

annual report 2006

development of oikos International 2006



March 2007

oikos International
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oikos Strategy

Vision

oikos stands at the forefront of a growing momentum towards sustainable development at universities around the world. As a leading reference point for the promotion of sustainability change agents, oikos members from various academic backgrounds inspire students of Management and Economics on a global scale and advance the integration of sustainable development into teaching and research at their faculties.

Mission

oikos seeks to strengthen action competence for sustainable development among tomorrow's decision makers. To target this objective, the organisation

- (1) increases awareness for sustainability opportunities and challenges focussing on students of Management and Economics
- (2) fosters their ability not only to analyse long-term economic, environmental and social trends, but also implement sustainability-driven innovation
- (3) creates institutional support for these learning processes through the integration of sustainability issues in research and teaching at the world's faculties for Management and Economics.

Activities

oikos activities consist of networking, education and research. Among others we organise lectures, conferences, simulation games, seminars, as well as practice-oriented learning projects. Our activities are conducted within the framework of a constructive and open-minded dialogue and reflect local realities. They network students with representatives from academia, business, NGOs, politics and media.

While most of these activities are organised on a local level and may vary from year to year, oikos pursues several international key projects on an ongoing basis to empower students as change agents and drive institutional change. The international key projects also provide a platform to develop the oikos organisation and strengthen its impact.

Good to Have You with Us

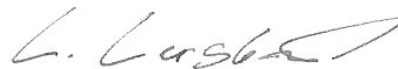
The calendar year 2006 was an important stepping-stone for the future of oikos. We took important steps on our way to a coherent strategy. Uniting local chapter members, advisors and managers of oikos within a systematic process of mutual exchange, we commonly formulated a vision on where we want to stand in 3 years time (page 1). We reinforced our objectives with a new mission statement and we agreed on a set of activities, which will help us effectively reach our goals.

Despite scarce financial resources and a laborious negotiating process, we continued walking the talk and realised 110 local and international oikos projects, 10% more than in the year before. To name just a few: with an extraordinary large group of participants, the 'Climate Days' in Hamburg, organised by oikos Hamburg, raised an awareness of ecological sustainability issues among students of Management and Economics (page 6); with support from both international and national organisations, the oikos Autumn Meeting in Warsaw bridged the gap between oikos students and professionals (page 4); and with the 3rd oikos Winter School we went one step further in empowering international student change agents for sustainability in higher education, triggering 13 student projects on 3 continents (page 5).

Prominent partners including, for example, the European Commission, the UN World Trade Organisation, the World Bank as well as our multinational sponsoring partners contributed to this successful year. We thank them and our international team of students and advisors sincerely for making this year a wonderful experience for all.

For the upcoming 20th anniversary year of oikos we wish our successors all the best in building a stable basis for the growth, which our organisation envisages for the next 20 years.

Yours sincerely,



Gian Gersbach
– President 2006 –



Thomas Petruschke
– Executive Director 2006 –

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1. Good Outreach: Selected oikos Student Projects 2006

To get a comprehensive overview of the work oikos has done in 2006 we present you a selection of projects with a special regional and international outreach. Please follow the respective web links to get more information about the projects. Since we can only present you 6 out of 110 projects realised in 2006, we invite you to find some information on all other projects at:

www.oikosinternational.org/pages/events/eventsarchive.html

The oikos Spring- and Autumn Meetings in Bayreuth and Warsaw

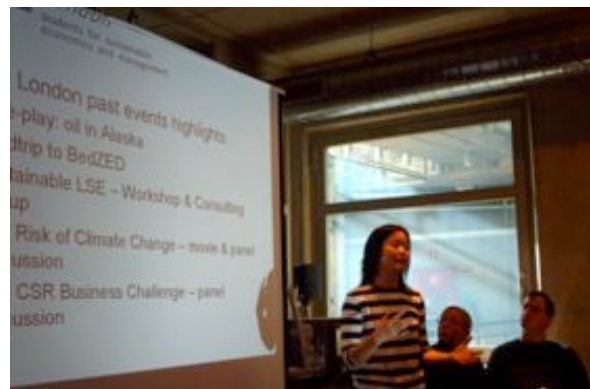
Traditionally, the oikos bi-annual meetings are organised to create a platform allowing for experience transfer between all oikos members and to empower them to make a difference at their universities. This year the meetings served special purposes: The spring event brought together more than 50 highly motivated oikos leaders from 12 local chapters and served not only as a place for sharing experiences, but also as a negotiating platform for designing a new brand. Discussions on our common strategic approach were held during the Autumn Meeting in Warsaw, where around 60 oikos members participated. As a highlight of the event, the new oikos Strategy 2007-2009 was signed by all present chapters.



oikos Spring Meeting 2006 in Bayreuth

Last but not least, the bi-annual meetings were used for getting fresh content inputs

for our work from practice experts in the field of social and environmental management: The spring event was opened by a public speech by Frank Henke, Global Director of Social and Environmental Affairs, Adidas Group. He talked about the difficulty of getting informed about labour- and ecologic conditions in a highly differentiated textile supply chain with a huge number of subcontractors. The Annual Meeting in Warsaw was enriched by speeches from, among others, the World Bank and the Polish CSR Business Forum. While Edgar Saravia, Country Manager of the World Bank presented his organisation's approach to energy supply issues in Central- and Eastern Europe, his colleague Malgorzatka Dworzynska, World Bank Manager, outlined cooperation possibilities for the oikos chapters in Poland, Czech Republic and Slovakia. CSR Business Forum presented its own CSR concept which is shared by polish major organisations.



oikos London presents at oikos Autumn Meeting 2006 in Warszawa

The oikos Model WTO

Since 1997, oikos has organised the Model WTO. Under this year's topic "Trade and Development" more than 50 internationally selected students from over 20 countries simulated a regular WTO minister conference in June 2006. During an intense five-day programme in St.Gallen and Geneva, Switzerland, the students developed a deeper understanding of both gains and problems of global trade. A special highlight

was the speech of WTO Director General Pascal Lamy at the WTO headquarters in Geneva.

The Model WTO's goal is not to have an impact on the current trade policies but to make future policy-makers familiar with the regulations and negotiation processes so that they may build a future world trade organisation which pursues social, environmental and economic goals more easily. Please find additional background information about the simulation event on: www.modelwto.org



Participants in Model WTO 2006

The oikos Winter School 2006

For the third time, the oikos Winter School brought together 20 highly motivated students. The student leaders from 3 continents joined an interactive learning environment on Sustainable Economics and Management. Speakers including Dr. Claude Siegenthaler, Professor at Hosei University Tokyo, Tony Long, European Policy Officer WWF, Claude Fussler, Advisor to the UN Global Compact and Martin Rohner, CEO Max Havelaar, Switzerland introduced the participants into some of the most pressing social and environmental issues on hand. Further faculty members from companies as IKEA, Novo Nordisk and GLS Bank inspired participating students. Exchange among all participants after the event showed that 2 of 13 drafted projects already started a few weeks later: At Reims School of Management, a board consisting of students and faculty was established to promote the Integration of Sustainability Issues into the school's curricula and in Ontario, Canada, another board including administration representatives has set concrete targets to reduce the

school's energy consumption. As a further result of this year's oikos Winter School, the "oikos South East Asian Future Lab" will take place on 19-23 May in Dhaka, Bangladesh (see page 9). For further details on the oikos Winter School 2006 and its outcomes please see the respective report:

http://www.oikosinternational.org/pages/events/winter_school_2006/ws2006_downloads/General%20Information/oikosWS06report.pdf.

The oikos Conference XVIII, St.Gallen: 'The Future of Money – Investing in the Future'

A prominent platform for debating social challenges and opportunities of the world's financial systems was provided by the oikos Conference XVIII at the University of St.Gallen in May 2006. Thanks to the successful positioning of the event in European and Swiss media, the oikos Conference XVIII brought together more than 120 students and representatives from business, academia and NGOs. High-profile speakers such as Norbert Walter (Chief Economist, Deutsche Bank), Prabhu Gupta (Executive Director, UBS Wolfsberg Center) and Bernard Litaer (Professor, Naropa University) provided innovative input for interdisciplinary workshops dealing with topics including alternative currencies, sustainable asset management and micro-finance. As a result of the conference, a book publication with essays both from PhD students and experts participating at the conference will be presented in 2007.



oikos Conference St.Gallen 2006

The Climate Days Hamburg

Tackling resource conflicts between generations, the climate congress organised by oikos Hamburg and important NGO partners brought together around 600 students and citizens from Hamburg, scientists from the Wuppertal Institute for Climate, Environment and Energy and the University of Hamburg's Institute for Meteorology as well as innovative start-ups such as Myclimate. The symposium voiced the need for action against human-induced climate change among a broad public. Furthermore, the speakers outlined potential solutions. Finally, a new life-style allowing for a reduction of human impact on the climate was drafted. If you are interested in learning more about the outcomes please find all details at: www.hamburger-klimatage.de.



Advertisement for Hamburg Climate Days on public buses (© kultbus GmbH)

Paradise Lost? The Congress on Sustainable Tourism

Sustainable tourism became one of the fastest growing sectors in tourism business. For those who live in the destination countries and for entrepreneurs this business offers great potential. 60 participants joined workshops dealing with the ecologic dimension in tourism marketing, community tourism and idealism versus profit-orientation in sustainable tourism. Corporate partners such as Rewe Touristik, France Ecotours and Mascontour ensured that the congress not only had an interdisciplinary and interactive character but also addressed challenges and opportunities in sustainable tourism practice. Please find the documentation of the congress on: <http://www.oikos-koeln.de>.



Discussions during oikos Cologne Conference 2006 on Sustainable Tourism

2. Good Interaction: oikos Goals and Appearance

1st Step: A New, Common Look

Since the internationalisation of oikos in 1998, local oikos student groups all over the world with their cultures, rationalities and tastes have not only made oikos unique due to the projects they have realised. They also contributed to a large diversity and various identities.

In 2006 we realised that it was an appropriate time for jointly agreeing on a common approach and a common brand for the years to come. As a first step, we developed a new oikos logo that from now onwards will be used by all local oikos groups to foster the recognition of the oikos brand now and in the future. Many oikos groups drafted a new logo. In the end, the proposition of oikos Cologne received the majority of all chapter votes for its clear and inspiring new oikos logo:



The new oikos International logo since 2006

2nd Step: A Revised, Shared Vision-, Mission and Activities Statement 2007-2009

As a second, consequent stepping stone in harmonising the oikos approach, we formulated a shared Vision, Mission and Activities Statement 2007-2009 (see page 1). The statement was signed by all present chapters during the oikos Legislative Meeting in Warsaw.

During the strategy process we were also consulted by our international advisory board:

Alexander Barkawi	Managing Director SAM Sustainability Indexes
Georg Birkner	Architect
Andrew Blaza	Imperial College London
Paschen v. Flotow	Head of Sustainable Business Institute, EBS
Michael Kelly	CSR Director KPMG
Christian Kornevall	Project Head Energy Efficiency in Buildings, WBCSD
Clemens Gerteiser	COO Socremo-Banco de Microfinanças

3. Good Company: oikos International Corporate Partners 2006

The tremendous engagement of all oikos students is commendable. However, our endeavours would not have been possible without the generous support of our corporate partners, which either engaged in supporting the international coordination of our projects and/or teamed up with oikos for one of its international events.

Members of the oikos International Circle of



Sponsors in 2006 include Deutsche Telekom, DOW Europe, SAM Sustainable Asset Management and Shell.

Project-only partners for international oikos projects in 2006 include: Deutsche Bank, GLS Gemeinschaftsbank, IKEA and Novo Nordisk.

More companies and foundations have been involved in sponsoring projects run by oikos Local Chapters.

4. Good Details: oikos Facts & Figures 2006

In 2006, more than 250 oikos members all around the world organised 110 projects addressing stakeholders of their home universities and beyond. The projects involved around 4,000 students from within and outside oikos as well as high-profile experts from the business world, academia and NGOs.

Without the experience and ideas of the 39 advisors from academia, business and NGOs, the impressive outreach of our organisation would not have been possible. The chart below gives you an overview of statistical details.

	Public events¹	Participants²	Advisory Board Members	Chapter Members
Bangalore	0	0	0	5
Bayreuth	20	446	0	14
Beirut	0	0	0	2
Bratislava	10	737	2	8
Brussels	2	–	0	12
Clausthal	6	280	4	10
Cologne	7	74	5	15
Graz	6	145	5	24
Hamburg	2	600	1	9
London	5	370	1	77
Paris	8	115	2	26
Prague	8	286	2	8
St.Gallen	10	500	7	33
Stockholm	0	0	1	3
Vilnius	0	0	0	3
Warsaw	6	90	3	13
Witten/Herdecke	8	239	3	12
(oikos International)	2	80	7	0
TOTAL	100	3962	43	274

oikos International is managed by the Executive Board. In 2006, Gian Schelling was employed as President, and Thomas Petruschke as Executive Director. They worked in the oikos International office at the University of St.Gallen in Switzerland (see Interview on page 11).

The other member of the Executive Board were Jérôme Lhote (Director Marketing) , Frank Linxweiler (Director Finances), Clemens Mader (Director IT), Liv Proenneke (Director Internal Communication), Dirk Schneider (Director Alumni) and Heiko Spitzeck (Director International Events). They worked on a voluntary basis, and played major roles in enhancing oikos' impact all over the world.

¹ Events / Projects open to the public

² Estimations, excluding oikos members

5. Good to Know: Upcoming oikos Projects in 2007

The oikos Spring Meeting 19–22 April 2007, Paris, France

For the oikos Spring Meeting 2007, oikos Paris invites all oikos students to ESSEC Management School in Paris. Speakers from academia, NGOs and corporate partners will give presentations on the subjects of CO2 emissions trading and micro-finance. The internal part will again serve as a platform for organised knowledge- and experience-transfer of oikos students. Furthermore, all chapters will present their current achievements and challenges. As always, non-oikos students with an interest in founding an oikos chapter are invited. A detailed outline of the programme can be found at:

http://www.oikosinternational.org/files/preliminary_program_paris.pdf

The oikos South East Asian Future Lab 19–23 May 2007, Dhaka, Bangladesh

As a result of the oikos Winter School 2006, the oikos South East Asian Future Lab will bring together students of the region with both international students and practice experts and academia representatives for fostering Asian student engagement for Sustainable Development in Management and Economics. Companies like Grameenphone and Professors from both BRAC and North South University have already confirmed attendance to inspire students and enhance their action competence for Sustainable Development in Economics and Management. For more information on this event please contact Gian Schelling, Director International Events via schelling@oikosinternational.org.

The oikos Model WTO 18 – 22 June 2007, St.Gallen and Geneva, Switzerland

The Model WTO 2007 engages in aspects concerning the interaction between "Trade & Environment". Under the impression of an increasing global awareness of a completely globalised and industrialized world this becomes more important. The Model WTO 2007 especially wants to figure out where and how the WTO might have impact on the international ecological change.

The Model WTO will take place in St.Gallen Switzerland from June 18 to 22. Students with a basic knowledge of the WTO system and an interest in negotiations simulation are welcome to send their applications to the organising team via modelwto@oikosinternational.org. More details can be found on the Model WTO homepage at www.modelwto.org.

The oikos 20th Anniversary Conference 18–19 October 2007, St.Gallen, Swit- zerland

After the oikos launch in 1987 and the internationalisation of the organisation in 1997, oikos stands on the verge of moving its activities onto a next level. The oikos conference 2007 will be a key milestone in this context. The conference's subject, "Limits to growth – Growing beyond limits", will reflect the debate around sustainable growth of the last 30 years and direct the discussion to future challenges. The conference will bring together oikos members, alumni, advisors, sponsors, faculty and partners who have shaped the organisation over the past 20 years and who want to expand its impact moving forward. It will provide a platform for all participants to strengthen their global oikos network, identify knowledge gaps, and provide stimuli for future research. Also, it will empower students to support the integration of sustainability within economics and management at universities around the world. The conference will comprise speeches, panel discussions, focused workshops as well as a local oikos chapter fair.

The oikos Winter School 18–24 November 2007, Wit- ten/Herdecke, Germany

The fourth oikos Winter School will be organised by oikos students at the German private University Witten/Herdecke in cooperation with oikos International. Compared to the Winter Schools oikos has seen so far, this event is intended to go deeper into detail when it comes to content contributions and to offer extensive project coaching beyond experience transfer of oikos students and alumni. Therefore, experts in creativity training and team coaching are invited as faculty members. For further information on the oikos Winter School please contact Gian Schelling, Director International Events via schelling@oikosinternational.org.

6. Good Bye: Five Questions to the President and Executive Director 2006

Gian, oikos President 2006,

holds a B.A. in International Affairs and Governance and has finished his studies in CEMS International Management in St.Gallen. Before joining oikos International Gian has organised the oikos 2005 conference on sustainable mobility concepts and he is currently taking up those endeavours again in supporting a sustainable mobility project for the University of St.Gallen.



Thomas, oikos Executive Director 2006,

has been studying Economics at the University of Bayreuth, Germany for three years. During his studies he focussed on International Economics and Institutional Economics. As president of oikos Bayreuth, he has managed a local oikos group since mid 2004. In 2007 he will finish his studies at the University of California in Berkeley, USA.



An Interview by Nina Hug, oikos President 2007.

«You have heavily engaged for oikos during the last year – was it worth taking over this position and would you do it again?»

Gian: Absolutely! Altogether, we have moved oikos another step forward to being the promoter of sustainability momentum at leading faculties of Economics and Management worldwide. Personally, I would take the challenge again since it is a unique envi-

ronment for personal development – you might never learn more in your life.

Thomas: It was definitely a great year and I would make the same decision again. Working for oikos gave me the opportunity to sharpen my professional working skills while contributing value to the sustainability movement.

«How have you personally experienced your work for the oikos international office?»

Gian: While the oikos international team works in a small office with a growing yet still limited number of colleagues in St.Gallen, I felt belonging to something bigger especially when going through the numerous student projects, which were delivered to us. I almost always remembered the faces from our unique biannual meetings. The collaboration with Thomas sometimes made me feel like a part of precise Swiss watch where one wheel cannot turn without the second wheel: I think we were a perfectly complementary team.

Thomas: First of all it was about working with Gian. My well-skilled colleague impressed me quite often with his ability to organize and to manage. I learned a lot just by observing and listening. Thanks for that Gian. Secondly it was about communicating and working with so many inspiring change agents from all over the world. The amount of creativity, entrepreneurial spirit and passion oikos members invest in their projects is stunning. Working with them mainly virtually gave me a deeper insight into the possibilities and the power of the internet and the knowledge worker age in general. oikos crowd! I thank you for making a difference. You give me confidence that we will be able to cope with the huge ecological and social challenges we have to face in the upcoming years.

«What lessons did you learn from your term at oikos?»

Thomas: Running an international organisation is a varied experience. You need to create teams, define goals, stick to timelines, join meetings – it is unbelievable. Therefore I realized one of the most important skills is about coping with complexity. For me this means to make the ‘right’ decisions. In every second you are faced by a huge amount of possibilities and what you have to do is to choose where you invest your time and energy next. Your decisions should be guided more by the wish to be effective than by the wish to be efficient. To do so you need to focus on crystal clear objectives and timelines. Furthermore you need to keep a level head. Also your personal paradigms, values and habits are important. More generally the fundamental principles underlying the discussion between markets and plans got clearer to me. For more discourse on institutions, markets, organisations and individuals please don’t hesitate to contact me. We will find a night and some wine as well.

Gian: First, you need precise goals and precise timelines. That’s what we had. Second, managing an organisation with hundreds of voluntary members and numerous external stakeholders, you need both stamina and patience. Often, the way is already the goal and walking it with a smile in your face makes it much more enjoyable than fixing goals and running blindly. Therefore, I would say patience is the teacher of the main lesson I learned with oikos.

«What are the most pressing questions for oikos to answer in the coming years?»

Thomas: I think the most pressing question is: How can oikos leverage its impact in an environment, which is marked by fast change. How can we motivate our members, realize effective projects and build strong local groups in a world where studies get shorter and everybody seems to be always on the road. What can we offer to our members in order to be the first choice for spare time engagement?

Gian: The global clock ticks in favour of the oikos mission. Climate change has never seemed that obvious to the western world as in this winter. Last year’s Stern report and Al Gore’s “Inconvenient Truth” effectively un-

derlined the challenges on hand to each and everybody, via various media. Similar student groups have now got the message and make sense of the growing sustainability momentum at business schools around the world. While oikos was a pioneer in its first days 20 years ago, I see oikos’ future role rather in combining forces: Cooperation with others and a focus on our core competences will be key for our success in the following years. Having already started first talks with our peers from other organisations, I am convinced that we are walking in the right direction.

«If you had a wish free – what would you like to change within oikos or together with oikos in the world outside the network?»

Gian: If it were as simple as that, I would wish that every second student in Economics or Management decided to plan her or his career in a long-term perspective rather than going for the first well-paid opportunity out there and regretting the own decision already a few years later. The first oikos PhD fellow, Lars, once asked me: “Imagine you are 70 years old: What should you have done in your student years in order to feel good now?”. Nina, I wish you all the best for bringing the world a step further to the point you want it to be.

Thomas: Since I think we need more entrepreneurial spirit in order to tackle challenges like climate change or poverty I would love to see more faith in human creativity and courage. What we need are people who follow a dream even without having a detailed road map in their pocket. They are driven by a strong believe in their ability to solve problems and to cope with constant change in a complex world. These people will make a difference!

Thomas and Gian would also like to thank the Executive Board for their dedicated contribution during the whole year and beyond.

Get in touch with oikos

oikos International

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The headquarters of oikos International is in St. Gallen, Switzerland. For legal purposes, oikos is an association under Article 60 of the Swiss Civil Code.

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More information

More information about oikos, our activities, local chapters, sponsors and personnel can be found on our website at www.oikosinternational.org.

Contact to Local Chapters

To find the recent contact person for a local chapter, please consult www.oikosinternational.org/pages/chapters/europe.html

More information on oikos

oikos Website

For more information on oikos, please consult our website at oikosinternational.org.

oikos Project Portfolio

The oikos project portfolio provides a compact overview over recurring international events in the oikos network.

