



oikos

IMPACT REPORT

2020-2021



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LETTER FROM OUR PRESIDENT

For the past 30 years, oikos has institutionalized sustainability at our university, empowered student change agents and provided a space for projects, discussions as well as events. This has become evident to me the moment I joined oikos back in May 2019. To me it meant being a part of something bigger as well as entering a community of students committed to the same values and mission. The foundation of these values was laid way before I joined, and I find it remarkable for a student association to carry so much purpose as well as being greatly embedded in the history of our university.



Elise Tattersall

Former President

In the year 2020 our association faced uncertainty, challenges and discovered new possibilities. The pandemic forced us to come together and rethink the way we are pursuing our mission online. Therefore, I saw my responsibilities in strengthening our community and improving continuity to create long-lasting impact. With this in mind, the entire oikos board was empowered and motivated to strive towards these goals. It was a real adventure tackling these challenges and seeing the development of our association in only a short period of time. This adventure continued in the new semester as we welcomed over 70 new members. Looking back on this time, I have many fond memories of connecting to new members at our oikos Weekend, our first and only on-site Project Head Meeting at ad-hoc* and many insightful projects, events and meetings. Conversations with oikees, fun community events and inspiring opportunities were a constant reminder of how thankful I am to be part of such a wonderful team of students.

The community of oikos St. Gallen represents the values, goals and mission our association has created over the past few decades. So, every single oikée contributes towards our vision every day. As president it was absolutely fascinating to see the development our members have gone through and how much one can achieve with the support and help of other like-minded students. With this, it is essential to celebrate and document these milestones and successes in this oikos Impact Report 2020 for all future generations of oikees. My wish for the future members is to realize the potential our association holds and to feel inspired to make a change. Also, to feel empowered to be among students who carry the same values and leverage the power students today really have. Finally, I wish for all members, alumni and future members to continue making a change in oikos and beyond.

LETTER FROM OUR PRESIDENT

oikos St.Gallen gives HSG students who are curious about sustainability the chance to be proactive and have an impact alongside like-minded people. When asked what makes oikos St.Gallen unique, my answer comes easily: It is the people. oikees are intrinsically motivated to devote x hours to making a difference. They have the courage to challenge the status quo and enough imagination and creativity to see how things could be done differently – and better. The climate crisis is the biggest challenge of our generation, and I am convinced that young people have significant power and potential to contribute positively to finding solutions. The oikos community recognizes this opportunity for impact, and over

many generations, left a mark at university, be it in the institutions it created, in the spin-offs that emerged from it or the many creative projects pursued today.

Positive impact is at the heart of our work at oikos. Driven by our mission, we help to create space and visibility for sustainability at HSG, are bridge-builders between students and companies and act as advocates to drive institutional change at HSG. I have witnessed, both in myself and it oikees across all of our projects, that the oikos impact is twofold: In setting out to make a difference, oikees just might notice a change and growth in themselves. oikos leaves a mark at HSG, but also oikos members themselves, who take the experiences and lessons learnt with them once they graduate from university.

Our ecosystem and network is what both enables and amplifies our impact. In the EConnect Community we exchange experiences with other sustainability-related clubs at HSG. At the HSG-IWÖ, we get insights into the HSG sustainability strategy as it unfolds. oikos International fosters regular personal exchange with oikees around the world, and provides the opportunity to work on personal development in a diverse and international context through the LEAP Programme. On a national level we benefit from our network through exchange and collaboration such as with WWF or the Sustainable Development Solutions Network (SDSN Switzerland). During my time in oikos, I have felt time and time again how 34 years of oikos history and networking gave us access to many platforms and opportunities. I would like to thank our many partners that made this impact possible. In an effort to continue to leverage all our connections we are currently building an alumni network and look forward to reconnecting with oikees across generations.

I am extremely proud and excited to witness the publication of the first ever oikos impact report! The impact report will serve as a tool to help us communicate everything we already do, and identify areas to prioritize. Data is a key basis for developing a successful strategy for oikos St.Gallen. The launch of the Positive Impact Rating 2021 for HSG confirmed the necessity and importance of all our projects: based on student perception, the University of St.Gallen is lagging behind significantly when it comes to topics of sustainability and responsibility. With evidence of the demand for positive change, and a comprehensive assessment of our own current impact as a resource, oikos will be able to derive our strategy for HS21 to maximize our impact. I am extremely grateful to be a part of this inspiring community and look forward to another impactful semester ahead.



Anna Kurth

Current President



Exploring oikos

INTRODUCTION TO OIKOS ST. GALLEN



oikos St.Gallen is the oldest student-driven non-profit organization for sustainability in economics and management at the University of St. Gallen (HSG). Founded in 1987, our initiative has the mission to empower student change agents, raise awareness for sustainability opportunities and challenges, and build institutional support for curriculum reform. The continuous voluntary engagement of students towards this mission is immense: 100 students are actively engaged in the realisation of nine projects. The oikos initiative in St.Gallen has grown from the oikos Conference into nine diverse projects in different fields of sustainability (e.g. quality education, health and wellbeing or social innovation). From St.Gallen, our community expanded into 50 chapters across the globe, managed by our umbrella association oikos International. Constant exchange with the international community supports diversity, inclusion and cross-culture collaboration. We at oikos St.Gallen share the vision to transform economic and management education for a sustainable world.

Mission

Our mission has three pillars to which the oikos projects are closely aligned with.

Empowering student change agents focuses on the individual members of oikos St.Gallen. Giving our members the opportunity to actively shape a project in the field of sustainability allows them to find their own intrinsic motivation to have a positive impact. We define empowerment as the ability to tap into one's personal motivation and the actions taken based on it. Whereby, oikos allows members to grow on a personal level to unlock such potential.

Raising awareness for sustainability opportunities and challenges is related to the student body of the University of St.Gallen. Several oikos projects aim to raise awareness for sustainability-related topics in the field of business and management that complement our curriculum. Enabling conversations and critical reflections during the oikos Conference or experiencing Un-Dress sustainable fashion show are just examples of how awareness is being raised. More recently, the positive impact rating served as a tool to raise awareness among HSG students to become drivers of change for the university's positive impact as a whole.

Building institutional support for curriculum reform focuses on the importance of an education that prepares students to face the grand challenge of climate change. Both the content and method of teaching should provide young people with the tools and skills to become responsible and successful business leaders in the 21st century. We therefore advocate for the meaningful integration of sustainability in the core of the HSG curricula, across all levels and fields of study, through workshops, stakeholder dialogue and activism.

Values

The oikos Code of Conduct is signed by each active member of the association and lists values that are important to us as a community.

- Sustainability means moving ahead and rethinking the ways we think, create and interact as a society to help shift the basic mode of operation onto a sustainable path. oikos International has defined sustainability and eight principles (see QR code) to guide the organizational foundations, program designs, fundraising, team development, IT and ethical data processing.
- As members, we commit to treating everybody with respect and integrity and do not discriminate against anybody due to their origin, race, sexual orientation, background, gender, lifestyle or any other factors regarding their person. We promote diversity and inclusion in the teams, at oikos and beyond.
- We take responsibility for the actions we take as oikos members and are aware of the impact our actions have on our direct environment. So we take ownership of our actions and reflect critically on their consequences.



We operate openly and transparently and constantly exchange information within the community.

INTRODUCTION TO OIKOS INTERNATIONAL

1'200+ active members from all around the world

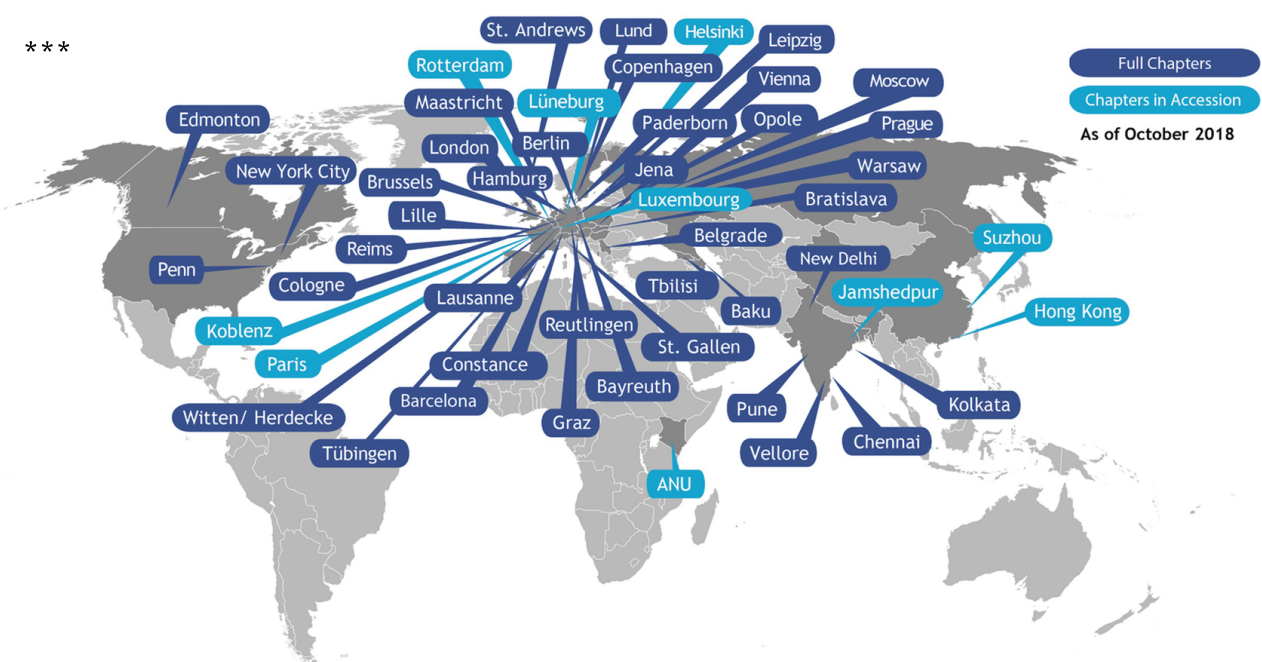
50+ chapters worldwide

23+ countries*

oikos International, the umbrella organization that brings all oikees together, is a student-led non-profit association that supports and fosters the network.

Founded in 1987 in Switzerland, we nowadays empower and encourage student change agents worldwide to transform their local university ecosystems as they become the leaders our world needs.

Our community of student change agents works towards transforming management & economics education together with 48 chapters in over 20 countries worldwide and with over 1000 active oikees every year.**



*<https://oikos-international.org/community/>

**https://oikos-international.org/about_us/

***https://link.springer.com/referenceworkentry/10.1007%2F978-3-030-11352-0_380

Interview with the president of oikos International

What is the vision of oikos International and why did it come into being?

For over three decades, oikos is working towards making higher education in management and economics more sustainable. This vision took many different shapes over the years and we are excited about how it unfolds at the moment: with ever more participation and meaningful conversation, and far beyond adding sustainability as a single-standing subject in the curriculum. Our shared vision as a growing community is shaped by all the different colours our chapters add to it – and we are very proud to see how it is developing over time.

How has the impact of oikos international changed over the years?

I have been around oikos for seven years now, and it is impressive to see how the organization has been evolving over that timeframe. Participation and co-creation have always been a part of oikos' DNA and I believe we've been growing stronger and more inclusive with this over the past years, learning together how to be in this world. Also, the focus on accompanying individuals on their personal growth journeys has been stressed and I believe it is a critical part of our impact – we are the leaders our world needs! What's more: our work in transforming education is becoming more concrete and shows the tangible impact in several chapters. As a community, we are supporting a deeper transition and we can be proud and playful as we move ahead, role-modelling what we want to see in our education and in society as such.

How would you describe the impact of oikos St.Gallen?

Without oikos St. Gallen no oikos community – that's one of the major impacts you should never forget. Being at the roots of what oikos International is today, you prepared the soil for this global network to grow. Beyond this I observe your chapter thriving with a strong leader- and membership. You're creating beautiful opportunities for student change agents to learn and practice while having a powerful impact on how education looks like on your campus – both, curricular and extra-curricular. Your environment and the whole oikos community values your perspectives and your voices are being heard. I am curious to learn where this journey will lead you in the following years!



Sophie Charrois

President of oikos international

11'051

Total amount of hours spent
by the oikos Community

99

Total number of members in
our community

14

Total number of
nationalities in our
community

31%

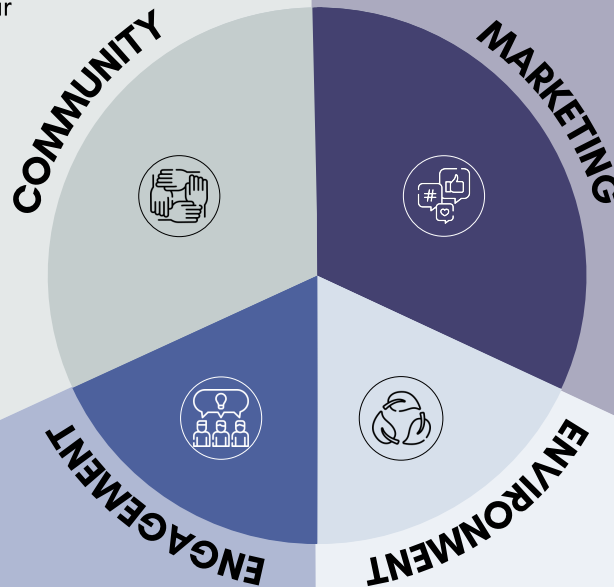
Social Media Reach on
Instagram (%)

7'744

Total followers on Social
Media
(Instagram/FB/Linkedin)

1'148

Recipients of the oikos
Newsletter



3'119

Actual number of participants
to our events

121

Total number of
partners/sponsors

17'100

Total amount of sponsorship
received (FINANCE)

Coming soon...

HISTORY OF OIKOS

ST. GALLEN

— 1972 Establishment of SCO

In 1972 the Student Committee for Environmental Economics (SCO) was founded and is today widely known as the predecessor of oikos. Therefore the SCO was the first association for sustainability at HSG and was pursuing revolutionary goals for its time:

- to promote long-term & integrative thinking
- to recognize and minimize the lack of transparency
- to promote the search for practical solutions
- to modify and develop further existing management approaches

— 1987 oikos St. Gallen as a successor of SCO

On the 17th June 1987 oikos was founded at the HSG by Paschen von Flotow, Kalle Gernandt, Athos Staub und Guido Boller. The term „oikos“ is greek and stands for „household“. For us oikees today, oikos means finding a sustainable equilibrium between economy and ecology. Rumour has it that oikos was founded by the students of the HSG because they were shocked about the ecological catastrophe which took place in Basel, a year before oikos was founded. In 1986 there was a huge fire on the industrial site Schweizerhalle which was then owned by the chemical company Sandoz. 20 tons of toxins ended up in the Rhein with the water used for the fire-fighting. As a result the supplies of water for 20 million people was coloured red and the chemicals in the water destroyed every single eel in the vicinity of 400 kilometres. The students from HSG couldn't stand by doing nothing, so they decided to establish oikos, a student association with the goal to start the discussion to unite ecology and economy.

— 1988 oikos Conference

The 1988 oikos conference was the first conference in the german speaking part of the world to raise awareness for ecological and social problems. The participants of the conference were hand-picked by oikos, paid for their own tickets and were mostly employees of different companies and NGOs. The conference was a pioneering platform for companies and NGOs to work together on solutions for ecological problems.

— 1989 Establishment of Ö.B.U

The topic of the first oikos conference was environmentally compatible management. The incredible outcome of the conference was the establishment of the Ö.B.U (Schweizerische Vereinigung für ökologische Unternehmensführung), which is an association that promotes the integration of ecological insights in companies and the Swiss economy to this day.

— 1992 IWÖ

Only through concretely formulated desires and actions was the university convinced of the importance of the topic ecology at the university. Thanks to the effort of the students and the influence of oikos, finally the Institute for Economy and the Environment (IWÖ) was founded at HSG. For the first time at HSG ecology was recognized as an academic discipline.

— 1998 Establishment of oikos international

After 10 successful years of oikos, the then president Alexander Barkawi and Georg Birkner set out to found oikos international, on a mission to challenge the status quo of business education all around the globe. The goal was to include more social and ecological aspects in the curriculum, so that later generations would leave the university with a broader mindset and deep understanding for the importance of sustainability today.

— 2000 Fun Facts

Did you know that the current project oikos&pizza, which combines food, company talks and discussion rounds, was inspired by a group of oikees who used to eat spaghetti together and discuss various ecological problems? oikos even used to have a shared flat where they held a lot of their meetings and was well equipped with a fully stocked drinks cellar!

— 2012 First CO2 footprint study by oikos

Thanks to the student initiative Carbon Neutral Campus promoted by oikos, for the first time a CO2 footprint study was conducted at HSG. This study inspired the university a few years later to follow in the footsteps of oikos.

— 2021 oikos counts almost 100 members!

For the first time in the oikos history, our community consists of 99 members. This shows how important the topic sustainability has become at the HSG and how many people are willing to put in effort to create change and impact, directly along the lines of our motto: *Be informed. Get involved. Make a difference.*

GOVERNANCE

Organizational structure

The organizational structure of oikos St.Gallen is formed in circles. Moving away from a traditional hierarchical structure, the board committed to putting the mission of the organization back in the center. Reflecting a culture of constant exchange and alignment with our mission.

- The organizational structure shows the board in the middle as a guiding team that strengthens the mission. The board has five members that are responsible for different departments (Community, Marketing, Finance, Operations and Strategy). The departments are supported by teams of one to three members (MAR, COM, FIT) that help thrive in the respective area.
- The nine oikos Projects are closely aligned with the board and oikos mission. Each project is headed by one member and involves four to twelve active oikos members. The nine projects are oikos&Pizza (OAP), Oismak (OIS), ECOmap (ECO), Un-Dress (UND), Change on Campus (COC), Sustainable Finance (FIN), Sustainability Week (SUS), Evolve (EVO) and the oikos Conference (CON).
- On the outer circle, the Advisory Board (ADV) and Student Advisory Board (SAB) are placed as supporters of the association. The ADV consists of eleven highly appreciated board members (Prof. Dr. Thomas Dyllick, Prof. Dr. Judith Walls, Dr. Tabea Bereuther, Prof. Dr. Irmi Seidl, Prof. Dr. Christoph Frei, Dr. Arthur Braunschweig, Dr. Alois Flatz, Dr. Sabina Poralla-Arnold, Ronny Kaufmann, Dr. Sonja Lüthi and Prof. Dr. Thomas Beschorner) who advise the oikos board on strategic matters twice a year. The SAB consists of three former oikos members that are responsible for the alumni network and provide feedback to the oikos projects.

Board



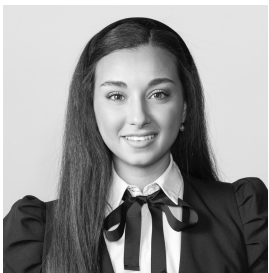
Elena Müller
Vice-President



Benjamin Dobler
Head of Finance



Anna Kurth
President



Lorena Madarena
Head of Marketing



Julia Kuonen
Head of Community

Strategy

In February 2021 the oikos Board held the strategy days to discuss the why's and how's of the personal involvement and the organization (culture and values) as a whole for the Spring Semester 2021. The conclusions of the discussions, feedback from the Advisory Board and Project Heads led the board to commit to the three strategic objectives outlined below. For each objective, the team derived action points that are listed within each pillar.

1. Re-evaluate our positioning based on previous experience and collected data and place ourselves in such a way that we can maximize our impact.

oikos St.Gallen has grown in members and the topic of sustainability has become more mainstream. It is therefore important to reevaluate how we can continue to push these conversations and the sustainability agenda to the next level.

- Launch the first edition of the oikos Impact Report & realign projects with the oikos mission
- Evaluate and leverage the results of the Positive Impact Rating
- Restructure Change on Campus into Curriculum Change and Change Hub
- Work with the Developer Team reevaluate the delimitation between oikos Projects & identify USPs

2. Provide the tools and foster an environment that allows our members to thrive.

Our project heads oikos culture and make our mission come to life. We therefore want to focus on our mission pillar of “empowering student change agents” and offer our project heads through coaching. Furthermore, we want to establish a feedback culture within teams, so that all members can work on personal development. We also want to use our sense of community to inspire each other as advocates for sustainability.

- Design an organigram which represents our culture and puts our community in the centre
- Support PHs in their leadership roles and establish a feedback culture

3. Leverage our network to learn from partners, exchange experiences and increase our reach.

Our global network and long history are what makes oikos St.Gallen unique. We want to benefit as much as possible from our network within oikos International and actively seek an exchange between other oikos Chapters with similar projects and organisational structures. We want to continue to channel the information and insights from IWÖ Team meetings, EConnect Roundtables and our Positive Impact Rating Collaboration Partners.

- Strengthen the relationship to oikos International and other oikos chapters
- Collaborating with the EConnect network and the SHSG to develop a Sustainability Charter For all HSG Clubs and provide training opportunities for our members (in collaboration with other clubs)
- Build an oikos St.Gallen Alumni Network

COMMUNITY



by Julia Kuonen

Our community

Our community consists of 100 highly engaged people from different backgrounds who collaborate together to make a great impact not only at the University of St. Gallen but also beyond. Within the nine different projects, they work towards a more sustainable and responsibility-driven world.



What drives our community to believe in the importance of sustainability?

Our members are aware of the urgency of climate action and want to be a part of a greater movement towards a more sustainable society and world. They see how climate change affects our world. But sustainability is not only important within the sphere of ecology. Our members are also aware of social and economic sustainability. They know the importance of these spheres as well, overall creating a fairer environment.

Why do our members join oikos St. Gallen?

oikos St. Gallen is the biggest sustainability-driven association of the University of St. Gallen. oikos has a tradition at this university. It creates a space for like-minded people who want to make a great impact. We show new ways of doing business (not business as usual). oikos gives them the opportunity to learn new skills, create new events, work on new ideas and be part of a greater cause. They can try new things in a sandbox-like atmosphere while building new friendships and grow their network.

Main community events

Recruiting Day: All candidates join the information event and case study. PHs are able to see them work in teams. The aim is to find highly engaged active members who really commit to our cause and mission.

oikos Weekend: A one-day event where all new members join to have fun and get to know each other.

Wine-Tasting Event: Online wine-tasting event.

General Assembly: Formal event each semester, the election of board members

Yoga Event: Hatha Yoga session with fellow oikees, well-being event

Running Dinner with IGNITE: Collaboration with IGNITE to get to know people from another sustainability-driven association

MARKETING



by Lorena Madarena

What social media channels are being used and why?

One of our main communication channels is our digital monthly newsletter. A newsletter contains important updates, news, promotions, and events to make our audience aware of our projects and milestones or other significant information. It's a cost-effective medium used to boost an organization. We also use our website blog as a communication channel. Blogging and posting relevant content is an incredibly useful tool to increase traffic to our website, to be able to cross-post and to inform about our engagement. Additionally, social media platforms such as Instagram, Facebook and LinkedIn help us connect with our audience, increase awareness about oikos, and boost the audiences' engagement.



What is the impact of individual channels to spread the message of oikos St.Gallen?

- **Newsletter:** Increasing number of registrations, website clicks, social media clicks by linking the respective platforms
- **Blog:** Increased traffic to our website by cross-posting on other communication channels (Newsletter, Instagram, Facebook, and LinkedIn) and boosts SEO results
- **Social media platforms (Instagram, Facebook, LinkedIn):** Increasing number of followers, reach, engagement, registrations to events as well as the possibility of online collaboration

What was the evolution of marketing channels (and the reasons for it) over the past year?

In the new normal that we are living in, we have had to re-look at the way we were reaching out to our audience. We saw a major shift to online activity, including a drastic change in how social media was being consumed. With the home office and online lectures being the new normal, as well as social media being the primary engagement tool, we had to delve further into the audiences' mindset and accordingly make use of digital alternatives to stay ahead in the game. Therefore, the above-listed marketing channels have been and will be even more crucial in the future to be able to promote oikos at the best of its abilities and to connect with the target audience.

FINANCE



by Benjamin Dobler

How are the oikos projects financed?

The oikos projects are divided into two groups: the five financially independent (Un-Dress, evolve, Sustainability Week, ecomap & Conference) and the four under the financial supervision of the board (oismak, oikos&pizza, Sustainable Finance & Change on Campus).

Projects of the first group (financially independent) have to keep independent accountancy and take care of their income and expenses themselves. They usually receive their income from external partners, such as corporate sponsors, grants from the university and local foundations or donations from individuals. In some rare cases, participation fees could also be a form of their income (e.g. Un-Dress fashion show in times of no COVID).

The second group (dependent projects) benefit from direct support of the board and are financially dependent on the finance of the organization. They therefore benefit from the same revenue as oikos St.Gallen (see next paragraph).

At the end of the accounting year, all expenses and revenues of the projects (dependent & independent) and of the organisation will be compiled in the consolidated annual accounts to summarize the financial year.



How does oikos St. Gallen fund itself?

The funding of oikos is based on three main revenue streams (Membership fees, a contribution from independent projects & sponsoring). First, each member has to pay CHF 30.- per year in order to be part of the organization and benefit from its offering. This amount counted for ca. CHF 3'000.- in 2020. Second, each financially independent project must give 10% of its total income as a contribution to oikos. As oikos is responsible for any losses at the end of the year, this guarantees financial solidarity within the organization and allows for continuity of operation. Finally, oikos benefits from a sponsorship amount to supplement the lack of income of the other two. This last form of revenue will anyways have to be consolidated to ensure the continuity of the organization's operations in the long term.

What was the impact of COVID-19 on financing streams?

The COVID-19 pandemic has had a significant impact on oikos, disrupting the organization's financial structure and, more importantly, its operations and activities. As a matter of fact, 2020's overall expenses were reduced by 58% and overall income by 53% compared to 2019. These reductions in the money needed could be explained on one side by the fact that UnDress and Evolve conference could not take place due to the pandemic and on the other side because of the online format of most of our events. We see a rebound in the first half of 2021 but the amounts are much lower than the pre-COVID-19 years.

The pandemic also had an impact on the organization's sponsorship requests. It has become more difficult to find sponsors due to the critical economic situation. Nevertheless, this did not have too much of a negative impact on the organization: given the online format of our events, the organization's expenses remained very low. For example, the Marketing expenses for the organisation of oikos conference and the Sustainability week decreased by more than 90%.

However, it is possible that the problem will be more pronounced in the next few years post-covid when spending will return to pre-covid levels, but the overall funding situation will remain negative.

	2021	Difference year -1	2019
Overall expenses	CHF 16'133.71	-58%	CHF 38'302.19
Overall income	CHF 16'238.58	-53%	CHF 30'601.70



DEVELOPER TEAM

The Developer Team was introduced to oikos St.Gallen in March 2021 with the idea to improve internal processes and structures. The oikos Community is flexible and constantly evolving and the team supports the board and projects to evolve in different areas. Over time, the team was embedded in the organizational structure of oikos and became a highly appreciated part of the community. Today, the oikos board consults the team to have a closer look at the dynamics of oikos projects, or conceptualize roundtables, and coaching opportunities for project heads, to name a few examples. This report has also been developed based on the idea of the team to start measuring internal indicators to gain an overview of the community. The idea then grew into measuring the impact of the association as a whole.



Examples for concepts from the Developer Team:

- Website and Internal Community Page
- CRM Tool
- Project Management Resources for Project Heads
- Roundtables for knowledge exchange
- Identification of KPIs for the Impact Report
- Project Mapping

PROJECTS



oikos Conference

As the oldest and one of the largest oikos initiatives, the oikos Conference takes place each autumn on the campus of the University of St. Gallen since 1989. A mix of keynote speeches, workshops and panel discussions offer students a platform to initiate dialogues with representatives from academia and practice regarding sustainable alternatives and trends regarding the regional and global economy. The aim is to raise awareness for sustainable business and alternate models for the present and future economic environment.

Three objectives of the oikos Conference 2020:

- Informative: Company presentations (speeches)
- Interactive: Real-life practical case studies (workshops)
- Fostering debate: Active discussion with different partners from the business world and academia (panel discussion)

Un-Dress



Sustainable and fashionable? Un-Dress shows that the two go hand in hand. The Un-Dress project is a one-day fashion event comprising workshops, speakers and a fashion show in the evening. Un-Dress is a platform for creative and sustainable fashion designers from Switzerland to present their collection and accessories to more than 450 participants. The presumption that sustainable clothes cannot be fashionable is shown to be a fallacy at every Un-Dress event and the participants return home with a better understanding of resources' real value. The workshop topics and the fashion show aim to raise awareness of what lies behind the price tag of fashion items and how consumers can make a difference.

This year marks the 10-year anniversary of Un-Dress. Unprecedented times, however, call for innovative ideas – this is why Un-Dress 2021 was a virtual Fashion Award Show with 2,000 viewers.

Guests, influencers, keynote speakers and six jury members with a professional background in the sustainable fashion and lifestyle industry were part of the online event on April 21st, 7pm.



OISMAK

OISMAK provides and promotes seasonal recipes through a food blog. We believe that sustainable and seasonal meals go hand in hand with being delicious. Within our team of eight members we create a variety of innovative and easy-to-cook recipes. Both the nutritional values and carbon emissions are stated for each recipe as a starting point to sustainable nutrition. The aim is to create a wide variety of vegetarian and vegan options for every student, regardless of their cooking experience. This year, we aim to increase our social media following and views on the website to promote a healthy and sustainable food experience. Also, we update the existing recipes on the nutritional values and CO2 emissions. Through catering for other projects and social events, the team shares knowledge with the students at the University of St. Gallen.



Evolve is an oikos project focusing on Social Entrepreneurship. The first oikos conference was held in 2018, followed by the second in 2019 and third (online Conference) in 2021. The project consists of panel discussions, interactive workshops and keynote speeches from experts in academia and practice.

The evolve conference serves as a platform for companies, students and the public to come together to educate themselves, to connect with each other and to think out of the box. We want to empower and inspire individuals and companies to act entrepreneurial and develop innovative solutions in order to tackle societal challenges and evolve.

Where are we, where are we going – be part of the solution! We strongly believe that social entrepreneurship will be crucial to building a beneficial future for the next generations and our planet. At our conference, we want to examine and further explore the status quo, while also visualizing how social entrepreneurship is evolving.



Sustainability Week

The Sustainability Week St. Gallen was founded in partnership with Sustainability Week Switzerland. The aim of the national organization is to integrate sustainability in all aspects of Swiss higher education and support them in becoming role models for society.

In St. Gallen, we have the vision to bring the topics of sport, sustainable nutrition clothing, finance, and climate closer to the students of HSG. One week full of speeches, presentations, discussions and workshops are our tool to raise awareness for sustainability challenges and opportunities in our day-to-day lives.

As representatives of future generations we have the opportunity to influence and shape the world's development. Elaborating different pathways and promoting sustainable lifestyles can have a big impact. We walk the talk.



The ecomap initiative is an international project. Our goal is to promote sustainable businesses in various categories. In order to achieve our goal, shops can register on our website and fill out a questionnaire which is then assessed. The ecoscore rates each shop registered on the map and helps the customer to find the perfect match for every customer.

Our goal is to make sustainability transparent and easily accessible for everyone. It is important to us that customers have fast access to important information at every time, from everywhere.

We are a team of more than 20 enthusiastic volunteers, based in Switzerland, Germany and Austria. The re-designed ecomap has been launched in February 2020. We are now working on not only finalizing the website, but also creating an app. If you'd like to include your business on our website or if you have any question, don't hesitate to contact us.

Beginning as oikos&Spaghetti in a shared flat has now become oikos&Pizza accessible to anyone. oikos&Pizza is a social event for members and newcomers interested in the topic of sustainability. The events take place on campus and we invite guest speakers from practice to share their view on the topic of sustainability in their industry or field of work. In a social gathering after the presentation, our participants can enjoy Apéro and Pizza to connect with the speakers, peers and oikos members. A friendly atmosphere, good food and drinks plus interesting debates characterize the unique get-together of students. In short: oikos & Pizza is an event for everyone, to connect people and share ideas and opinions about sustainability.



Change on Campus

We envision a University of St.Gallen which uses a language and curates a narrative which accurately depicts the urgency and necessity of sustainability today. This is a crucial precondition to incentivize students and faculties to participate in the bottom-up shift towards sustainability on campus and in the curriculum.

We request that the University of St.Gallen creates incentives and provides support for all lecturers to integrate sustainability aspects into their courses wherever this is relevant. Sustainability must not simply be mentioned as a buzzword, but rather should be portrayed with a certain self-evidence in its many different manifestations.

We believe that it is crucial to further the use of interactive teaching and learning methods which give students the opportunity to practice critical thinking. In a fast-paced world, acquiring hard knowledge is a necessary but not a sufficient skill to tackle current and future challenges. Students should therefore be taught and rewarded for reflective, original and autonomous thinking and acting.

Sustainable Finance

Whether you target a career in finance, want to invest your own money sustainably or with an impact, or just care about the planet and the people living on it; sustainable finance will be relevant for you! With an increasing demand for sustainable investment solutions, disclosure and transparency, there is a need to understand the drivers behind the transition to more sustainability in financial markets as well as the opportunities and challenges that come with it. It is time for you to engage and learn more about sustainable finance and we offer you the opportunity to be part of the transition.

Our goal at the oikos St. Gallen Sustainable Finance Project is to share with the student community at the University of St. Gallen what is going on in the field, what this means for your personal career in finance, and connect you with the relevant industry players. We visit relevant organizations working with sustainable finance and prepare case studies to tell you about the opportunities, challenges and perspectives in the field.

MISSION ALIGNMENT OF THE OIKOS PROJECTS

Projects	(1) Raising awareness for sustainability challenges	(2) Empowering student change agents	(3) Institutional support for curriculum reform
EVO	5	5	0
SUS	5	2	0
OAP	5	4	0
FIN	5	3	0
CON	5	3	0
COC	5	5	5
OIS	4	4	0
ECO	5	4	0
UND	5	3	0



Our impact assessment

OUR IMPACT ASSESSMENT

The Impact Report Task Force



Elena Müller

Internal Relations
Manager

Preparing this report meant looking back on the last year of oikos St. Gallen. As the association is driven by individual projects, this report combines the work of every single one. It helps internal and external readers to understand the impact of oikos in both qualitative and quantitative data. Having this data as a basis for future decisions increases legitimacy and transparency and allows the association to evolve over time.



**Valeria
Reccagni**

Strategy Developer

"Improvement opportunities derive from performance appraisals."

This statement represents my main drive behind the involvement in the preparation of an impact report. On top of this, I was deeply convinced that the current achievements of oikos St. Gallen, as a non-profit student lead, were not fully pictured in the available financial report. The ESG impact was missing in this image: the ways in which we affect our community, the broader society and the environment.

Therefore, preparing an impact report means releasing the full potential of sustainability oriented awareness and action!



Kerim Cilasin

Concept Developer

"Reporting provides reminders that things are always more complicated than you think."

The introduction of reporting in oikos St.Gallen meant a lot of conceptual work but also a lot of creative freedom. The further development into an impact report was a result of this. In my opinion, it is not easy for student associations like oikos St.Gallen to show their impact on society to the general public. One main point in the work was always to harmoniously and objectively incorporate the individual aspects of reporting into the overall system and at the same time to make this accessible for the general public.



**Clara
De Domenico**

Marketing Manager

Reporting means looking back and looking ahead. Looking back at the achievements of oikos St. Gallen and looking ahead for us to perceive and understand the opportunities for action of oikos' future generations. With this report we are delineating the path of oikos' history and providing solid ground for each oikée or oikos partner to add a building block to it. This report is thus the foundation stone to oikos' long path, revealing the individual steps of each oikée to have crossed its way.

Why a report?

The impact sector is currently flooded with impact reports. This is not inherently a bad thing. Donors, funders and impact investors need to see such impact reports to be informed year after year about the progress made towards the intended impact of their funding. Because on the surface, an impact report answers the question of how we achieved our mission over a defined period of time. It is a marketing tool to appease current sponsors funders and attract new ones. It is an opportunity to communicate and demonstrate transparency. To demonstrate authenticity.

And yet, paradoxically, this eagerness to show transparency can lead to less transparency. Reports are always at some level exercises in marketing. As it is, we should never mistake annual and impact reports alike for complete disclosure.

With this drive to present one's organization in the best light possible, this is creating a conflict between transparency on impact and marketability.

If reporting is to improve – and with it the impact we want to achieve – there is a need to address and counteract these underlying causes; to keep it independent, honest and self-critical.

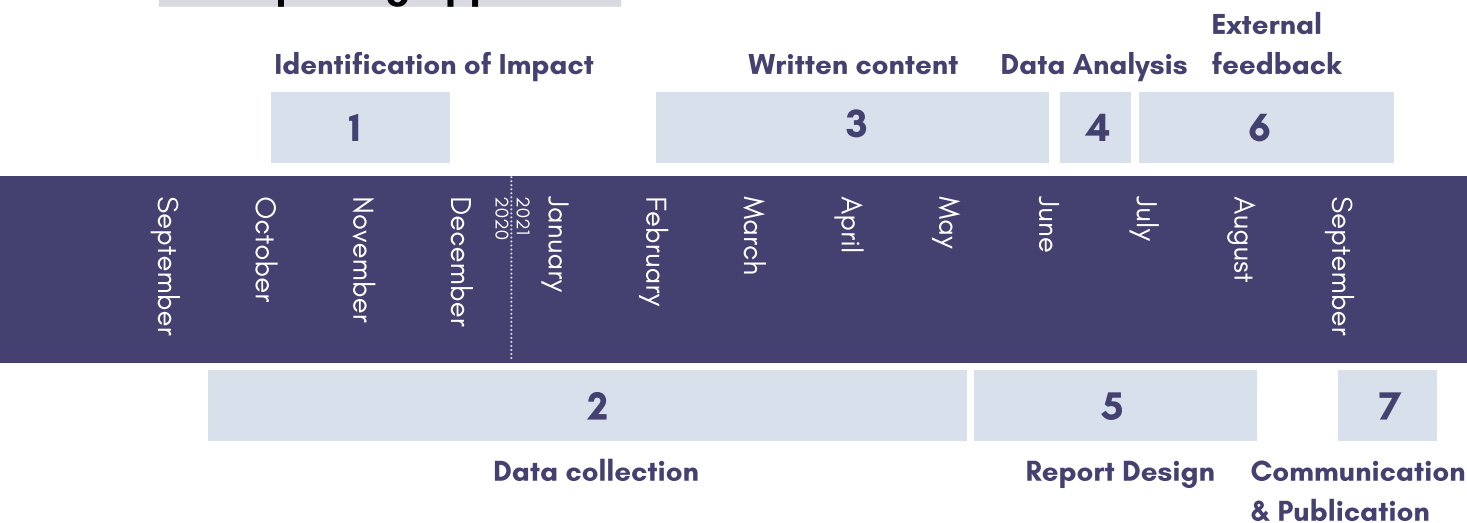
Bearing that in mind, impact reporting represents a powerful source and tool for the organisation of today; where values and mission are becoming more and more relevant. Having purpose and impact set not only in formalities, but furthermore impregnating it into the heads and minds of our people is crucial to stand in these times of uncertainty and disruption of structures and frameworks.

It serves to preserve and admire the past for future oikos generations; and serves as a source of motivation and inspiration for oikees and partners alike to achieve great and astounding things. Reporting helps us to question ourselves and constantly improve our work and processes, and in this way also gives us a yardstick, a way to compare ourselves over the years.

And last but not least, it stands as a sophisticated navigator for our strategy, for our future goals and our future in our and your society.

METHODOLOGY

Our reporting approach



Stage 1 Identification of Impact (October - November 2020)

1a) Exploration of Impact KPIs: we adopted a brainstorming approach and we discussed internally in our team how oikos St. Gallen generates impact. We noted all the quantitative metrics that we believed were more meaningful for us internally and for our stakeholders.

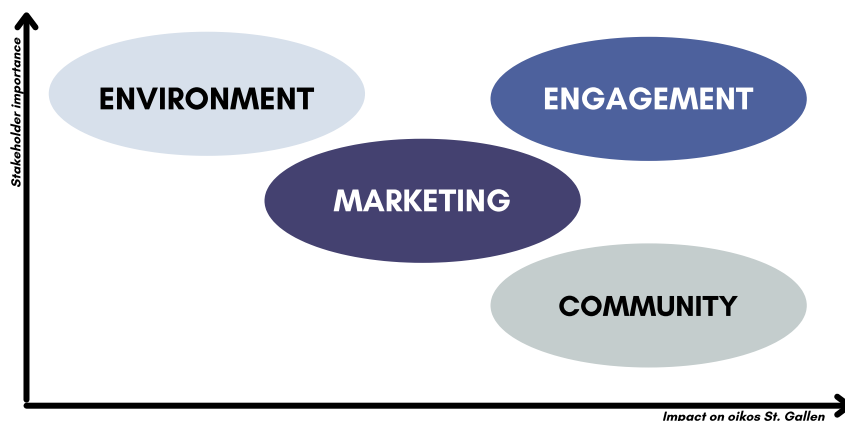
1b) KPIs Clustering: We clustered the KPIs in 4 categories that we called “streams of impact” (= engagement, community, marketing and environment). Financial impact is embedded in all the 4 streams.

1c) Gaining feedback: We shared our streams of impact and the related KPIs with the project heads of the 9 oikos St. Gallen projects during a workshop. We gathered their feedback and we asked them to come up with additional dimensions they would like to measure for their projects. Finally, we have decided collectively the name of the newly announced disclosure: *oikos Impact Report*.

Comments and suggestions have also been provided by the Board that validated our methodology and assumptions.

1d) Iteration and Finalisation: based on the opinions collected, we adjusted the metrics and finalised our assessment. The result is visible in the following “Materiality Matrix” that shows the extent to which the 4 streams of impact are important to our stakeholders (vertical axis) and for the mission’s achievement of our project (horizontal axis).

1e) First draft of the Table of Content



Stage 2 Data collection (14th September 2020 - 9th May 2021)

Engagement KPIs: The data was mainly collected on a project and event basis. In particular, two types of online surveys represented the main source of information: first, surveys have been circulated after an event with the objective to understand the participant's experience. Second, the project head filled in a post-event questionnaire replying to a set of questions including Community-project specific and Engagement related questions.

Both surveys have been prepared before-hand to grant uniform and comparable results that could be aggregated.

Community KPIs: KPIs related to the oikos St. Gallen community have been communicated by the Head of Community.

Marketing KPIs: KPIs related to the Marketing impact of oikos St. Gallen have been communicated by the Head of Marketing, who collected the quantitative data of the individual projects and of oikos St. Gallen's online presence.

Environment KPIs: They have been collected at project level, when the project tracked its performance in this direction (e.g. oismak) and from the post-event survey distributed to the PHs.

Stage 3 Written content (February - June 2021)

Based on the mock "Table of Content " defined at Stage 1, a more detailed outline has been defined together with the responsible person, from the IRTSF or the broader oikos St. Gallen Community, to write the specific chapter.

The chapters related to the oikos Departments (Marketing, Community, Finance) have been written by the respective Heads. On the other hand, the paragraphs related to the projects have been written by the project heads or verified by them.

The Impact Report Task Force mainly reviewed the outsourced content by performing a language check and when necessary structure related changes.

Stage 4 Data Analysis (25th-27th June)

The gathered data have been analysed during the IRTSF Retreat: Microsoft Excel and Tableau were used to prepare tables and graphs. Additionally, the team prepared comment paragraphs about the project-level performance and the consolidated overview.

Stage 5 Report Design (May - July 2021)

Stage 6 External Feedback by oikos Partners (July-August 2021)

The report preview was distributed to oikos St. Gallen partners and friends that expressed their availability to read the oikos Impact Report and provide their feedback, through a standardised set of questions.

Stage 7 Communication & Publication (September - October 2021)

Reporting period

The reporting period started on 14th September 2020 and ended on 9th May 2021. It corresponds to the academic year of the University of St. Gallen and it represents the time frame over which the events of oikos St. Gallen take place. This reporting period is not aligned with the financial year established for the financial statements of the association, which started on 1st January 2020 and ended on 31st December 2020.

We apologise in advance if the reader will find difficulties in interpreting the financial data when presented because of the time inconsistency. In the meantime, we have good news! Academic year 2021/22 will present alignment between oikos Impact Report and the financial report.

Data reliability

We believe that not all the data included in our report have a 100% level of accuracy.

The reason behind this is that we collected data from the participants to our events through surveys (Stage 2) but not all of them replied, therefore we had to assume that the level of responses we had constituted a representative sample of the audience.

The second issue we experienced was the lack of data for certain projects particularly in relation to the satisfaction of the audience. This suggests that a different approach for collecting this indicator should be implemented.

Furthermore, the post-event survey compiled by the project heads resulted in lack of data for certain measures. As IRTSF, we acknowledge that we should improve our communication with the projects to grant consistent data.

Main stakeholders

We have designed this report with the belief that the stakeholders interested in our impact assessment were:

- potential and current corporate partners (e.g., enterprises, start-ups)
- potential and current financial sponsors (e.g., foundations, associations)
- student associations of the University of St. Gallen and other universities
- oikos International and other oikos local Chapters
- the University of St. Gallen and its institutions
- potential and current members of the oikos St. Gallen Community.

We hope that this oikos circle will broaden in the future or maybe it is already more extended than what we thought: let us know if you read this report and you did not feel included in any of those categories.

Drop us a note at the email address impactreporting@stgallen.oikos-international.org if you would like to share with us your experience as a reader. We would be delighted to receive your opinion!

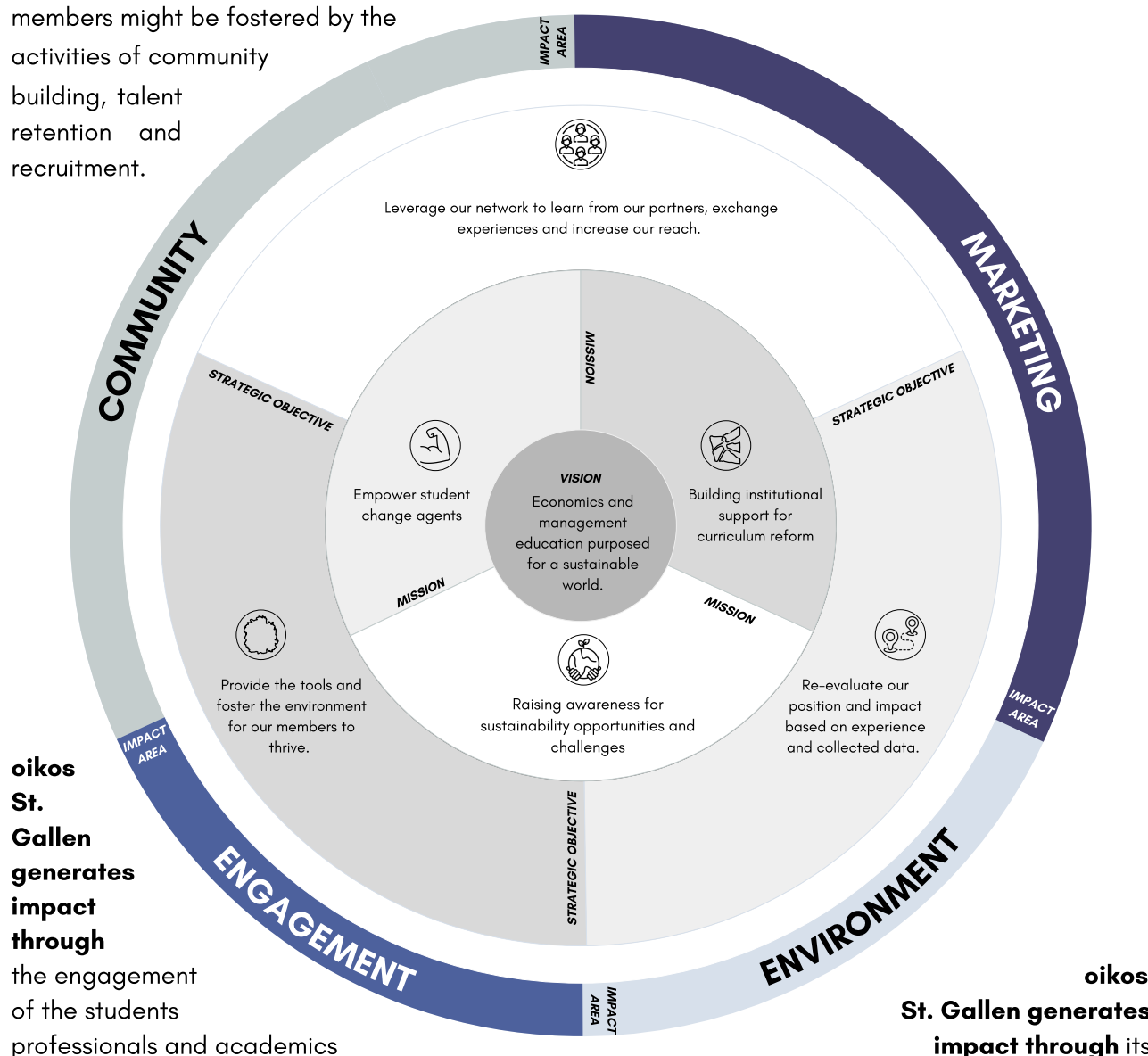
The reporting journey we started is just the beginning of an improvement adventure!

THE IMPACT STREAMS

The Impact Scorecard

oikos St. Gallen generates impact through its community: the sense of purpose in connection to the oikos membership, the motivation and diversity of views of the oikees impact the extent to which the mission, vision and strategic objectives are achieved. Commitment of the members might be fostered by the activities of community building, talent retention and recruitment.

oikos St. Gallen generates impact through its marketing activities: awareness and empowerment towards ESG issues depends on the effectiveness of our social media campaigns, newsletter, blog and website communication as well as our online presence.



* This impact stream is a work in progress. We do not have yet processes in place to track our environmental impact but we are working on this. Regardless, we decided to include it because it represents an area of further development for oikos St. Gallen.

31 Our impact assessment

The Impact Task Force and origins of the Report

Our Impact Scorecard connects the 4 streams of impact to the vision, mission and strategic objectives. It allows for an integrated view of how the outcomes of our community's efforts close the gap towards the achievement of the set directions.

With an **INSIDE-OUT approach**, at the core of oikos St. Gallen's essence there is the vision. The second layer is then represented by the 3 mission pillars which are strongly linked to one or more strategic objectives. Finally, the 4th level is represented by the Impact streams that have a cause and effect relationship with the strategic objectives:

1. Re-evaluate our positioning based on previous experience and collected data and place ourselves in such a way that we can maximize our impact: this is grounded on the measurement of the broader oikos St. Gallen's impact, in particular through marketing channels and identification of areas for improvement, such as the environmental effect of our operations.

2. Provide the tools and foster an environment that allows our members to thrive: it is boosted by the feeling of belonging to the oikos community and it results in increased **engagement** from the oikos St. Gallen followers.

3. Leverage our network to learn from partners, exchange experiences and increase our reach: the benefits of our network are enhanced by the community striving to broaden the partnership horizons, eased by digital marketing actions.

The impact Scorecard can also be read in the opposite direction, with an **OUTSIDE-IN perspective**, as a funnel that starts from the impact streams and ends in the vision realisation.

By recognising that the strategic objectives are short-term (usually defined on a semester basis) and the vision and mission have a long term orientation, the streams of impact will provide the *trait d'union* for the years to come, by enabling continuity and stability in our footprint across changing young generations.



Measuring

oikos' core

functions

impact

COMMUNITY IMPACT

The community of oikos St. Gallen reached the important milestone of 99 members during this academic year. Despite the pandemic, the oikees got to know each other thanks to the 10 different community events that took place both virtually and in person.

Furthermore, our community expands to more than 350 oikos St. Gallen alumni that have built the foundations of what we are working on today.

During this academic year, the majority of the new members joined in the fall semester, notably 80, whereas 8 new members joined in the spring semester of 2021.

18 function related Roundtables for the members have been organised: divided on the basis of the role in the specific project (Finance, Marketing or Program of the events), the members had the chance to learn from their peers and share suggestions.

The strategic role of our community is attributed to the Board, whose members usually keep their positions for one academic year (2 semesters). The 5 board members have committed to the oikos mission for a total of 2'803 hours together. In this amount of time 34 board meetings are included, for a total of 51 hours, that saw an attendance level of 100% from the 5 motivated oikees. Their average age is 24 years old.

Nationality

Swiss	61.45%
German	7.23%
Swiss, German	4.82%
Italian	4.82%
German, French	3.61%
Austrian	3.61%
Swiss, Portuguese	1.20%
Swiss, Italian	1.20%
Swiss, Finnish	1.20%
Swiss, Bolivian	1.20%
Russian	1.20%
Liechtenstein	1.20%
German, Italian	1.20%
French, American	1.20%
French	1.20%
Dutch	1.20%
Canadian	1.20%
Belgian, Italian, Swiss	1.20%

% of Total Count of Nationality broken down by Nationality. The view is filtered on Nationality, which excludes Null and Germany.

Nationalities - Our community is composed of 14 nationalities from 4 continents.

This allows us to widen our global horizons while keeping the local roots thanks to a high representation of swiss nationals.

356

hours worked by our members per week in total

90%

of members state that their role meets their expectations

14

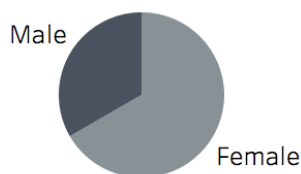
nationalities



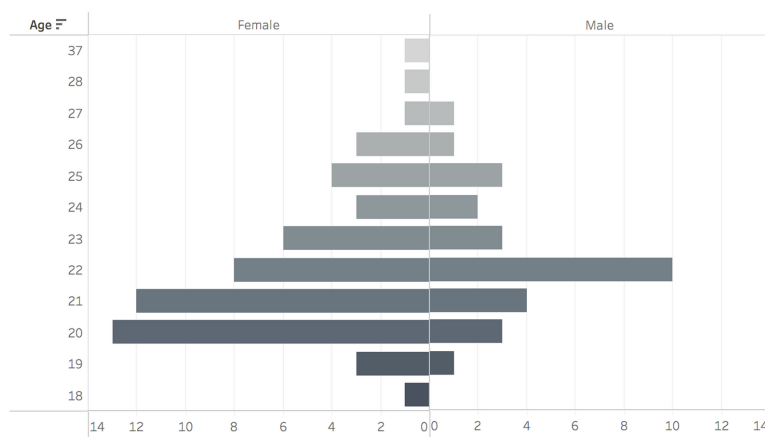
Satisfaction community events

- The occasions to bond with peers is highly appreciated by the oikees, among whom more than 80% are satisfied with the community events.

We discovered that 2% of the members showed a very low level of satisfaction meaning that further improvement could be implemented.



Gender - The oikos community is represented by 67% women and 34% men that drive the awareness of sustainable development among HSG students and beyond.



Gender and Age Population - The age range of our members is between 18 to 37. The average age of women and men is 22 years old.

Level of education - The background of the oikees vary from different levels of education and fields. More than 70% of the members are attending a Bachelor program, among Business Administration, International Affairs, Economics and Law. At the Master level, the diversity of the study areas increase further: Accounting and Finance, Banking, International Affairs, Marketing, International Management, Business Innovation.

Study Level

Assessment Year	Percentage
BBWL	45.24%
BIA	10.71%
BLE	2.38%
BVWL	8.33%
MAccFin	2.38%
MBF	3.57%
MBI	8.33%
MEcon	1.19%
MIA	3.57%
MIL	2.38%
MiMM	2.38%
MOK	1.19%
MUG	1.19%
SIM	2.38%



35 Measuring oikos' core function impact

Community Impact

Learning in oikos role and about sustainability

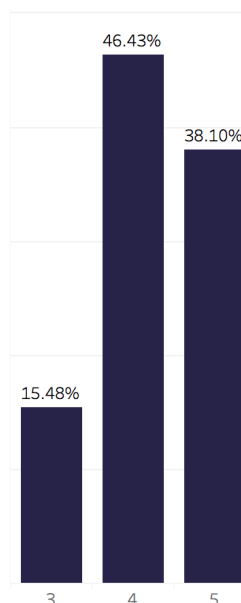
about sustainability in oikos role	2	3	4	5
1	50.00%	50.00%		
2		100.00%		
3	14.81%	33.33%	44.44%	7.41%
4	9.68%	29.03%	51.61%	9.68%
5	9.09%	18.18%	45.45%	27.27%

Learning experience - The learning experience at oikos can be divided into soft/hard skills required in the specific project and role (e.g. Marketing, Program, Finance, Leadership) and into sustainability related knowledge.

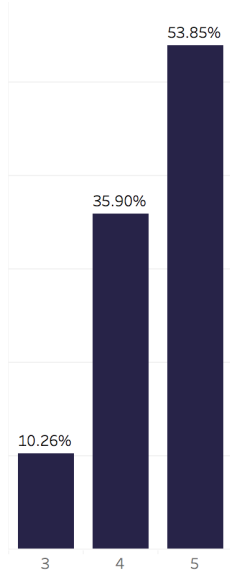
The oikees who considered having a low learning with regards to their individual role, noticed that they had the possibility to enlarge their sustainability horizons.

More than 70% of the members who had a very high learning in their role, also experienced a very extensive understanding of social and ecological issues.

Role meeting expectations (1-5) at the beginning



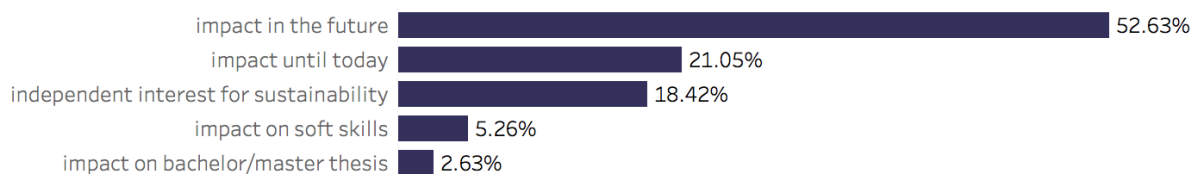
Role meeting expectations (1-5) at the end



Role meeting expectations at the beginning vs. at the end - The members increasingly felt that their oikos role met their expectations at the end of the semester: in May 2021, almost 90% of the members stated that their oikos role met their expectations.



oikos impact on members' career choice - More than 50% of the members (out of 38) believe that oikos will impact their career perspectives towards sustainability in the future. On the other side, 21% of the oikees already noticed that being part of the community influenced their internship decisions. Other members were already very passionate about sustainability before joining oikos (18%) or think that they are developing important soft skills (5%) and gaining inspiration for their thesis at bachelor's or master's level (3%).



% of Total Count of (2) Community KPI Career and Expectations.csv for each How is oikos impacting your future career perspectives towards sustainability?. The view is filtered on How is oikos impacting your future career perspectives towards sustainability?, which keeps independent interest for sustainability, impact until today, impact in the future, impact on bachelor/master thesis and impact on soft skills.



MARKETING IMPACT

Marketing Quantitative Data (25.08.2020-23.04.2021)	Data Points
Number of recipients of the oikos Newsletter	1148
Number of openings of the oikos Newsletter	2430
Average opening percentage rate	29.23
Social Media: Number of followers on Instagram	1076
Social Media: Number of followers on Facebook	2293
Social Media: Number of followers on LinkedIn	554
Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)	2977
Social Media Engagement: Amount of likes on Facebook	255
Social Media Engagement: Amount of likes on LinkedIn (HS20 - FS21)	806
Social Media Reach: Post reach percentage average Instagram	47.25
Blog: Number of Blogposts in HS20 + FS21	33
Blog Engagement: Total number of views (HS20 - FS21)	2146
Blog Engagement: Total number of likes in (HS20 - FS21)	130
Website: Total number of unique visitors	4296
Website: Percentage of new visitors	95.51
Website: Total site sessions	8590
Website: Average session duration in minutes	37

The table above shows the consolidated numbers of followers and engagement on the above-mentioned.

oikos St. Gallen uses LinkedIn (554 followers), Instagram (1'076 followers) and Facebook (2'293) as the main marketing channels.

Besides, the oikos Blog is embedded in the website, which had a total of 8,590 visitors in the period between 25.08.2020 - 23.04.2021. In two semesters, the marketing created a total of 33 blog posts on a wide variety of topics. On the one hand, the platform serves as a tool to present survey results (e.g. Positive Impact Rating) and critical reflections. On the other hand, the community events (e.g. oikos Weekend) are displayed on the Blog.



Read the newest Blog post

3'923 Cumulated number of followers on social media

33 number of blogposts in HS20 and FS21

2'146 total number of views on the blog in HS20 and FS21

Further, friends of oikos St. Gallen have the opportunity to receive a monthly newsletter, in total this email is sent to 1'148 recipients.

Several oikos projects (UND, CON, EVO, SUS, OIS, FIN, COC, ECO) have their own marketing channels. This includes pages on LinkedIn, Instagram, Facebook and websites.



WHEN WE RISE, THE TEMPERATURE DOESN'T

JOIN OUR VIRTUAL EVENT ON CLIMATE CHANGE 17. OCTOBER

COUNTDOWN

oikos 20

November 20

oikos

oikos St. Gallen is a leading student organization for sustainability, economics and management founded in 1970.

WE ARE RECRUITING

As a member of oikos you will have the opportunity to gain valuable practical experience in different areas of business and of the same time be part of the most innovative and sustainable organization.

APPLY NOW

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oikos

The 9th

oikos

Focus on DIVERSITY

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f i

FINANCE IMPACT

Through the financial department of each project, our events could take place smoothly and afford the planned services for our participants.

Financing inflows representing the **lever** and **enabler** of all the 4 impact streams of oikos St. Gallen.

Financially Independent project (HS20-FS21)	Amount of Sponsorship received (in CHF)	Expenditure on Marketing (in CHF)	Expenditure on Team Events (in CHF)
oikos Conference	2500	77	45
Evolve	7250	1817	321
Un-Dress	6800	1000	325
Sustainability Week	550	56	0
Total	17100	2950	690
AVG per project	4275	737	173

**ECO did not have any expense during academic year 2020/21, therefore is not included in the table

Sponsoring Overview for Independent Projects – In financial year 2020*, the sponsorship efforts collectively resulted in more than 17'000 CHF that have been carefully adopted to enhance the user experience to the conferences and events. However, this does not reflect pre-covid levels: by considering 2019's editions of oikos Conference and Sustainability Week together, they received sponsoring for more than 12'000 CHF against slightly more than 3'000 CHF in 2020, with a difference of approximately 75%.

It is also noticeable how the 4 independent** projects may have different sponsoring needs based on the length of the event and the digital marketing features selected (e.g. professional videos, social media adds, webinar platforms). Therefore, the marketing expenditures present two similar patterns, the choice to use available tools to promote the event (oikos Conference and Sustainability Week) or the alternative to embrace larger digital horizons (evolve and Un-dress).

The low team event expenditures in comparison to the sponsored amount (up to 5%) for all 4 events shows the high level of commitment from the organising teams to spend the available funds for the sake of the participants.

4'275 CHF of sponsorship per project on average

2'950 CHF as total marketing expenditures

173 CHF of expenditures per project per team event

	Expenditure on Community (in CHF)	Expenditure per member (in CHF)	Return on member investment (in %)
FY 2020	1826.98	18.45	61.51
FY 2019	2279.00	23.02	76.73
Number of members		99	
Membership fee (in CHF)		30	

Note: The "expenditure on community" is defined as the sum of the expenditures on community events sustained by oikos St. Gallen, including the organisation of the General Assembly. The "Expenditure per member" has been computed with the same base of 99 members both in FY 2019 and FY 2020 to grant comparability.

Community Expenditure & Membership – Our members and their motivation is the starting and ending point for every achievement of oikos St. Gallen. For this reason, we designed the indicator "oikos Return on Investment" (oROI) that shows the individual monetary benefits of being part of the oikos community.

The community expenditure per oikos member was approx. 18 CHF for the financial year 2020, resulting in a oROI of more than 60% (computed as ratio with the annual membership fee paid by oikees). This result was influenced by the Covid-19 pandemic: as less community events in person took place, the overall community expenses decreased by 20%, despite the increase in the number of members.



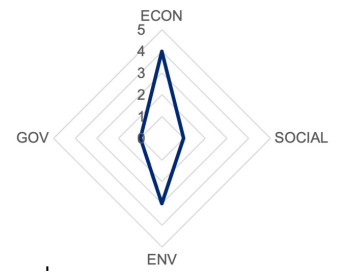
Measuring

oikos'

projects

impact

OIKOS CONFERENCE



What is the aim of the project?

The goal of the conference is to raise awareness for the need and potential of sustainable business in the present and future economic environment.

How would you define/describe the impact of the project's output?

The conference is aimed at interested students, professionals and representatives of research-based science. Therefore, the impact focuses on bringing together people from all walks of life, to facilitate a dialogue and to unite in finding new solutions to the problems of the modern world. In addition to raising awareness of sustainability, the project's output generates impact by enabling contact with companies and start-ups that are aware of a high level of responsibility for their value creation and its impact. The conference programme brings participants closer to sustainability in everyday life and enables an exchange via numerous integrated social events.

How is the project aligned with the oikos mission & strategy?

It contributes to the oikos mission by raising awareness and empowering student change agents. By combining informative and interactive aspects in the conference setting, it offers an opportunity for students to get informed and to initiate a dialogue with representatives from academia and economy

oikos Conference 2020- evolve beyond

16.11 – 17.11.2020

After almost a year of preparation, the oikos Conference team was able to offer to an audience of more than 120 participants five virtual sessions around the topic of sustainable business practices. On 16th November, the participants had the possibility to evolve beyond traditional business models thanks to the combination of an academic and corporate perspective. On 17th November, the journey came across sustainability practices over the supply chain of Migros and then the emerging concept of vertical farming explained by Yasai. Last but not least, the participants could evolve beyond polluting technology in the direction of decarbonisation.

The two days-conference has then allowed students, academics, start-ups and bigger corporations to share their way of interpreting the concept of evolving beyond the so-called "business as usual".





Engagement

Summary of the event

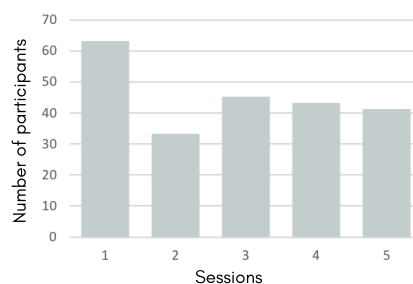
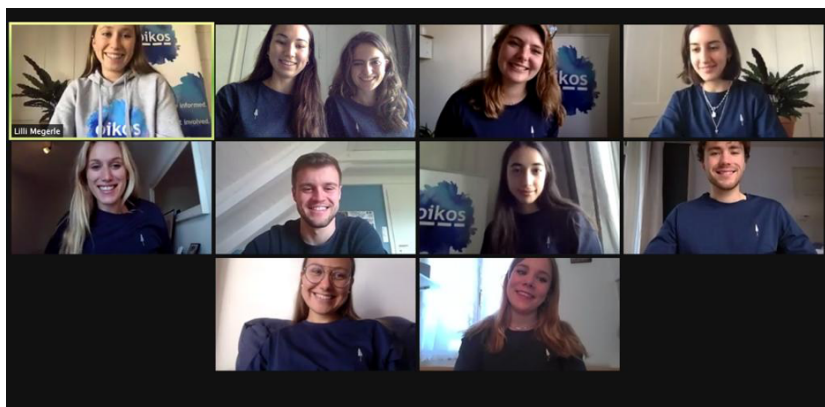
Quantitative Data oikos Conference	TOT Data Point
Expected number of participants	125
Actual number of participants	200
Exposure to sustainable options	Yes, food options
Total number of partnerships/sponsors	4
Number of partnerships/sponsors having sustainability in their core business model	1
Number of recurring partnerships/sponsors	1
Total amount of sponsorship recieved (in CHF)	2,500
Total amount of expenditure on marketing activities (in CHF)	76,55
Total amount of expenditure on team activities (in CHF)	44,65
Total amount of hours spent on the project	n/a
Team satisfaction with the outcome (1-5)	5
Team satisfaction with the preparation (1-5)	4
Team learning experience (1-5)	n/a

Participants

45 Average number of participants

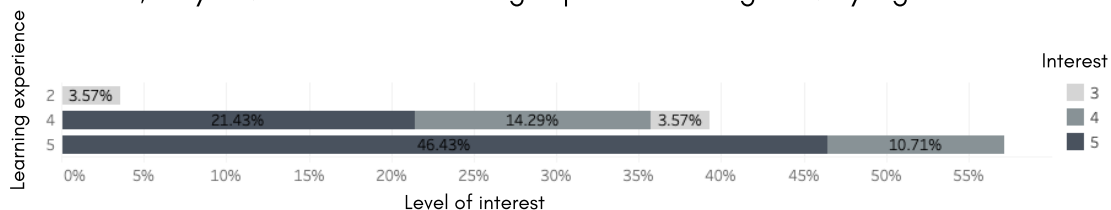
70% highly interested participants

5+ nationalities

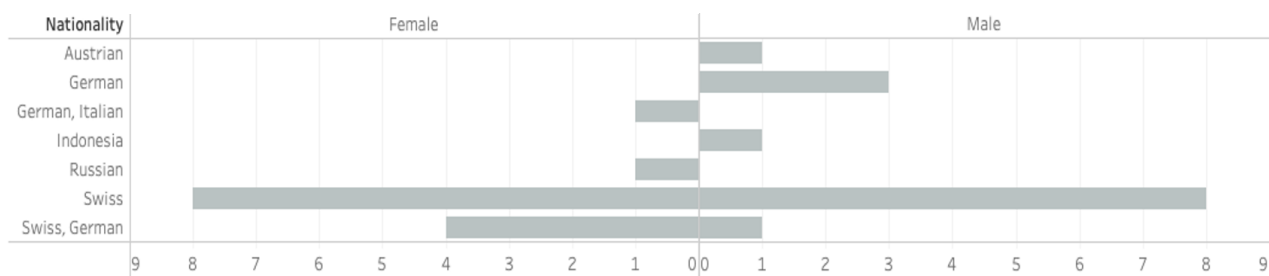


Number of participants per session – We measured how many participants joined each of the five sessions. The average number of participants per session was 45. The most attended session was session 1 on Monday evening with a total of 63 participants.

Participants' experience – 70% of the participants found the sessions highly interesting. At the same time, they have rated their learning experience as high or very high.



Nationality – We measured how diverse our audience was: We had attendance of more than five nationalities. Moreover, students from the University of St.Gallen represented more than 70% of the participants; roughly 10% were students from other Universities and roughly 20% were non-students.





Community

Total number of team members

9



Marketing

Social Media: Number of followers on Instagram

336

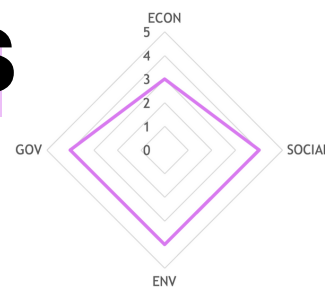
Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

839

Social Media Reach: Post reach percentage average Instagram

32.26

CHANGE ON CAMPUS



What is the aim of the project?

To integrate "sustainability" into the (mandatory) curriculum at HSG

How would you define/describe the impact of the project's output?

Successful "hosting" of the oikos International Curriculum Change Academy and the organization of the Open Evenings 2021. Impact: Identifying the key stakeholders, contact with the university, discussions represent the basis for the new "vision for change".

How is the project aligned with the oikos mission & strategy?

Curriculum Change is one of the main pillars of the oikos strategy



StudentImpact
Consulting for sustainable business



START
ROSE

Sustainability Strategy Workshop

Sustainability Strategy Workshop with B-Lab Switzerland

13.10.2020

In collaboration with START, the Social Business Club, Student Impact and B-Lab Switzerland we organized a sustainability strategy case workshop. It consisted of an introduction to the SDGs, the importance of impact assessment and the Impact Business Model Spectrum Chart together with the Start ROSE framework. The event ended with a case study for the participants making use of the assessment tools in a practical example.

Curriculum Change Academy and Open Evenings

26.- 28.02.2021

This event aimed to unite students and early researchers to work on the topic of curriculum change at the HSG and beyond. The open evenings were filled with guests from students to faculty and university administrators. With the signing of the Global Climate Letter for Universities and Colleges as well as the UN Principles for Responsible Management Education the university committed to the integration of sustainability topics in the curriculum. This event aimed to discuss further steps towards an impactful curriculum.



Engagement

Summary of the events

Quantitative Data of 2 Change on Campus Events	TOT Data Point	AVG Data Point
Expected number of participants	75	38
Actual number of participants	55	28
Exposure to sustainable options	Yes, No	Yes, No
Total number of partnerships/sponsors	3	2
Number of partnerships/sponsors having sustainability in their core business model	3	2
Number of recurring partnerships/sponsors	0	0
Total amount of sponsorship received (in CHF)	0*	0*
Total amount of expenditure on marketing activities (in CHF)	0*	0*
Total amount of expenditure on team activities (in CHF)	0*	0*
Total amount of hours spent on the project	85	43
Team satisfaction with the outcome (1-5)	n/a	4
Team satisfaction with the preparation (1-5)	n/a	4
Team learning experience (1-5)	n/a	4

*project not financially independent (see oikos Funding)

Participants

80% of students would recommend COC events

Participants' experience – The participants of the COC Academy rated the sessions very positively and they would recommend them with a likelihood of 80%.

In general, all the survey's respondents would like to engage and learn more about curriculum change at the University of St. Gallen.



Community

Total number of team members

6



Marketing

Social Media: Number of followers on Instagram

249

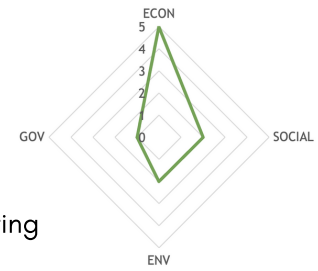
Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

280

Social Media Reach: Post reach percentage average Instagram

16.4

ECOMAP



What is the aim of the project?

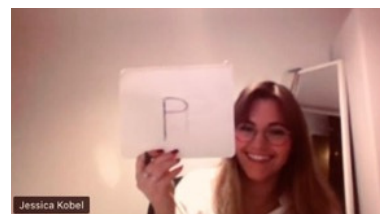
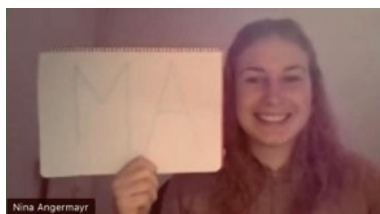
Create a map for sustainable stores, coffee shops and restaurants and rating the sustainability of each.

How would you define/describe the impact of the project's output?

Help people who want to consume more responsibly, to find their shops or even for people travelling to find sustainable shops and therefore support them in this lifestyle.

How is the project aligned with the oikos mission & strategy?

The rating system really helps to visualize how sustainable each shop is and also it makes it really accessible and easy to find.



The beginning of this year's accomplishments started with one big skype call that we organized with the whole team (ecomap global). The team is very international, we have people from Germany, Austria and Switzerland. The call introduced us all to the vision of ecomap (as far as it was developed back then) and we were really excited to start working on the project. The whole website and idea was then restructured over the time of this year. We started to work on a new website, with new design and new ideas. Furthermore, we redefined the whole questionnaires, started to back them up in a scientific way and did many expert interviews to get constructive feedback on how to improve the whole mechanism of rating shops. Currently, we are in the last phase of weighing the different questions in order to create one score (the ecoscore). The whole team is really excited to have the first beta version of the website up very soon and then, hopefully, we will be able to recruit the first shops that will be registered on the website.



Engagement

Number of experts and shops with collaboration/feedback

6

Number of partnerships

2

Number of partnerships with sustainability as core business model

2



Community

Total number of team members

6

Total hours of work by the team

640



Marketing

Social Media: Number of followers on Instagram

152

Social Media: Number of followers on Facebook

145

Social Media Engagement: Amount of likes on LinkedIn (HS20 - FS21)

38

EVOLVE

What is the aim of the project?

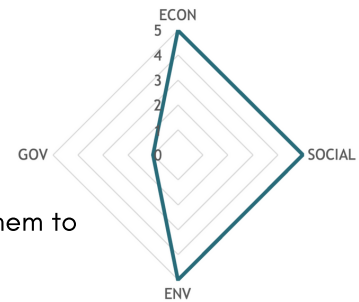
Informing people on the topic of social entrepreneurship and inspiring them to be change makers.

How would you define/describe the impact of the project's output?

Having students who are informed, inspired and aware of what is out there in terms of social entrepreneurship.

How is the project aligned with the oikos mission & strategy?

It informs, inspires and allows students to get involved. It shows students alternatives to for-profit business models.



evolve X Start Fellowship

November - December 2020

In collaboration with START, the Social Business Club, Student Impact and B-Lab Switzerland we organized a sustainability strategy case workshop. It consisted of an introduction to the SDGs, the importance of impact assessment and the Impact Business Model Spectrum Chart together with the Start ROSE framework. The event ended with a case study for the participants making use of the assessment tools in a practical example.

evolve conference 2021

28.04.2021- 30.04.2021

evolve Conference 2021 - Envision the Future of Social Entrepreneurship was a 3-day event, with 2 days filled with keynotes, panel discussions, networking and other fun events, while the third day was a workshop with Startup@HSG "create your own social startup", with a panel of judges awarding the winning team. We had experts from many different fields, as well as young entrepreneurs who are striving to solve some of today's biggest challenges. Additionally, the first day hosted a virtual vegan cooking session sponsored by planted.chicken gathering over 60 people around the stove. An in-person event was also a highlight: participants mingled with like-minded people and discovered sustainable businesses in the city.

The poster features the logos for 'evolve' (a blue circular logo) and 'START FELLOWSHIP' (an orange square logo) at the top right, separated by a large 'X'. The main title 'START solving society's challenges' is in large, bold, orange letters. Below it, the text 'SUPPORT EARLY STAGE TECH-STARTUPS DEVELOP AND IMPLEMENT SUSTAINABLE SOLUTIONS IN THEIR BUSINESS STRATEGIES!' is written in smaller, teal-colored capital letters. At the bottom, the dates and times for the 'Kick-off' and 'Workshop' are listed in white, followed by a sign-up deadline in teal.

START solving society's challenges

SUPPORT EARLY STAGE **TECH-STARTUPS** DEVELOP AND **IMPLEMENT SUSTAINABLE SOLUTIONS** IN THEIR BUSINESS STRATEGIES!

Save the dates:
-Kick-off, 25th November 18h
-Workshop, 30th November 18h

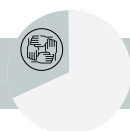
Sign up before November 24th



Engagement

Summary of the event

Quantitative Data of the Evolve Conference	TOT Data Point
Expected number of participants	250
Actual number of participants	200
Exposure to sustainable options	Yes
Total number of partnerships/sponsors	23
Number of partnerships/sponsors having sustainability in their core business model	16
Number of recurring partnerships/sponsors	1
Total amount of sponsorship recieved (in CHF)	7,250
Total amount of expenditure on marketing activities (in CHF)	1,870
Total amount of expenditure on team activities (in CHF)	320
Total amount of hours spent on the project	2700
Team satisfaction with the outcome (1-5)	3
Team satisfaction with the preparation (1-5)	2
Team learning experience (1-5)	4



Community

Total number of team members

9



Marketing

Social Media: Number of followers on Instagram

406

Social Media: Number of followers on Facebook

786

Social Media: Number of followers on LinkedIn

143

Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

694

Social Media Engagement: Amount of likes on Facebook (HS20 - FS21)

21

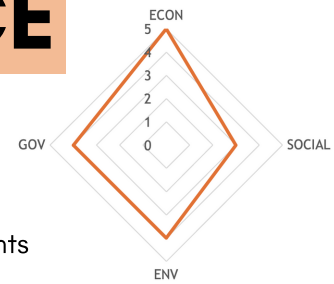
Social Media Engagement: Amount of likes on LinkedIn (HS20 - FS21)

162

Social Media Reach: Post reach percentage average Instagram

34.7

SUSTAINABLE FINANCE



What is the aim of the project?

Connect students interested in sustainable finance with industry participants and provide them insights and knowledge.

How would you define/describe the impact of the project's output?

More educated students that are aware of the trend towards sustainability that is happening and how they can be a part of it.

How is the project aligned with the oikos mission & strategy?

Raising awareness of sustainability and encouraging active engagement in the topic.

Credit Suisse Sustainability Division visit - Sustainable investing at Credit Suisse

25.09.2020

The Sustainable Finance academic year was kicked off by a visit to the Sustainability Strategy, Advisory and Finance (SSAF) department of Credit Suisse. The participants received interesting insights into the current product & service offering as well as the general approach of Credit Suisse to impact investing. An example of a portfolio optimization with sustainability criteria was presented and contributed to the matters' practical understanding.

Visit at SEIF - impact investing

30.09.2020

Few days after, on September 30th, oikos sustainable finance visited seif impact investing in Zurich, a company which supports and promotes impact driven entrepreneurs. They explained what impact investing means to them concretely and gave the listeners specific case examples of how their impact assessment framework works. For example, they presented oxara, a startup that builds "sustainable concrete" for developing countries. Oxara would later also be a guest at oikos and pizza.

SUSI Partners x Sustainable Finance

01.04.2021

The third event was already in the Spring Semester and had to take place virtually: it was the occasion to introduce students to the investments in sustainable energy infrastructure. Such an asset class provides investors with stability and security in an increasingly volatile market environment while effectively addressing one of the major global challenges of our time - climate change.

SUSI Partners, as a global leader in this field, was able to give an insight into the sector-specific investment process and the integration of ESG factors while introducing the organisation, its characteristics as an employer, and its broader approach to sustainability.

Sustainable Finance Julius Baer

11.05.2021

Finally, the last event of the year was with Julius Baer, a leading global wealth manager which made sustainability an integral part of their bank's strategy. During an online presentation, the sustainability & responsible investment team talked about what they are doing to counter the threats of climate change and how they help clients and investors to invest more sustainably. The presentation was quite interactive and very informative for every participant of the event in learning more about current business trends within wealth management.



Engagement

Summary of the events

Quantitative Data of 4 Sustainable Finance Events	TOT Data Point	AVG Data Point
Expected number of participants	67	17
Actual number of participants	91	23
Exposure to sustainable options	Yes, No	No
Total number of partnerships/sponsors	4	1
Number of partnerships/sponsors having sustainability in their core business model	4	1
Number of recurring partnerships/sponsors	1	0
Total amount of sponsorship received (in CHF)	0*	0*
Total amount of expenditure on marketing activities (in CHF)	0*	0*
Total amount of expenditure on team activities (in CHF)	0*	0*
Total amount of hours spent on the project	50	13
Team satisfaction with the outcome (1-5)	n/a	4
Team satisfaction with the preparation (1-5)	n/a	4
Team learning experience (1-5)	n/a	4

*project not financially independent (see oikos Funding)

14% of participants
from other
universities

4/5 minimum
satisfaction level

8 nationalities

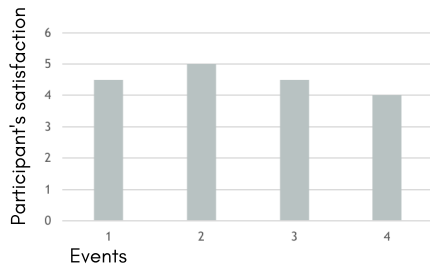


Participants

Events Legend

- 1= Sustainable Finance X Credit Suisse
- 2= SEIF Impact Investing
- 3= SUSI Partners X Sustainable Finance
- 4= Julius Baer X Sustainable Finance

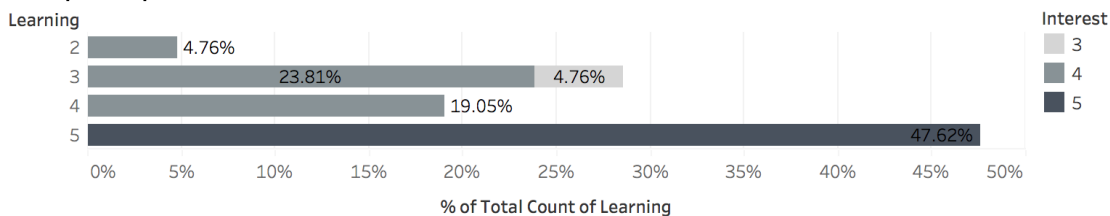
For event 3 and 4, students from the University of St.Gallen represented the majority of the participants; 14% of the attendees were students at other universities.



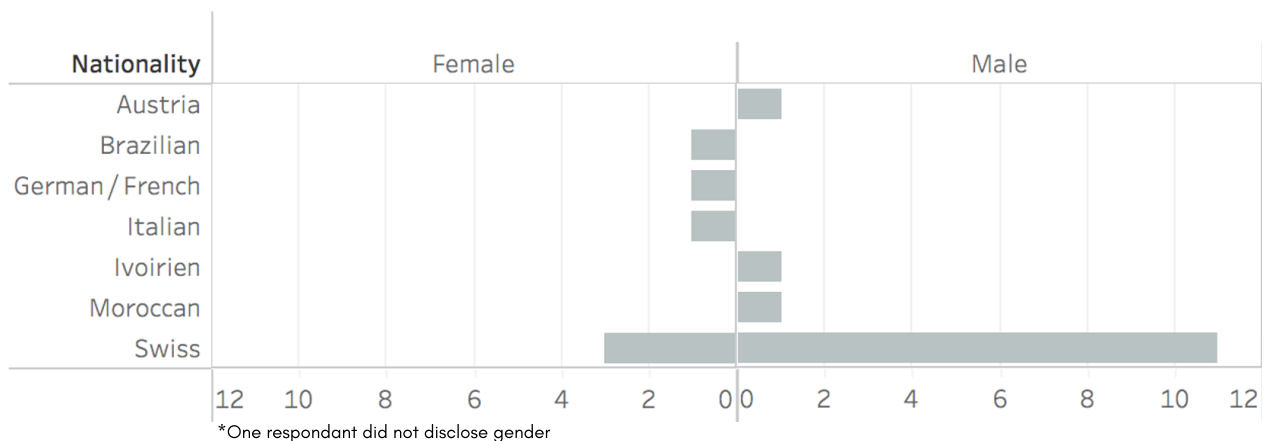
Participant satisfaction - Globally speaking, the level of satisfaction for all four sustainable finance events (presented in ascending time order) was very high, with a minimum level of 4 points out of 5.



Participants' experience



Participants' experience - 50% of the participants found the sessions highly interesting. At the same time, they have rated their learning experience very high.



Nationalities - We measured how diverse our audience was: We had attendance from 8 nationalities, as shown in the graph.



Investment selection criteria			
Areas to look into when determining an idea fit			
Idea	Social impact	Financials	Team
<ul style="list-style-type: none"> Value Uniqueness Feasibility 	<ul style="list-style-type: none"> Scalability of impact Impact measurability Consistency of impact Profitability 	<ul style="list-style-type: none"> Revenue stream Costs Unit economics Market size Exit 	<ul style="list-style-type: none"> Experience Background (skills, know-how, etc.) Commitment



Community

Total number of team members

11



Marketing

Social Media: Number of followers on Instagram

120

Social Media: Number of followers on LinkedIn

155

Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

187

Social Media Engagement: Amount of likes on LinkedIn (HS20 - FS21)

193

Social Media Reach: Post reach percentage average Instagram

10.38

OIKOS & PIZZA

What is the aim of the project?

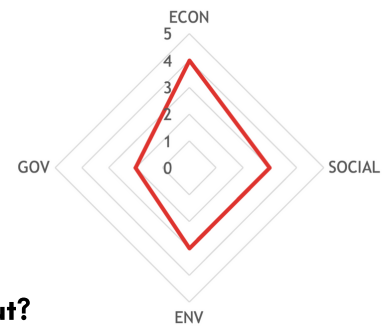
Share insights from working in sustainability.

How would you define/describe the impact of the project's output?

Many students became aware of opportunities in sustainable start-ups and companies, also we raised awareness about oikos as an organization among students.

How is the project aligned with the oikos mission & strategy?

Raising awareness among HSG students.



Yova Impact Investing

01.10.2020

For the first event, we invited Roman Burkard and Konstantin Mann from Yova Impact Investing. The first being the customer success manager of the company, and the second working in the investment division. Yova is a Swiss start-up based in Zurich, a stockbroker that restricts its portfolio to sustainable companies, and has gained popularity in the last few years. Our team was super happy about the outcome of the event, especially as it was the first and last in-person event.

Oxara

24.11.2020

For the second event, we collaborated with Student Impact to invite their consulting project "Oxara". Oxara is a start-up based in Zurich that invented a revolutionary product: the "cleancrete". This building material is a cement-free concrete consisting of a unique formula added to the excavation materials. This new material significantly reduces the cost of housing, resulting in more affordable infrastructures that are beneficial for people in developing countries. We look back on an engaging event on Zoom.

Impaakt

16.03.2021

For the third event, we were delighted to welcome Impaakt. The young company offers a rating methodology to assess the sustainable impact of publicly listed companies. The rating allows every individual to become an analyst for Impaakt. After finishing the free introductory course, each analyst can comment and describe the impact of the listed companies. The reports are then translated into an overall score for the impact rating. We were delighted to witness critical discussions while enjoying delivery service from Stripped Pizza.





Engagement

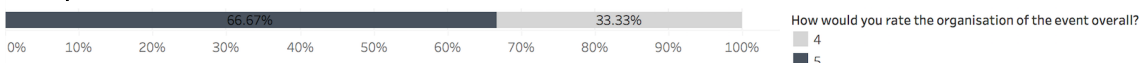
Summary of the event

Quantitative Data of 3 oikos&Pizza events	TOT Data Point	AVG Data Point
Expected number of participants	90	30
Actual number of participants	114	38
Exposure to sustainable options	Yes	Yes
Total number of partnerships/sponsors	3	1
Number of partnerships/sponsors having sustainability in their core business model	3	1
Number of recurring partnerships/sponsors	0	0
Total amount of sponsorship received (in CHF)	n/a*	n/a*
Total amount of expenditure on marketing activities (in CHF)	n/a*	n/a*
Total amount of expenditure on team activities (in CHF)	n/a*	n/a*
Total amount of hours spent on the project	210	70
Team satisfaction with the outcome (1-5)	n/a	5
Team satisfaction with the preparation (1-5)	n/a	5
Team learning experience (1-5)	n/a	4

*project not financially independent (see oikos Funding)

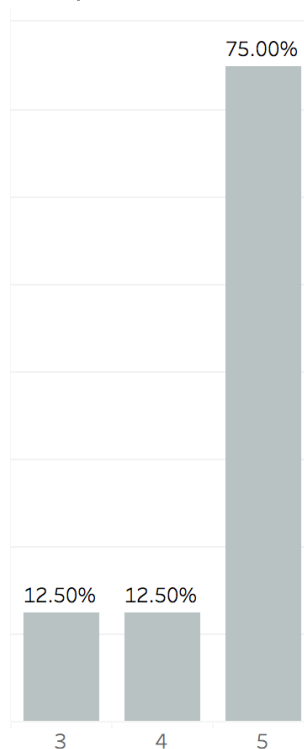
Participants

Participants' satisfaction



oikos & Pizza X Impaakt - Participants Satisfaction - Two thirds of the participants were very satisfied with the organization and the overall session, whereas the rest of them were satisfied.

Participants' level of interest



oikos & Pizza X Impaakt - Level of Interest - 75% of the participants considered the session very interesting. Only a minority among them (12.5%) considered it as having slightly less informative value.

75%

of participants found the oikos&pizza X Impaakt session very interesting

2/3

of participants were very satisfied with the event

38

number of participants on average

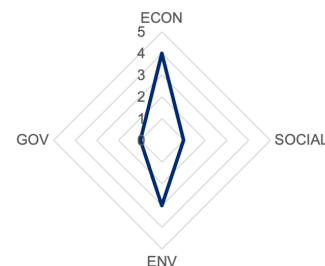


Community

Total number of team members

4

OISMAK



What is the aim of the project?

Introducing students to easy, healthy and sustainable cooking practices, encouraging them to eat more plant-based & seasonal, raising the awareness of the carbon footprint of foods.

How would you define/describe the impact of the project's output?

The project showed students how they can cook more healthy, also including basic recipes and thus reducing the need for convenience. Students saw that the carbon footprint of plant-based dishes is markedly lower.

How is the project aligned with the oikos mission & strategy?

The project contributes to the oikos mission in that it empowers students to take action for a more sustainable world everyday, supporting sustainable cooking practices in St. Gallen & the whole oikos international community.



The amount of people willing to cut down meat and dairy products in order to go on a vegan diet is increasing every year as a result of the health and environmental benefits associated with an exclusively vegan alimentation. Indeed, a nutrition with higher fiber, lower cholesterol and lower saturated fat content brought by veganism has been linked with many health benefits in various studies, for, as an example, reducing the risks of heart disease and ischemic stroke. Moreover, the production of non-animal-based products has been recognized as much less demanding in CO2 emissions. In our vegan recipes, it has been identified that the average difference in carbon emissions with a non-vegan recipe is more than 400 g! The low saturated fat, rich in fruits and vegetables diet of non-animal-based products has been adopted by more and more people over the decades, as for the UK where the number of vegans quadrupled between 2006 and 2018.

That's why we created oismak, a foodblog with easy, healthy and delicious recipes from students for students and the planet. It is the first food blog that does not only provide its users with nutritional but also CO2 values.



Environment

Number of restructured recipes	28
Average CO2 per recipe	198,77g
Average CO2 per 500kcal	236,34g
Average CO2 non vegan	605,16g
Average CO2 per Basic (per 500kcal)	192,95g
Average CO2 per Snack (per 500kcal)	227,88g
Average CO2 per Main (per 500kcal)	294,14g
Average CO2 per Dessert (per 500kcal)	192,95g
Average CO2 difference between vegan/non-vegan	408g

Currently, we are restructuring the food blog to add these calculations as well as vegan-by-default recipes everywhere. As of now, 28 out of our 59 recipes indicate those values.

The average quantity of CO2 emissions for each of our recipes is 198.77g. For purposes of comparison, we also did our vegan recipes with non-vegan ingredients and calculated the average CO2 emissions: they amount to 605.16g per recipe when we use non-vegan ingredients! The average difference between vegan and non-vegan recipes is 408g of CO2 emissions per recipe.

As not every recipe is comparable in terms of kcal, we decided to make a comparison by setting the basis at 500kcal. The CO2 emission average per 500kcal in our recipes is 236.34g. Of course, some types of recipes also produce more CO2 emissions: the average for our basic recipes is 192,95g per 500kcal, for the Snacks it amounts to 227,88g per 500kcal, for the Main Dishes it is 294,14g per 500kcal and for the Desserts it is 192,95g per 500 kcal.

In 2020, we published approximately 1 recipe per month, but this average is increasing this year. During the 3 first months of 2021, we published 6 new recipes per month on average.

Moreover, oismak increasingly takes the role of an inhouse-provider of food & beverage at oikos. In 2021, we provided the community with granola for the oikos weekend, brownies for a tasting and roasted almonds for Christmas for example.



Community

Total number of team members

7



Marketing

Social Media: Number of followers on Instagram

480

Social Media: Number of followers on Facebook

203

Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

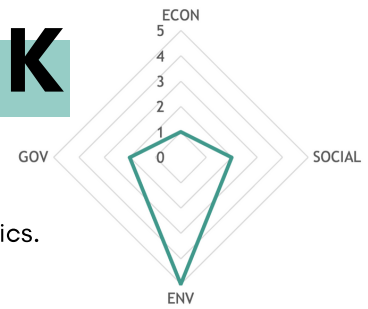
681

Social Media Reach: Post reach percentage average Instagram

22.7



SUSTAINABILITY WEEK



What is the aim of the project?

Raising awareness in a wide variety of day-do-day life sustainability topics.

How would you define/describe the impact of the project's output?

Educating our fellow students, providing them with the facts and practices they need.

How is the project aligned with the oikos mission & strategy?

Empowering others to act sustainably and responsibly through an educational basis and knowledge.

Sustainability Week

15.03.2021 – 18.03.2021

During 4 days we've hosted 10 events reaching about 30 people per event with the Panel Discussion being the most viewed event (74). Due to covid the Sustainability Week St.Gallen, has been held online for the first time.

On March 15, we were given insights about plant-based nutrition and its benefits (betteryou AG), cooked Quinoa-Lentil-Dal with its homemade Naan and learned to make our own coconut milk in a live session with Kristina (OISMAK by oikos). On March 16, Nestle's panel discussion informed us about the challenges of water privatization.

Have you ever practiced yoga while drinking a glass of wine? Well, we also did that, following the yoga instructor Nathalie Roh and her mantra "if you can't go outside, go inside", while learning about the importance of BIO, organic, sustainable and vegan wine production. The next day, we delved into the world of sustainability consulting (ecos), sustainably driven entrepreneurship (Nikin), and FC St. Pauli's production of a complete merchandise collection in a sustainable value chain. On March 18, a workshop with sustainable Investing advisors from Credit Suisse and a DIY workshop to upcycle old clothes were scheduled. As a closing event, Raphael Wüthrich (Jugendparlament SG AI AR) hosted a panel discussion about Switzerland's long-term climate strategy 2050 in order to become carbon-neutral with guests from the government, energy sector and academics.



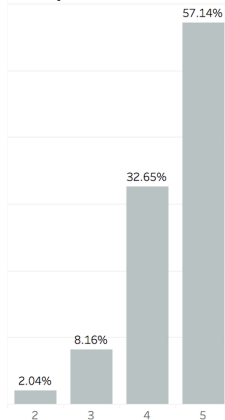
Engagement

Summary of the event

Quantitative Data Sustainability Week	TOT Data Point
Expected number of participants	350
Actual number of participants	200
Exposure to sustainable options	Yes
Total number of partnerships/sponsors	24
Number of partnerships/sponsors having sustainability in their core business model	24
Number of recurring partnerships/sponsors	1
Total amount of sponsorship recieved (in CHF)	550
Total amount of expenditure on marketing activities (in CHF)	56
Total amount of expenditure on team activities (in CHF)	0
Total amount of hours spent on the project	600
Team satisfaction with the outcome (1-5)	3
Team satisfaction with the preparation (1-5)	2
Team learning experience (1-5)	3

Participants

Participants' satisfaction



Participant satisfaction

Over 55% of the respondents found the events of the Sustainability Week very fascinating. Whereas, approximately 30% fascinating.

55%

of participants found the events of the Sustainability Week fascinating

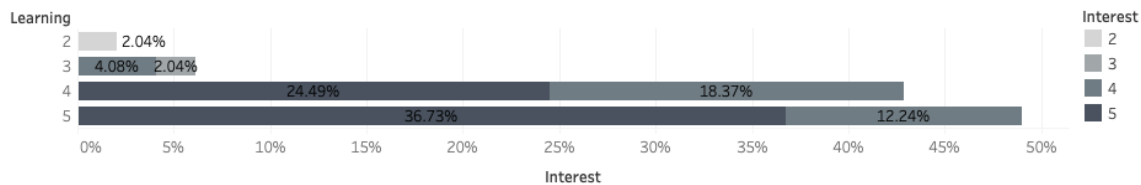
200

participants in total

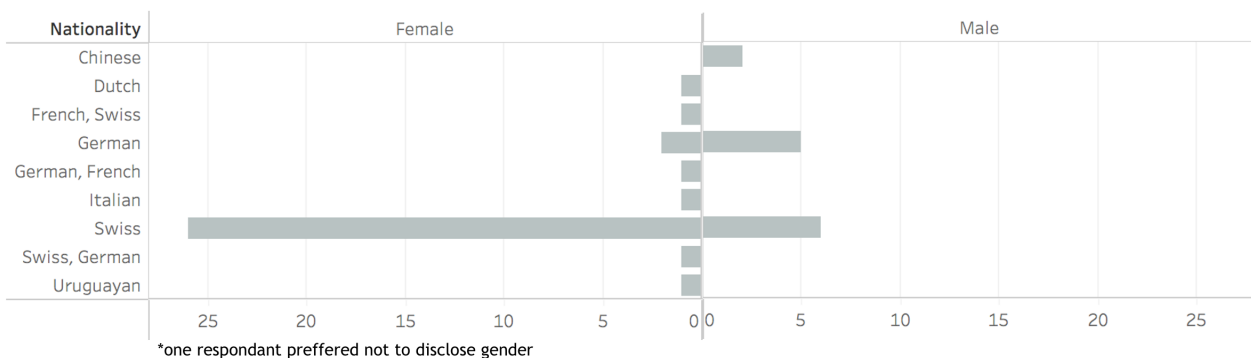
24

partners/sponsors

Participants' experience



Participants' experience - Almost 50% of the participants found the sessions highly interesting. At the same time, they have rated their learning experience as high (12%) or very high (37%).



*one respondent preferred not to disclose gender

Nationalities - We measured how diverse our audience was: We had attendees from seven nationalities. Moreover, students from the University of St.Gallen represented more than 80% of the participants; roughly 14% were students from other Universities and roughly 6% were non-students.

Sustainability Week 2021

Program:

FOOD SPORT CLOTHING

MONDAY 15.03
Walk the Talk - SUS Week 2021
Kick-Off (EN)
17:40-18:00
Food that's good for you and the planet
Nutrition seminar by Betteryou AG (DE)
18:00-19:00
How plant-based can you get?
Live Cooking with Oismak (EN)
19:30-20:15

TUESDAY 16.03
Stop Nestle's private transfer of
„water wealth“
Panel Discussion with Community
advocates in America-by Campax (EN)
17:30-19:00
Not your regular DUO: yoga+wine
Yoga session by Nathalie Rohr (EN)
19:00-20:00

FINANCE ZERO WASTE

WEDNESDAY 17.03
Sustainability Consulting
Workshop by ecos - Consulting firm (DE)
10:00-12:00
Entrepreneurship - sustainably driven
Keynote by Nicholas Hänni -
Co-founder of NIKIN (EN)
13:15-13:45
DIY Ultra fair sportswear
Keynote + Workshop by FC St. Pauli (DE)
18:00-20:00

THURSDAY 18.03
Sustainable Finance
Workshop by Credit Suisse (EN)
8:30-10:30
Zero waste DIY: beewax wrap and
tawashi sponge
Workshop (max. 15 people) (EN)
15:00-17:00
Switzerland carbon-neutral by 2050,
too ambitious?
Panel-Discussion with 3 perspectives
19:00-20:30 (DE)

CLIMATE ACTION
SIGN UP FOR THE EVENTS NOW!
AND THE GOODIE BAG :)

An independently organised event
under the brand:

Sustainability Week Switzerland

LIVE COOKING

WITH OIKOS CHAPTER OISMAK
15.03.2021
19:30-20:15H

CREDIT SUISSE

Credit Suisse Workshop
18.03.2021
08:30-10:30H

FINANCE

PANEL DISCUSSION

Stop Nestle's private transfer of "water wealth"
Cooperation with Campax & Wellington Water
Watchers
16.03.2021
17:30- 19:00h

NIKIN

KEYNOTE by Nicholas Hänni
17.03.2021
13:15-13:45H

NIKIN

DIY WORKSHOP

BEEWAX WRAP AND TAWASHI SPONGE
18.03.2021
15:00- 17:00h

ZERO WASTE

ECOS

SUSTAINABILITY CONSULTING WORKSHOP
17.03.2021
10:00 - 12:00H

ecos

If you can't go outside.
Go inside.

WINE N' YOGA

Online Workout Session by
Nathalie Rohr
16.03.2021
19:00- 20:00h

**Nachhaltigkeits
Woche St. Gallen**

CO2-NEUTRALITÄT DER SCHWEIZ BIS 2050

PODIUMSDISKUSSION
18.03.2021
19:00- 20:30h

Andrea Burkhardt, Bundesamt für Umwelt BAFU
Christian Heierli, Leiter Alpinsolar, Axpo
Nicola Siegrist, JUSO Schweiz, Klimaaktivist
Prof. Wüstenhagen, Prof. Management
erneuerbarer Energien IWÖ-HSG

Moderator: Raphael Wüthrich, Jugendparlament SG AI AR

CLIMATE ACTION

BETTER YOU AG

SUSTAINABLE NUTRITION SEMINAR
15.03.2021
18:00 - 19:00H

better you

FC ST. PAULI

ULTRA FAIR SPORTSWEAR MADE BY
FC ST. PAULI
17.03.2021
18:00- 20:00h

CLOTHING

Share & Win

Tuesday
16.3

Breakfast

Lunch

Dinner

FIND LINKS TO
RECIPES
IN CAPTION!

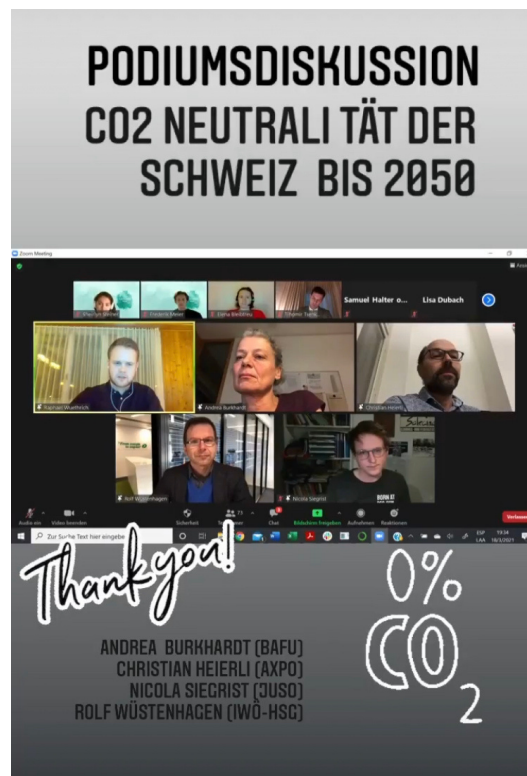
#sustainabilityweekstgallen



Community

Total number of team members

9



Marketing

Social Media: Number of followers on Instagram

951

Social Media: Number of followers on Facebook

165

Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

966

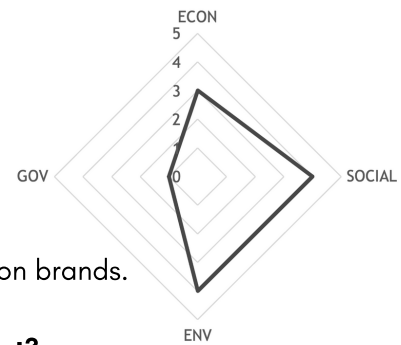
Social Media Engagement: Amount of likes on Facebook (HS20 - FS21)

11

Social Media Reach: Post reach percentage average Instagram

29.27

UN-DRESS



What is the aim of the project?

Raising awareness of the importance of sustainability in the fashion industry by providing a platform for local, small and sustainable fashion brands.

How would you define/describe the impact of the project's output?

Education, awareness and showing that sustainable fashion can be very fashionable as well as the circular economy is a focus.

How is the project aligned with the oikos mission & strategy?

Un-Dress raises awareness for sustainability opportunities and challenges as well as empowering (HSG) students and their surroundings by organizing our events (i.e. clothing swap).

21.04.2021 The Un-Dress Fashion Award Show

15.03.2021 – 18.03.2021

The first ever Un-Dress 2021 Fashion Award Show featured 12 Swiss sustainable fashion brands which had the opportunity to win The Un-Dress Fashion Award 2021. This winning brand could sell their collection in the PKZ store in Zurich for two weeks and was featured in the Faces Magazine (online and print).

The team was hosting experts from PKZ (Carola Grummt), Modesuisse (Ejra Sunna Brunner), Ecos (Tobias Meier) and Faces Magazine (Marina Warth), as well as makro Influencers Chloe Kian and Karen Fleischmann.

A pre-filmed lookbook of every participating brand was presented to showcase their collection. Additionally, each brand had 2 minutes to present and pitch their brand and collection to our professional jury. The winner was elected by a public voting (open 2 weeks prior to the event) and a jury voting at the event (50/50). And the winner of the Un-Dress Award 2021 is: Manusia.

Over 2000 participants screened the event from more than 30 countries. This would not have been possible without our amazing partners and sponsors, our videographer, photographers and helpers and we would like to thank you for your valuable contributions and support. We are proud of how the event turned out and that we could work with such visionary institutions and brands that believe in a more sustainable future.





Engagement

Summary of the event

Quantitative Data Un-Dress	TOT Data Point
Expected number of participants	200
Actual number of participants	2249
Exposure to sustainable options	Yes
Total number of partnerships/sponsors	60
Number of partnerships/sponsors having sustainability in their core business model	37
Number of recurring partnerships/sponsors	8
Total amount of sponsorship recieved (in CHF)	6,800
Total amount of expenditure on marketing activities (in CHF)	1,000
Total amount of expenditure on team activities (in CHF)	325
Total amount of hours spent on the project	4,600
Team satisfaction with the outcome (1-5)	4
Team satisfaction with the preparation (1-5)	3
Team learning experience (1-5)	5







Community

Total number of team members

16



Marketing

Social Media: Number of followers on Instagram

1656

Social Media: Number of followers on Facebook

1227

Social Media: Number of followers on LinkedIn

270

Social Media Engagement: Amount of likes on Instagram (HS20 - FS21)

2476

Social Media Engagement: Amount of likes on Facebook (HS20 - FS21)

45

Social Media Engagement: Amount of likes on LinkedIn (HS20 - FS21)

242

Social Media Reach: Post reach percentage average Instagram

85.38

OVERVIEW OF CONSOLIDATED KPIs



The **EESG Score (Economic, Environment, Social and Governance)** represents how the community and nine projects from oikos St.Gallen contribute to sustainable development. The 4 dimensions represent the following focus areas:

- Economic → the project contributes to integrating sustainability-related topics in business and finance (e.g. responsible investing).
- Environment → the project aims to raise awareness for environmental protection and climate action (e.g. vegan and seasonal diet).
- Social → the project addresses societal issues such as health, wellbeing and community engagement (e.g. empowering students change agents, curriculum change).
- Governance → the project emphasizes on the importance of clear governance frameworks that support systemic change (e.g. inclusion and diversity)

The individual EESG Scores are presented on the first page of each project's section and the graph above shows the consolidated EESG Score divided by the oikos project.

The consolidated graph of the individual projects show the contribution of oikos St.Gallen to each dimension. The graph shows that the oikos projects cover a wide variety of sustainability-related topics without limiting themselves to one area. For instance, the oikos Conference and Evolve touch upon all four topics. Other projects are more focused in regard to the dimensions, as the Sustainability Week mainly drew attention to climate action and the individuals contribution to the protection of the environment. Finally, only a few projects put a focus on the topic of responsible and sustainable Governance.

71 Measuring oikos' projects impact

Overview of consolidated KPIs

Quantitative Data Consolidated	TOT Data Point	AVG Data Point
Expected number of participants	1177	
Actual number of participants	3119	
Exposure to sustainable options	8 Yes, 2 No	
Total number of partnerships/sponsors	***121	
Number of partnerships/sponsors having sustainability in their core business model	88	
Total number of collaborations with other student associations	6	
Number of recurring partnerships/sponsors	12	
Total amount of sponsorship recieved (in CHF)	17100	
Total amount of expenditure on marketing activities (in CHF)	3003	
Total amount of expenditure on team activities (in CHF)	690	
Total number of social media followers (instagram, facebook, linkedIn)	7444	
Total post reach percentage on social media (instagram) (in %)	29	
Total amount of social media likes (instagram, facebook, linkedIn)	6835	
Total amount of hours spent on the project	8248	
Team satisfaction with the outcome (1-5)		4
Team satisfaction with the preparation (1-5)		3
Team learning experience (1-5)		4
Participant satisfaction of the overall event (1-5)		*4.6
Participants learning experience (1-5)		**4.34
Total number of nationalities of the participants		13

*only consolidated from 5 projects that tracked the participant satisfaction

**only consolidated from 3 projects that tracked the participants' learning experience

*** The number of total partnerships may vary as duplicates have not been checked

All the projects come together and the impact of our student association derives from the sum of the individual contributions. For this reason, we measured the consolidated quantitative data from the projects.

The actual participants at our events were approximately 60% more than the amount we expected. This reflects the promotional efforts of the team, as well as the level of traction of the session's topic. This trend represents the consolidated overview, in other words, some events did not have more participants than anticipated: this highlights how being part of a community can offset results below expectations.

Most of our events exposed the participants to sustainable choices. For instance, goodie bags and vegan alternatives.

Among the 121 partnerships we have, more than 70% are organizations integrating sustainability in their core business models. On the other hand, the majority of them are annual collaborations rather than recurring (10%).

The students associations from the University of St. Gallen and other universities we regularly work with are 6.

The members of oikos St. Gallen put 8'248 hours of voluntary work into the mission of oikos St.Gallen. An additional amount of 2803 hours were spent by the oikos Board to support the projects and build strategic commitment.

The data show that the team was satisfied with the outcome of the project, while remaining more self critical in the preparation. Nevertheless, the team learning experience was rated high by the project head.

On the other hand, the participants were very satisfied with the overall event they attended and gained new knowledge on sustainable practices. It is interesting to observe that participants were more pleased with the experience than the organizing team.

Finally, our audience brought different perspectives thanks to the wide variety of cultures present, in total 13.

Reflection

0.5

Outlook

OIKEE STORIES



Michele Wicki

Why are you part of oikos St.Gallen?

For me, oikos stands for passion, commitment and impact. Although it has grown to be one of the largest HSG student association in the past year, it still has a very tight-knit community and a familiar atmosphere. Just like oikos, I strongly believe in the empowerment of students who are the change agents of tomorrow.

What is the most memorable oikos moment you will remember in 10 years?

I will never forget when after several exhausting days the evolve conference finally started and we could go live for the first time. I was on stage and very excited to finally be able to welcome our first speaker Stefanie.

How has oikos impacted your student experience?

oikos has a very big and important impact on my student experience. Almost all my friends are part of the community and I feel lucky to have met so many dedicated and passionate people who have inspired me a lot. Furthermore, I learnt so much about working together remotely in a diverse team and that the small tasks before the conference require a lot of time to solve them.



Kerim Cilasin

Why are you part of oikos St.Gallen?

From my point of view, oikos advocates for important issues; sustainability is no longer just an ecological aspect, but extends across all areas of life and work, and is embedded in a global macroscopic system. oikos forms a catalyst to bring these issues into society.

What is the most memorable oikos moment you will remember in 10 years?

Among all the great oikos events, the oikos conference 2017 on sharing economy touched me the most. Besides a manifold and far-reaching presentation of the complex subject matter, the other participants and speakers were something really special. There wasn't a moment where there wasn't a lively debate between the people; overall it was an inexpressibly rich event that I still remember to this day.

How has oikos impacted your student experience?

oikos has helped me to develop a broader horizon of knowledge in the areas of corporate and social sustainability. On the other hand, oikos offered me a playground to apply and improve my social and professional knowledge in the field. Not to forget are the many and great people I met through oikos, which are in themselves a very valuable asset.

"For me, oikos stands for passion, commitment and impact."

- Michele Wicki

"There wasn't a moment where there wasn't a lively debate between the people"

- Kerim Cilasin



Louise Maunoir

Why are you part of oikos St.Gallen?

When I joined oikos, I wanted to use my time and energy in a project that could impact my environment in a good way. At the time in 2018, I was already leading a project in the art and music field but I personally needed to use the time I had to make things change and to contribute to the university in a more meaningful field. I wanted to give back to the never stopping and motivating environment I was in. And the way which looks the best to me was to change the university physically but also intangibly. That is why I've begun such projects such as the curriculum change project, the reusable cup project, the clothing swap and others. Now I want to create a new way students could use their time to impact the university in the long term and connect to many stakeholders. Overall, I joined oikos with the goal of using my time in a way to make it benefit the university and its future generations.

"I want wanted
to give back to
the never stopping and motivating
environment I was in."

What is the most memorable oikos moment you will remember in 10 years?

Impossible to give you only one. The most memorable moment to me was the feeling everyday to be empowered to drive change. Even if it seems impossible, everyday there is a way of making it possible and finding a way of making the university change.

If I should pick some of the memorable moments, I would say our first meeting with Dominik Isler to implement the change hub in the learning center. We weren't prepared to have that kind of meeting. From our oikos-loving-sustainable perspective, he asked us to go back home, do our homework and come back with a pitch that would make him thank us for coming. It's also one of the best learning, I've got. It was far different from the other meetings I had with the [Institute for Economy and the Environment] or other associations which were already in the ecological or societal sustainable field. Another impactful moment was when I've contacted many different associations to gain support and their signature in the Letter for Change. In less than one week, I was receiving signatures from many different associations and new pilot projects were raising from it.

How has oikos impacted your student experience?

It impacted not only my student experience but also my life. I have learned how to manage projects, communicate, share, and motivate. I gain so much experience and finally feel ready to enter the corporate world and change it.

For me oikos was a way to scale my ideas and projects, to see them grow and to benefit from an incredible platform to do so.



Leonie Kummer

Why are you part of oikos St.Gallen?

I originally joined oikos because when I started my studies at the University of St.Gallen I was convinced more had to be done in the field of sustainability. Especially in business and economics, there is so much room for improvement and the decisions made have an enormous impact on today's society. I decided to stop purely wishing for a better future and to personally get involved. And for that, oikos was perfect.

"Especially in business and economics, there is so much room for improvement [...]. I decided to stop purely wishing for a better future and to personally get involved. And for that, oikos was perfect."

What is the most memorable oikos moment you will remember in 10 years?

When I had been part of oikos for over a year in two different projects I decided to run for president next to a dear friend of mine. This journey could have been wearisome, emotionally draining, or even dividing. But the oikos community spirit did not disappoint and all I took from the experience was mutual encouragement, respect, and fairness. I was not elected president but I left the general assembly feeling reassured about oikos' future, happy about my place in this wonderful community, and ready to take on a new role in the developer team.

How has oikos impacted your student experience?

oikos has impacted my student experience manifold. It introduced me to a welcoming, uplifting, and thriving community, it allowed me to be part of social as well as academically relevant events, and it acted as a stress reliever in difficult times. But first and foremost oikos has proven to me that there is so much more to the student experience than what basic university life has to offer.



Anna Sophia Roth

Why are you part of oikos St.Gallen?

I am a part of oikos St. Gallen, because of the incredible mission it works to implement in many areas. Being part of the Un-Dress project has helped me understand the fashion industry better and in what direction it needs to develop in order to be viable and attractive to consumers in the future, as well as in order to preserve natural resources so that ecological and social damage is minimised.

What is the most memorable oikos moment you will remember in 10 years?

The most memorable oikos moment I will remember in 10 years is the livestream of the Un-Dress event itself. The support from other students was amazing and I am so grateful to have seen the extreme hard work from over 9 months come to life.

How has oikos impacted your student experience?

A large part of the community has been very supportive, and has enabled me to further develop myself on an academic and personal level. Oikos has allowed me to form friendships with students who have very similar, but also very different interests to mine. They have allowed me to delve into their point of view, and understand their passions in order to widen my own horizon. Oikos has increased my motivation for my actual studies, as it allowed me to experience a real-life and practical perspective of business, all while incorporating a sustainable purpose.



Karim Benhamza

Why are you part of oikos St.Gallen?

As sustainability became an important concern in society in the recent decade, I wanted to offer my contribution in this specific field at the university of St-Gallen. Oikos was for me the perfect opportunity and allowed to acquire more knowledge and develop skills.

What is the most memorable oikos moment you will remember in 10 years?

A memorable event to place was on October 1st! We enjoyed the conference as it allowed us to see the results of the past month's work. It was the only event we were able to hold in presence so it definitely remained important and valuable for us all.

How has oikos impacted your student experience?

Being part of Oikos helped me to acquire management skills such as: team management, strategic thinking, finance management, time management, etc...

This experience allowed me to apply several concepts and theories seen in class.

"Oikos has allowed me to form friendships with students who have very similar, but also very different interests to mine."

– Anna Sophia Roth

"We enjoyed the conference as it allowed us to see the results of the past month's work. It was the only event we were able to hold in presence so it definitely remained important and valuable for us all."

– Karim Benhamza



Julia Kuonen

Why are you part of oikos St.Gallen?

I joined oikos four years ago. One of my friends worked for the sustainability week and took over the PH position the year after so I joined the association as well. I loved the spirit at oikos, the presence on campus and the overall mission of the association. For me sustainability is one of the most important topics of our time. I wanted to be on the right side of history.

In addition, I like that we are able to improve the processes at the association to make it more effective and efficient. Here we are able to learn as a team, to create new ideas and make a real impact. Throughout I truly enjoyed the amazing community at oikos. Their work ethic, the engagement and many friendships is what made me stay at oikos throughout my master's as well.

What is the most memorable oikos moment you will remember in 10 years?

There are so many! I think our first strategy day in summer 2020 was definitely amazing. We had so many new ideas and came together as a team to form a new mission and vision for the association, a clear strategy and strengthen our team spirit. The same applies to the strategy day last winter where we were able to look back and see the many achievements of our community. I think the overall community is what I will remember. The many amazing active members that make up this great association.

How has oikos impacted your student experience?

oikos created a great balance during my studies. I always describe oikos as a sandbox, where I can try out new things, new processes and events to see what works and what doesn't. Especially during the pandemic we were able to create a space where we stayed connected and shared fun experiences. I also really appreciated the many collaborations we did in the last years. Through this I was able to get to meet many other highly engaged students in other associations and grow my network. In general, I think I've learnt so much regarding practical skills that can be used later in life.

"I always describe oikos as a sandbox, where I can try out new things, new processes and events to see what works and what doesn't."

REFLECTION & OUTLOOK

Impact reporting, also known as Sustainability reporting, has become an important tool for companies and NGOs to measure their positive impact and the reduction of their environmental footprint. With this impact report of oikos St. Gallen we aim to measure the positive impact of the chapter to increase the possibilities of achieving our mission in the future. It turned out that measuring the impact of a student organization is easier said than done. Several obstacles had to be overcome while creating the impact report. Besides, finding the right indicators, lack of data and transparency, one of them can be drawn from an example from companies' social responsibility (CSR) reports.

According to an HBR article, the number of sustainability reports by companies has risen over the past 20 years. Regardless, the emissions continued to rise indicating that reporting and measuring is not the only way to increase positive impact. Therefore, impact measurement has become an end instead of a means to achieving positive environmental and social outcomes. This is why we want to critically reflect on the data retrieved from the report and suggest recommendations for further reduction of negative impact and leverage the positive impact.

Overall, the impact report shows the contribution of the diverse and rich oikos community, the engagement regarding participants' learning experience and degree of awareness raised, marketing campaigns influence on members and university students, and finally the reduction of negative emissions on the environment.

Data shows that the Community is rich in nationalities, ages and backgrounds (university majors). The different viewpoints of the oikos members allow projects to thrive and the members learn from each other. This creates a direct impact on the members, as they leave their projects with new insights on sustainability topics and personal development through their roles. A few members stated that their satisfaction in their role was rather low, while their learning in the field of sustainability was also rated low (1 out of 5). In the future, the learning experience of all members could be intensified through reflection and feedback sessions to better understand the needs of the oikos members.

Regarding the Engagement a total of 3,119 participants attended oikos events. Data shows that the overall satisfaction of the events and workshops was high. Nevertheless, the data is only reliable to a limited extent. Oftentimes, only highly engaged participants filled in the survey which might have had an outstanding experience whereas others might have not. Further, the high number (121) of partnerships indicates successful sponsorship (CHF 17,100) of the projects. The data also suggests that ca. 109 partners have contributed for the first time this year. To strengthen the partnerships, oikos could thrive for long-term collaboration to increase the impact.

The Marketing stream of impact suggests that the blog and newsletter are well received streams to raise awareness and inform oikos friends. The biggest potential for growth in followers lies within LinkedIn with the fewest number of subscribers (554). In the future, new social media and communication channels to reach university students can be assessed. For instance, collaborations with other student organizations and SHSG mobile app might help leverage the campaigning platform which is especially important during times of online university.

The results show that most oikos projects engage in the mission pillar one and two, while focusing less on the institutional support for curriculum reform. This insight might help shift future efforts towards the creation of more direct Environmental impact. For instance, measuring the amount of collaboration and courses we influenced through change on campus projects. Furthermore, the direct positive impact on the environment is invisible and no data available. This means that this stream of impact has the biggest potential in the future. Through reducing the CO2 footprint of oikos events, influencing the mobility options of staff and students, implementing sustainability initiatives on campus and changing the curriculum, this positive impact could increase massively. Finally, this report should serve as a basis for reflections of the oikos board, partners and other student associations at the University of St. Gallen. With gratitude and pride this report shows the incremental commitment of the oikos Community 2021 and we look forward to what the next generation 2021/22 does to increase the positive impact of the association.



CRITICAL REFLECTION ON THE SDGs

oikos St. Gallen is a convinced supporter of the Sustainable Development Goals (SDGs) adopted by the United Nations Member States in 2015 and constituting the centerpiece of the Agenda 2030 for Sustainable Development.

However, we decided not to explicitly position them on our Impact Scorecard (p. 30) to avoid a simple “matching” exercise with predefined strategic directions.

As a student association advocating for sustainability action, we believe that an individualised framework provides a more authentic overview of how our activities affect the society and the environment.

By acknowledging the importance of comparable sustainability disclosures, we have alternatively decided to show examples of how we think our impact streams directly align to some of the 17 SDGs and the related 169 targets.

SDG 4: Quality Education



With our continuous efforts to drive curriculum reform at university level, we are aiming to reach a close outcome to Target 4.7:

- “By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development”.

Examples of such actions include the work of the project Change on Campus, playing the role of the most active advocates. Moreover, with a more indirect approach that focuses on complementing university education rather than refining it, the following projects can be mentioned: evolve, oikos conference, oikos & pizza, sustainable finance.

Additionally, Target 4.4 relates to the entrepreneurial objectives pursued by evolve, including “Start Fellowship”:



- “By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship”

SDG 12: Responsible Consumption and Production

By presenting examples of companies that successfully embed sustainability in their corporate strategies to a diverse audience, we generate waves of confidence that such interventions are feasible.

The events of oikos conference, sustainability week and oikos & pizza, undress align with Target 12.6 and Target 12.8:



- "Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle"
- "By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature"



Furthermore, Ecomap rewards sustainable businesses by connecting them to sustainability-enthusiastic consumers through a platform.

SDG 13: Climate Action



We raise awareness on a regular basis through initiatives and marketing campaigns about the impact of climate change and how we as individuals can make a difference in this battle.

The events of the Sustainability Week, Sustainable Finance and oikos Conference as well as the food-related awareness in connection to carbon emissions of oismak contribute to this purpose, outlined by Target 13.3:

- "Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning"



SDG 17: Partnerships for the goals



oikos St. Gallen, as a student lead association part of a global network of change agents, aims at enlarging its impact by collaborating with educational institutions, corporations and nonprofit entities. This goes in the same direction of Target 17.16:

- "Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries".



In conclusion, our events might have a topic which indirectly relates to one of the following SDGs: **SDG 8: Decent work and economic growth; SDG 11: Sustainable Cities and Communities.** With this statement, we do not claim that we are consistently channelling our impact towards those goals.

GLOSSARY

ADV	Advisory Board
COC	Change on Campus (oikos St. Gallen)
COM	Community Team (oikos St. Gallen)
CON	oikos Conference (oikos St. Gallen)
ECO	ecomap (oikos St. Gallen)
EESG	Economic, Environment, Social and Governance
ESG	Environmental, Social and Governance.
EVO	evolve (oikos St. Gallen)
FIN	Sustainable Finance (oikos St. Gallen)
FIT	Finance Team (oikos St. Gallen)
FS (as in FS21)	Spring semester (Frühjahr Semester)
FY	Financial Year
HS (as in HS21)	Autumn semester (Herbst Semester)
HSG	University of St. Gallen
IRTSF	Impact Report Task Force
IWÖ	Institute for Economy and the Environment
MAR	Marketing Team (oikos St. Gallen)
OAP	oikos&pizza (oikos St. Gallen)
ÖBU	Schweizerische Vereinigung für ökologische Unternehmensführung
oikee	Member of the oikos community
OIS	oismak (oikos St. Gallen)
oROI	oikos Return on Investment
PH	Project Head
PIR	Positive Impact Rating
SAB	Student Advisory Board
SCO	Student Committee for Environmental Economics
SHSG	Student Union at the University of St. Gallen
SUS	Sustainability Week (oikos St. Gallen)
UND	Un-Dress (oikos St. Gallen)
USP	Unique Selling Proposition

CREDENTIALS

Internal Relations and Measurement: Elena Müller
Strategy, Structure and Measurement: Valeria Reccagni
Marketing, Layout and Design: Clara De Domenico

A large, abstract watercolor splash in various shades of blue and purple, centered on a solid dark blue background. The splash has irregular, feathered edges and a mix of colors ranging from light cyan to deep indigo.

oikos
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