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LETTER FROM THE EDITOR

Living in a world that more and more urgently demands for us to change inspired the theme of this issue. If we are to sustain within the planetary boundaries and avoid hot house earth, we need to change our attitudes, actions, approach and way of living. How to come about this change can seem like a daunting task, like an insurmountable undertaking and hopelessly difficult. Part of this can be the fear of change itself, of what it will include, and if change implies progress or disruption.

The fear of the uncertainty that change implicate can hold us back. The lack of understanding of the urgency for change can too. But understanding change, how to bring it about and how to use it is absolutely vital if we want to better ourselves and stay on this earth. Let's not fear change, but rather let it inspire us and start viewing it as an opportunity to improve ourselves and the world around us.

In this issue, different aspect of change is investigated. There are interviews examining what change has actually taken place, articles looking into what change is needed and columns looking closer at what our attitudes towards change can be. It is the Minimax editorial team of 2018/2019's hope and aspiration to evoke thoughts about change, reflections about what is needed from us, and understanding of how we can work to bring about change, in each and every reader. We do hope you find hope, reassurance, inspiration and the strength to face change head on, in the pages that follow.



FILIPPA HÖGLING
Editor-in-chief 18/19

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2018 / 2019

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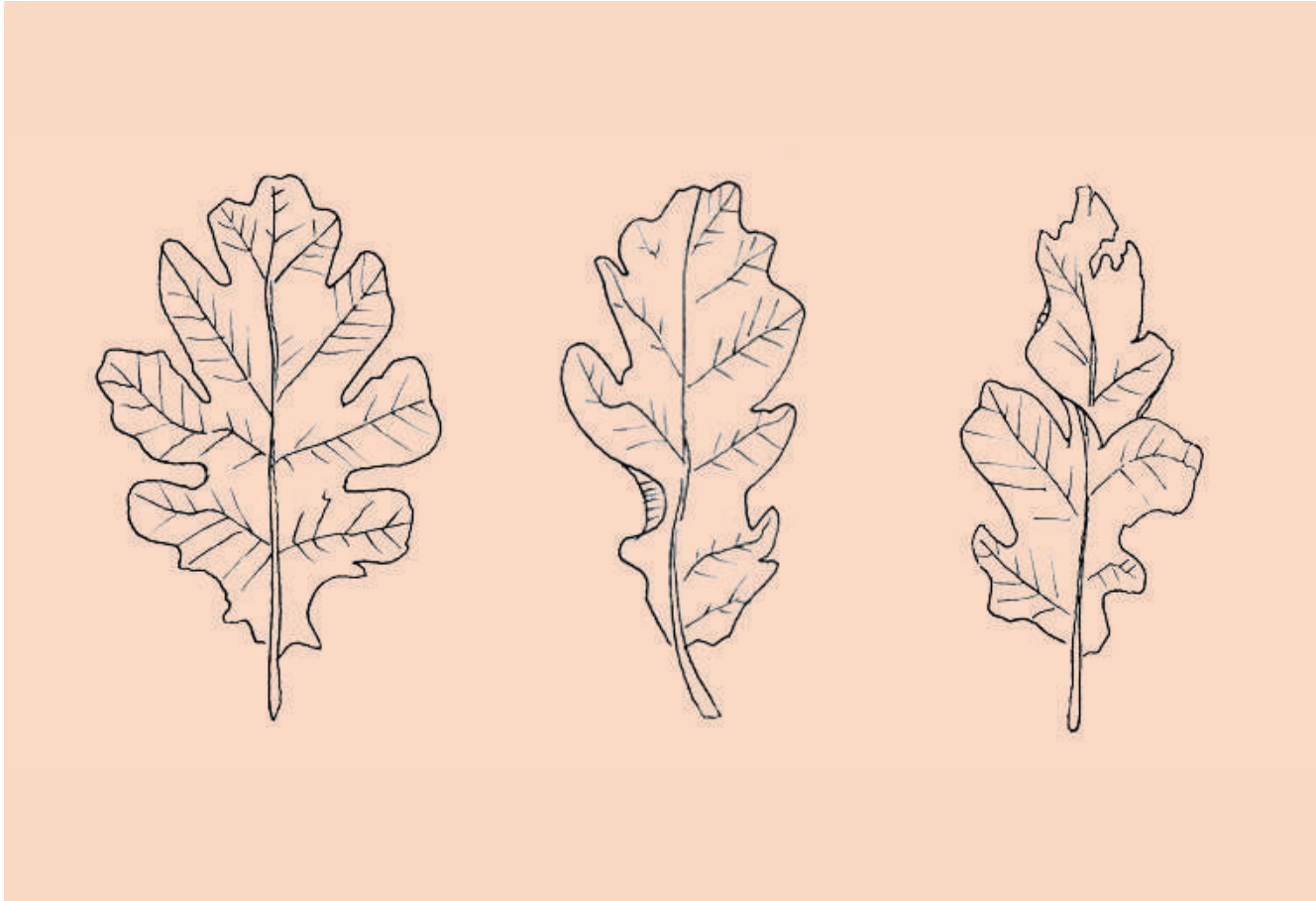


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ATTITUDE TOWARDS CHANGE

I have spent every single summer with my family in a small town called Farhult in the south of Sweden. It is where I learned to ride a bike, got to spend time with my family, and would play around in nature all day long. To me and my brother, it was paradise. Even as we grew older, we still associated it with the love, curiosity and freedom that only childhood can feel like. When I turned thirteen, our family decided to replace the old 19th-century cottage with a new, modern house. The new house was better in all aspects. It did not have water leaks in the roof, it was not cold and did not need a water heater. Even if this meant we could stay there for a longer period of time and be more comfortable, my brother and I never really felt the same way about going to Farhult after that. In a way, our childhood was in that cottage, and replacing it just felt wrong.

I have always been quite nostalgic, dramatic even. I cannot help but getting emotional at events like graduations, birthdays, Christmas, (and don't even get me started on New Year's Eve). There is just something about that moment when you realize that life is about to take a new path, and you are right in the middle of the crossroad, knowing that what once was, will never be again. It is exciting, but also terrifying. I find myself looking at the people around me, wondering if they, too, are trying to hold back the tears as much as I am. Some of my friends and family members feel the same way, while others find it dramatic or have not really thought about their attitude towards change at all. "It is a natural part of life". But even if it is not something you think about, you still have your own way of dealing with change - creating the foundation for your way of acting.

It may be something minor, like wearing that piece of clothing that is not really what you usually wear, or something bigger such as an opportunity to travel somewhere you have never been before. Is the idea of change a challenge? An opportunity for development? Or an uncertainty that should be approached cautiously? Sometimes we look for change, almost desperately. Other times we are more comforted by, and feel content with what we already know.

TEXT // LINN CERVELL
DESIGN // HANNA KOPELMAN

The effects of our different attitudes towards change might also be applicable to our strive for personal, societal, and global progress since change does not only imply inevitable changes, but also potential ones. A more change-perceptible person might be more willing to address these potential developments, and could perhaps be more suitable for certain types of careers and titles. Differences in how change-perceptible societies are might also be a factor that determines not only their progress but also their community.

Of course, it is also about having different values and preferences for what should in fact change, but the general attitude, one way or the other, might be able to extend the explanation to why people live their lives so differently. Could it be explained by neuroscience? By the brain's ability to create new synapses? Does it have something to do with having a so called "fixed" or "growth" mindset, or is it just a personality thing?

Dividing people into strictly "changers" or "remainers" is probably impossible, and I don't necessarily think one is better than the other. But you probably tend to lean towards one or the other, more or less. And perhaps knowing your own attitude, might tell you something about the way you, and the people around you, face life.

Now when I head down to Skåne and the "new" Farhult, I have other memories to arrive to. New becomes old, as inevitably as time passing and the seasons changing. But when fall slowly makes room for winter, it is almost impossible not to think about how the sunlit leaves on their branches will soon lie on the ground in piles of brown, soggy mush. That they are only golden for so long, and the sun will only shine for so long. Winter will come again, just as certain as the advent calendar, Christmas, and New Year's Eve. And that is beautiful too. Still, it just isn't quite the same, is it?

But it has happened before, and it will happen again. It is a natural part of life, and I guess that is okay.

A portrait of Christina Knight, a woman with long dark hair and bangs, smiling warmly. She is wearing a dark teal blazer over a black top. The background is a textured, grey stone wall with a vertical crack or joint. The lighting is soft and natural, highlighting her features.

Name: Christina Knight

Title: Author, Creative Director, and communications agent. She runs UKnight, a communications agent “supporting change within the advertising and communications industry, with an emphasis on gender balance and more diversity.” She is also thankful for having grown up in a bilingual home and being able to identify with two countries and two cultures. It has given her the wisdom that there is always more than one way of looking at things.

CREATING CHANGE WITHIN THE MARKETING INDUSTRY

Christina Knight has worked within the communications industry for over 30 years and started out her career driven by a love of writing. She has worked as a Copywriter and Creative Director and knows the ins and outs of the industry. Furthermore, she has in different ways also been occupied with changing the structures within the communications industry. Knight carries a résumé filled with awards, accomplishments and titles, including that as an author as she has written not only one but two books about gender equality within the communications industry. Her most recent book “Not buying it” was written from an urge to give concrete advice to women on how to tackle the challenges women face when working in the industry, as well as a way to continue the change that the #Metoo movement contributed to. In this interview, she shares her view on what changes the communications industry is facing, how the industry has already changed, and how to move forward.

What is the biggest challenge the communications industry is currently facing?

“In my world, the biggest challenge is a question about relevance, where I feel- and I express just that in my books- that I am critical towards that the communications industry in its structure and how it recruits new talent. The industry does not reflect or represent the rest of society. To be clear- the communications industry is still very much dominated by men, it is mainly led by men, by white men, and there is a tendency that it is primarily made up of people from a certain socio-economic group.

“I teach a lot at Berghs School of Communications, amongst other places around Sweden, and regularly meet the people studying marketing- a rather a homogenous group. To me that is the biggest challenge. We have to broaden the recruitment and representation at advertising agencies. We need a workforce which better represents society, otherwise we cannot be relevant.

“How can we be relevant when we are primarily made up of white, middle-aged, middle-class people with a bunch of pre-conceptions about target audiences we do not fully understand?

“So, that is the biggest challenge and it is a question both about justice and enabling and making an entire industry available for more people who really are needed. However, it is not only a question of justice but also of profitability. Brands and companies will not survive if their communication is not relevant and interesting for their target audiences. So, I usually say it is both a question about equality and quality- the quality and communication has to improve and be relevant, otherwise brands and companies will simply not make it.”

My perception is that often when any form of sustainability is mentioned, it is conditioned on profitability. If sustainability is only in focus as long as it is profitable, I fear what will happen when it no longer is.

“I see your point, I believe the risk here is that we think very short-term. We live with quarterly updates and expectations on profitability right here and right now with fast growth. There is no way we can ensure we will be sustainable in the long run. We very much need a change in attitudes. We have a responsibility over time and it is only the long-term thinking that can be sustainable and profitable long term. If not, we will have wrecked this planet. Then there is nothing left. So, a large paradigm shift is needed. The company-quarterly-reports-mindset need to shift to a more long-term perspective in order to see that sustainable solutions are also the most profitable long term. But that is of course a huge change. It is challenging and won't happen overnight, it won't. But hopefully over time. More and more long-term and more and more sustainable.”

PORTRAIT | CHRISTINA KNIGHT

Can you see any change within the communications industry, either in the right or wrong direction? Is there any progress?

“Yes, definitely – more has happened and changed during these past five years than during the previous 27 years of my career. My first book ‘Mad Women’ came out in 2013 and I do not want to say that the book alone has brought about this change, but it was part of a trend and certainly contributed to it. I actually believe the timing of my book was perfect because the questions were up in the air. Since then we have seen a lot of proof that people get it, and that it is in this direction we need to evolve. We have seen it in the expressions of femvertising, ‘Like a girl’, ‘She’s a lady’, and all the campaigns which dramatize and represent in a new way what it means to be a woman, claim space and be empowered as a woman.

“If you are a bit cynical you could say that this is merely

“If you are a bit cynical you could say that this is merely ‘pink washing’”

‘pink washing’ and a result of the companies waking up to the fact that this is what attracts young women and that the advertising agencies have woken up to the fact that you can win a bunch of awards in Cannes if you compete with “Like a girl”-ish campaigns. There is of course a certain risk that this is an opportunistic activity, but I believe it’s more than that. The reason for my saying so is everything that happened with the #MeToo movement last year which has created a much wider consciousness around these issues. And even though these stories and reports have been extremely painful to take part of, they have done a tremendous job of clarifying and raising awareness. Not just within the advertising industry and not only in certain industries- but everywhere in society. Now we have to face this. We need a ‘take two’, a change in which structures and norms we build together and what behavior we accept and do not tolerate.

“So yes, I believe there is a much more powerful change taking place now than I have ever seen before and because of that I believe it is rather difficult for the trend to back-lash completely. We might have a bumpy road ahead and there can be occasional backlashes, especially considering the political climate, but I am still hopeful. We have come very far, with so much force, that it will be more difficult to turn back than ever before.”

What do you believe is the most important aspect of your book “Not Buying It”?

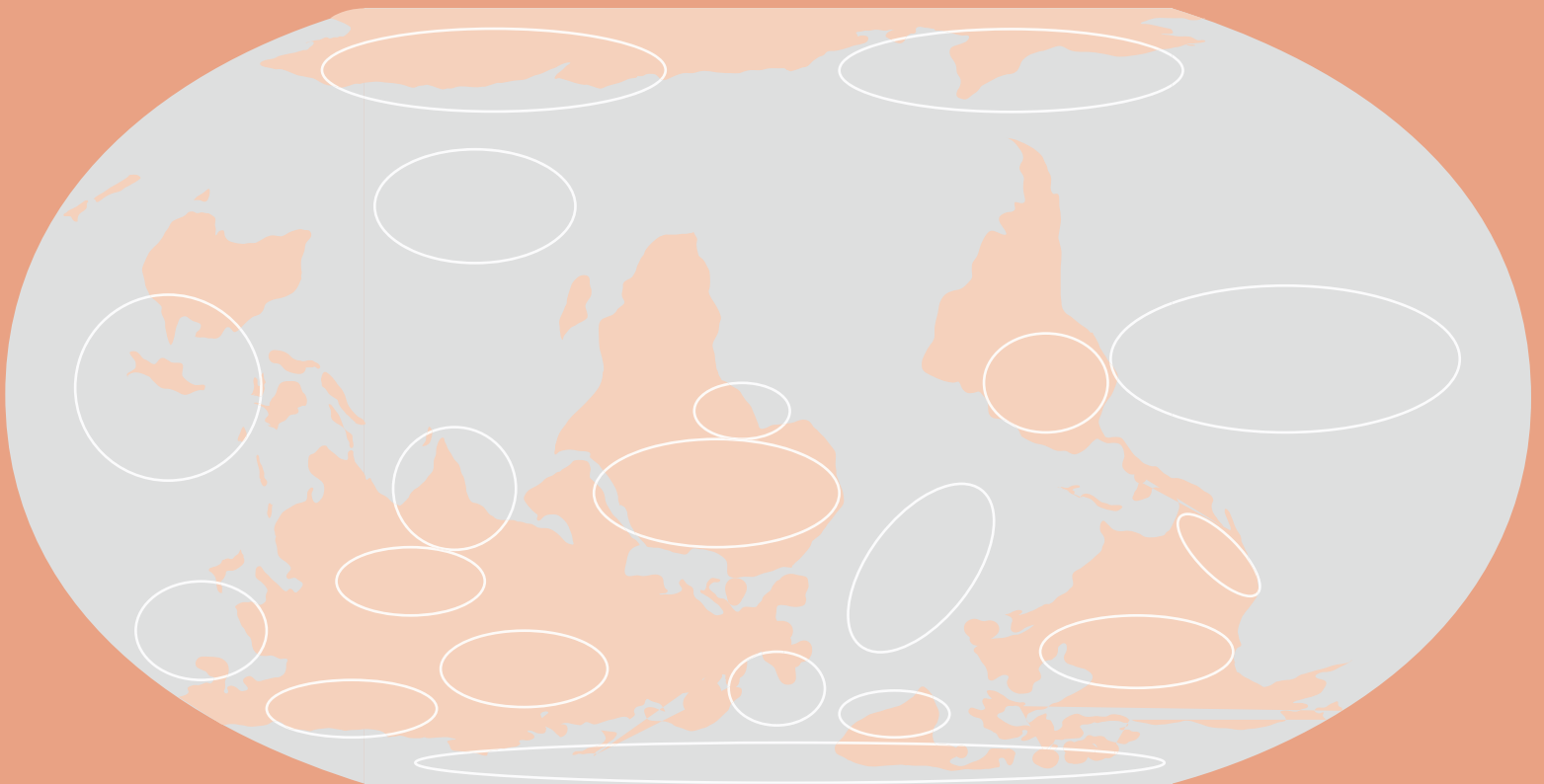
“The overall message that I believe to be very important in the book is to discover that you are not alone. It is so easy to walk around and think “It is me. I’m probably oversensitive, overreacting or imagining things”. It’s typical, especially for women, when you experience you are in a context where you are not fully comfortable to start looking for what is wrong with yourself. You think “Maybe I shouldn’t go to SSE?” or “I cannot work in the communications industry because I am not creative enough”. Something does not feel quite right and then you start looking for what is wrong within yourself. I hope the book will contribute to a feeling of “You know what- I am pretty all right. It is not given that the problem lies within me”. Raise your gaze and look at the structures and norms that surround you and be critical. Ask “What is actually the deal with this school or this company and what culture is allowed and what behavior is accepted?”. This is a crucial exercise.”

How do you create change?

“Sharing experiences and talking about the issues is extremely important and again in this sense the #MeToo movement has been exceptional. I believe that to be a prerequisite, that we have an honest communication with each other about how we experience challenges and issues and then unite and do something about it together. It is important to remember that it is a shared responsibility. One person alone cannot be responsible for change, but many must take responsibility. Schools need to talk about gender issues and equality and raise awareness early on. Companies also need to take responsibility. “How do we recruit? How do we act to build inclusive cultures with fair play and decent behavior?” I believe it always starts with one person’s experience that you have to take seriously. Individuals need to start talking to each other to realize no one is alone in experiencing structures and norms. It is a structural problem and not an individual one. And when you have stated that and have power in that, you have to make sure all stakeholders take their responsibility. SSE have to take their responsibility. But not alone. Students also have to, as well as teachers. That way you move from one individual’s understanding to a structural change where we are many who must help each other and drive change.”

TIPPING ELEMENTS

IT'S FINE FINE FINE AND THEN SUDDENTLY IT'S FIN



Tipping elements can act like a row of dominos. If we go over 2 degrees, we can push the tipping points in these tipping elements. If we do we do not know what will happen since they dont beavhe linear. The study "Trajectories of the Earth System in the Anthropocene" was published earlier this year , written by amongst others Will Steffen and Johan Rockström. The study explore the risk that " ...self-reinforcing feedbacks could push the Earth System toward a planetary threshold that, if crossed, could prevent stabilization of the climate at intermediate temperature rises and cause continued warming on a "Hothouse Earth" pathway even as human emissions are reduced." It is stated that "Collective human action is required to steer the Earth System away from a potential threshold and stabilize it in a habitable interglacial-like state. Such action entails stewardship of the entire Earth System—biosphere, climate, and societies—and could include decarbonization of the global economy, enhancement of biosphere carbon sinks, behavioral changes, technological innovations, new governance arrangements, and transformed social values."

THE PRIZE THAT BROUGHT CLIMATE AND ECONOMICS TOGETHER

This year's Nobel Prize winners in Economics clearly show that the pressing issue of climate change is of great importance. The Prize was suitably announced shortly after the UN Secretary-General António Guterres claimed that the world has just over a decade to get the climate change under control.

The Nobel Prize winner in Economics, Paul Romer, focuses his research on the connection between innovation and growth; an issue which is of great importance in terms of acting sustainably without giving up the chance to sustain growth.

William Nordhaus's research, which has been widely debated, focuses on the effects of climate change. He is a strong advocate for implementing a tax on carbon emissions and he tries to show the effects of climate change in models. The models are called "Integrated Assessment Models" since they combine different parameters such as emission taxes, global temperature

and the global economy. Nordhaus's work is crucial, in my opinion, for understanding how costly climate change is and how much we need to value sustainable development.

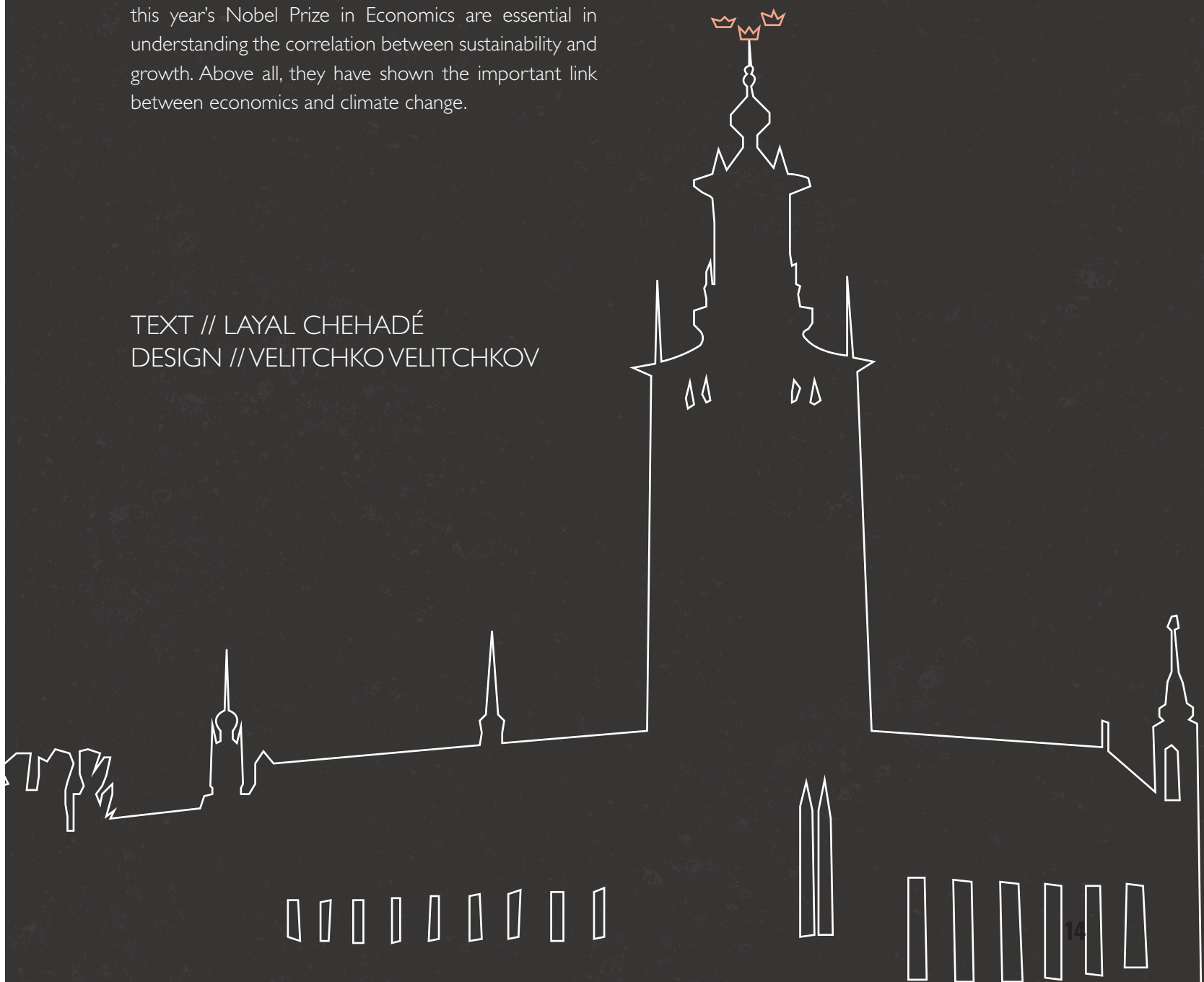
However, there has been a great debate concerning if Nordhaus's research is worthy of the Nobel Prize since his models incorporate many uncertainties. There is also a general debate on how we should value the costs of the damages in the future. According to Nordhaus, we should value future costs less than costs today.

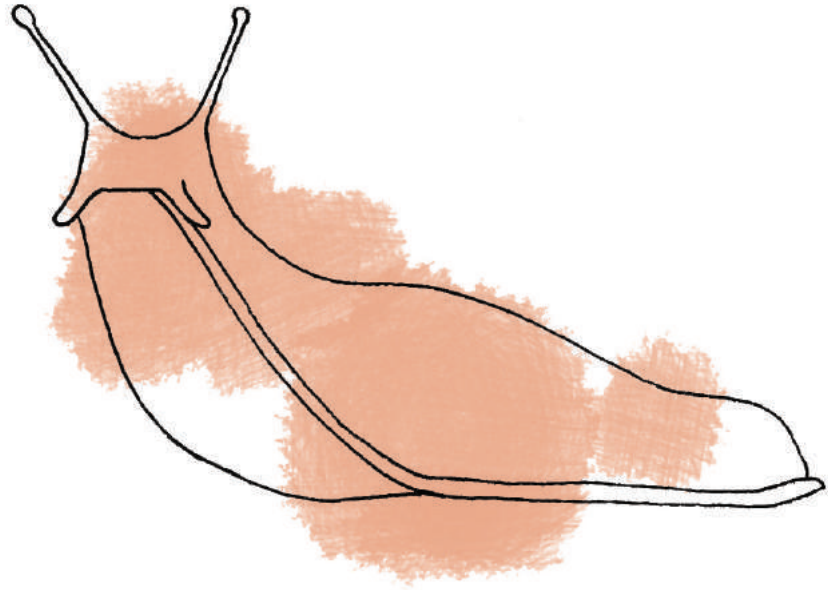
What different economists choose to use as their

premise in calculating damages can be related to their beliefs and opinions. One cannot win the Nobel Prize for their beliefs. However, Nordhaus has developed a way to calculate the costs of climate change and make the climate change a question for economists as well as the rest of the world. Thus, everyone might not agree with Nordhaus's opinions, but I definitely think he deserves the Nobel Prize for providing a new way of viewing climate change costs. Just starting to calculate the costs of climate change is a step in the right direction (even though more is certainly needed) and can shift the focus for economists towards increased sustainability.

Finally, according to me, the findings of the winners of this year's Nobel Prize in Economics are essential in understanding the correlation between sustainability and growth. Above all, they have shown the important link between economics and climate change.

TEXT // LAYAL CHEHADÉ
DESIGN // VELITCHKO VELITCHKOV





SLIMY... YET SATISFYING

Everyday we hear about the consequences of global warming, the dark future that lies ahead and the potential solutions that could save us. As we listen to the discussions raging it is easy to get lost in the ambiguousness of the issues and feel overwhelmed. This is the state in which our story begins.

Most of the discussions concerning counteracting climate change center around reducing energy consumption, with a focus on industrial emissions. However, we are simultaneously being informed of the need to reduce our carbon footprints on a personal level. During a Global Challenges lecture that discussed both of these aspects, Dr. Brent Loken from the EAT foundation presented an alternative as to how these issues could be tackled simultaneously. He spoke about problems facing the food industry as a whole, their attempts to become more green, the potential solutions and one in particular: entomophagy, which is the consumption of insects.

During the same period of time as we learned about entomophagy, we learned about an amazing opportunity offered by the Gun & Einar Larssons Foundation that each year funds one or two students at SSE to go out into the world and test their wings, realizing a project of their own design. This sounded like a great opportunity!

We quickly designed a project with the mission to see if an entomophical product might be viable in a western

style market, as an alternative food source. The central aspect of our scholarship was a month long research trip to Ghana. Ghana is a country with a deep rooted tradition of entomophagy and a large existing market. Whilst there we visited both local and global producers, among them Aspire Food Group, 2013 winners of the Hult Prize and the world's leading company within the field. We traveled around the country and engaged with parties involved in every step of the production process. From the harvesting of the insects all the way to the R&D departments studying how to optimize the production processes.

Whilst undertaking our project we both were forced to develop tremendously on a personal level. Being in a foreign country, working with a complex subject, and dealing with a completely different culture puts a lot of pressure on you and forces you step out of your comfort zone. These are experiences that we truly believe will be valuable in our future studies at SSE, as well as in our future careers.

We encourage anyone with a sense for adventure, who wants to gain valuable experiences for their future careers, while at the same time expanding their horizons, to apply for the scholarship. It was without a doubt the highlight our year and the perfect alternative to a summer internship in a warm sweaty office.

WHAT IS THE GUN & EINAR LARSSON'S FOUNDATION SCHOLARSHIP?

Since 1999, the President of the SSE has hand-picked one or two students with potential to become shapers of the world (either in business, or society as a whole). To help the students develop the necessary tools and experiences required to realize their potential, the Gun & Einar Larsson's Stiftelse fully funds them (up to SEK 75,000) to go to a foreign country to try and realize a project of their own design.

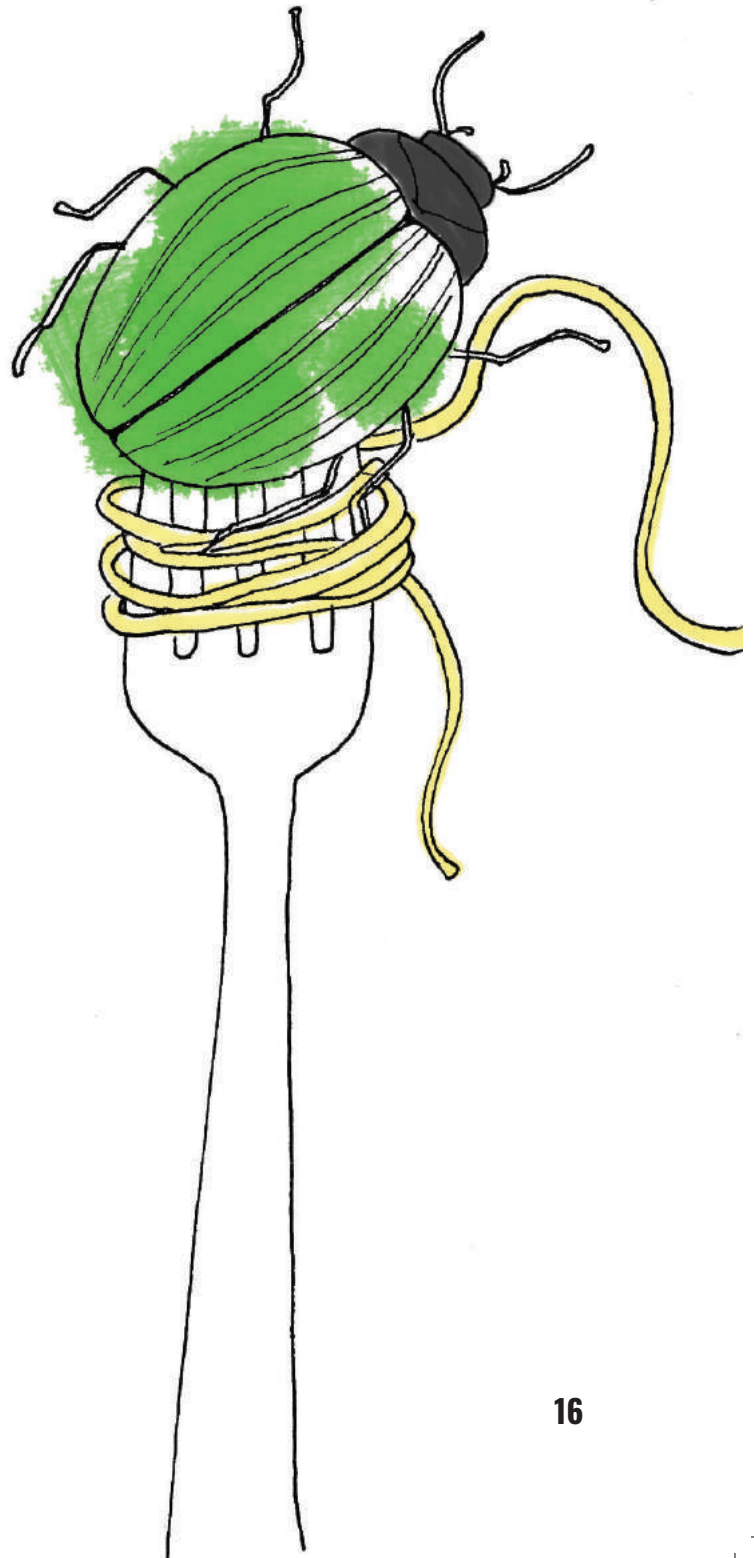
Doing so will be a challenge, but one with valuable lessons for your future career. GELS alumni have used their experiences to reach leading positions in countries ranging from Sweden to Vietnam.

Questions? - Feel free to contact us! Sebastian Blendow (24240@student.hhs.se) Lukas Bohlin Willfors (24193@student.hhs.se)

HOW TO COME UP WITH A GELS-PROJECT AND APPLY?

- 1) Start with a topic you are interested in - previous projects have ranged from noodles to gender equality!
- 2) Pick a foreign country relevant to your topic where the project will take place
- 3) Set a goal that will change the shape of the world. Improve something, change the way something is done, introduce something new - it is your call, as long as it has a tangible impact! See the GELS website for inspiration and more information.

Your application should include your personal motivation, a project plan, a preliminary budget, CV and grade transcript. Maximum two applicants per project. Final deadline is the 30th of November. You can find more detailed information on <https://www.hhs.se/en/education/study-at-sse/global-opportunities/gels-scholarship-2/> and the student portal.





INTERVIEW | REBECCA GUSTAVSSON

WORKING FOR SASSTAINABILITY

After half a year as President of the Student Association at Stockholm School of Economics, SASSE, Rebecca Gustavsson feels like she understands the full extent of the role and the importance of looking forward while working in the moment. Minimax got to meet her at her office to talk about her experiences and how she is working on sustainability within SASSE.

It is a Monday afternoon in October and I am waiting in the Kårridor, which is unusually empty, perhaps due to the upcoming exam period, when the President shows up, perfectly on time. She greets me with a big smile and a friendly hug, embodying the welcoming spirit of the association, before inviting me to sit down for the interview in her office.

We start talking about how she has grown in the role as President of SASSE and how it has been to take on this responsibility during these months.

“It has been everything I expected, and so much more. Tasks that felt big and scary at the beginning, like important formal meetings and so on, I have managed to play down over time and are no longer an issue”, Gustavsson explains and adds with a well-meaning laugh, “Also, I have realized that in an organization with 2 000 people I cannot make everyone happy.”

In your campaign, your election promises focused on social sustainability within SASSE, like encouraging more equality work, fair recruitments and a more united organization. How have you worked on these matters?

“One thing I really thought was a good idea was that all committees and projects would have contact persons within the Equality Group, which we now have had since April. The contacts have been used to varying degrees, but that is also the deal with working for change, what we start now might actually work really well next year. One must view it in a longer perspective.”

To her aid in working for a more united association she has been lucky enough to work with eight talented committee presidents that share her goal, she says. "They are all very good at taking the whole organization and its best into consideration when working on individual committee projects as well as overlapping collaborations. My role has focused more on encouraging this behavior."

With the major fall recruitment past us, Gustavsson is happy to see that there has been a great interest in the association with plenty of applicants. Moreover, the number of members in the association is higher now than at the same time last year.

"That feels like evidence in itself that we have the right vibe within SASSE, with many people from the whole school, master, bachelor and exchange students alike, wanting to join and actively take part. It personally feels like a win for me", she remarks.

This year the SASSE Board has chosen to focus on sustainability. Why is that?

"When the board sat down to write our operation plan for the year, we realized that many of the problems that we wanted to solve or changes we wished to see implemented were based on the fact that our organization, in general, is very short-sighted and lacks continuity as people are replaced every year. If sustainability is our goal, we will continuously work not only for our year but for the future. Therefore, we interpreted the challenges of SASSE through sustainability, like looking out for the well-being of the students as part of social sustainability at SASSE."

Part of the realization of the environmental sustainability

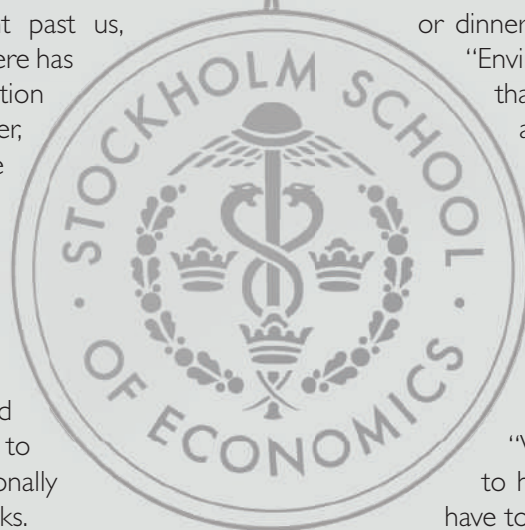
is the new recycling bins placed throughout the school that the current board, as well as their predecessors, have lobbied for towards the school for a longer period of time.

"We recently recruited a quartermaster with a sustainability focus, who is in charge for making sure these bins are used correctly. It has to be very simple!", Gustavsson says and carries on to describe how a lack of routines and instructions for sorting waste during parties or dinners have been the biggest challenge. "Environmentally we could do more, as that is the area where we are the worst, as of today. For example, there is an event almost every evening where non-recyclable goods are used. I believe we could do so much better", she states.

Regarding social sustainability, there is only so much she herself and the board can do, she notes, "We can spread the energy we wish to have in the association, but we also have to get all students to realize that they are the association and that they have a key role in creating an open and welcoming atmosphere."

If you had to choose one, which of the UN's Sustainable Development Goals is the most important to you?

"For me personally, gender equality is really important as it is relevant in all parts of society, ranging from how young girls are being controlled to unequal corporate boards. There is research which shows that companies with gender-equal boards do better and I want to believe that it can be applied to the world as well. A more equal world would be a better world. With six women in the board I believe SASSE helps to show that competence rather than gender is what matters in these positions", she concludes.





DEAR IDENTITY CRISIS, WHEN WILL YOU STOP VISITING ME?

“Wow, she really knows how to be hipster-chic and speak up for herself. And he is a hundred percent sure that this is the university program for him. Why don't I feel that way? Wait what? That person has their entire career path planned until retirement?”

These are some thoughts that run through my head while I practice the great task of “mingla”. There is honestly no limit to how astonished and inspired I get from talking to students here at SSE. The knowledge, the visions and creativity being shared in these halls seem to never reach a limit. Whereas these conversations often bring a big smile to my face, they also make me turn to myself and ask: What cool things can I do? Where do I fit in? Who do I want to be?

I have always had the perception that young people go through their major identity crisis in high school. Once we attend university it feels like we are expected to have come far on the big mission of finding ourselves; or at least, that is what a lot of us believe.

Truth is, growing up in a well-functioning society, with higher levels of education being accessible to most, a lot of us are taught that we can do anything we desire. Whereas this is the greatest freedom of all, it also puts pressure on us to find our place in a sea of opportunities. This might be particularly true for students at SSE since we are being educated in a field with a large number of possible future careers. From a historical perspective, this is a rather modern dilemma that tends to grow with more liberal and opportunity-based societies, which in turn raises questions about if society really knows how to cope with the indecisiveness of young adults.

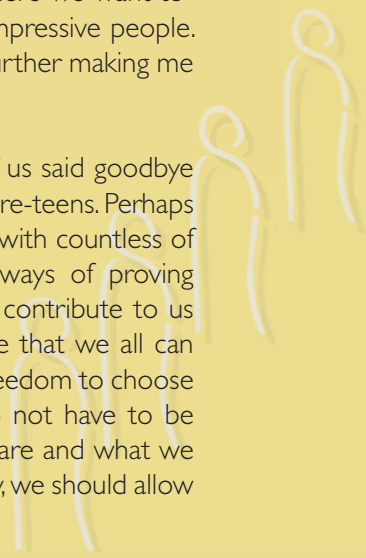
I think especially we as new university students all tend to experience some level of loneliness, which could be a triggering factor to insecurity and questioning of one self. It might be that someone is living on their own for the first time, is having a hard time coping with the amount of schoolwork or finds it difficult to stay in touch with

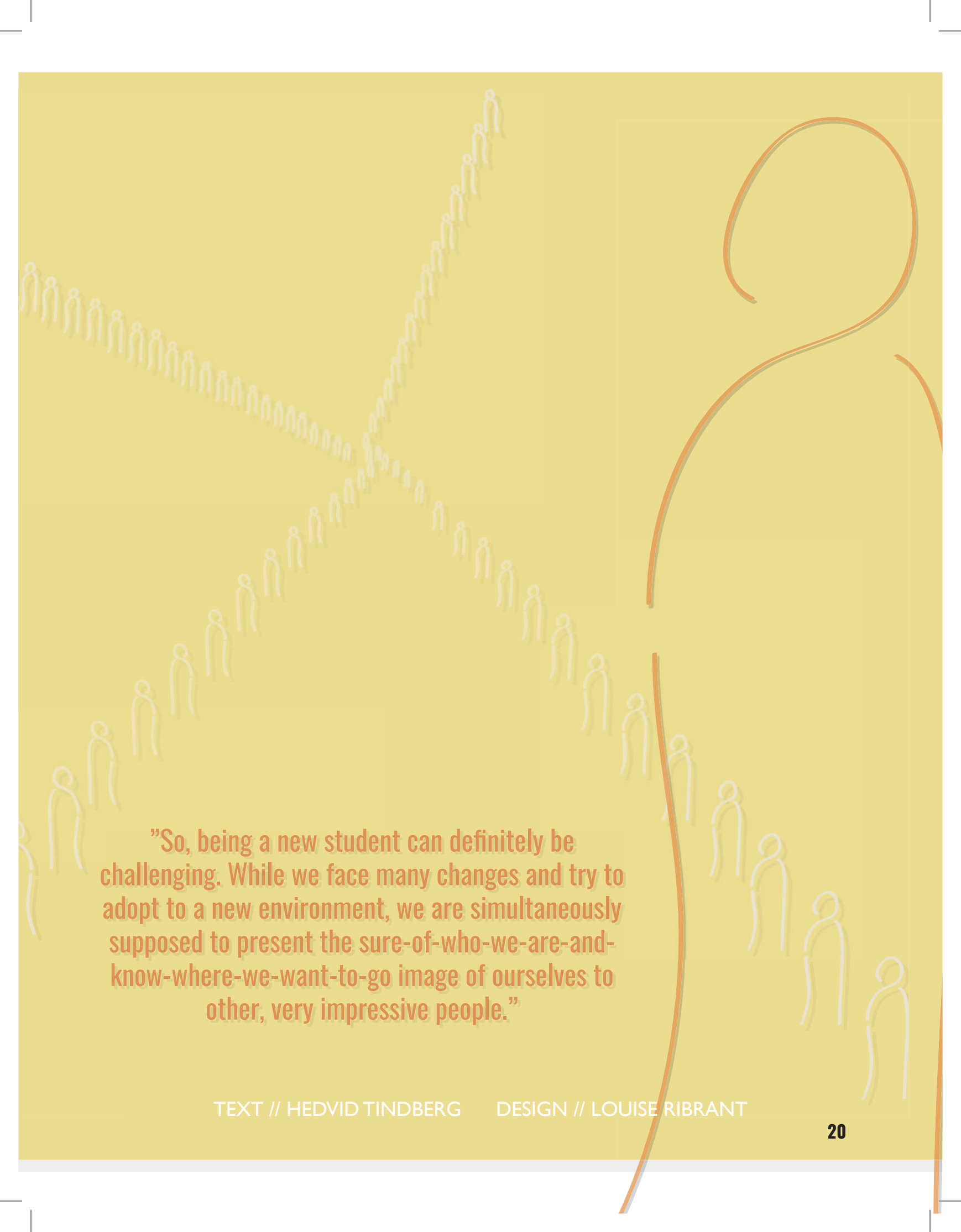
old friends. Factors that inevitably at some point evoke self-doubt and make us question who we truly want to be. Additionally, the existential dilemma of self-identity is not made any easier with the constant presence of social media. It gives us yet another scenery in which we are expected to claim an identity.

Frankly, the topic of self-identity raises an important issue: Why do we on a personal level feel the need to sort ourselves into boxes with certain labels? Can it not be a good thing to feel drawn to many kinds of boxes? To not have everything perfectly figured out? If we only have one life to live, then perhaps we might as well do it in as many constellations and forms as we desire, trying to avoid the pressure of finding our “one true place”.

So, being a new student can definitely be challenging. While we face many changes and try to adopt to a new environment, we are simultaneously supposed to present the sure-of-who-we-are-and-know-where-we-want-to-go image of ourselves to other, very impressive people. Putting it down into words like this, is further making me realize what a difficult task that is.

I think it is safe to say that very few of us said goodbye to our dear friend identity crisis in our pre-teens. Perhaps because society nowadays provides us with countless of opportunities, and additionally, many ways of proving ourselves to others. Although it might contribute to us feeling a great amount of stress, I hope that we all can cherish the fact that we are given the freedom to choose between different paths in life. We do not have to be one hundred percent sure of who we are and what we want to do in life. And, most importantly, we should allow ourselves to feel slightly lost.





”So, being a new student can definitely be challenging. While we face many changes and try to adopt to a new environment, we are simultaneously supposed to present the sure-of-who-we-are-and-know-where-we-want-to-go image of ourselves to other, very impressive people.”

TEXT // HEDVID TINDBERG

DESIGN // LOUISE RIBRANT

INTERVIEW WITH LARS STRANNEGÅRD



WHAT IS A SUSTAINABLE EDUCATION?

Name: Lars Strannegård

Title: President of SSE since 2014.

President of SSE since 2014. Professor in Leadership

About: Wrote his thesis “*Green Ideas in Business*” about sustainability 1998.

In recent years, SSE has tried to change and increase its work with sustainability under the leadership of Lars Strannegård. What has changed at SSE, and what has yet to change? What approach should SSE have in not only providing a relevant education, but also one that integrates sustainability? Minimax spoke to the President of SSE about sustainability at SSE and how it is incorporated and taught in our education.

The conversation began with Strannegård discussing the new educational mission of SSE, “FREE”. The mission addresses what the students are to be taught here, using a quote from philosopher Ingemar Hedenius as a starting point. Ingemar Hedenius stated that the one who’s rightly educated, is the one who is free and alive in an uncertain world. From this, the acronym FREE was created.

TEXT // FILIPPA HÖGLING
PHOTO // SOFIA WESTERLIND
DESIGN // CARLOTA FERNÁNDEZ

Fact and Science Based Mindset

Reflective and Self Aware

Empathetic and Culturally Literate

Entrepreneurial and Responsible

Strannegård continued to explain how this educational mission is a big change for SSE.

“Global Challenges is part of FREE, because it, for instance, through the course “Being” increases reflection. The tutorial program in Retail Management addresses the same area - how you are to start thinking differently. And that is also why we have art at SSE; to expand your mind and expose you to things that are a bit strange. That is why we have introduced the SSE Literary Agenda - to enable students to experience other worlds which is the base for empathy. That is why we internationalize – to increase the cultural literacy of our students. The point is to get you to start thinking and articulate your opinion. You might not like something. But then you have to explain why you dislike it.

“And how come sustainability is not a part of this educational mission? This is the case; these things are all about the free mind. It is about using your intellectual ability. It is about widening your repertoire and getting a better cultural sensitivity. And the way to reach a sustainable world - which has got to be the goal – goes through intellectual reasoning, facts, empathy and responsibility. An SSE alum should be able to take a stance and act accordingly. SSE has agreed to as be part of United Nations PRME (Principles for Responsible

“You should think “Does this theory provide the whole picture? What about externalities? Who is taking responsibility for the effects? Is it the correct price? For whom is this the right price? Is it not so that something is missing from the model, for example the generations that are to come or that our planet cannot handle this development?” That is the idea.”

Management Education). This means that we have taken on the task to offer management education that places responsibility in focus. “SSE is a business school and the way for us to reach a sustainable society is to increase reflection on and action toward sustainability. Global Challenges is of course about sustainability and the Sustainable Development Goals. I’m not sure, however; if the best way to reach the goal is to put sustainability in each course. The goal is that everyone is to graduate from here with a responsible mindset, a reflective mindset and the way to get there is to think sustainably. And to understand sustainability.”

But isn’t there a risk that we miss certain perspectives or consequences of the actions we learn about? For example, say we learn about increasing sales of t-shirts in marketing, isn’t it important that we also learn that an increased sale in t-shirts demand a higher production of cotton, which means that ground water disappears and...

“Absolutely. What I mean is that instead of saying “sustainable marketing”, you need sustainability to infuse your way of thinking. Sustainability cannot be an add-on, it is something that needs to be integrated in your way of thinking. That is why I think FREE is a part of the entire essence of what to do with this mindset. Higher education is not about telling students what to think, it is about ways of thinking.”

I think that it could be difficult to on your own discover those connections that aren’t super obvious and that you might need some help in that, to understand the bigger consequences of your actions and a sustainability aspect could provide that to the students if it were more integrated

“Right, but the entire idea of Global Challenges is that it should present other ways of thinking, and hopefully make you ask other types of questions in other courses. If you are studying economics or marketing, then the Global Challenges should ring in your head, be part of your thinking. You should think “Does this theory provide the whole picture? What about externalities? Who is taking responsibility for the effects? Is it the correct price? For whom is this the right price? Is it not so that something is missing from the model, for example the generations that are to come or that our planet cannot handle this development?” That is the idea.”

Do you believe there is a risk it tips over in the other direction, when certain things are in a very high degree are presented as facts, when perhaps there should be room to question those facts?

“Again, the idea of higher education is that you should be presented with facts, and then it is your role to question those facts, or to put them in other perspectives. That is why it is important to have smaller learning environments where you actually can discuss and put what you learn into other contexts. Our teaching should be science based, and your role is to think about what you learn, discuss the material critically and constructively. Our professors should show the latest research and how far science has taken us. For instance, Nordhaus now was awarded the Nobel prize, and has lifted environmental aspects in his research. Such research results should be part of your education. We should not educate in doctrines, but education at SSE should be science based and this means having a critical mode of thinking. You should of course question the models, reflect and ask critical questions. Dialogue and discussions are key to higher education.”

So how is this to be implemented, will there be more seminars?

“Looking at our Master programs and the Bachelor in Retail Management, they are smaller and more designed as programs than the Bachelor in Business and Economics. Programs should have room for interaction, and this is a development area of our large Bachelor program. You, our students, are skilled in so many ways and the more we design programs to enable students to contribute to each other’s learning, to capture the students’ experiences, ideas, and reflections, the better.”

Do you believe you are taught ecologically sustainable economic theory at SSE?

“SSE is a business school based on certain subjects that are science based. And if you have an education in business and economics, you cannot escape the fact that there are certain things you are expected to know. You are expected to know your supply and demand curves, your balance sheets, your Porter and your Kotler. This is part of what could be called a universal business and economics canon. This is not

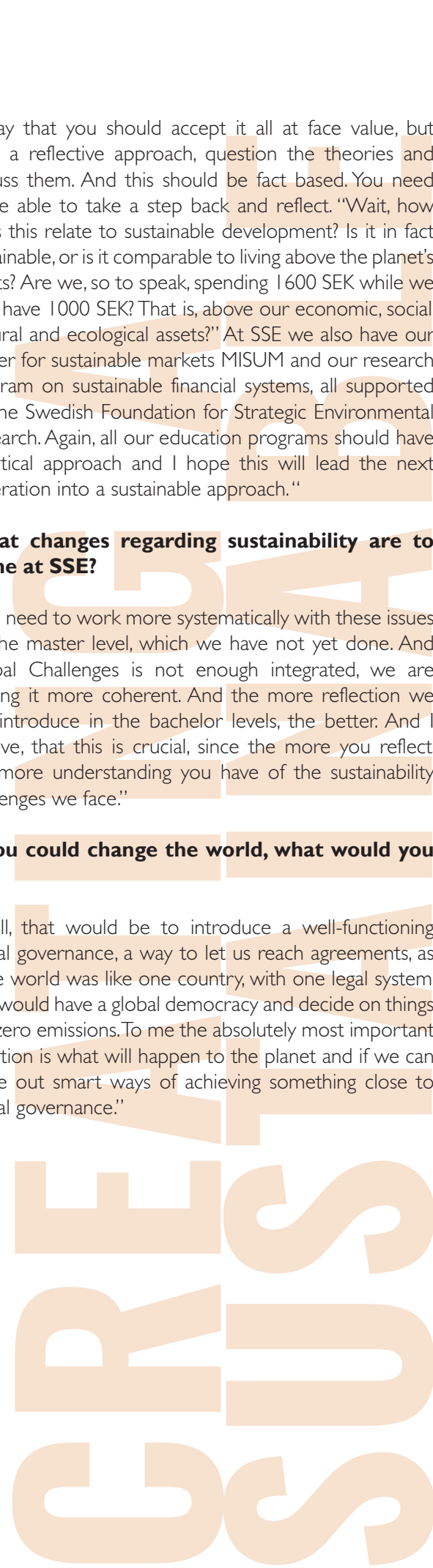
to say that you should accept it all at face value, but have a reflective approach, question the theories and discuss them. And this should be fact based. You need to be able to take a step back and reflect. “Wait, how does this relate to sustainable development? Is it in fact sustainable, or is it comparable to living above the planet’s assets? Are we, so to speak, spending 1 600 SEK while we only have 1 000 SEK? That is, above our economic, social, cultural and ecological assets?” At SSE we also have our center for sustainable markets MISUM and our research program on sustainable financial systems, all supported by The Swedish Foundation for Strategic Environmental Research. Again, all our education programs should have a critical approach and I hope this will lead the next generation into a sustainable approach.”

What changes regarding sustainability are to come at SSE?

“We need to work more systematically with these issues on the master level, which we have not yet done. And Global Challenges is not enough integrated, we are making it more coherent. And the more reflection we can introduce in the bachelor levels, the better. And I believe, that this is crucial, since the more you reflect, the more understanding you have of the sustainability challenges we face.”

If you could change the world, what would you do?

“Well, that would be to introduce a well-functioning global governance, a way to let us reach agreements, as if the world was like one country, with one legal system. You would have a global democracy and decide on things like zero emissions. To me the absolutely most important question is what will happen to the planet and if we can figure out smart ways of achieving something close to global governance.”





GLOBAL ENERGY-RELATED CO2 EMISSIONS GREW BY 1.4% IN 2017, REACHING A HISTORIC HIGH OF 32.5 GIGATONNES.



FOSSIL FUELS ACCOUNTED FOR 81% OF TOTAL ENERGY DEMAND IN 2017. FOSSIL FUELS ACCOUNTED FOR 81%.



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THE ELECTION NIGHT

TEXT & PHOTO // FILIPPA HÖGLING
DESIGN // VELITCHKO VELITCHKOV

The election night is for many a night of excitement, drama, tension, nerves and change. During this trembling night, the SSE Alumni Club hosted their biggest event of the year, an election night watch party in the basement of SSE. For one night both students and alumni interested in politics gathered and followed the counting of votes for the Swedish election.




Much like other nights, the Rotunda was packed with people with a beverage in their hand, but this crowd was perhaps a bit more properly dressed and with a bit higher average age than usual. And apart from the lack of dancing and the occurrence of SVT projected onto one of the walls – this could have been just any Sunday night.

This evening the Rotunda and the Pub were filled with those who once attended SSE – and for this night they were able to come back to the basement where they years before (perhaps) danced to the hit song of the decade, hung out with friends and celebrated the end of the exam period. During the election night, everyone

was welcome back – this time to share the experience of following the uncovering of the Swedish leaders for the coming four years.

As the shared laughter from old friends reminiscing about the good old times echoed in the Kårridor, the evening's host Günther Mårder, the President of the SSE Alumni Club, kept the audience informed about the changes in the results throughout the evening. He was continually joined on stage by different political experts willing to share their predictions of what was to come, why and what the effects of the result could be. The experts were



of a great variance with political sympathies ranging from left to right, as it was a politically independent watch party. This watch party's function was not to track one party's specific result, but rather to work as a platform for people to show and partake in social and political involvement and engagement.

During the panel discussions, there was utter silence and the speakers were given the crowd's full attention as subjects like: whether politics should be reactive or proactive, what has been the biggest influence in this year's election and which coalitions are likely to be formed after the results are in, were discussed. However, as the stage emptied, the buzz and murmur in the room instantly returned, as eager members of the audience wished to share their thoughts with those around and perhaps they occasionally got interrupted by hugs and kisses on the cheeks with old acquaintances.

When the first prognosis of the result was announced, collective gasps, widening of eyes, sighs of relief, approving nods and disappointed frowns were seen around the venue. The information that was conveyed from stage had an immediate impact on the audience. This of course since politics is something that is personal and the change that elections bring about can influence and have huge impacts on our lives.

As the evening progressed, the attendees said goodbye to once familiar faces – still uncertain of what changes we as citizens and as a country were actually facing – but hopefully satisfied with a fun event and a bit more enlightened after having listened to different perspectives and takes on the possible outcomes of the election. And maybe even a bit more prepared for change.

THE ES VISION: FROM START TO FINNISH

Banking and consulting are probably the two most common career paths for students graduating from business schools like SSE. This interest amongst SSE students becomes apparent during the first few weeks of school as they are packed with lectures and events organized by different kinds of consulting and banking firms. In combination with this, the students are also met by the grand fair of Women's Finance Day and the informative trip to London with London Investment Banking Week. But, this idea of having to pursue a career within a certain industry are subject to change. That is what the Entrepreneurship Society strives to be: the force driving this change. As banking and consulting are so deeply rooted in the minds of the students, we want to establish that there is a third, just as plausible, alternative: entrepreneurship.

We strive for a real impact in the world. By contributing to the entrepreneurial environment of SSE, we are also pushing towards a sustainable future. Entrepreneurs or startups in general, often strive to make a change in the world, something we genuinely believe we can do as our ambition is to breed the next generation of unicorns.

Therefore, the whole project group of Entrepreneurship Society flew to Helsinki, Finland, on the 2nd of October to take part in the biggest entrepreneurial fair for students in Europe organised by Aalto University: FallUp. The purpose of the trip was to get inspiration, establishing new contacts and attaining and strengthening already existing contacts through networking. Networking was the main purpose, and that we did.

We started off by visiting the 1 500 square meter co-working space and meeting point for entrepreneurs and investors in Northern Europe. It is open for everyone and the birthplace of Aaltoes, Startup Lifers, Junction, and Slush. Aaltoes is the equivalence of our Entrepreneurship Society at Aalto University. Startup Lifers is a non-profit



internship program where Swedish and Finnish students are sent to startups in San Francisco, Shanghai, Tokyo and Singapore. Junction is Europe's biggest hackathon and Slush is the biggest entrepreneurial event in the world with an annual budget on 10 million.

There were representatives from all of these impressive entrepreneurial events at Fallup, whom we also had a chance to talk to. Apart from that, more than 50 startups present showed interest in being part of our upcoming

events at SSE, especially Entrepreneurial Spring Week. Finally, the equivalence of our Entrepreneurship Society in the Swedish-Finnish Business School of Hanken had a stand at the fair. After talking to both Altoes and Hanken ES, we concluded that Hanken, like SSE, emphasize consulting and banking as the main career paths. However, Aalto university has been able to alter this way of thinking throughout the years, giving more space to entrepreneurial careers. We had long fruitful conversations and

In order to create this change the Entrepreneurship Society will be organising three main events:

- **INITIATE:** A program of inspirational lectures aiming to evolve entrepreneurial dreams into reality.
- **ENTREPRENEURIAL SPRING WEEK:** An initiative where students at SSE get internships at startups in Stockholm - arguably one of Europe's best startup hubs at the moment.
- **GULDRÄVEN:** The Grand Finale of the entrepreneurial year. As we are striving for a change, this year Guldräven will be an entire day filled with an entrepreneurial fair, a banquet and a prestigious competition. The main event is the competition where SSE students and alumni pitch their business ideas in front of a jury, with a winner chosen during the banquet.

exchanged contact details for further exchanges in the near future.

Lastly, the whole evening ended with the so-called Stage Show, where they invited five successful entrepreneurs who held speeches about their journeys. Together, they relayed the message and core idea of entrepreneurship: It may be a long and bumpy road, but nothing is impossible if one has the drive and willpower to implement their ideas.

Leaving Helsinki, the project group of the Entrepreneurship Society returned with new experiences and an ambition to change the perception of entrepreneurship at SSE. We are more than ready to create the best entrepreneurial year SASSE has ever seen. We want to contribute to changing students' ways of thinking when it comes to future career paths. We want to expand the attractiveness of the startup world and make it just as popular as management consulting and banking. And most importantly, we want to breed the next generation of unicorns.

TEXT // CECILIA TRAN
& SPENCER ROBILD
PHOTO // SEBASTIAN STÜBEN
& JULIA SANDBLOM
DESIGN // VELITCHKO VELITCHKOV

MINIMAX OVER TIME

HIGHLIGHTS OF THE PAST 50 YEARS

TEXT // HEDVIG TINDBERG & WALLACE DOUGLAS



1968



1978



1984

From communism in the Soviet Union to capitalism in the US, reading this Minimax issue from 1968 is like traveling back in time and reliving the tense political climate of the cold war. The captivating stories include a student finding himself in the hectic rush of the American election, running into Hubert Humphrey at one point, to later find himself among demonstrators of the Poor People's March. This issue also shares an interesting debate regarding why economic education is centered around Western systems, questioning why Marxism is not found in much of the course literature.



“Now I’ll become rich and free as a bird.” Is that our expectation of starting an education at SSE? At least that is what the editorial team of 1978 decided to capture as a common småtting belief. This issue has a great focus on welcoming first year students and includes a cartoon series illustrating what is to be expected during the life as an SSE student. There is the initial phase of excitement and hubris when one first is admitted to SSE, followed by a period of hectic studying and many new impressions. As time flies, the student is caught in a “Handelsbubbla” and seems to slightly forget about the outside world. It leaves the readers asking themselves; is this what I am becoming?



The hot topic in this issue from 1984-85 is female empowerment. It reflects a rising political debate of gender equality, and guidelines on how women can dare to be more confident in their actions. Which quite ironically, is accompanied by a special offer to purchase exclusive (yet cheap) Minimax underwear. Worth mentioning from this issue is also the very amusing report of what might be SSE's worst sports performance in history. The competitive spirit and discipline of SSE students is highly questioned as the school ends up ending a long distance relay four hours after the winning team.



Over the past 50 years, Minimax has endeavoured to explore, confront, and highlight the stories and experiences of the students of SSE. What began as a small beige pamphlet, has grown over the years to become an innovative, modern, artistic piece of student literature that works to discuss issues important to both students and the finance and business community as a whole. We took it upon ourselves to dig into archives and share with you some topics raised in Minimax between 1968 and 2018. In our discoveries, Minimax has acted as the voice of young adults for their generation and become a place for students to be conscious and critical of both their personal education and their positions as global citizens working for change in the future.



1999

The Million Dollar listing star covered in gold exclusively for Minimax – what other way to introduce this 1999 magazine about high culture? The controversial Porn or Pretto-title presents us to an issue with a variety of content; both political and cultural. We get to take part of a student trip to post-apartheid South Africa, as well as a guide to literary classics and popular magazines. There are also a few snapshots from the SSE arranged Nobel Night Cap, with the theme “Festivities from all over the World”. Appearing to be as fun and informal as the afterparty of the year should be, the level of cultural appropriation was disturbing. It seems as though 20 years ago there was zero norm critique whatsoever.



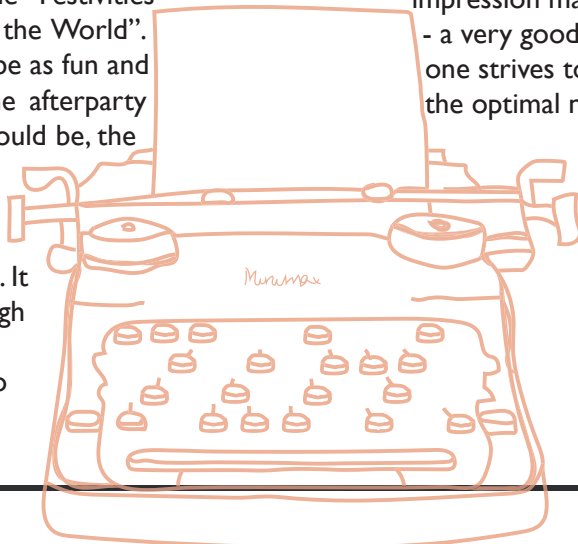
2008

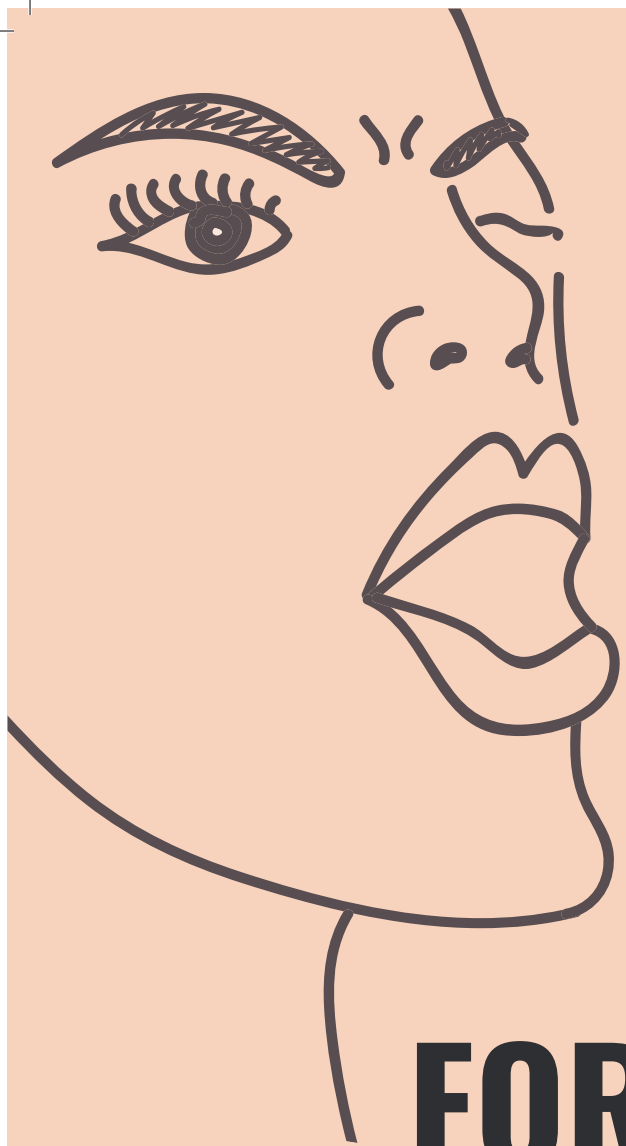
Business related topics are the big deal in this Minimax issue from 2008. It focuses on SSE partner events, career advice and basic investment strategies. One student reflects upon how it is that students are very interested in investment banking, a profession that they appear to know quite little about. He then shares his personal story of finding out that banking had his heart. There is also an article about the social psychology of impression management - a very good read if one strives to become the optimal networker.



2018

“An Issue” focuses entirely on the #MeToo movement that took off across the globe in the fall of 2017. This edition takes an intensely critical stance, zeroing in on sexual harassment and assault, rape culture, and gender inequality within SSE, as well as in the business world overall. The edition boldly includes anonymous accounts of students’ harassment experiences, and unsettling statistics about the darker side of SSE social culture, for both faculty, staff, and students. Overall, “An Issue” could not be ignored in February 2018, and stood out as Minimax issue aiming to investigate these issues in order to bring about change and create a better culture within SSE. This issue appears to be unafraid to engage with the uncomfortable, and proud to be a platform to inspire others.





A YEAR AFTER #METOO

HAVE THINGS CHANGED FOR THE BETTER?

A year has passed since actresses of Hollywood came together, and called out Harvey Weinstein after years of sexual harassment. This was followed by the viral breakthrough of the hashtag MeToo, which came to shine a light on the frequency at which sexual assault occurs.

It has been called **the greatest political uproar for female rights since the women's suffrage movements**. It has expanded over countries, generations and reached all sorts of industries. Perhaps, it has even formed the basis of a tool that could be used to combat gender inequality at its inner roots.

TEXT // HEDVIG TINDBERG
DESIGN // CARLOTA FERNÁNDEZ

The progress made during this year has been extensive. What started off as a call-out of sexual predators mainly in the media industry has spread to raise awareness of sexual harassment in various environments. We have witnessed the achievement of legal justice against some of the most famous people called out by the movement. The actor Bill Cosby as well as Jan Claude Arnault, with ties to the Swedish Academy, have been sentenced to prison after being found guilty of rape. Moreover, Harvey Weinstein has been arrested on allegations of sexual abuse and assault.

Another example of #MeToo's impact can currently be seen in Bollywood. A year after its breakthrough in Hollywood, the movement is stirring up a serious debate on sexual harassment in India's film industry. Optimistically, this will encourage a lasting debate of female rights in India.

In Sweden particularly, #MeToo made its way into many different industries to bring out the message that women have had enough. During the past year, there has been uproars among actors, artist, lawyers, journalists, politicians, nurses, doctors, engineers, students, employees of the Swedish church, sex workers and athletes... the list can be made long. A lot of focus in these movements has been on physical sexual assault. Therefore it can be seen as progress that Sweden on July 1 joined other European countries and passed a law classifying any kind of sexual actions without consent as rape. The law was used in a verdict for the first time in October, and will hopefully make a notable difference in protecting victims of sexual assault in the future.

It is safe to say that #MeToo undeniably has brought about change. However, the movement has at times also been criticized for being an excluding movement, that foremost has been progressive for powerful, white cis-women, having the ability of making their voices heard.

And although we have seen great signs of a united will to fight sexual harassment worldwide, the difficulties in changing social behavior appears as there are setbacks taking place simultaneously. Absurdly enough, as women

are fighting to gain more rights of their own bodies, there are political movements striving towards restricting abortion rights. For example The Swedish Democrats proposed limiting the right to perform an abortion to week 12 of a pregnancy. The Trump administration is pushing to drive through a domestic "gag-rule", which amongst other things includes the defunding of Planned Parenthood. In Guatemala there is a proposed law 5272, also known as the "Law for the Protection of Life and Family". It includes criminalizing miscarriages and imposing prison sentences on women who suffers them. It also proposes making it legal to send people who "promotes or facilitates access to abortion" to prison.

#MeToo has formed the basis for more than a temporary movement; it has laid the bricks in a fight for every person's right to decide over their own body and life choices. Our aim should be to use those bricks and build the greatest and grandest of castles.

Furthermore, in The Economist article ' #MeToo, one year on', the problem of #MeToo turning into a Democrats movement, not as widely supported by Republicans, is raised. Changing the social behavior around sexual harassment will be immensely more difficult if politicians and people in power fail to acknowledge the issues and take them seriously. That is why the election of Brett Kavanaugh as judge of the Supreme Court in the US, after he faced allegations of sexual misconduct, is a further setback. It shows complete ignorance towards the #MeToo movement.

In this sea of progress as well as setbacks, I think it is safe to say that there is a lot more work to be done. #MeToo has formed the basis for more than a temporary movement; it has laid the bricks in a fight for every person's right to decide over their own body and life choices. Our aim should be to use those bricks and build the greatest and grandest of castles. So how do we take the next step forward and start building this castle?

I think that one answer lies in the fact that we as future economists and business leaders have a great responsibility. It is widely known that an important key to economic development is gender equality. It should be in our keen interest to implement a long-term change of social behavior regarding sexual assault. To hinder men from abusing power; to make every victim feel seen and supported; **to make a zero tolerance behavior against sexual harassment the social norm.**



BEING PART OF SOMETHING BIGGER

Name: Günther Mårder

Title: President of SSE alumni club

Engagements within SASSE during his time at SSE: President of SASSE 2005-2006 as well as involved in Börsummet, Friedmans Apostlar, the Education Committee, the Business Committee, Handelsdagarna and the Social Committee

The SSE alumni club aims to promote good camaraderie between the SSE alumni and consists today of 12-15 events per year. Members are welcome to, amongst other things, listen to lectures, partake in social activities and attend panel discussions. The SSE alumni club has recently been going through some changes as it has changed its name from Kamratföreningen and are now having more and more of its events in English in order to reach out to international alumni. In this interview the President, Günther Mårder, discusses his vision for the club, the purpose of it and the changes that are to come.

“My dream is that we will not have members fees, and that instead when you graduate from SSE you automatically receive the membership of SSE alumni club. That way all alumni gets information about what is happening within the organization. And this should also be done in closer contact with the school. And this is important because we are 3000 members in the SSE alumni club, and there are about 20,000 graduates. So, we reach a small part of all the alumni and I believe it is better to get information out to all those who

might be interested in events and to charge a higher price to those who attend rather than having a few people who have paid a member’s fee getting the information and then slightly decreasing the price and subsidizing participation. So, that is the strategic change. And the school also wants the alumni activity to be more incorporated in the school. I think this is a way of tying the organization closer to the school and to get a coherent communication. Currently, we have our communication and the school has theirs and it gets a bit unclear for the alumni. This will enable us to get a more coherent communication if we chose to make this change. It will be decided on at the annual meeting in May.”

What is the purpose of the SSE alumni club, why is it a good thing that alumni keep in contact with each other?

“Because it makes it something bigger than just an education. It makes SSE the start of a new life that includes a lifelong contact with those you once studied with. And that proposition is something no one else can offer. When you leave SSE, everyone will be scattered all

INTERVIEW | GÜNTHER MÅRDER

over. If there is no one there to keep the ties together and get people to meet then SSE will be merely an education, and it should be more than that.”

What is your vision for this club?

“If you are to take the noblest of goals, it is about how the people who have studied here should receive a higher degree of happiness and a higher degree of satisfaction thanks to keeping the ties to people, and making sure you have a strong social safety net that makes you feel more secure. It is a bit indistinct, but I believe those people dare to take bigger risks in their lives, whether if it is about economic risks or about private and professional risks. Risk and return are one and the same. Those who takes bigger risks will have a greater return and that means more of those people can realize their dreams, no matter if those dreams include climbing a mountain or starting a business or becoming

“The first advice I would give would be to follow your heart and not your brain.”

the Prime Minister. So, helping people achieve their dreams.”

Is there something you do not want the club to develop into?

“Yes, a fear that can exist is that it could develop into a modern form of an order. That is, an excluding congregation and a small clique that does not invite but rather shut out. That would have been extremely bad. And it would probably worsen the opportunity to create a positive brand regarding SSE. So, the openness, the transparency and the welcoming are important components. And the removal of the membership fee and thereby the including of all alumni, making sure all gets the same information about activities and an invitation, is a good step in that direction. And it is also about opening up to external participants. To say that each SSE alumnus or alumna can bring someone who has not studied here and thereby contribute to creating a brand through letting other people meet those who have studied at SSE and experience the width of graduates.”

Do you have any advice to the students currently at SSE?

“The first advice I would give would be to follow your heart and not your brain. Something I experienced during my time here was that a lot of people tended to fall into paths based on the normative image of what you were supposed to be. Going from no one knowing what management consulting or investment banking was, 40% of the småttingar (first year students) knew after a few weeks that that is what they are supposed to become. And I do not believe that is your heart’s desire. So, keep on reflecting about what it was that drove you to get those nice grades that you got since you got into this school. What are your big interests? How can you utilize that in a career?”

“There is a much higher degree of satisfaction if you follow your heart. Short term you can fool your heart using you brain, but it will all come back to you the end. If you want to become really good at something, you need to spend infinite amount of time doing that and that is only possible if you forget about time passing. And you only forget about time passing if you are having fun. So, if you are in a place of work or taking a course you feel is really dull, you should really reflect on that and take that knowledge of experiencing that something is boring and put together a warning chart of what you do not want to spend your time on. And in the same way make a chart of positive things. Write down when time just runs away from you when you are doing something and that is what you should be doing.”

If you could change anything in the world, what would you change?

“I would want for everyone to have an additional language so that everyone could communicate with each other. However, you should still keep your cultural identity with the language that you have carried through generations. But in addition to that you should get a second language. And it does not matter if it is English or Esperanto or what language it could be. But you should know it almost like you know your mother tongue, and be able to pick up on the nuances. That way I believe we could create the foundation for a stronger connection and a greater understanding of each other. Difficulties in communication and the friction that arise from misunderstandings are not seldom the root of conflict.”



MY WORST

When I stepped off my plane at Arlanda Airport, I was hungry, exhausted, and stiff from my journey from Boston. I was nervous about navigating my way from Arlanda to Blackeberg and trying to feed myself for the first 36 hours of my exchange. I spoke no Swedish, I had two bulky suitcases, and I could think nothing more than “Oh my god, what have I signed up for?” But, even with all that chaos and nervousity that sunny Monday in August, I was excited.

Growing up in the coastal town of Ipswich, Massachusetts, I was safe, supported, and secure. My mother drove me and my little sister to and from the same schools for 13 years — I did not have to drive our family car by myself until my last year of high school. My parents helped us make our lunches, get ready for one of our many sports practices, and finish our homework assignments when we had left them a little too close to the last minute (again). I had teachers and administrators throughout the years take extra time to assist me with difficult subjects and working around the system whenever I missed a class or could not take a test or make it on time to a field trip. I shared the same political upbringing as most of my peers, and in such a homogenous community as the

North Shore of Massachusetts, I was rarely confronted in my daily life with true adversity beyond academic and social stress. I have lived in the same house for 18 years now in the same room with roughly the same schedule. I was coddled, pure and simple.

Even when I started university, I was only an hour and a half away from home (my sister is only 45 minutes away from home) and when I started realizing all the things I had forgotten to bring with me, it took less than a day for my mom to drive down, drop them off, take me to lunch and head home. Like my high school, my university fed me and housed me, taught me and counseled me. Being a liberal place politically, I remained around like-minded people, and any major challenges I faced were purely social, purely personal, purely insignificant in a grand scheme of independence and self reliance.

And so, I hopped off my plane at ARN with my passport and 21 years of protected growth, got in a taxi that someone else ordered for me, and made my way into what was to be the greatest and most daunting change in my life thus far.

OWN AGENT



In the past ten weeks, my ego has taken an extreme hit - the growth, humility and knowledge that I had prided myself on for so long was not all that I thought it was. After merely one week in the Atrium at SSE I started questioning also my true maturity as a 21-year-old university student.

Here in Sweden, one major difference I have noticed between myself and my new peers is our levels of independence. In my experience thus far, students in Sweden, even years younger than I am, are more capable in handling things on their own. They live alone, cook alone, commute alone -- they even sign up for student loans alone. Students are not crowded into freshman dorms and treated like they are at summer camp for their first month of college; they do not look to rely on administrators to sort minor conflicts. And they know how to truly find the close knit groups of people they want to surround themselves with, and leave behind (from my perception) a lot of the BS that goes on within the first two years of American university.

Here at SSE, students grow up left to their own devices at ages where I still had to ask my mom if it was okay

for me to watch certain films. The student clubs are not minor tier organizations upheld to only fill a student's extracurricular desires, but are instead major organizations that move millions of crowns a year, with full time hours and real responsibilities. Students are not as protected here, as we are in the States, and it fascinates me.

My exchange has shown me that I need to appreciate the bubble that I grew up in more, and to fear loneliness, independence, and responsibility less. Looking in the mirror of SSE, I have come to see how much I expect to be provided for me by the institutions around me, and how my own true agency as an adult is functioning at a level below my European peers. I see that while my four-year, protected individual studies in my home university allow me to focus on and explore myself more as an individual, and I am so very closed off the consequences and effects of the outer generalized environment. The present, connected state of SSE, SASSE, and Stockholm as a whole have motivated me now to consider how I need to change and learn to be truly my own agent in order to handle myself as I look forward to my life in the global working world.

STUDENTS' NOBEL NIGHTCAP: 40 YEARS OF CHANGE

ONCE UPON A TIME...

...on a dark night in 1978, an idea was born. How strange that one of the world's most esteemed events, the Nobel Prize award ceremony, ended abruptly at midnight without a shred of proper festivities? A young student named Mats Nyqvist, at that time enrolled at the Stockholm School of Economics, deemed this unacceptable and decided to make a change. He invited the Nobel festivities to the premises of his Student association.

The tradition was passed on to the other main universities and so each year Stockholm University, KTH, KI and SSE started to take turns in organising and hosting the event. It brought a charming hint of diversity to the project as students from varied backgrounds came together to create the magic that unravels on the night of December 10th.

The festivities remained unnoticed until one year, when a Nobel Laureate was part of a live SVT interview. He was asked what he thought was the best thing during the Nobel Week - a week of multiple celebrations all over Stockholm. He said, "You guessed right, the Nobel NightCap".

Students' Nobel NightCap 2014 at SSE

This year, 40 years later, Students' Nobel NightCap is back where it all started and while the underlying idea behind this project has not changed, the party has undergone major transformations over the years.

1. Back in 1978, the founder Mats recalls that around 350 guests attended the event. This year we are welcoming around 1500 invitees, making it the biggest in SASSE history.

2. While back in the days they served academia's greatest minds with pytt i panna and snaps, the last couple of years have seen intricate menus with delicacies ranging from canapés and oysters to sushi and on-the-spot-made burgers.

3. More so, 40 years ago the guests were only hosted in the Grand Hall of SSE. Nowadays, the entire school and surrounding premises are booked, with more space for creativity to roam around.

4. However, one of the most dramatic changes of recent years is the secret theme. Every year the hosting university chooses a theme that remains secret until the doors close at 5am on December 11th. The importance of this lays under the non-disclosure agreements that all those handling theme-sensitive information have to sign.

5. Lastly, the realization of arguably the best afterparty in the world is made possible not only because of the hardworking students that put unlimited time and effort into it, but also because of generous sponsors. Some of them even choose to stand by the project for more than 10 years.



This year's edition of SNNC has three main goals that we work towards as a team, that all go in line with the theme of change. These are: memorability, innovativity and universality.

Memorability

This goal stands for two issues we regard as important: transparency and legacy.

Given that we have been granted the opportunity of arranging the 40th anniversary of Students' Nobel NightCap, we wish to create an experience that will transcend time and be a reference point for the many editions to come. Therefore, we are working on establishing a legacy. This is made possible mainly thanks to the time and effort put in by everyone involved with the project.

While we do know that many things have changed about this project as years passed by, we have only been able to access fragments of information from previous years, given that the project hardly has been documented. For this reason, this year's team made it one of its goals to document every step of the process.

Innovativity

As time passes we are continuously evolving, and this is something that the committee of this year's SNNC feels strongly about. We want to bring an innovative touch

to a decades-old event. We have, in this sense, updated the organisational structure and brought in a new internal platform. We are working with incorporating AR technology into the party and overall use our creative minds to spark innovative solutions.

Universality

Lastly, we want to give equal opportunities to all students in Stockholm to lay a brick in the building of this project. Therefore, we opened and promoted our recruitment across all channels and to all universities in Stockholm. The reflection of this goal now shows in the diversity of our entire project group which has an approximate ratio of 60/40 SSE to non-SSE students and almost 50/50 ratio of foreigners to Swedish nationals. This has proven extremely fruitful in all aspects of our work.

We hope that reading these lines have given you a sense of how Students' Nobel NightCap has changed over the years along with the work we are putting into making it arguably the best afterparty in the world,

To see more of what we do, follow us on Facebook @NobelNightCap and Instagram @studentsnobelnightcap.

/THE GENERALS

DON'T PUT ME IN A BOX

In an age of fake news and alternative facts, critical thinking is more important than ever.

We define a large number of people based solely on a single trait they have, or even have had, in common and it is not a new phenomenon. Society seems to always find ways to define a person from their outer characteristics, whether they like it or not, which I was reminded of once again when reading the new book written about SSE. Call me naïve, but I had hoped that in year 2018 we would start leaving behind that kind of behavior, rather than continuing to reinforce existing stereotypes and in turn alienate other human beings.

Each year, hundreds of new students walk through the oak door on Sveavägen 65. Denying that many of them share the same kind of background would be ignorant, especially when looking at certain parameters,

such as socio-economic background. Nevertheless, one cannot disregard the fact that each of these people have their own vision, their own drive, and their own future. Similarly, however interesting the history of an educational institution, that hardly defines the students that go there a century later. Each generation evolves and nurture their own values, depending on the world they grow up in.

Predetermined ideas and stereotypes are hard to get rid of once they have settled in. One example of that is how ridiculously hard it has been for me to convince Swedes that my mother tongue is Swedish. As a Swedish-

speaking Finn, and thus part of a minority in my home country, firmly rooted ideas of how I am, based on my language, is nothing new to me. Still, since moving to

“Putting people in boxes based on one known trait is the easy way out. It is not fair and the labelling is probably not even remotely correct, yet we still do it.”

Sweden, I have been surprised to find how predetermined ideas about my Swedish dialect continuously tend to place me in the wrong linguistic and cultural identity.

TEXT // ALFRED ERIKSSON
DESIGN // VELITCHKO VELITCHKOV

I believe it important to realize that these ideas vary in degree and severity. Whereas I get away with being showered in compliments for "having learnt my mother tongue extraordinarily well", others may not be as lucky. Just because some groups are less vulnerable to the effects than others, it does not mean that generalizing of said groups is any less dangerous.

Employing critical thinking is optional, but maybe we could start by critically examining our own prejudices, myself included. Putting people in boxes based on one known trait is the easy way out. It is not fair and the labelling is probably not even remotely correct, yet we still do it.

So the next time you are about to put someone in a box based on a single fact you know about them, remember to at least leave the lid open.



TAKE CONTROL OF YOUR CAREER PATH

Stockholm School of Economics, or SSE for short. If you were to ask a citizen of Stockholm what type of employees SSE forms, the answers would most likely dwell in areas of consulting or corporate finance. For a majority of the scholars, this is a sound answer not far from the truth. Although a degree from SSE typically benefits the business sector; there are several other paths available to the students upon graduation. Many students may believe that their options are rather limited barring the depths of industry and commerce, but as we look at the history of many graduates we see that this simply is not the case. Following one's own path, however daunting or unexplored that may be, could be considered a cornerstone in what makes life, and the career that often accompanies it, exciting.

This is a topic that lies close to my heart; daring to follow your passion and not walk the paths of others. We as students are in certain aspects very alike, but at the same time we are individuals. This is something I feel is often forgotten; we are individuals. Even though we attend the same lectures and face the same assignments.

I want to show there are multiple paths to go in life and hope to inspire you to follow your passion in life and thereby reach the career, and life, of your dreams. So, fellow students, let's take control of our own career paths and become the best, but also the happiest, that we can be.

Do you not know where your passion lies yet? No worries! No one can be sure of what the future will bring. The only thing we can be truly sure about is that the future will reveal itself further down the line. However, to help with inspiration I have spoken to some of the SSE alumni who have fared the roads less travelled and will have these interviewed featured in Minimax. With interview subjects ranging from pop stars, to a freelance journalist ultimately ascending the uppermost reaches of Swedish commerce in her position as CEO for The Confederation of Swedish Enterprise, I hope to shed some light on the possibilities, apart from the typical ones expected of you, awaiting the students of Stockholm School of Economics.

//Wendela Spelmans

PORTRAIT | EBBA LINDSÖ

HAVING THE COURAGE TO CHANGE

Ebba Lindsö is a business woman and graduate from Stockholm School of Economics, with an interesting career path behind her. Lindsö received her bachelor's degree in 1978. 20 years after leaving SSE she was featured in Minimax in a cover of "After Handels". Now, 20 years later, Lindsö is once again interviewed for Minimax.

In 1978, Stockholm School of Economics offered a few students the chance to take a gap year and take on an internship, with one of the handpicked companies that the school had an agreement with. These spots were highly sought after and Lindsö was one of the students that year to receive such an opportunity. She got a job within the shipping industry. During this time, the company she was assigned to had problems with gender equality. Women were seen as secretaries and men as the ones who handled the business and clients.

"Men had the big offices with the beautiful view, while the women worked in the less sought after part of the office" Lindsö states.

There was a clear distinction between what was seen as feminine and masculine within the firm, which was reflected in the separation between work tasks and placement within the office. Lindsö was one of few women working within the male dominated sector of the company. This made Lindsö a challenger of the norms, which at first caused friction at the office, a situation which Lindsö solved by uniting the women in the office, helping shape a culture where women look out for each other. Many of those women now have high positions at different organisations within the industry. Lindsö discussed the importance of women supporting women, instead of seeing them as competition. She left the shipping industry after almost 8 years.

Lindsö discussed the importance of women supporting women.

Lindsö felt that it was time for a change. She then begun a career in finance. She was sceptical towards the industry but decided to give it a try. Switching careers from shipping to finance meant a huge downstep in both salary and position.

"If something does not feel a hundred percent - switch".

She was convinced that with her earlier experiences she would manage a new career within finance. The job was at Transferator, as a trainee.

"I don't think that a lot of people would leave a secure and well paid job for one where the salary was cut in half, but I was convinced that this was the right step for me".

During her time on Transferator she advanced through different roles within the company, to lastly step on as CEO. "My intention was never to end up as the CEO and I think that is important to know".

She was asked to take the role as CEO multiple times before accepting the offer. At this time Transferator was in a deep crisis, with a market share of 3-4%. When Lindsö left the company they had a market share of 35% and were the most profitable company within their line of business.

Lindsö, once again, felt that it was time for a change and shifted from finance to media. Her husband was at that time working as a journalist, which was how she got exposed to the idea. She was soon asked to step in as the editor-in-chief for Affärsvärlden, where she stayed for two years.

Even though she had some fantastic roles within different industries, Lindsö describes the happiest moment within her career as the day when she got headhunted for TT.

Once again Lindsö was faced with a company in deep crisis. Before starting as the CEO and editor-in-chief, she requested 3 months talking to the employees and forming a plan for what needed to be done to turn the company around.

PORTRAIT | EBBA LINDSÖ

HAVING THE COURAGE TO CHANGE



PORTRAIT | EBBA LINDSÖ

HAVING THE COURAGE TO CHANGE

“This is what advice I would give to all students who, in the future, possess a leadership role: ask for some time to talk to the employees and really get a good view of the company and its challenges before you start making decisions and driving through change”.

Together with the staff she turned the company around, going from a condemned news agency to one of the most successful and most profitable news agencies.

“I’m better at implementing changes than pure management”

Because of that, Lindsö resigned from TT when the crisis was taken care of. Now the job offers were coming in from left and right. Svenskt Näringsliv, was one of them. The organisation was having some trouble and wanted Lindsö to take the role of CEO and lead them through this change that was crucial for their survival. She turned the offer down several times; however, the recruiters were persistent. They told her that after taking almost 100 references they were convinced that she was the one who could turn this negative trend upwards again.

“I don’t recommend anyone to get talked in to take a job”.

She was there for approximately 800 days and managed to make some good changes. However, after that time she felt that it was enough and then resigned from her position. “I really liked the job, but it was tough becoming a public person and handling the constant power struggle in the media”.

Over the years Lindsö has had different types of leadership roles, within several different industries. This is something she believes has given her an insight in how to work with sustainable leadership. She means that value-creating goes hand-in-hand with a sustainable business plan. A company needs not only a sustainability plan for their production, but also a sustainable leader to guide them through the process. She believes that it is important to look at questions regarding (1) the environment, (2) the economy and (3) the social aspect of society. However, each company have to customize these after

their industry and business plan, since companies have different needs and society expect different actions from them.

Change is never welcomed by all parties. There is always going to be people fighting change, even though that change might be crucial.

Furthermore, Lindsö talked about the importance of a leader’s mindset. She mentioned that a leader has to be prepared to endure resistance, since change is never welcomed by all parties. There is always going to be people fighting change, even though that change might be crucial. Another important factor of good leadership she stated was to divide the main goal into milestones. This allows the team to remain focused during the whole project.

WHAT ADVICE WOULD YOU GIVE A STUDENT AT STOCKHOLM SCHOOL OF ECONOMICS?

1. Dare to go after what you want.
2. Go further than even you think you are capable of.
3. And do those two really well.

A SUSTAINABLE LIFESTYLE

Many of us wonder how we can become more sustainable. It can sometimes feel as if your personal choices have no effect, and it is difficult to know where to start when changing your lifestyle. Of course, combating climate change will demand more of a systemic change than a few individuals making different choices. However, our attitudes, approach to nature, values and choices also need to change.

So, if you want to do something, if you want to take the first step but do not know where to start - here are a few first individual steps. The more you get thinking about these issues, the more you will understand what more changes are needed. The list is based on a new study 'The climate mitigation gap: education and government recommendations miss the most effective individual actions' by Kimberly Nicholas, a professor at Lunds University.

1. Ditch the car for a year

If you have the possibility to bike, walk or use the public transportation system (which you obviously have in Stockholm), do so! By ditching the car for a year, you have saved the environment CO2 emissions the amount equivalent to the that saved during three years being vegan.

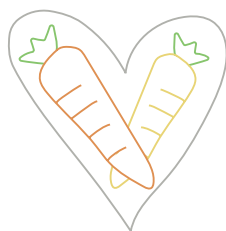
2. Skip the New York trip

A flight back and forth to New York from Arlanda costs the planet 1.6 tons of CO2 emissions. That is the same amount of CO2 emission you save when committing to the vegan diet for two years!

3. Live on a plant-based diet

You guessed it. Going vegan saves the planet 0.8 tons of CO2 emissions per year. Of course, not everyone is able to switch their diets. Changing diets could also seem like a big change. But it is worth assessing, since what you eat affects CO2 emissions worldwide.

Maybe you think a meat burger tastes much better than a veggie burger; but believe me, knowing the veggie burger is so much better for the planet will enhance its taste.



4. Recycle

The Swedes are probably one of the world's best recyclers. If you recycle for a whole a year, you will save 0.2 tons of CO2. Recycling is not as effective as the above-mentioned options, but it is one of the easiest ways to be more sustainable.

5. Everyday-actions

It is also worth reflecting on your everyday-actions, such as not wasting energy by having all the lights on at all hours, avoiding taking long showers and washing clothes in non-environmentally-friendly programmes. These things need to be reflected on, even though they might have a smaller impact than the abovementioned examples. However, as there is much that needs to change rapidly. Starting to reflect on your behaviour and seeing it in a larger context could help you to understand and combat bigger issues at hand.

Lastly,

I believe that it is crucial to start implementing sustainable choices in our lifestyles, even though policies and collaboration between states might be the most effective way to solve the climate change issue. But when we, as individuals and consumers, start to value sustainability, so will corporations and policymakers.



PLASTIC IS FOREVER



POSITIVE

TEXT // LINN CERVELL

PHOTO // FANNY LUNDVALL

DESIGN // CARLOTA FERNÁNDEZ

The times, they are a-changing, more than ever before. On top of that, we are also notified of these changes more frequently than ever before, thanks to our ever-buzzing phones and news media expansion. However, most of what we learn about the world is “bad” news. It is a simple business strategy; bad news are more clickbait friendly. But as we constantly are exposed to different headlines, we are often misled to believing that the sample of news we are exposed to portray an accurate picture of the world; that the world is doomed and there is nothing we can do about it.

Hans Rosling stated that **“There is no room for facts when our minds are occupied by fear”**. Humanity is making progress in so many different ways, and great things are happening. We just do not hear about it as much. Of course it is important to spread awareness of tragedies, catastrophes, and urgent matters. But we also have to learn about the progress we are making. Because if we do not believe change is possible, would we even bother trying to create it?

Here are 10 ways in which the world is changing for the better:

1. Fossil fuel-driven cars to be banned in Denmark

The Danish government has proposed a ban of the sale of new petrol and diesel driven cars to come into action by 2030. The government also aims to have one million electricity-driven cars on the roads by then¹. As fossil fuels contribute to climate change, this ban is a way of fighting it.

2. EU bans a wide range of single-use products

Single-use cutlery, cotton buds, balloon sticks, drink stirrers and straws will no longer be permitted after a decision made by the EU, in an effort to stop the ocean pollution. These plastic products account for 70% of marine litter in Europe, according to a EU press release from May 2018².

3. The downfall of extreme poverty

World Bank data shows that the percentage of the population in extreme poverty has declined from 36% in 1990 to 10% in 2015. Even if at a slower rate, it has since then continued to fall. According to a recent press release³, their estimation is that it has declined to 8.6 % in 2018.

¹ *Danmark vill förbjuda bensin och dieslbilar* (Dagens Industri, 2 Oct 2018)

² *Single-use plastics: New EU rules to reduce marine litter* (European Commission press release, 28 May 2018)

³ *Decline of Global Extreme Poverty Continues but Has Slowed: World Bank* (The World Bank, 19 September 2018)

CHANGES

4. The decline in demand for ivory in China

A Globescan report published by WWF and TRAFFIC⁴ shows that the number of stores in China that sell ivory (and therefore contribute to the killing of African elephants), has been reduced by 30% since last year, and demand has gone down by almost half.

5. Battle against malaria

Since 1990, the malaria mortality rate has dropped from 14.2 to 9.7 per 100 000 infections. According to the annual World Malaria Report published 2016 by the World Health Organisation, it is estimated to have decreased by 60% globally between 2000 and 2015.

6. Protecting the bees

28 EU countries have agreed on banning toxic pesticides used in farming, in an attempt to save the bee population from extinction. The ban will come into force within six months.

7. More female CEOs than ever before

A report made by Allbright⁵ shows that 34 % of members in the boards of Swedish Industries are women. That is an increase with 65% since last year.

8. India legalizes gay sex

September 6th earlier this year, India's supreme court ruled out gay sex as being considered crime, making discrimination based on sexual orientation a violation of human rights.

9. Pollution-busting buses

Go-Ahead, one of UK's leading transport providers, has introduced buses fitted with air-filtering fans inside. The buses pick up dangerous particles in the air wherever they go, making humans healthier and the planet cleaner.

10. The ban on commercial fishing in the Arctic

A group of nine nations in the EU has agreed on banning commercial fishing in the Arctic, to protect the ecosystem. The area, which is approximately the size of the Mediterranean sea, will be secured for the upcoming 16 years at least.⁶

⁴ *Demand under the ban-China Ivory Consumption Research Post-Ban 2018* (WWF and TRAFFIC, September 2018)

⁵ *En spricka i glastaket* (Allbright, Oct 2018)

⁶ *Commercial fishing banned across much of the Arctic* (The Guardian, 3 Oct 2018)

SUSTAINABLE FINANCE

TEXT // WALLACE DOUGLAS DESIGN // LOUISE RIBRANT

In early October 2018, reports of true climate crisis as soon as 2040 rang out across global news media.¹ Amidst stressing about exams, committees, and whether I should call my mom back, this terrifying, worrisome news dropped into my lap like a howling child. I have grown up my whole life hearing about how the world might end, someday, if we don't recycle or turn off the lights in the kitchen before bed. But climate change consequences actually occurring in my lifetime? I did not think so. I thought that I was doing enough as a normal citizen, and that things would work out someday, and never become that bad. But they are. And it is time to make a change.

"I have grown up my whole life hearing about how the world might end"

The market economy is a global force with an immense amount of influence that we cannot ignore. But

it is a force that is neglecting the Big Picture. At the moment, the world of finance, investments, and banking, has a short sighted outlook -- long-term investment horizons are set at two, maybe three years in the future and at maximum seven years. This is not enough time to look for continuous, stable change. And this in a world where a ravenous 20% of the market consumes 80% of the resources.² The market focuses on increasing jobs within this 20% to up productivity to up GDP to consumption is doing just that -- expediting consumption to an unhealthy degree. Everyday, the

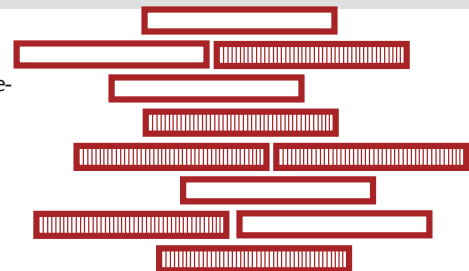
world consumes 100 billion barrels of oil, and that rate is growing stealy 2-3% per year.³ CO2 levels are not dropping. Air travel, a major CO2 producer, is becoming ever more popular. The 20%, in our comfortable bubble is missing a sense of urgency. But it is our urgency that will make real change. Sustainability and profit need not be in conflict. Creating a circular-style

global business models that evolve to accommodate for the future and taking the 88% of investments that go into unsustainable places and moving them to sustainable ones will begin to help our planet in the next 12 years. The financial world has the power to make great changes, and asking banks to provide financial solutions for climate secure investments, which has been shown to be 27% more successful than recycling and assist in bolstering GDP, will lead other industries into following suit. Supporting forward thinking and encouraging politicians across the globe to treat climate change issues with true respect is what we must hold on to when we look ahead for real.

These actions within finance and politics will make it so the world need not raise any higher than 2 degrees celsius, and we can all look out another day out our beautiful planet we have only got one life to live on.



1. <https://www.nytimes.com/2018/10/07/climate/ipcc-climate-report-2040.html>
2. <http://www.worldcentric.org/conscious-living/social-and-economic-injustice>
3. <https://business.financialpost.com/commodities/energy/what-decarbonization-the-world-will-soon-be-burning-100-million-barrels-of-oil-per-day>



IT ALL FADES AWAY