



oikos St. Gallen – Theory of Change

oikos is the home for sustainable initiatives



About oikos

oikos St. Gallen operates 12 projects & platforms within various spheres taking into account the environmental, social and economic dimensions of sustainability. With our community of over 130 active members we aim for a change in business and economics, purposed for a sustainable world. With our values of transparency, responsibility and respect close at heart, our legally independent and tax-expemted NPO has achieved many successes since our creation in 1970. oikos St. Gallen always strives for innovation in achieving our goals: sharing knowledge and direct impact.

Our Vision

oikos St. Gallen aims for change in business and economics, purposed for a sustainable world.

Our Mission

Be informed. Get involved. **Make a difference.**

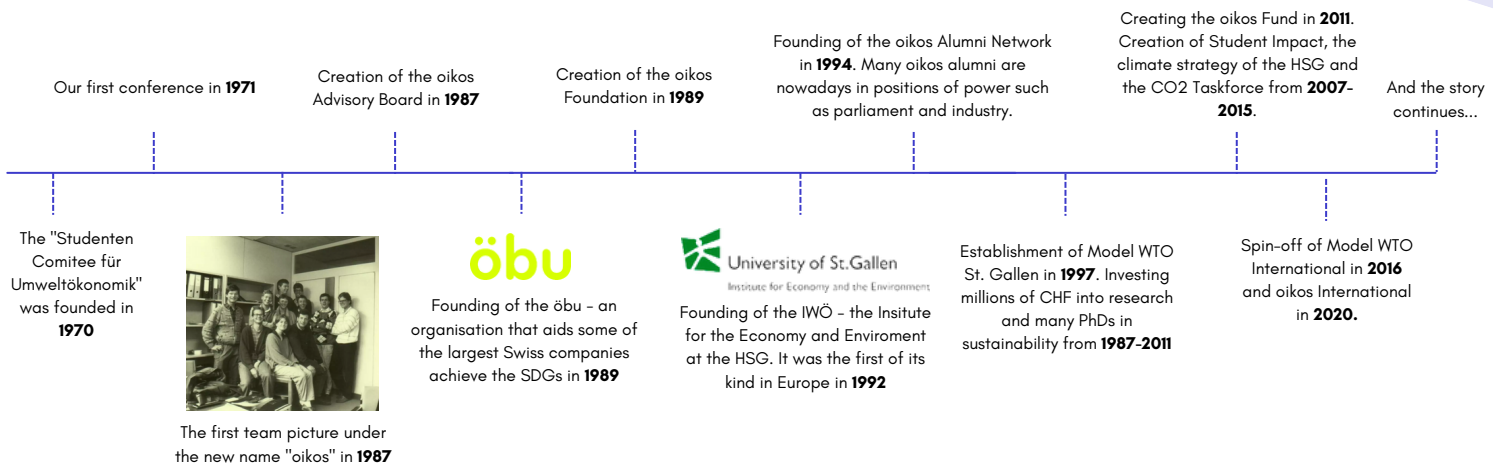
Our Goals

Sharing Knowledge
Direct Impact

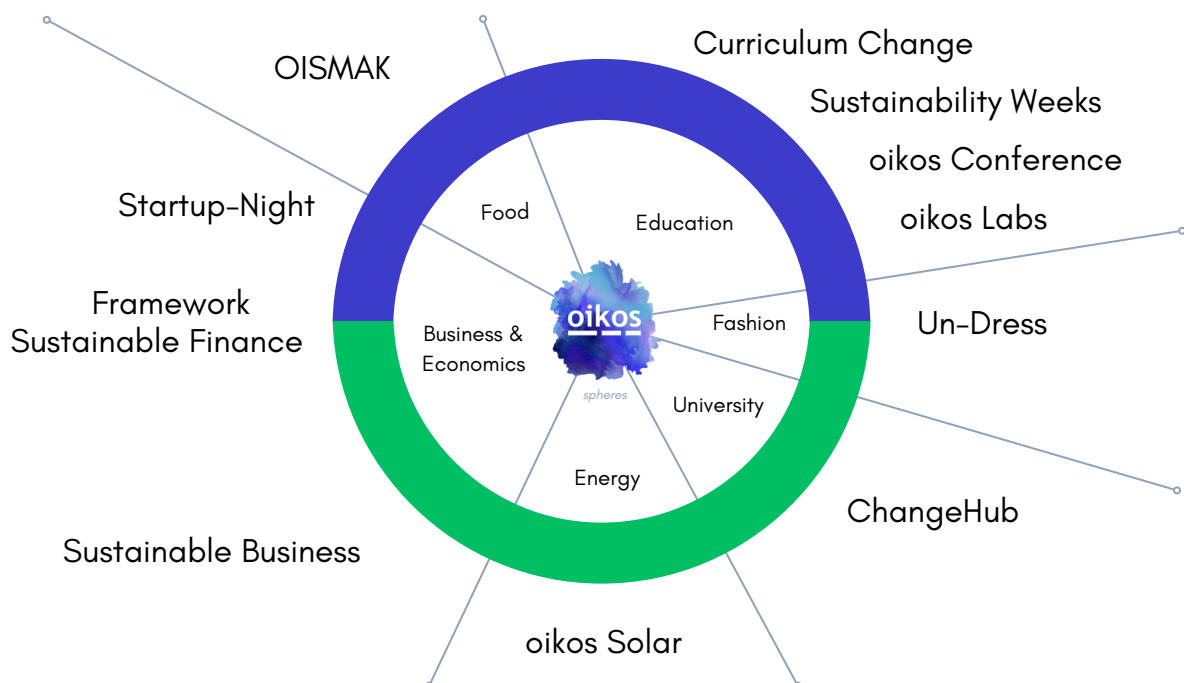
Our 5 Key Guiding Principles

1. That climate action is necessary and essential for the survival of mankind.
2. That the current economic system must not be replaced, but improved.
3. That the economy and ecology aren't opposites. With a long-term view, they are actually analogous.
4. Active climate protection needs entrepreneurial thinking.
5. Protecting the climate means taking on responsibility.

Timeline and Successes



oikos' Goals, Initiatives & Spheres



Above: our Projects & Platforms sorted by the spheres they operate in, and the main goals they acomplish. Many Projects & Platforms achieve both goals, but choose to focus on one. Sharing Knowledge has an in-direct impact, while direct impact is measurable and quanifiable.



	Problem <small>(Changes require a change in statutes)</small>	Strategic Objective <small>(Changes require a change in statutes)</small>	Output (2023) <small>(Updated yearly)</small>	Impact Measurement <small>(Coordinated with the Impact Report Team)</small>
oikos Board	Great Swiss sustainable ideas don't get the chance to realise their full potential	We provide expertise, structure, oversight, overarching strategy, and funding to viable & sustainable ideas.	The oikos Board & its Projects & Platforms	In-direct: Reputation of oikos as a whole and other metrics Direct: measurable successes of oikos' initiatives
oikos Conference	Eastern Switzerland needs a forum for industry and commerce to exchange with research and academia	Organise a conference that facilitates scientific and business exchange, and promotes progress in all areas	The oikos Conference 2023	In-direct: Event metrics
oikos Labs	There's a lack of practical understanding in the population of the scope of the threat of climate change & other economic and societal issues	Convey practical approaches to sustainability to the Swiss population	oikos Labs 2023	In-direct: Event metrics
oikos Solar	Switzerland needs to decarbonise and increase its electricity production	Advance sustainable energy where its most effective in Switzerland	Solar panels on every possible & efficient suitable roof in Switzerland	Direct: Green energy produced (MWh/MWp)
ChangeHub	The university aims to have a sustainable impact, but there is still a lot of potential in the areas of direct action, awareness, collaboration, and alignment	Provide collaborative infrastructure that contributes to active knowledge creation and concrete action points towards a more sustainable university ecosystem	Solar panels on campus, Ecosystem Navigator, HappyHoodie, female hygiene products, more sustainable mensa and food concept, Kooky and waste management infrastructure	Direct: Solar panels (kWp), female hygiene products (articles used), Kooky & waste management Infrastructure (usage), HappyHoodie In-direct: Ecosystem Navigator, new mensa menu
Curriculum Change	The education system is not incorporating sustainability enough in the curriculum taught	Promote a change towards an up-to-date understanding of sustainability in curriculum	Launch the Sustainability Curriculum Lab, Launch the Critique of Capitalism Course, Sustainability Rating Biddit (SHSG)	In-direct: Professors consulted & participants in modified courses, Course participants in the Critique of Capitalism, Reviews given & users on Biddit
Framework	Event planning & execution often has sustainability as an afterthought	Provide and promote a framework for more sustainable event planning	Framework Consulting	Direct: Concrete implemented measures attributable to Framework In-direct: Event metrics of Framework events
OISMAK	Food is the single largest producer of pollution in Switzerland	Promote sustainable eating	Website & social media for recipes, hardcover coffee-table book, cooking events	Direct: Total recipes cooked, amount of CO2 compensated In-direct: Books sold, cooking events
Startup-Night	Students have too little interest and access to the world of sustainable start-ups	Inform and connect students to sustainable start-ups	Start-up Night (Speaker, Panel Discussions)	In-direct: Event metrics
Sustainable Business	Larger companies must adapt to incorporate sustainability into their business plans, and cut down on their pollution	Consult industries to adapt their business plans to cut down emissions and incorporate sustainability in a broad sense	Consulting companies on how to be more sustainable, and then implementing the proposals	Direct: Evaluation of measures taken due to project's proposals In-direct: Dependent on the measure
Sustainable Finance	Investments by private people and companies are often not efficiently and sustainably invested	Promote sustainable investing	HSG Sustainable Finance Course FS24, Guerilla Campaign calling out non-sustainable banks & funds	In-direct: Course participants Direct: Money reallocated
Sustainability Weeks	Lack of awareness within student bodies & the general population for climate topics	A week with education about sustainability	The Sustainability Weeks 2023	In-direct: Event metrics
Un-Dress	Fast fashion is a major contributing factor to environmental and social issues	Promote sustainable fashion	UND Show 2023, web-store, awareness events	Direct: Revenue from store In-direct: Show & awareness event metrics