



Annual Report 2019/20

July 2020



Vienna
students for sustainable
economics and management

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oikos Vienna

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1 Preface

The role of oikos Vienna



"Business as usual" ...

... must come to an end! During the COVID-19 pandemic this demand has once again been claimed by a large part of the people.

Obviously, the urgent cry-out for a new economic order after the banking crisis 2008/09 was left unheard. The attempt to introduce an effective financial transaction tax failed. Neoliberal movements continued to weaken the state, the effects becoming particularly clear in the health sector during the current Corona-crisis.

Clearly, Adam Smith's alleged "invisible hand" and the demand to deregulate the economy neither helped us out in the past nor today. The "invisible hand" is dead - or probably never existed.

As a student-driven organization our aim is to educate business students and to encourage them to look at the "bigger picture". At the same time, we want to create a network of like-minded students who inspire and motivate each other to make an impact.

This year, among others, we have launched our oikos curricula project at the Vienna University of Economics and Business (WU), organized many offline- and online-events to foster critical thinking and worked on many other inspiring projects which are presented in this annual report.

In the following months, we will continue to actively push change in society and economics. This path needs a lot of energy and we are pleased to welcome motivated students who will co-develop oikos Vienna with their ideas in the future.

I am grateful to see how much the oikos Vienna team has grown even during the "lock-down" and I am thankful to have been surrounded by so many motivated and inspiring people during the last year. Thank you for being a part of our oikos family!

Monika Bucha
President, oikos Vienna

2 oikos international

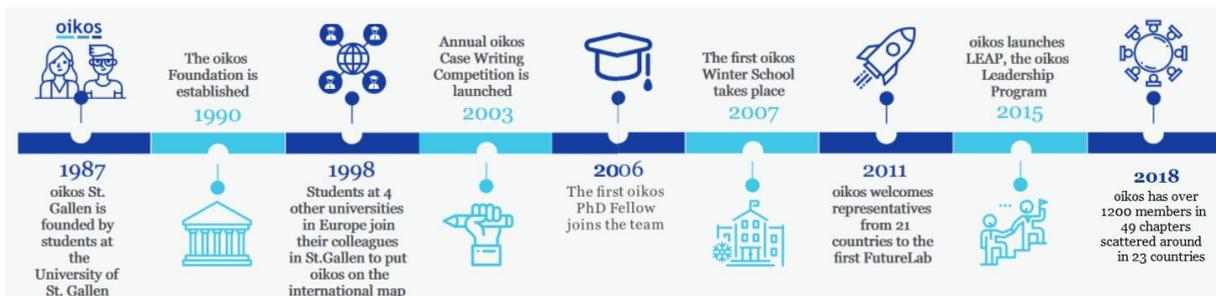
2.1 Background

oikos international is a student-driven organization for sustainability in economics and management. Founded in 1987 in St. Gallen, the oikos network today empowers leaders to drive change towards sustainability worldwide.

The oikos international program embeds environmental and social perspectives in universities for economics and management around the world. It comprises conferences,

seminars, speeches, and other initiatives to transform teaching and research.

Currently there are 49 oikos chapters registered. oikos international is supported by a global community of alumni, advisors, faculty, and partners, as well as a professional team based in Switzerland. However, the heart of the international organization are its student members who turn ideas into action.



2.2 LEAP Program

In October 2019, oikos Vienna members Kathrin, Monika and Sophie decided to attend the oikos LEAP (Leadership Program) Meeting in October 2019, taking the night train from Vienna to the beautiful village of Leysin, situated in the Swiss Alps. More than 60 participants from different countries joined spending one week together becoming more responsible and sustainable decision makers.

After the on-site meeting, most of the participants decided to also join the LEAP Advanced Track, an intense, nine-month long development program which is accompanied by a handful of professional life-coaches who talk to you online. This journey challenges participants to face the most daring questions in life: What are my values? What is my purpose? Why do I take certain actions and not others?



Kathrin (oikos Vienna)

“LEAP gave me inspiration and enabled me to start a journey of purpose. I became a better communicator, I judge less, I am more grateful, open and at peace with myself than ever before. I understand that only by truly being content with ourselves, we can actually treat other people well. Thus, this self-discovery program was so essential to help us, participants, become responsible leaders.”



2.3 FutureLab

For oikos members Kathrin, Monika and Sophie it was evident that they would not miss the opportunity to join the FutureLab in 2019. Therefore, they booked a train from Leysin to Geneva and ended their LEAP-journey with a 2-day conference titled "Act Together for Sustainability".

The main goal of the FutureLab is to bring together the oikos community and strengthen actions for integrating sustainability in economics and management curricula. To avoid making oikos members travel to Switzerland twice, the FutureLab takes place right after the LEAP Meeting.



2.4 Chapter Days

In April 2020, the oikos international Chapter Days offered more than 45 oikos chapters a space to exchange and learn from each other. This year, oikos Vienna chapter members got inspired by other chapter-projects, shared their

own project experience, talked about possible collaborations and developed their skills in different fields such as marketing, recruiting, sponsoring and funding, teambuilding, strategy and so forth - all via ZOOM!



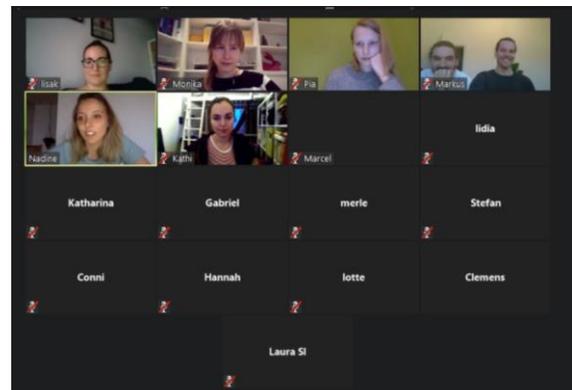
3 oikos Vienna

3.1 Internal events

3.1.1 Semester Openings

In October 2019, oikos Vienna hosted its traditional Semester Opening in the WU Entrepreneurship Center. There, interested students got the chance to learn more about oikos Vienna and its projects as well as to meet like-minded students. During a break, we enjoyed delicious (vegan) food purchased at Food Point, a Viennese social market that gives food a "second chance". Finally, we had a little keynote by a representative of the Austrian "Klimavolksbegehren" (climate referendum).

Beginning of March 2020 everything was ready for our second Semester Opening to take place in the LC Clubroom of WU - until a worldwide pandemic hit us. Nevertheless, we decided to make the Semester Opening happen via ZOOM. It turned out that this call not only opened the door to an interesting research project for oikos Vienna (see section 3.3.3.2.) but also attracted many students who did feel the urge to engage in a student organization during the lock-down!



3.1.2 Regulars' tables

During the winter semester 2019/20, we regularly met for a drink in the NGO Café Dirt Water in 1070 Vienna. We did not only choose this bar because of its cosy atmosphere, but also because 100% of its profits would go into drink water projects.

Moreover, there was a "Fair-Teiler" in the bar, a public refrigerator where people could deposit food they cannot eat up and freely take out whatever they find there. This unique concept simply made us fall in love with the café/bar.



3.1.3 Netzwerk-n coaching

In January 2020 Jakob and Ludwig, two German coaches from netzwerk-n, stayed a weekend in Vienna and supported oikos Vienna in developing its organizational strategy. Together, we set up a common vision for oikos, put a clear focus on our needs and

elaborated future projects. What became evident during the coaching was, that we want to focus more on the good vibes and fun part in our organization in the future. And we had some good ideas on how to do this (see section 3.2.)



3.2 Good Vibes

3.2.1 Christmas Party

This year, our traditional oikos Vienna Christmas Party took place in the NGO Café Dirt Water where we invited our members to delicious vegan curry and self-made cookies. To make the evening even more memorable, we prepared an interesting Pub Quiz on "sustainability" and asked our members to participate in "Schrottwichteln", a traditional Christmas game where everyone is asked to bring one thing he or she does not need anymore and to swap it with another person.



3.2.2 Team-Building

After the netzwerk-n coaching weekend our members were eager to organize a team-building event together with oikos Graz. Unfortunately, it was not possible to realize the ideas in spring 2020. However, we are optimistic that we will manage to realize a memorable team-building event soon and will keep our ideas until then!

3.2.3 What animal are you?

Our internal oikos meetings are characterized by little check-ins and check-outs. One example of a check-in would be: *"What animal do you feel like today and why?"* Like this, we want to give our members the opportunity to get to know each other on a different level and to foster self-awareness.

During the insecure times in spring our Head of Good Vibes, Kathrin, organized an online meditation session for our members. Even though it was the first time for many of us to meditate "online" and some of us had to get used to it, the feedback of our members was more than positive.

Also, our members took the famous "16personalities test" and shared their results with each other during one online meeting - this was a delight insight to our different personalities and a welcomed distraction to the ordinary "lock-down" talks.

In April 2020, oikos international organized an expert talk titled "Wellbeing for Social Change" with Prof. Katherine Milligan. Thee, she shared her research on the connection between wellbeing and self-inquiry and inspired us to take away practical, specific actions we can easily implement to improve our sense of wellbeing and to maintain our resilience in stressful times.

3.3 Projects

3.3.1 oikos curricula

The business world is changing rapidly and many international organizations, business firms and governments show a trend of increasing demand for students and graduates equipped with knowledge on sustainability.

To meet this demand, we need to bring traditional education and sustainability aspects together in order to give students a comprehensive view on challenges the world faces today and will face in the near future.

Hence, our mission is to develop already existing subjects and teaching in general towards social and environmental sustainability at WU Vienna. To reach this goal, we met with the vice rector of WU in January 2020.

After the meeting, we got the opportunity to design a concept for WU and hence elaborated a first draft on

how to implement the SDGs in one of the big introductory seminars at WU, using the Learn@WU online platform.

The fast and professional creation of this concept would not have been possible without the constructive feedback of our Advisory Board member Dr. Karin Dobernig, Dr. Milda Zilinskaite, Laura Bauer and Dorian Aigner from the WU Competence Center for Sustainability and Responsible Transformation (STaR).

The oikos curricula team consists of four members (Carl, Lara, Liliia and Georg) and was formed during the COVID-19 lock-down in April. This proves that productive and fast work can very well be possible, even if the team has never met in person! We are eager to implement our first concept next semester and – after a positive feedback – to gradually expand to other subjects from there on.



3.3.2 oikos impact

3.3.2.1 EcoMap

The EcoMap is a virtual map that indicates ethical and ecological sustainable shops in Vienna and other European cities. In order to be listed on the EcoMap, stores must fill in a standardized questionnaire, called the EcoScore, which will allow us to rate their "sustainability impact". The scoring method is currently being further developed in order to create an internationally verified indicator of sustainability. Furthermore, a re-designed Ecomap homepage is about to be launched soon - stay tuned!



3.3.2.2 WU & BOKU on Ecosia

ECOSIA is a search engine that donates most of its profits to NGOs which focus on reforestation. WU and BOKU on ECOSIA are two initiatives recently launched by oikos member Marcel and BOKU-student Jakob. The aim is to encourage university students and staff to use ECOSIA as search engine and to compare the score. If you also want to plant trees in the name of your university go on our website where you will find the relevant links.



3.3.2.3 helfen.wien

helfen.wien was a "pop-up" initiative launched by oikos members Max, Markus and Nadine in March 2020. It helped start-ups and little shops in Vienna through the financially difficult times of COVID-19. The platform offered consumers the possibility to easily buy gift-vouchers from their favourite Viennese bar, restaurant, theatre and more.



3.3.3 oikos knowing

3.3.3.1 Public events



Nov. 19

oikos Vienna expert talk
Purpose Economy & Sustainable Finance
Elisabeth Müller (ESG+ GmbH)



Dec. 19

oikos Vienna & ÖH WU Movie Night (E)
The True Cost

Dec. 19

oikos Vienna DIY Workshop
Christmas-Special



Jan. 20

oikos Vienna & oikos Graz expert talk
The Future of Banking (E)
Caspar Wehrhahn (tomorrow)
Fritz Fessler (Gen. für Gemeinwohl)

oikos Vienna & oikos Graz expert talk
Sustainable Tourism
Leon Rösler (Schau auf's Land)
G. Gruber and M. Handler (Weltweitwandern)

Apr. 20

oikos Vienna & oikos Graz expert talk
Can you sue for a better future? (E)
Gregor Schamschula (ÖKOBÜRO)

May 20

oikos Vienna & oikos Graz expert talk
Wozu arbeiten und wenn ja, wie viel?
Fritz Hinterberger (SERI; Club of Rome)

June 20

We tried to get something positive out of the lock-down and thus decided to cooperate more with oikos Graz by using the technology available.



3.3.3.2 FWF research project

In May 2020, oikos Vienna has become an official partner of the FWF #ConnectingMinds research project. Under the lead of a young and motivated PhD student from Greece, the research question focuses on the definition of the "common good". Other partners are among others Die Gemeinwohl-Ökonomie (GWÖ) and Fridays for Future Austria. By September 2020 we will know whether this international research proposal will receive the funding.

3.4 Public relations

3.4.1.1 Instagram

Under the head of Pia, the oikos Vienna marketing-team went with the flow and kept the oikos Vienna instagram appearance innovative and diverse. While "Movie Monday", "Fridays Favourite" and "Sustainable Saturday" have already been on the agenda for a while, MimiMittwoch is a completely new rubric published every

3.3.4 WU SDG-Day

The 7th WU SDG-Day (former known as WU Sustainability Day) was supposed to take place on 19 May 2020, however, due to COVID-19, it was postponed to a later date in December. Together with the Umweltreferat of the ÖH WU, the Ökosoziales Studierendenforum (ÖSSFÖ) and Students for Future WU (SFF WU) we have already gathered many good ideas such as a "green career-fair" and an "SDG-tour" through campus. We hope to implement them very soon!

Wednesday. It evolved during the Corona lock-down and aims to combat dullness at home. With tips on what to do in order to stay mentally healthy during insecure times, MimiMittwoch offers some great tips and distraction – which, by the way, can also be applied without a mandatory Corona lock-down!



3.4.1.2 Making a difference (online)

The oikos Vienna marketing team put a lot of effort in "making a difference" and convincing oikos Vienna members to participate in various (online) strikes, petitions, and initiatives during the last year. One of them was the initiative called #mymoneymyplanet, launched in spring 2020. Its goal is to motivate as many people as possible to ask their bank where it invests its capital and hence raise awareness.

Another initiative called "Wirtschaft Neu Leben" (translated: live economics differently) aims to show the world, that there are many (like-minded) people out there, dreaming of a different economic system. By using our oikos Vienna YouTube channel, we spread the word by sharing self-made videos with exactly this message; from

other organizations but also our own ones.

Finally, oikos Vienna participated in the regular worldwide strikes for climate, organized by Fridays for Future. While the strikes in 2019 were still conducted physically, the ones in 2020 had to be cancelled due to Corona. However, we continued to "make a difference" and joined the big #Netzstreik fürs Klima strikes online, launched by Fridays for Future Austria.

Besides the initiatives just mentioned above, we also supported many other projects by spreading the word through social media and our monthly newsletter, such as "CO2 must go" and the Austrian "Klimavolksbegehren" (climate referendum), to name a few.



3.4.1.3 oikos Blog

During 2019/20, the oikos Vienna-blog was filled with many different blog entries, one of them summarizing an online talk by Naomi Klein on the current social situation with COVID-19 in the USA, another one presenting a personal report about sustainable travelling, and many more.



3.5 Networking

GE Action Leader Training

The Generation Earth Action Leader Training is a 10-month training that aims to support, train, and develop an international network of engaged youth who are motivated to get active. This year, former oikos Vienna-president Helene participated as a coach and held a workshop about "leadership skills".

Campus Life Event

The Campus Life Event offers student organizations a stage on WU to present their work and to acquire new members. This year, oikos members Kathrin and Pia convinced interested students with their charming smile and with stylish oikos-stickers to join our organization. At the same time, they got in touch with representatives of other student organizations and thus enlarged our network on WU campus.

LCOY Conference

The annual Local Conference of Youth Austria brings together actors from science, youth, NGOs, business, and politics, offers workshops on different sustainability topics and fosters critical thinking. This year, oikos members Christina and Monika talked about their work at oikos Vienna. Moreover, former oikos Vienna president Helena held a workshop on "decision making strategies". In the end, they all enjoyed delicious vegan food which has been saved from being wasted by "foodsharing".

Aug. 19



Oct. 19



Nov. 19



 Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie

Jan. 20

"Economics in Transition" Partner Meeting

The "Economics in Transformation"-partner meeting regularly welcomes different stakeholders from science, business, and society to the Austrian ministry for environment (BMKUEMIT) to talk about the future of Austria's economic (de)growth. Monika represented oikos Vienna on-site, got more input on the European Green Deal and got to know many potentially interesting partners for oikos Vienna, among others the vice-president of the Austrian Club of Rome Chapter. Dr. Karin Dobernig, member of the oikos Vienna Advisory Board, was present as well.

Nov. 19

BMKUEMIT Workshop

The Austrian ministry for environment (BMKUEMIT) held a workshop titled "models of consumption in transition" and welcomed many different stakeholders, among others the founder of the vegan burger store "Swing Kitchen", the founder of the sustainable online shopping platform "beeanco", and Dr. Renate Hübner, sustainability researcher at the Alpen Adria University. There, oikos Vienna members Stefanie and Monika participated in workshops and networked with some interesting partners.

all year

WU Green Buddies Meetings

The WU Green Buddies Meetings are particularly suitable for interested WU-employees and -students who want to contribute to environmental protection at WU and who would like to act as an interface and motivator for environmental issues. Several oikos Vienna members regularly attended those meetings in 2019/20 and brainstormed on how to improve the status quo.

Nov. 19

ASRA Gala

Every year, the Austrian Chamber of Tax Consultants and Accountants awards businesses the "Austrian Sustainability Reporting Award" (ASRA) for the best sustainability reports. This year, the winners were nominated during a Gala in Palais Wertheim. There, oikos members Max, Markus, Jasmo, Patrick and Monika represented oikos Vienna at the "Future Lounge of the Youth" and talked about the empowerment of future leaders towards a more holistic thinking. Surrounded by renowned companies, NGOs and start-ups, this event was a good opportunity to expand oikos Vienna's network.

3.6 Novelties

3.6.1 Advisory Board

We are happy to announce that in spring 2020, three oikos Vienna Alumnae decided to join our marvellous Advisory Board which until then consisted of Dr. Karin Dobernig, Univ. Prof. Dr. Sigrid Stagl and MMag. Julia Fessler. Since the new members Julia Weber, MSc; Manuela Bigler, MA and Astrid Bonk, MA were active

members of oikos Vienna in the past, they know the structure and history of our organization very well and can therefore support us on the highest level. We want to seize this opportunity to thank our Advisory Board for the past support and are very much looking forward to a productive collaboration in the future.



Dr. Karin Dobernig
Research Associate Post-Doc
Institute for Ecological Economics, WU Vienna



Univ. Prof. Dr. Sigrid Stagl
Founder of the WU Vienna Institute for Ecological
Economics



MMag. Julia Fessler
Climate Change und Corporate Responsibility
expert, Managerin Sustainability Services
PwC



Julia Weber, MSc
Innovation Manager
ÖBB - Austrian Federal Railways



Manuela Bigler, MA
Environmental Management Systems and
Sustainable Development Expert
Umweltbundesamt - Environment Agency Austria



Astrid Bonk, MA
Member Experience Lead
the female factor - the community for (future)
female leaders

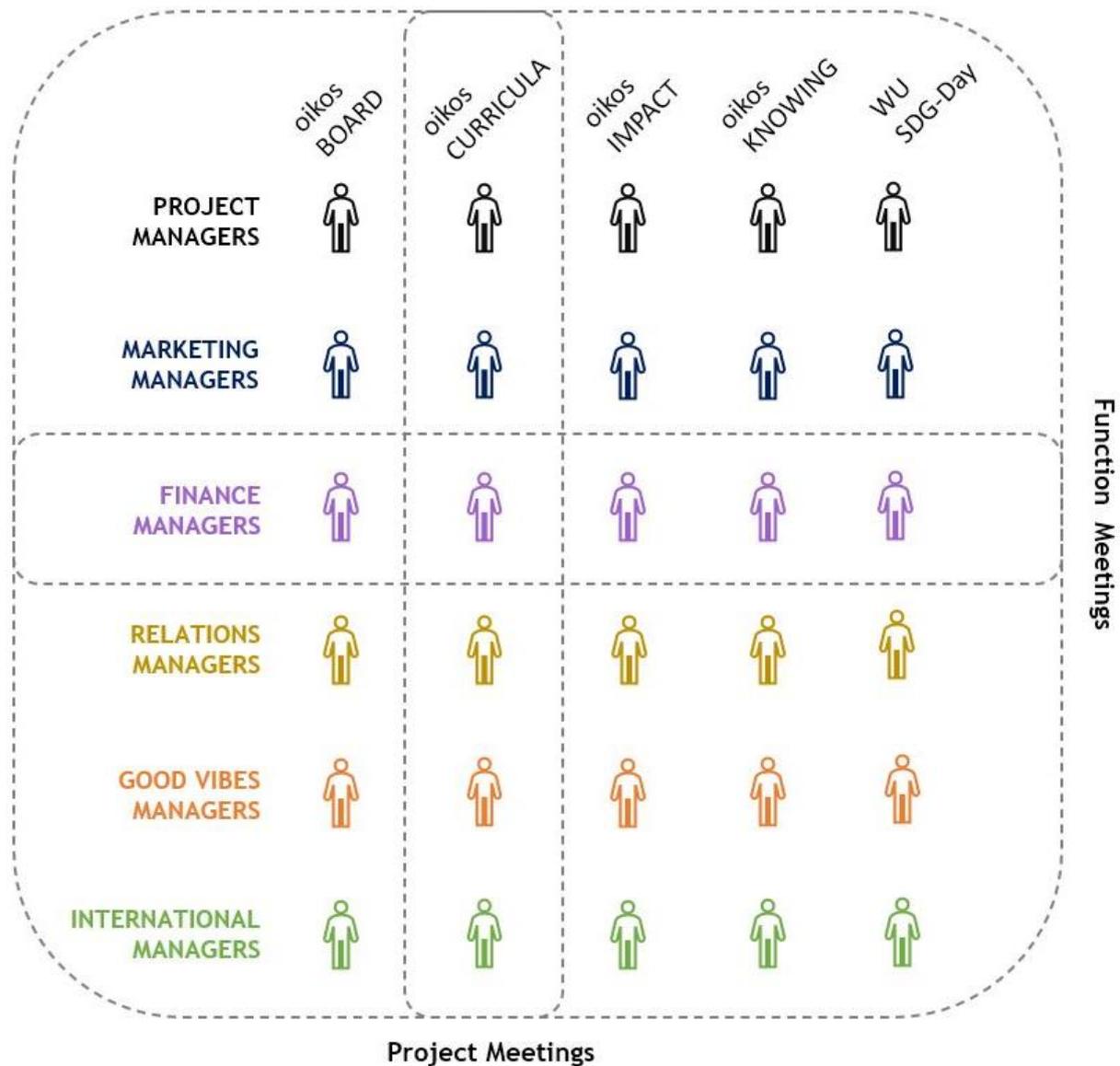
3.6.2 Website

In spring 2020, we seized the "lock-down" in order to build up a completely new oikos Vienna website (www.oikosvienna.at) and thereby increase our visibility among students but also among potential partners and stakeholders. Why not take a look?

3.6.3 Team structure

In spring 2020, we decided to try out a different team structure (see matrix below) which aims to guarantee a balanced division of tasks within oikos Vienna.

The non-hierarchical matrix is quite flexible and allows our members to try themselves out in different positions; even simply as "helping hand"!



3.6.4 Newsletter

Thanks to our Head of International, Liliia, our traditional oikos Vienna newsletter is now also available in English language. This is also due to the fact that we want to offer international students the opportunity to get involved and join our team.



Use the QR-Code to subscribe for
our monthly newsletter, our visit
our website www.oikosvienna.at