

LETTER FOR CHANGE

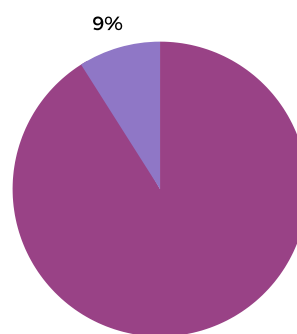
2020

CHANGE ON
CAMPUS



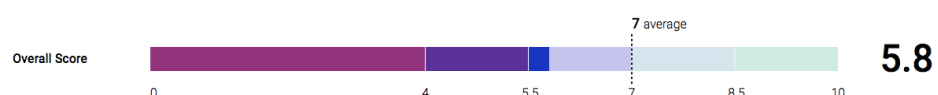
OIKOS CHANGE ON CAMPUS

Oikos is the leading student-driven organization for sustainability in economics and management at the University of St. Gallen, and we are reaching out to you with a proposal for an increase in lectures on sustainability in the core courses on assessment and bachelor studies level. We greatly believe that the University of St. Gallen should emphasize topics around sustainability more strongly in the curriculum of all studies for four reasons, which we will elaborate in the following paragraphs. First of all, the results of our large-scale survey among current students of the university conducted by oikos change on campus clearly shows demand for more sustainability from the side of the students.



91%₁ of the respondents consider sustainability to be important or even fundamental for a business school today. At the same time, only 13%₁would describe sustainability as a core competence of the University of St.Gallen. Consequently, 87%₁would like to see a stronger engagement in the field of sustainability on the part of the university.

Regarding the integration of sustainability into the core studies, 82%₁consider this to be of great importance. In addition, the integration of sustainability into the curriculum has been chosen to be the most important sustainability-related activity, from a wide-ranging selection of 28 topics. Secondly, in the most recent Positive Impact Rating,₂ the University of St. Gallen's performance UNISC was only considered "emerging" in the field of sustainability with a rating of 5.8/10.



In fact the University of St. Gallen did not even show up in the public report as only the ratings of the 30 best sustainable Universities are mentioned.

These results concern us as and we hope it will concern you as well. Indeed, it will have a lasting impact on the name and image of our university, not only in Switzerland but also outside the borders. It has to be assumed that current high school students (i.e., future students) worried by the current state of our society and economy will consider not only classic university rankings but also alternative ratings such as the Positive Impact Rating (PIR) in their choice regarding institutions for higher education. A poor result is thus likely to translate into lower student numbers on all levels in the future. Additionally, the University of St. Gallen is already lagging behind other leading Swiss universities in terms of responsible and sustainable management studies. For instance, many Universities have increased their sustainability courses offering in collaboration with B-Lab Academy³. Among them UNIGE, HEC Lausanne, Haute Ecole de Gestion de Genève, EPFL, ETH Zurich, HEG Fribourg, MBA International Organisations (UNIGE) et HEIG-VD.⁴

If the University of St. Gallen considers continuing calling itself a leading university setting global standards for teaching, amongst others, the university ought to catch up with its peers as quickly as possible. Conveniently, oikos change on campus already initiated discussions with B-lab in the context of this curriculum change project. After which they showed us their support and willingness to further collaborate. Lastly, as a signatory of the United Nations Principles for Responsible Management Education (UN PRME), the University of St. Gallen commits itself to "develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy"⁵. However, the survey results from PIR, as well as our own change on campus report, clearly lead us to the conclusion that the university is apparently not committed to the former in Assessment and Bachelor level studies. The current curricula of these levels fail to develop critical capabilities with regard to sustainable value generation. We acknowledge the fact that one lecture in the general business administration module on assessment level discusses business ethics, which also touches upon sustainability. Nevertheless, we are convinced that this is not enough. The University of St. Gallen has to act now. We understand that it is no easy task to implement changes in the core courses of assessment and bachelor level. Therefore, we would like to offer our passionate and dedicated energy in developing new solutions for the future – with sustainability as part of the core pillars of assessment and bachelor level. Thank you very much for your consideration. oikos team, supporters and collaborators thank you for taking the time to read our letter and encourage you to read further into the research mentioned through this letter. Below you will find the list of collaborators, associations and organizations that have read through the research and that have signed in support of this project. All hoping that the administration of our beloved university will do the same. We look forward to discussing further details in a personal meeting and are happy to collaborate with the university.

Best regards,



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Project Head - Change on campus

and change on campus team composed of Samuel Halter, Henrik Hopmann, Juliette le Roy, Joel Weiss and Richard Hombach.



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5. University of Saint Gallen. (2020) Retrieved from https://nachhaltigkeit.unisg.ch/en/kontext/un_prme

Appendix 1:

from Positive impact Rating for Business Schools. (First Edition 2020). HSG Edition report not publicly released. Contact change on campus for full report.

