



oikos St. Gallen – Theory of Change

oikos is the home for sustainable initiatives



About oikos

oikos St. Gallen operates 11 projects & platforms within various spheres taking into account the environmental, social and economic dimensions of sustainability. With our community of over 160 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-exempted 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.**

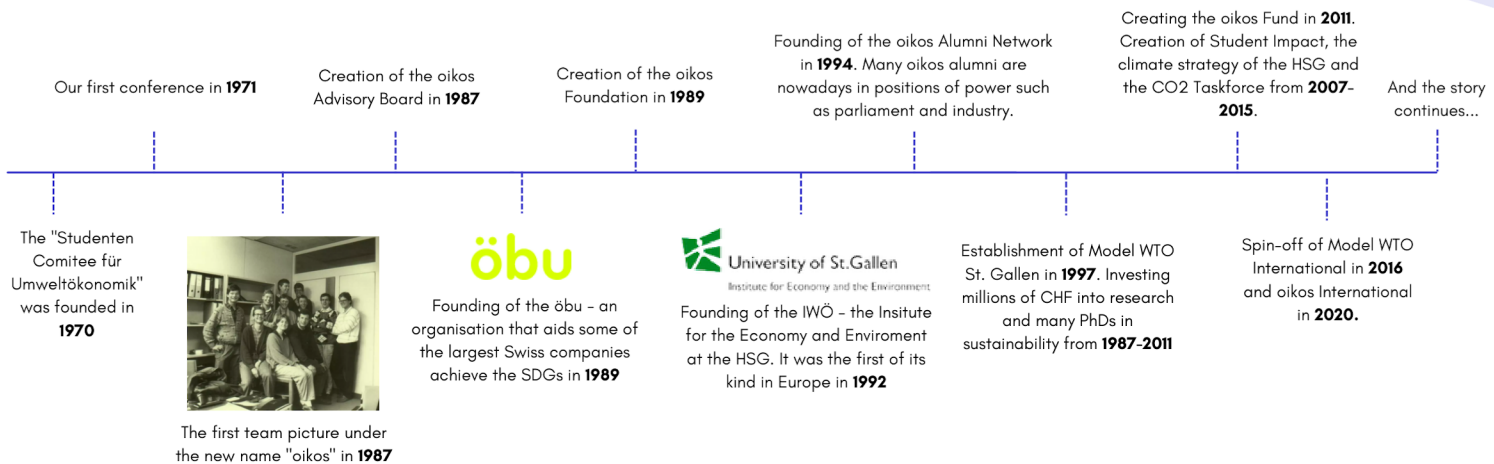
Our Goals

Sharing Knowledge
Direct Impact

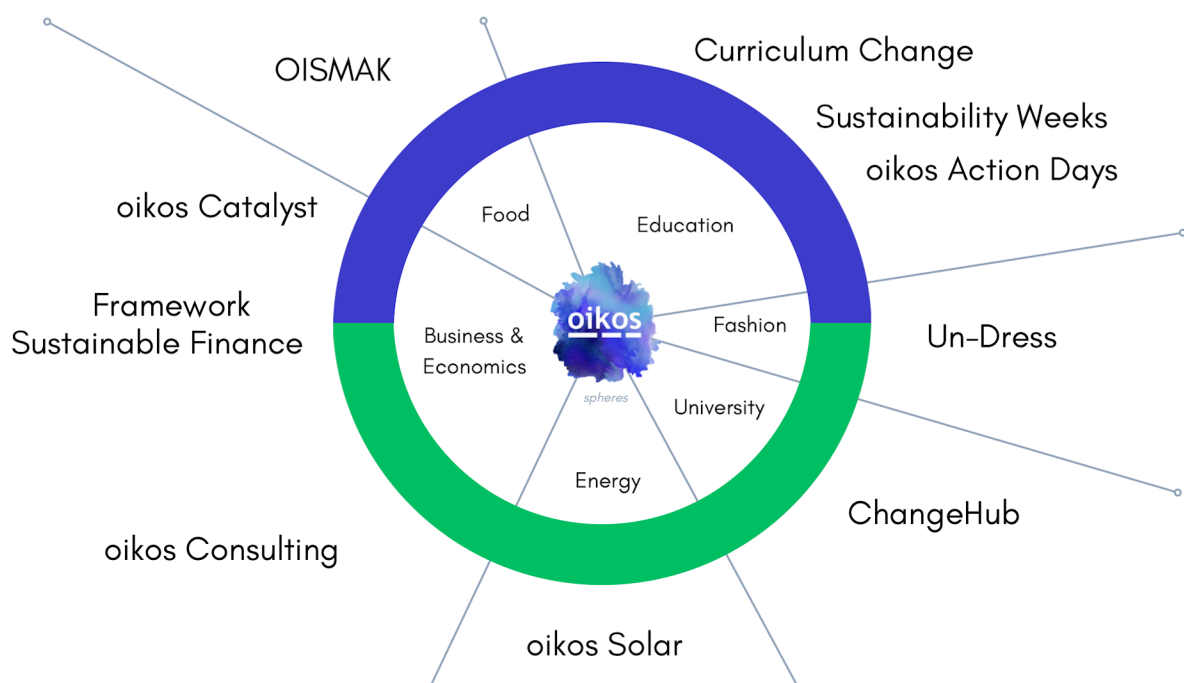
Our 5 Key Guiding Principles

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 accomplish. 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 quantifiable.

	Problem (Changes require a change in statutes)	Strategic Objective (Changes require a change in statutes)	Output (2024) (Updated yearly)	Impact Measurement (Coordinated with the Impact Report Team)
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 Action Days	There is a lack of hands-on action taken by individuals within Swiss society	Motivate individuals to effectuate hands-on sustainable change in Switzerland	oikos Action Days 2024: Multi-day series of sustainable events held off-campus	Direct: Tangible outcome from each event, number of participants In-direct: Event metrics
oikos Catalyst	Students have too little interest and access to the world of sustainable start-ups	Inform and connect students to sustainable start-ups	A pitching competition with a cash prize of 20'000 CHF, multiple angel investors, an expert jury and an audience of at least 50 people.	In-direct: Following up with the startups throughout the year after the event (and e.g., posting progress of selected startups on social medias).
oikos Consulting	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	1 project completed and 1 ongoing, increasing awareness of oikos Consulting in St. Gallen and Zürich, work on our USP and who oikos Consulting is, define internal guidelines	Direct: Project Milestones In-direct: Amount of contacts / pitch decks sent, followers on LinkedIn, internal workshops
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, sustainability corner with SHSG	Direct: Solar panels (kWp), female hygiene products (articles used) 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	Create a sustainability-related student survey in collaboration with WWF, reintroduce the Sustainability Curriculum Innovation Lab, launch the Critique of Capitalism course.	Direct: Number of professors successfully consulted. Having found a professor willing to teach and implement the new course Critique of Capitalism. In-direct: Having conducted the survey with WWF (respondents).
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, club feedback
OISMAK	Food is the single largest producer of pollution in Switzerland	Promote sustainable eating	Website & social media for recipes, develop oikos wine, 4 cooking events	Direct: Total recipes cooked, amount of CO2 compensated, wines sold In-direct: Cooking events
Sustainable Finance	Investments by private people and companies are often not efficiently and sustainably invested	Promote sustainable investing	Organise workshops, panel discussions and company visits. Publish interviews and establish a sustainable investment fund.	Direct: Money (re-)allocated to sustainable projects In-direct: Course participants, reach of publications.
Sustainability Week	Lack of awareness within student bodies & the general population for climate topics	A week with education about sustainability	The Sustainability Weeks 2024	In-direct: Event metrics
Un-Dress	Fast fashion is a major contributing factor to environmental and social issues	Promote sustainable fashion	UND Fashion Show 2024, Awareness events & workshops, Web e-commerce store, Alumni Network, Un-Dress Magazine	Direct: Revenue from e-commerce store and fashion show In-direct: Show & awareness events & workshop metrics, social media reach