Copenhagen chapter brought together professors, company representatives, policy-makers, and students to learn and discuss the increased relevance of sustainability in today’s business arena. More than 250 students signed up for this lecture and discussion series making it one of the most successful events at the Copenhagen Business School in the year 2012.

oikos Leipzig

Besides the regular movie nights, reading circles and talks on sustainability issues, oikos Leipzig organised a two-day post-growth conference in fall 2012. The conference titled “Values, prosperity, well-being – (How) do we want to grow?” discussed questions such as “Is infinite growth in a physically finite world ever possible?”, “Does additional growth in the industrialized countries trigger increasing happiness?” and “What societal and environmental impacts result of our constant pursuit of growth?”. The event was filled with lectures, panel discussions and workshops showing that commitment towards a sustainable development path exists on the political, corporate as well as societal level.

LOCAL PROJECTS EXAMPLES

oikos London

Upon invitation of oikos London Brian Leith, an Executive Producer at the BBC Natural History Unit and winner of two BAFTA awards talked to 200 students at the London School of Economics about his highly acclaimed documentary series ‘Human Planet’.

oikos New Delhi

Members of oikos New Delhi in collaboration with the Finance Cell at the Delhi School of Economics brought forth an academic publication by the name of Finshastra. The journal, which was based on the theme "Sustainable Financial Markets: Innovation and Investments" aimed at alerting students of the Delhi School of Economics to the importance of building financial institutions that are stable and understand the implications that each of their decisions may have on their stakeholders. The journal published interviews and opinions of well-known personalities from the financial world.

oikos Paderborn

Our Paderborn chapter invited students to visit three different social start-ups in Hamburg together with their colleagues from oikos Lüneburg. Participants learned about social entrepreneurship and the challenges that social start-ups nowadays face. The excursion was part of their oikos@business series to explore sustainable strategies of local companies and multinational firms in the region.

oikos Penn

oikos Penn hosted Glenn Prickett, the Chief External Affairs Officer of The Nature Conservancy for the third lecture of its speaker series. Glenn Prickett, who oversees international, and U.S. government relations, corporate practices and sustainability efforts, and relationships with leading international institutions and non-governmental organizations for The Nature Conservancy interacted with over 40 students in a thoroughly engaging talk.

oikos Tbilisi

The 4th scientific conference of oikos Tbilisi focused on the subject of “Globalization and Sustainable Economic Development Perspectives”. It included a special session where professors of Tbilisi State University presented papers about “Theoretical, Methodological and Practical Aspects of Globalization”. Additionally, 12 students shared their papers in the field of Globalizations and Sustainable Economic Development.

oikos Warsaw

One of many projects organised by oikos Warsaw was “Energysavers”. Aimed at addressing irresponsible and excessive energy consumption observed in Warsaw’s student dormitories, the first stage of the project involved four different workshops. The students were given a chance to enhance their knowledge of new, energy saving technologies and solve a case-study. In the second stage of the project, events were organized to make the residents of the dormitories get acquainted with simple methods of saving energy that could be used in everyday life. Finally, the residents of Warsaw dormitories were invited to take part in a competition in energy saving.



THANK YOU

We couldn't do what we do without our partners and donors. Thank you for your tremendous support in terms of funding, ideas, knowledge and outreach!

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