

Building Lasting Change

oikos FutureLab 2018

Report





Introduction

Dear partner,

From October 26th to 27th, the oikos family gathered in Geneva for our annual “FutureLab” conference. I had the great pleasure of leading the team that organized the event, and I wanted to take a minute to tell you about it.

We wanted this year’s event to reflect the nature of the oikos community and our work.

As students and recent graduates, oikos community is dedicated to creating an educational experience in economics and management that takes sustainability seriously. As young people in an increasingly messy world, we are deeply concerned about the sustainability (or lack thereof) of our current economic system. To reflect this in the FutureLab, we split the event in half, with one day focusing on “Change in the world” and one on “Change in the classroom”.

The results were overwhelming! Over two days we were joined by a parade of informative and energetic guests, starting with Graeme Maxton of the Club of Rome who challenged us to focus our work more on finding systematic avenues toward radically reducing carbon emissions and less on our own personal environmental impact. This was followed immediately by a panel on sustainability in business in which the tables were turned and oikos community was able to challenge the panelists by questioning how much their enterprises can and should be doing

towards sustainability. After two rounds of workshops that covered everything from responsible leadership to data visualization to sustainable fashion, we ended with what was an honestly inspiring session in which some of our invited guests shared their stories of making the change before turning the mic over to our members to do the same.

The second day was laser-focused on curriculum reform in economics and management education—our calling card here at oikos. We led off with a series of speakers that not only laid out the problems with economics and management, but showed concrete steps being taken to make the situation better. We then split up into smaller groups and tried to build up what an ideal curriculum could look like, producing concrete lists of both the values a reformed curriculum should be based on and the specific activities that should be included within it. After a round of workshops designed to give students the skills to go about campaigning for curriculum reform, we closed out the event with a session that took a panel of professors and a rotated inset of oikos members who were able to feed into a conversation about our vision for a new curriculum and how we can go about implementing it.

But as great as the program was, the space in between was almost more exciting. Watching oikees (oikos members) from Moscow hang out with a professor

from Medellín (Columbia) while representatives from the EcoMap project connected with the Director of Rethinking Economics, one could feel that something special was happening at the year's FutureLab. Maybe it was the small space (we pushed the Geneva Impact Hub to full capacity!), the healthy mix of partners, alumni and invited guests, or just the delicious vegetarian food served throughout the week, but you could see people coming out of their comfort zones in a way that usually doesn't happen at big international conferences like this.

Whatever it was, it is hard to imagine that the event won't end up sparking a few fires throughout the oikos network. Already we've heard from a number of individuals who want to get more involved working directly on curriculum reform, and we're hoping to launch a full 'curriculum change project' out of the event that will support groups and work to coordinate a unified oikos vision on curricular reform. We will probably never be able to put a number on it, but this conference was a big step for oikos, both for building the connections that give us the capacity to make change and for focusing that capacity on the university lectures, textbooks, and exams that need fixing if we are ever to come close to integrating sustainability into economics and management education.



Thank you for helping get us this far, and I hope you will stay around to see where it goes. We are already working on putting together FutureLab 2019, and we would love to have you there.

Finally, I would like to wish you a Merry Christmas and Happy Holidays!

Thank you again and best wishes,

J.Christopher Proctor

FutureLab Team Head
oikos Associate in Pluralist Economics

Agenda

Building Change in the World Friday, October 26

8:30 Registration

9:00 Introduction to oikos and the FutureLab

An introduction to the oikos International and the FutureLab by the FutureLab Team and the oikos Management Team

9:30 Making change in turbulent times

Keynote speaker Graeme Maxton will present some ideas from his most recent book "Change: why we need a radical turnaround" and take part in a discussion about how we can make progress towards our sustainability ambitions in the current atmosphere of political uncertainties.

Speaker

- Graeme Maxton - *Author, Change! Why we need a radical turnaround; Former Secretary General, the Club of Rome*

Discussants

- Tiphaine Rouault - *Executive Board member, oikos International*
- Sophie Charrois - *President, oikos Reutlingen*

10:45 Break

11:15 The role of business in building a sustainable economy

A conversation about the opportunities and challenges for business in pursuing society's sustainability goals.

Moderator

- Mark Wade - *Board of Trustees, oikos Foundation*

Panelists

- Daniel Duarte - *Founder Koawach; oikos alumni*
- Thibault Mercier - *Sustainable Marketing Manager, Services Industriels de Genève*
- Pauline Sprenger - *Sustainability Specialist; Volkswagen Group Sustainability Department; oikos alumni*

12:30 Co2 impact of oikos

Everything we do has an environmental impact. This session will talk about our collective CO2 footprint and what we do to offset and reduce it.

- Sascha Nick - *CEO, CO2-monitor*
- FutureLab Sustainability Task Force

12:40 oikos impact fair

1-minute pitches from oikos members working on projects they want to share with the oikos community. oikos members will be available at lunch for longer discussions.

13:00 Networking lunch

14:00 Building change in the world (Session 1)

Parallel workshops organized by the oikos community that highlight a specific path for making progress towards sustainability.

Workshop leaders

- Petra Molthan-Hill - *Co-Chair, UN PRME Working Group on Climate Change & the Environment*
- Alessandra De Macedo - *Consulting Economist, United Nations Industrial Development Organization (UNIDO)*
- Alexandra Sokolenko - *Rethinking Economics Torino*
- Katharina Beck - *Accenture Strategy | Sustainability Strategy; oikos alumni*
- Shamsa Rana - *Manager, PRME Secretariat*
- Kristina Nyzell - *CEO, Disruptive Play*

15:30 Break

16:00 Building change in the world (Session 2)

Parallel workshops organized by the oikos community that highlight a specific path for making progress towards sustainability.

Workshop leaders

Kim Poldner - *Professor in Circular Business; Director of the WUR Circular Fashion Lab*
Bastiaan Van der Linden - *Professor of CSR; Director, Msc in Global & Sustainable Business, EDHEC Business School*
Tiphaine Rouault - *Executive Board member, oikos International*
Caspar Bayer - *CEO, Golfstrom Energy*

17:30 Break

17:45 Stories of Building Change

Speakers will share their stories to inspire a movement for building lasting change in the world.

Speakers

- Jonas Haertle - *Programme Officer, UN Institute for Training and Research (UNITAR)*
- Zamzam Ibrahim - *Vice President Society and Citizenship, UK National Union of Students*
- Alessandra De Macedo - *Consulting Economist, UNIDO*

18:45 Closing

19:00 Leave for dinner

Building Change in the Classroom Saturday, October 27

9:00 Introduction

9:15 Change in the classroom

A series of presentations highlighting both the need for curriculum change and steps needed to achieve it.

What is the problem? (Session 1)

Speakers

- Maeve Cohen - *Director, Rethinking Economics*
- Jonas Haertle - *Programme Officer, UN Institute for Training and Research (UNITAR)*

How to fix it? (Session 2)

Speakers

- Bastiaan Van der Linden - *Professor of CSR, Director of Msc in Global & Sustainable Business, EDHEC Business School*

- Stephan Panther – *Vice-President for Teaching at Cusanus Hochschule*
- Petra Molthan-Hill – *Team Leader Nottingham Trent University's Green Academy (UK)*

10:30 Curriculum reform initiatives

1-minute pitches from representatives of groups working on curriculum reform. Representatives will be available at lunch for longer discussions.

10:50 Break

11:15 Building a better curriculum

Workshop designed to help participants create a vision of their ideal economics or management curriculum. Participants will come up with specific ideas for change that will be presented to a panel of experts in the last session of the day.

Workshop leaders

- Michela Ciccotosto - *Rethinking Economics Torino*
- Nurlan Jahangirli - *Executive Board member, oikos*
- Karen Lin - *oikos Lille alumna, FutureLab Team, oikos*
- J.Christopher Proctor - *Associate in Pluralist Economics, FutureLab Team, oikos*
- Stefano Ramelli - *PhD Fellow, FutureLab Team, oikos*
- Tiphaine Rouault - *Executive Board member, oikos*
- Alexandra Sokolenko - *Rethinking Economics Torino*
- Fanny Teppe - *oikos Lund alumna, FutureLab Team, oikos*

13:15 Networking lunch

14:15 Campaigning for a better education

Parallel workshops aimed at giving oikos members the tools needed to promote their ideal education.

Workshop leaders

- Maeve Cohen - *Director, Rethinking Economics*
- Quinn Runkle - *Education for Sustainable Development Programme Manager, National Union of Students (UK)*
- Angela Honegger - *President, Student Impact; oikos alumni*
- Jorim Gerrard - *Exploring Economics*
- Michela Ciccotosto - *Rethinking Economics Torino*

16:00 Break

16:30 Workshop roundup

Participants present ideas from the 'curriculum' workshops.

17:00 Curriculum 2020

A panel of experts will discuss presentations from the morning's curriculum workshops and help define how to implement these ideas by 2020.

Panelists

- Stephan Panther – *Vice-President for Teaching at Cusanus Hochschule*
- Lorraine Eden – *Professor of Management and Business at Texas A&M University*
- Maria Alejandra Gonzalez-Perez – *Professor of Management at Universidad EAFIT*

18:15 Closing

18:30 Leave for dinner



Highlights

Total Participants	112
oikos Members	63
oikos Alumni	9
Speakers and workshop leaders	26



■ Members (59.77%) ■ Alumni (10.34%)
■ Speakers and workshop leaders (29.89%)





Highlights

Represented

Nationalities*

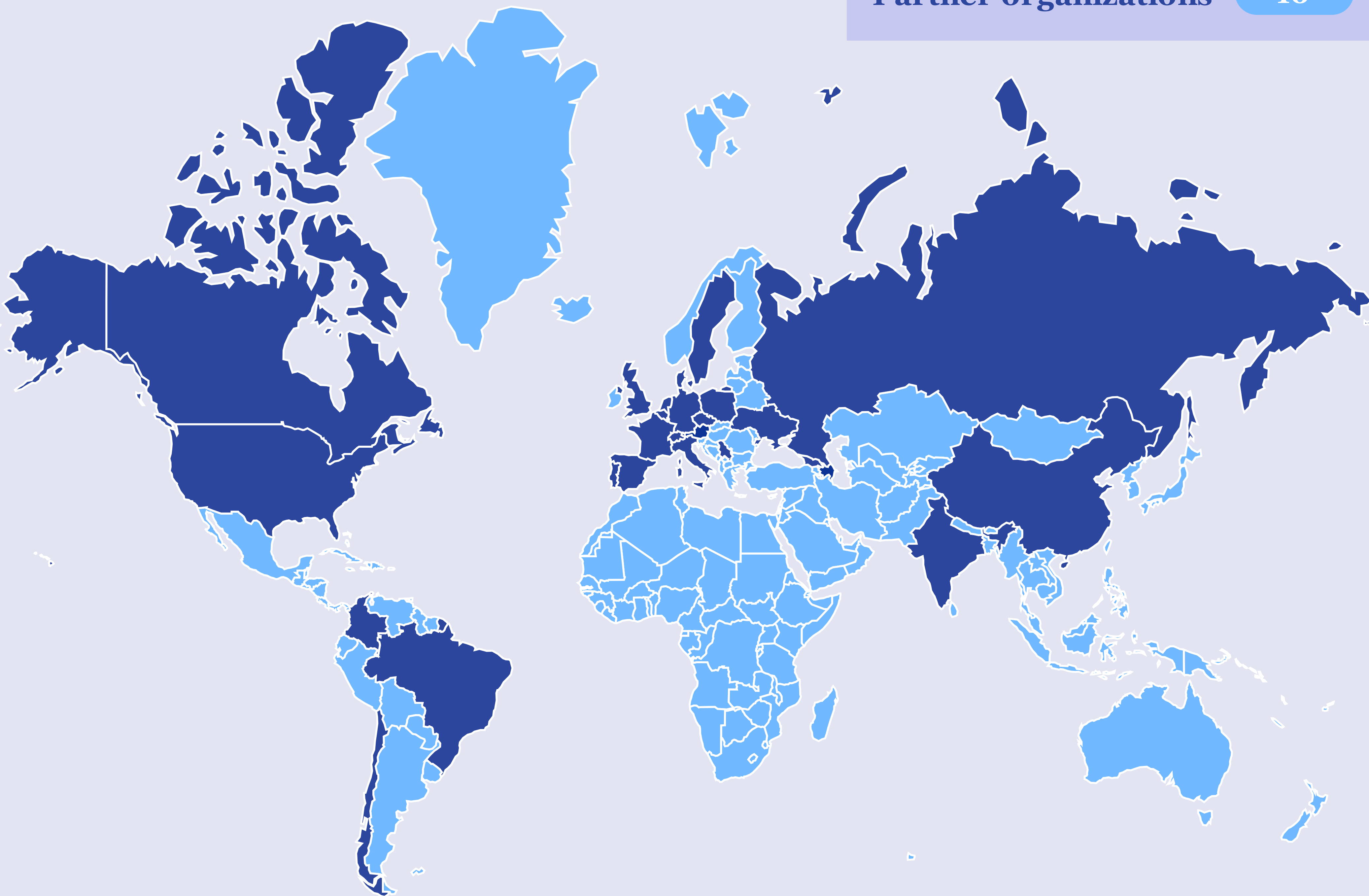
26

Chapters

29

Partner organizations

10



*countries represented by the 26 nationalities



Our Media

Article

Video

Photos

Our Carbon Footprint

Sustainability was at the heart of the FutureLab logistics as we tried to limit our carbon footprint as much as possible. Moreover, with the support of the Swiss climate protection organization – myclimate, we made oikos FutureLab 2018 a climate neutral event.



Participating partner organizations and projects

EcoMap

Green Nova

Student Impact

UK National Union
of Students

Exploring Economics

The Oath Project

CO2 Monitor

Principles for Responsible
Management Education

Rethinking Economics:

a. Rethinking Geneva
b. Rethinking Torino
c. Rethinking
International

Netzwerk Plurale
Oekonomik



oikos is an international student-driven organization for sustainability in economics and management. Founded in 1987 in Switzerland, we today empower leaders to drive change towards sustainability worldwide.



oikos-international.org