

# project portfolio

a summary of main projects of oikos International

February 2007

oikos International  
[www.oikosinternational.org](http://www.oikosinternational.org)  
[makeadifference@oikosinternational.org](mailto:makeadifference@oikosinternational.org)

# oikos Introduction

## Welcome to oikos

oikos is an international student organisation that seeks to strengthen action competence for sustainable development among tomorrow's decision makers. To target this objective, we aim to

- (1) increase awareness for sustainability opportunities and challenges focussing on students of Management and Economics
- (2) foster their ability not only to analyse long-term economic, environmental and social trends, but also implement sustainability-driven innovation
- (3) create 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.

**oikos** is a global network of local chapters all working towards the same mission.

With 17 chapters in 13 countries the oikos network has the potential to reach fifty thousand students worldwide. In 2006 over 3500 external students participated directly in one of the 110 oikos events. All chapters are neutral, non-political platforms for open-minded sustainability discussion. Local chapters aim at enriching students' curricula at their respective universities with sustainability knowledge. They mainly do so by organizing events, such as presentations, speeches, panel discussions, workshops and conferences but they are also working towards a change in the academic curriculum so that sustainability becomes a mainstream element of students' formation.

(4)

## History

oikos was founded as a local student group at the University of St. Gallen, Switzerland in 1987. Ever since, **oikos St. Gallen** organized workshops, conferences, simulation games and various educational events to integrate sustainability issues into teaching and research of economics and

management. In addition, institutional innovation is part of the oikos concept. In 1990, the **oikos Foundation** was created. In 1997, oikos decided to internationalize its activities and to strengthen sustainability awareness – not only among students in Switzerland – but also within faculties of Economics and Management throughout the world. **oikos International** was born.

## Our sponsors

oikos International is funded by a circle of sponsoring companies and the oikos foundation. The successful work of oikos would not be possible without the generous support of these organizations. Members of our circle of sponsors are leaders in sustainable business management, and are actively engaged in the sustainable development dialogue.

**oikos** Stiftung für Ökonomie und Ökologie  
Foundation for Economy and Ecology

 Deutsche Telekom

 **sam** sustainable asset management



# oikos Project Portfolio

## oikos 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.

## International key projects

### education

oikos Winter School	4
oikos Model WTO	5
oikos Case Writing Competition	6

### research

PhD Summer Academy	7
PhD Fellow Ship Programme	8

### networking

oikos Spring and Autumn Meeting	9
oikos Award	10
oikos Conference 2007	11
Additional Projects (Selection)	12



*oikos PhD Summer School 2005*

# oikos Winter School



## Background

The oikos Winter School started in 2004 as an annual platform to empower students for change. The main objective of this one-week training session consists in educating ‘multipliers’ for sustainability. The event brings together students from around the world in an interactive learning environment on Sustainable Economics and Management. The program comprises lectures, discussions and working groups on sustainability challenges. The event strongly emphasises institutional change and stakeholder dialogue. During the week students are asked to design concrete projects in the field of sustainability and integrate these issues into teaching and research at their faculties for Economics and Management.

## Target group

20 to 30 highly motivated students in the area of business and economics. Participants came from countries like Bangladesh, Singapore, Japan, United States, Germany, France, Spain and many more.

## Selected speakers

- 
- |             |  |
|-------------|--|
| <b>2004</b> | Andrew Hoffman (Michigan University, US), Stuart Hart (Cornell University, US) |
|-------------|--|
- 
- |             |   |
|-------------|---|
| <b>2005</b> | Tony Long (WWF), Joseph Ingram (World Bank), Ted Scheidegger (CFO Precious Woods) |
|-------------|---|
- 
- |             |  |
|-------------|--|
| <b>2006</b> | Claude Fussler (External Advisor, UN Global Compact), Thomas Bergmark (IKEA), Thomas Heeger (CFO Novo Nordisk) |
|-------------|--|
- 

## Major outcome

The oikos Winter School contributes essentially to the international growth of our network, to spread the message of integrating sustainability at business schools around the globe. Past events contributed to the founding or empowerment of chapters like North-South University Dhaka (Bangladesh), American University Beirut (Lebanon), and others.

## Selected Feedback

*oikos was different. It has shaken my entire 'Self'. Being there for five days, minimum 15 hours surrounded by not only motivated and committed, but indeed extremely active people, which think and behave not only alongside with their personal benefits and gains, this created from this event something really special!*  
*Helena Malisova (University of Bratislava, Slovakia), Winter School 2005 participant*

*I wish to emphasise how grateful I am for this Winter School. It has been wonderful. Good organisation, good programme, interesting speakers, excellent group diversity and interaction. I learnt a lot and I had great fun.*  
*What more can I ask for?*  
*Clara Navarro Colomer, ESADE Barcelona, Winter School 2004*

## Organizational details

Responsible in 2007: Gian Gersbach ([gersbach@oikosinternational.org](mailto:gersbach@oikosinternational.org))

Past sponsors include: Deutsche Bank, Dow, Toyota, IKEA, Shell

More information can be found at: [www.oikosinternational.org](http://www.oikosinternational.org)

# oikos Model WTO

## Background

The Model WTO is an international event with 60 students simulating the regular WTO minister conferences. During an intense five days program in St. Gallen and Geneva, Switzerland, it enables selected international students to develop a deeper understanding of both gains and problems of global trade. The goal of Model WTO is not to have an impact on the current trade policies but to make the future policy makers familiar with the regulations and negotiation processes so that they may build a future world trade organization which pursuits social, environmental and economic goals. oikos is officially accredited NGO-Partner of the WTO in Geneva.

## Target group

60 internationally selected students from business studies, economics, law, political science and others gather together to simulate world trade. Participants of past events come from countries like Japan, China, Australia, USA, Nigeria, South Africa, Germany, UK and many more.

## Selected speakers

---

**2004** Romain Benicchio (Advocacy and Communication Officer, Oxfam International)

---

**2005** Ambassador Dr. Towfiq Ali (Permanent Representative of Bangladesh to the WTO)

---

**2006** Pascal Lamy (WTO, Director General)

---

Every year the WTO representatives of the respective student committees discuss the final draft with the student group.

## Major outcome

The Model WTO contributes to the growth of our international network and brings sustainability to business schools around the globe. Initiated after the Model WTO were chapters like: University of Hamburg

(Germany), University of Witwatersrand (South Africa), American University Beirut (Lebanon) and others.

## Selected feedback

*“To participate in the oikos Model WTO has been a big satisfaction for me: being here learning a lot about the WTO, working hard on the final declaration, going to Geneva and becoming next worlds learders.”*

*Nikola Pavesic, Croatia  
Model WTO 2006*

## Organizational details

Responsible in 2007: Nina Hug ([hug@oikosinternational.org](mailto:hug@oikosinternational.org))

More information can be found at: [www.model-wto.org](http://www.model-wto.org)

Past sponsors include: Migros, Nestle, Victorinox



# oikos Case Writing Competition

## Background

Responding to the need for teaching cases, the annual oikos Sustainability Case Writing Competition was designed in order to:

- Promote the production of top quality cases in the field of Sustainability Management
- Promote the use of Sustainability oriented cases at business schools worldwide
- Mainstreaming Sustainability issues through the use of case studies in Strategic Management courses

The competition consists of 4 main elements:

1. Call for Cases
2. Two step double blind review process
3. Prize giving ceremony at the European Academy of Management Conference,
4. Online-publication of winning cases.

## Target group

PhD-Students and Post-docs, Professional Case Writer, Faculty at leading Business Schools

## The Judging Committee

The Judging Committee of the Competition currently comprises the following Faculty Prof. Pratima Bansal, Ivey School of Business, Canada; Frank M. Belz, Technical University of Munich, Germany; Prof. Petra Christmann, Rutgers University, USA; Prof. Magali Delmas, University of California, USA; Prof. Thomas Dyllick, University of St. Gallen, Switzerland; Prof. Minna Halme, Helsinki School of Economics, Finland, Prof. Dr. Kai Hockerts, Copenhagen Business School, Denmark; Prof. Andrew J. Hoffman, University of Michigan, USA; Prof. P.D. Jose, Indian Institute of Management, Bangalore, India; Prof. Stephen J. Koblin Wharton School, University of Pennsylvania, USA; Prof. Michael Lenox, Fuqua School of Business, Duke University, USA; Dr. Lance Moir, Senior Lecturer, Cranfield University, United Kingdom; Prof. Stefano Pogutz, Bocconi University, Milano, Italy; Prof. Forest Reinhardt, Harvard Business School, USA; Prof. Carlos Romero-Uscanga, EGADE

Monterrey, Mexico; Prof. David Vogel, Haas School of Business, Berkeley, USA; Prof. Michael Yaziji, IMD Lausanne, Switzerland; Prof. Friedrich M. Zimmermann, Karl-Franzens-University Graz, Austria.



*EURAM President Juan Enric Ricart (IESE Barcelona) congratulates Wolfgang Amann in Oslo, Norway (Competition 2006)*

## Major outcome

In 2007: An excellent set of submissions from 9 countries and leading Business Schools (e.g. Ivey, INSEAD, IMD). New, high quality teaching cases in the field of Corporate Sustainability: Growing oikos Sustainability case collection.

## Selected Feedback

*“Excellent cases in the emerging field of Sustainable Management are much needed and I am constantly looking for more. I was very impressed by the submissions’ quality and range of topics of the oikos case writing competition.”*  
*Prof. Andrew J. Hoffman, Member of the Jury, University of Michigan*

## Organizational details

Responsible in 2007: Dr. Jost Hamschmidt ([jost.hamschmidt@unisg.ch](mailto:jost.hamschmidt@unisg.ch))

This project is financed by the oikos foundations’ circle of founders

More information can be found at: [www.oikos-foundation.unisg.ch](http://www.oikos-foundation.unisg.ch)

# oikos PhD Summer Academy

## Background

The oikos PhD summer academy provides PhD students in the fields of environmental and sustainability management, economics, policy and law a platform to present and discuss their on-going research projects with fellow students and senior faculty. Each summer academy features a different set of internationally well-reputed researchers. One of the oikos PhD summer academy's strategic goals is to empower PhD Students to publish in top-tier, mainstream journals and to present their results in mainstream conferences (AOM, EURAM, IFSAM, EGOS, etc.) rather than being present 'only' in the scientific CSR / Sustainability debate. As such, oikos works with experienced scholars who have the necessary know how and experience to share.

## Target group

15 internationally selected, highly qualified PhD students in the field of environmental and sustainability management, economics, policy and law.

## Selected speakers

Prof. Alberto Aragon-Correa (Granada), Pratima Bansal (Ivey), Petra Christmann (Rutgers), Andrew Gouldson (London School of Economics), Andrew J. Hoffman (Michigan), Minna Halme (Helsinki), Kate Kearins (Auckland), Andrew King (Tuck), John Ehrenfeld (MIT), Sanjay Sharma (Wilfrid Laurier), Lars Strannegård (Stockholm).

## Major outcome

Networking, joint research projects, experience sharing and getting to know the oikos spirit.

oikos PhD summer academy participants know how to publish in different scientific (SD, General) and regional (US, EU) contexts. A number of former oikos PhD academy alumni now hold faculty positions at leading Universities. All PhD projects, CV's of faculty and Participants, and presentations are documented online.



## Selected Feedback

*A truly fantastic week-long workshop and an extraordinarily motivating learning experience, as it provides candid feedback from experienced outside faculty and graduate students, practice speaking in front of a broad audience, and opportunities for academic networking.*

*Fan Zhang, Harvard University (USA) oikos PhD summer academy 2005*

*An invaluable learning experience. A great group of organizers, faculty and students who know how to marry reason with passion.*

*Jonas Meckling, London School of Economics, UK, oikos PhD summer academy 2006*

*A unique event! Great faculty, great organisation and overall facilitation.*

*Alexander Nick, IMD Lausanne, Switzerland, oikos PhD summer academy 2006*

## Organizational details

### Responsible in 2007

Dr. Jost Hamschmidt  
([jost.hamschmidt@unisg.ch](mailto:jost.hamschmidt@unisg.ch))

### Sponsoring

This event is financed by the oikos foundations' circle of founders and participants' fees.

### More information

[www.oikos-stiftung.unisg.ch](http://www.oikos-stiftung.unisg.ch)

# oikos PhD Fellowship Program



## Background

The international oikos PhD Fellowship Program has been launched in 2006 in order to enable outstanding junior researchers to conduct their PhD research in the field of Sustainable Management and Economics at the University of St. Gallen. Accepted PhD students will work on relevant sustainability challenges in different institutes of the University of St. Gallen, and will significantly contribute to the integration of Sustainability issues in the University's mainstream research activities. The Program is designed to fund one PhD student from 2006-2009 and will be significantly extended in 2007.

## Target group

Top junior researchers in the field of Sustainable Management and Economics  
Each researcher will be supervised by a senior researcher from the University of St. Gallen and a second academic supervisor from St. Gallen or another university. The curriculum consists of a preparatory intensive first-year phase of courses (Course Phase) within the regular doctoral study program of the University of St. Gallen, followed by two years of advanced studies and research (Dissertation Phase), which are devoted to the writing of the doctoral thesis. The programme will be supervised by an international scientific advisory board

## Members of the scientific advisory board

Pratima Bansal, Ivey School of Business, Canada, Magali Delmas, University of California, USA, Fritz Fahrni, University of St. Gallen/ETH Zurich, Switzerland, Simon J. Evenett, University of St. Gallen, Switzerland, Kai Hockerts, Copenhagen

Business School, Denmark, Thomas Dyllick, Universität St. Gallen, Switzerland, Minna Halme, Helsinki School of Economics, Finland, Carlos Romero, EGADE Monterrey, Mexico, Sanjay Sharma, Wilfrid-Laurier Business School, Canada; Claude Siegenthaler, Hosei University, Tokyo

## Major outcome

The program intends to promote new relevant research in the Field of Sustainability and Management. Research topics may address any relevant area but PhD students may find guidance amongst the topics listed below:

- Corporate Sustainability and Strategy
- Organizational Change and Sustainability Learning
- Sustainability Technologies and Innovation
- Corporate Sustainability and Corporate Culture
- Sustainability as a Business Concept
- Voluntary Agreements and institutional Change
- Sustainability and Market Development
- Sustainability and International Trade

## Organizational details

### Responsible in 2007

Dr. Jost Hamschmidt  
([jost.hamschmidt@unisg.ch](mailto:jost.hamschmidt@unisg.ch))

### Project sponsors

Foundation for the Third Millennium, A.Hoffmann, Fondation Looser

### More information

[www.oikos-foundation.unisg.ch/homepage/fellowship.htm](http://www.oikos-foundation.unisg.ch/homepage/fellowship.htm)

# oikos Spring and Autumn Meeting



## Background

The oikos Spring and Autumn Meeting brings together students within the oikos Network. The event is thought to exchange ideas, do workshops on project management, local chapter strategy, succession planning, sponsoring etc. These meetings create a platform to exchange experiences among oikos Local Chapters. Oikos Members learn about each others projects and present different ideas of intergrating sustainability at their universities. The meeting includes a number of public lectures in which experts with academic or business background share their knowledge and experience on sustainable business models.

## Target group

All active members of the oikos International network. Generally, the event brings together around 60 highly motivated oikos members from almost 14 countries around the world.

## Selected speakers

---

**2005** Alexander Barkawi (MD SAM Indexes), Jan Dusik (Head EU affairs, Czech Ministry of Environment)

---

**2006** Frank Henke (Global Director of Social and Environmental Affairs, adidas Group), Edgar Savaria (World Bank, Country Manager Poland)

---

## Major outcome

Networking, joint projects, experience sharing and getting to know the oikos spirit.

## Organizational details

### Responsible in 2007

Nina Hug ([hug@oikosinternational.org](mailto:hug@oikosinternational.org))

### More information

[www.oikosinternational.org](http://www.oikosinternational.org)

### Past sponsors include

SAM, Shell, Dow, ABB, Toyota, Deutsche Telekom

# oikos Award

## Background

How can student action transform higher education institutions towards Sustainability? What alliances are needed and how can entrepreneurial thinking push action at the local University level? In the context of the UN Decade of Education for Sustainable Development (2005-2014) oikos invites students to contribute their projects. The oikos Award for Student Entrepreneurship in Higher Education gives incentives to international students working on integrating sustainability issues at universities.

## Target group

Highly motivated international students with proven institutional entrepreneurship abilities in the field of sustainability education

## Major outcomes

Encouraging entrepreneurial spirit in the field of sustainability education. Best practice sharing and integrating of best ideas to be presented at the annual oikos Winter School. This also enlarges the network of motivated students. A collection of best practices on projects integrating sustainability into the curriculum is considered to be published in 2007.

## Selected Feedback

*"We are honored to receive 2nd place for our organization. This is an enormous boost to our confidence!"*

*Randall Allen, Sustainable Enterprise Association, Cornell University, USA (Honorary Mention 2005)*

*I am convinced, that this is an effective Project for motivating Students for action – I found it a great motivation for our work. Thank you very much!*

*Matti Spiecker, Team Expedition World, University of Witten-Herdecke, Germany (Award Winner 2006)*

## Organizational details

### Responsible in 2007

Dr. Jost Hamschmidt  
([jost.hamschmidt@unisg.ch](mailto:jost.hamschmidt@unisg.ch))

### Sponsoring

This event is financed by the oikos foundations' circle of founders.

### More information

<http://www.oikos-foundation.unisg.ch>

**Education for Sustainable Living Program**

Presented by the California Student Sustainability Coalition

"Meeting our own needs of the present, without compromising the ability of future generations to meet their own needs, particularly with regard to use and waste of natural resources. Sustainable practices support ecological, human, and economic health and vitality. Sustainability presumes that resources are finite, and should be used conservatively and wisely with a view to long-term priorities and consequences of the ways in which resources are used."  
--UC Regents Definition of Sustainability

**Mission Statement:**  
The Education for Sustainable Living Program is a collaborative interdisciplinary effort to realize sustainable community throughout the University of California. Students form action research teams in partnership with guest lecturers, faculty, administration, and community members to implement tangible change. Such experiential learning inspires participants to internalize the concept of sustainability, and carry it in practice beyond academia into a greater society.

**Summary:**  
The course consists of weekly guest lectures by world-renowned authors and progressive thinkers... The class will encourage reflection upon and analysis of the principles of sustainability. It is designed to encourage collaboration between students, faculty, staff, the administration, and the local community...

Speakers: Berkeley, Reed, Los Angeles, Santa Barbara, Santa Clara, San Diego

*Education for Sustainable Living  
oikos Award Winner 2005*

**expedition WELT**

HOME ROUTE INITIATIVEN DIALOG PARTNER ABOUT

Wer? Drei Studenten der Uni Witten/Herdecke.

Was? Junge Menschen für nachhaltige Entwicklung sensibilisieren und zum Handeln motivieren - Konzept

Wie? Nord-Süd-Dialog durch 6,5-monatige Expedition rund um den Globus (Feb. - Okt. 2006)  
Vor-Ort-Besuch bei 40 Social Entrepreneurs (Sozialunternehmern) - Initiativen

Medien/Presse  
Auszeichnungen  
Kontakt

Expeditionsberichte | Reportagen | Fotogalerie | Forum

Wie geht es weiter? >> Die Folgeprojekte

*Expedition World  
Honorary Mention oikos Award 2005*

# oikos Conference

## Background

The oikos conference 2007 will focus on growth and sustainability. 20 years after the Brundtland report, “Our common future”, and its impact on the sustainability debate, growth is still the dominating principle in today’s global economy. At the same time, limits to a continuation on this path are increasingly obvious while billions of people face shortages in meeting basic needs. Is there a growth imperative? Why, Where, what and how do we want to grow? In which areas do we need reductions? The oikos conference will address these questions by taking a closer look at the concept of growth, analysing the implications of growth-based economics, identifying areas for growth and fields where reductions are needed, evaluating alternatives, exploring corporate strategies in view of global growth limits, and discovering opportunities to support the oikos members in integrating those issues into teaching and research at their universities.

The conference will comprise speeches, panel discussions, focused workshops, as well as a fair of local oikos chapters.

## Target group

With the oikos launch in 1987, the internationalisation of the organisation in 1997, and a significant momentum over the last years, 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. It 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. And it will empower students to support the integration of sustainability within economics and management at universities around the world.

## Organizational details

### Responsible in 2007:

Nina Hug ([hug@oikosinternational.org](mailto:hug@oikosinternational.org))

### More information

[www.oikos-conference.org](http://www.oikos-conference.org)



*Impressions from oikos Conference 2006  
‘The Future of Money – Invest in the Future’*

# Additional oikos projects (Selection)

## **oikos Factsheet Initiative**

oikos factsheets combine traditional subject contents (e. g. classical finance lessons) with sustainability issues (e. g. in finance, the Dow Jones Sustainability Index). They provide articles, case studies, guest speakers, experts and other valuable information and serve as a discussion basis for oikos members trying to convince professors to integrate sustainability in their teaching of core subjects.

## **oikos Virtual Campus**

For students not able to join the Winter School held in St. Gallen, oikos International offers to follow the course online. Speakers presentations, videos, online discussion forums and more will be available to document the event and to participate online. More information on [www.oikosinternational.org](http://www.oikosinternational.org).

# oikos Local Chapter projects

## **oikos Local Chapter projects**

Every years several local chapter projects with an international outreach are supported from the oikos International office. These projects include e.g. the traditional oikos conference in St. Gallen ([www.oikos-konferenz.org](http://www.oikos-konferenz.org)), a sustainable career fair in Graz and other initiatives.

# Get in touch with oikos

## **oikos International**

President 2007: Nina Hug,  
[hug@oikosinternational.org](mailto:hug@oikosinternational.org)

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.

Tigerbergstrasse 2  
9000 St. Gallen  
Switzerland  
[makeadifference@oikosinternational.org](mailto:makeadifference@oikosinternational.org)  
tel./fax +41 (0)71 224 26 98

## **oikos foundation**

President: Dr. Alexander Barkawi  
Managing Director: Dr. Jost Hamschmidt,  
[jost.hamschmidt@unisg.ch](mailto:jost.hamschmidt@unisg.ch)

Tigerbergstrasse 2  
9000 St. Gallen  
Switzerland  
Tel. +41 (0)71 224 2595  
Fax. +41 (0)71 224 2722

## **More information**

More information about oikos, our activities, local chapters, sponsors and personnel can be found on our website at [www.oikosinternational.org](http://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](http://www.oikosinternational.org/pages/chapters/europe.html)