

MINIMAX

THE STUDENT ASSOCIATION AT STOCKHOLM SCHOOL OF ECONOMICS

THE INSPIRATION ISSUE



MARCH 2019

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LETTER FROM THE EDITOR

The theme of this issue is Inspiration. This is a theme that engages people and everyone seems to have an opinion on what it is, whether or not it is needed and if so, to what extent.

Inspiration can be a drive to find solutions to impossibly large world issues. It can be corny inspirational, motivational quotes (even if those quotes are at times needed). It can be that song that changed everything, that lecture that opened your eyes to the problems of the world, that all-night conversation with your best friend about what the future could be like. It can be your guiding force in life and it can be something that allows you to do the stuff you never thought were possible.

Finding inspiration can be a challenge, or a fun quest. It can be actively searched for at Pinterest, accidentally found in an overheard conversation or lost for far too long. There can be a pressure to be inspired and absolutely impossible to find that inspiration. But feeling the intense rush and energy of being filled with inspiration and a need to create something, is a pretty darn good feeling.

The editorial team has for this issue tackled inspiration from a variety of different angles. We have met with inspiring people, conducted interviews with people who uses inspiration in their work, discussed with people trying to inspire change, and gone within ourselves to reflect on what inspiration really is.

We hope you find the pages that follow, as inspiring as we have found creating them to be.



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Editor-in-chief 18/19

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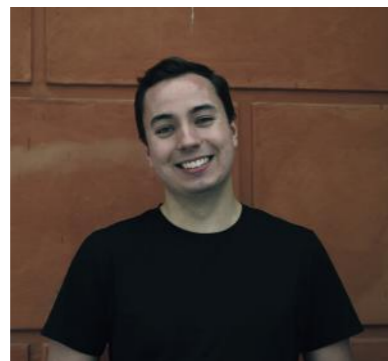
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What is inspiration? Is it needed? Is it overrated? How do you find it and how do you utilize it? Minimax met with artist Hanna Brager -whose occupation is associated with inspiration and creativity- and discussed inspiration, what it is, its importance, and how to find it.

TEXT // FILIPPA HÖGLING
 DESIGN // LOUISE RIBRANT
 ILLUSTRATIONS // HANNA BRAGER

INSPIRING THE GOOD GIRL REBEL

Hanna Brager is the artist behind the popular and humorous illustration Instagram account “hannabrager,” where she posts preciously drawn illustrations combined with humorous texts. “I would describe the account as different illustrations primarily portraying a “good girl” rebel.” Brager states.

Brager has always enjoyed and been interested in art, and growing up, she wanted to become an artist. But she lost track of that dream for a while. Brager was told by everyone that she should combine art with her work and become something along the lines of an Art Director. But for her, having to adapt to someone else’s vision, took the fun out of creating. She wanted a platform where she could put and create her works of art on her own terms. After seeing that there were not already illustrations out there that combined her sense of humor with her preferred style of art, she started posting her own pieces on Instagram. There are a lot of illustration accounts and a lot of meme accounts out there, but she felt that a combination of the two was missing.

“The road to get where you are supposed to be does not have to be picture perfect. I believe a lot of people think that if they are to become an artist or actor or work with something creative, then they have to know that by the age of twelve, but it is actually easy to slide into the right path by accident.” Brager says.

Brager’s work process is driven by a lust for creating, and she is constantly searching for inspiration in her everyday life. She gets her inspiration from all sort of things.

“Everyone I have talked to who has worked with something creative, has told me that it is super important to always keep a notebook with you (or, like me, the notes-app on your mobile) so you can write down your ideas as soon as you get them. That is an advice I have followed and even if it is just two words, I always write those down. How those thoughts come to you, now that’s a different issue. For me, it is about exposing myself to the things I find interesting and that, does not have to be similar to what I am doing. It just has to be something that drives you or gets your attention. So, my advice is to expose yourself a lot to both pop culture but also the culture you yourself like and enjoy.” she continues.

When asked what she believes inspiration to be, she responds:



Illustrations by Hanna Brager | Artist & illustrator
 Creator of Instagram-account *hannabrager*

“Inspiration is when you see something and almost fall in love with that object. It is something you see or hear and it sparks something else in you”

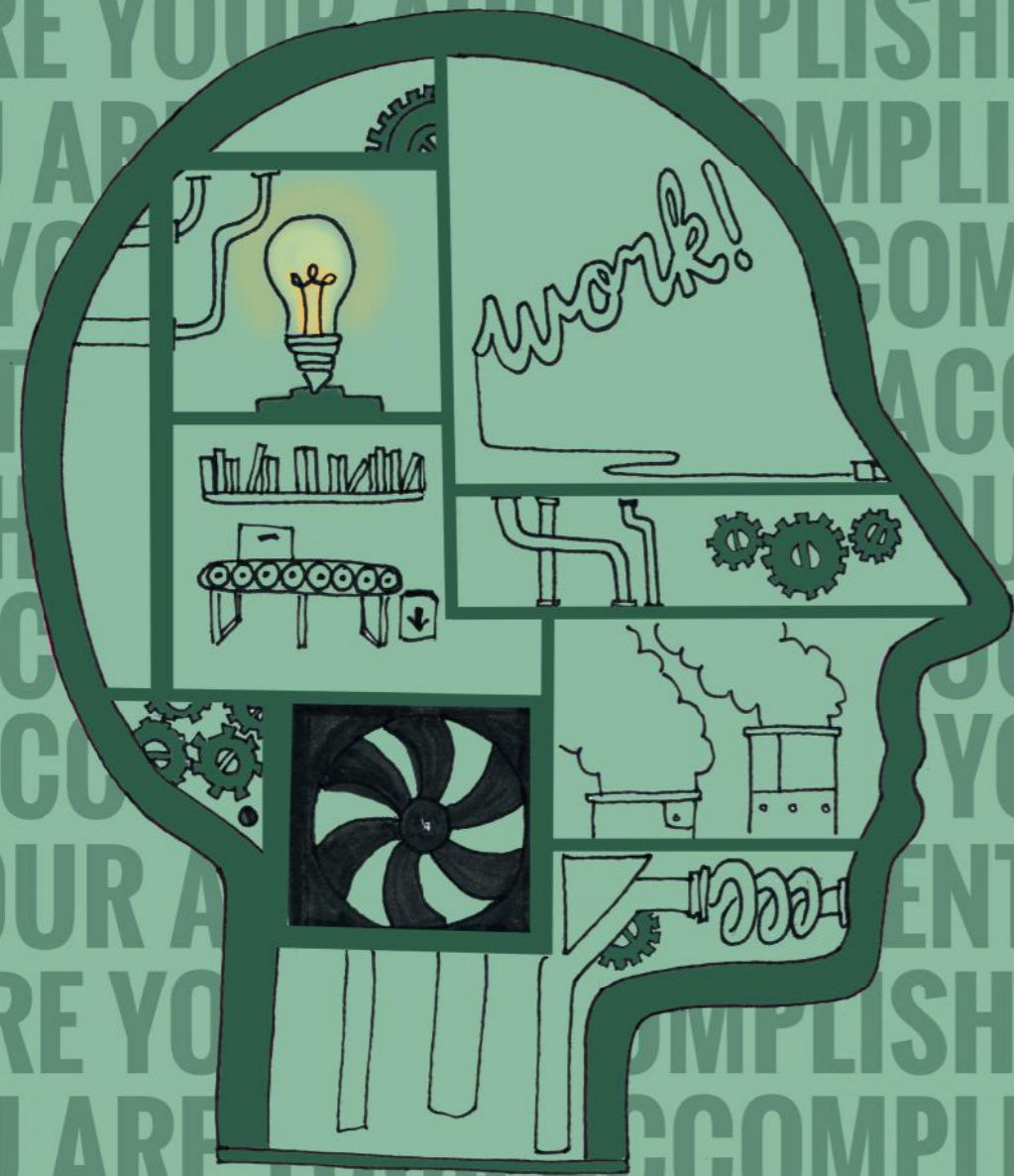
Brager continued describing how inspiration is important for her in her work because she does not want to do something just out of necessity, but wants for her work to be genuine and come from a place of inspiration. Her work is always driven out of a joy for creating.

“I associate inspiration with believing what you do is fun, that an internal motivation exists. The work could be done without inspiration, but I doubt it would be as enjoyable. You can work with a deadline and just write some text, but for me it is important that my work feels genuine, and for that, inspiration is needed. You can do the work without inspiration, but you risk that it becomes a bit impersonal.” she explains.

Brager ponders the question if she aspires to inspire others and concludes:

“In a way, I guess it is a goal of mine to inspire others. But my goal with my art is that it is to express something different, thereby ensuring you, you are not weird. I often get called brave for exposing the “ugly thoughts”. But I feel like I only express very normal thoughts. So, I guess I would like to inspire others to realize that you do not have to pretend to be the perfect girl who never stalk someone on Instagram or never gets upset with your partner.”

Finally, Brager’s words of advice to those who wants to become an artist are as follows: “Just do it. Even if you do not know how to. Try drawing ten pictures in the same style. If you do not like them, try coloring them. You have to try until you get it right. And don’t be afraid to look at what others are doing. You do not have to be entirely unique. That comes later, when you’ve been doing it for a while.”



PLAYING WITH SURFACE TENSION

02.01. The gazing, red eyes of my digital alarm clock stare into my soul. I was supposed to be asleep two hours ago. Two hours of inefficiency. Two hours of precious time that could have contributed to my schedule. I am supposed to be an inspiration. To be inspired. Heavy pounding. Stress. *Do this. Do that. Why? Because. No, seriously – why? Because you are a brick made of steel taking part in a social game.*

We always strive towards staying busy. We get just enough sleep – rather too little than too much. We complain about how tired and exhausted we feel, put on facades and keep on going, pretending like we have superpowers. We deal with the annoying voices in our heads.

*Failed a test. Take another class to compensate for it
Hung out with three friends last month. Which means you didn't hang out with the other ten.
Got invited to two parties. And only went to one?
Improved my personal best with 30 seconds today. Pfft, only minute improvements count.
Stayed in school until 20.00 yesterday. Stay an extra hour.
Started planning my backpacking trip. But didn't book the tickets?*

We balance on the fine line between keeping our schedules filled for fun, and keeping them filled for the sake of prestige. We keep the glasses filled to the very top without letting the water spill. We play with surface tension.

You are your accomplishments.

We enter this world. We live. We die. We press pause as we are framed in a perfect obituary, to realize that the only person left to cheer on our personal accomplishments is the person staring right back at us in the mirror.

Bricks made of glass taking part in a social game, judged by how full our schedules are. Unconsciously participating in pure gambling. Temporarily covered in steel.

03.01. My head feels heavier than ever. I am soaked in red light, the room lit up, like a neon sign lights up an empty desert road.

Just fall asleep.

TEXT // HEDVIG TINDBERG
DESIGN & ILLUSTRATION // HANNA KOPELMAN

The SASSE BOARD on INSPIRATION



KARL SEGERSVEN
Treasurer

1. I want to inspire all students, also those who previously have not been engaged in the student association!
2. I get inspired by my family and especially by my three elder brothers



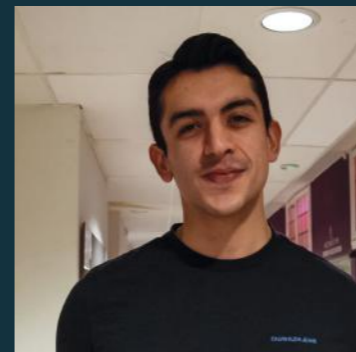
WENDELA SPELMANS
President of the Media Committee

1. If more students feel like they are appreciated and welcome in SASSE, then I have succeeded.
2. Definitely my mom.



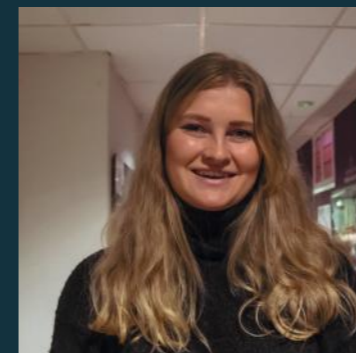
HILDA HARDELL
President of the Education Committee

1. I want to inspire students to get more involved within SASSE. The main task of the Education Committee is to make the voices of students be heard. By fulfilling that task I hope students will feel they have the power to impact their education through SASSE, and also get inspired to get more involved.
2. My sister Moa. She really has the ability to follow her own heart and not just do things that other people want her to do. I admire her strength and I think she is one of the most genuine people on this planet.



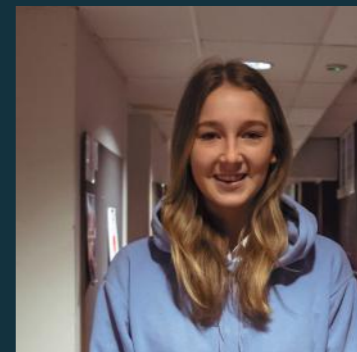
ARIAN TAVASSOLI
President

1. I want to inspire our members to dare. To go out of their comfort zone and hopefully fail a couple of times before succeeding. I truly believe that adversity builds character and self-confidence in the long run. Having a spotless track-record might seem appealing, but trying and failing will never leave you wondering if you could have done something greater.
2. Fearlessly ambitious people. Those who double down on their dreams and get up when they fall without losing focus on what they are trying to achieve. I have met several people with this quality at SSE and it has been a great source of inspiration.



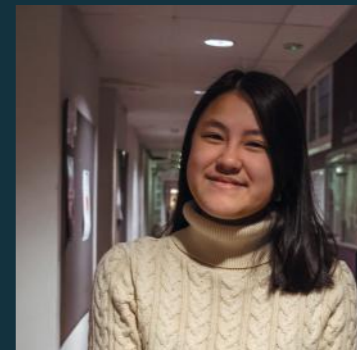
KATARINA BOTTELLI DAHLGREN
President of the Sports Committee

1. Together with the presidents of the Social and Education Committee we have a forum called Student Health Council and through that, I want to inspire students to dare to talk about mental health connected to the pressure many feel from studying here.
2. My grandparents: grandpa Finn for his moral, Nonna Maddalena for her courage, grandma Lotti for her generosity and caring, and my grandpa Sverker for his reliability. They have taught me the meaning of unconditional love.



CORNELIA SELLMAN
President of the Entertainment Committee

1. I wish to inspire the students at SSE by advocating a healthy balance between partying and studying. I will do my best to do so by making sure everyone feels welcome in the Rotunda so that if you need a break from your studies you know where to go. ;)
2. I am greatly inspired by my predecessors. I've met many of the previous Klubbisar already and I am blown away by their warmth and wisdom.



CECILIA TRAN
President of the Tech Committee

1. There are actually many different ways which I would like to inspire the students during my year in the SASSE Board. Generally, I want to show students that hard work pays off and that anything is possible. Related to my committee, I want to show students that even we, as business students, can work in companies whose daily work is highly tech-related. Lastly, I want to show them that one's attitude towards various tasks usually is the difference between success and failure.
2. My parents are definitely the people who inspires me the most. They are constantly hard-working and has done so much for me and my siblings, and not once have they complained or asked for anything in return. Every single day, I think of this fact, and without them I wouldn't be where I am today.



ELIN ASHRAFI

President of the Business Committee

- 1. Inspiration to me, is having a big heart and fearless soul. By being open minded, encouraging and passionate about what I do, I hope I can inspire the students at SSE to be the same.
- 2. The people who have the most on their plates, but still make you feel like they always have time for you



JOHANNA LI

President of the International Committee

- 1. By being open and positive and spreading joy, and by showing people, especially at SSE, that nobody's perfect and that it's ok to make mistakes.
- 2. Nobody specific, but rather people who fight for what they believe in even when their goals seem impossible to reach.



ALICIA OHLSSON

President of the Social Committee

- 1. I hope to inspire the students by, together with my fantastic board, creating different events during the year that make everyone forget about their current exam stress. Combining cultural, social and festive activities with studying, will without doubt make us more inspired!
- 2. My dad! He is the most entrepreneurial person I have ever met – not only when it comes to his job, but also in investing in himself. He always has hundreds of projects going on (doing the "Swedish classic" AND running Stockholm marathon, being a football coach, building a porch etc etc.) We are very different, but I am always inspired by his energy!



NICLAS JADBERG

Vice President

- 1. I want to inspire the students of SSE to have fun! Our association should be a place to grow and enjoy while doing so. One brilliant predecessor of mine coined the phrase Professional Playground, and I think that is so accurate. The combination of gaining valuable experience for your professional life and spending countless of hours laughing, talking and partying with your friends is exactly the platform I want SASSE to be. Always remember, have fun, and it is okay to fail.
- 2. I get inspired by people who are positive, driven and humble. It does not necessarily have to be someone mega successful, it can be anyone from my mother for her endless grind raising three kids or a classmate of mine who is just brilliant and always smiling.



TEDxSSE
INSPIRATORS OF INSPIRATION

Spring is a time for inspiration, new thoughts and ideas. A SASSE-project that is particularly concerned with inspiration is TEDxSSE. With less than a month to go, the team is excited and prepared for what might be the most inspirational SSE event of the year.

On the evening of April 11th, five speakers, including one student speaker, will take the stage of the aula and try to pry open the minds of those in the audience. A limited amount of tickets are sold

through SASSE- and the audience get to enjoy an evening full of inspirational speeches as well as dinner and mingling. Earlier years, speakers have included Anna Hagemann, Oskar Kihlberg and Jessica Stiernlöf Walker. This year's speakers still remain secret.

After a long, but exciting time of brainstorming, the last pieces are now falling into place. And the overall group spirit of the team behind TEDxSSE is on top. Despite the fact that the contacted speakers often are very busy - finding people who are interested in contributing has not been difficult.

"The whole concept of TEDx is so cool. Thanks to it taking place all over the world, and everyone knowing what a TED talk is - everyone wants to do

one. It has made it so much easier to get speakers." - Hedda Heinonen, Project Leader

Another factor that is very much appreciated by speakers is the fact that many speeches are uploaded to Youtube. Even if one event in particular might not be as big as others, people from all over the world are able to watch it online. This year, the team is hoping to get all speeches at SSE filmed as well.

This year's theme is "Break-Through", a broad theme that can be interpreted in many different ways.

"The speakers this year differ a lot from each other. It has been important for us that the speakers are not just business people, and that they are people with different backgrounds and bring different perspectives. Hopefully, everyone listening, finds a speech that speaks to them." -Emma Dubo, Head of Lectures

Tickets go on sale April 5th at noon after the pre-event. During the lunch break, the team will takeover the Pub and finally announce the speakers. And yes, there will be food.

No matter what is on your mind, where you are in life, or what your plans and goals after your studies are- this event is for everyone. So, let us celebrate inspiration, hope, and new perspectives. For our own sake, but also for the importance of listening to each other, questioning ideas, and dreaming. Perhaps you will leave as a changed person.

THE COMPLEXITY OF SUSTAINABLE FINANCE

The finance sector of today can seem uninspiring. But things are changing and sustainability is put on the agenda. So, what is really a sustainable finance sector? How could it look and where are we today? Minimax met with Dr. Emma Sjöström at Misum and discussed sustainable finance.

What is a sustainable investment?

“It is an investment that takes into consideration sustainable development. That can be executed in many different ways. A sustainable investment could be an infrastructure fund containing investments in wind energy, or it could be an equity fund that actively works with the companies in the fund to improve their work with regards to sustainability, or it could be a green bond. There are many ways of designing a sustainable investment product, but the main idea is that you have integrated sustainability in your investment philosophy.” Sjöström explains.

What is an unsustainable investment?

“It is something that may generate return short term, but obstruct a sustainable development in the longer run.” Sjöström states.

Sjöström is motivated to explore questions she believes the finance sector needs to know the answer to. She is currently researching how to incorporate a long-term perspective in the investment analysis. The financial sector has been criticized for a long time for its short-sighted point of view in both analysis and investment decisions. If longer timeframes were considered, it would better align with the broader sustainability agenda, and it may also shed light on risk that would otherwise be overlooked. But implementing a long-term perspective in a world so concentrated on quarterly reports has proved difficult.

Another project she is working on is researching the effects of different methods of sustainable investments. Investors are not sure which of their different sustainability strategies that are most effective, and hopefully research can help answering that.

“Many investors are looking for sustainable investment to have an effect in the real economy. The problem with divesting fossil fuels is that on a secondary market, somebody else will purchase the stock and nothing has really changed. At the same time, it can be an important statement by for example large pension funds to divest from unsustainable industries, and maybe that in itself can have an effect, but it has yet to be proven by research.” She begins to explain before she continues:

“Many investors do things simultaneously. You might choose not to invest in certain industries and also join forces with others and try to influence companies and vote on annual meetings of shareholders. There are several things that can be done. The most important is that everyone, whether you are a big investment fund or an individual, look to yourself and ask, “What do I want to accomplish? What is important for me? Is it to make a statement, to reduce portfolio risk, to finance sustainable solutions?” Sjöström concludes.

Even though the interest in sustainability is increasing amongst investors, sustainable investment is not yet mainstream or the norm. It is still fully possible to invest in and profit from unsustainable and harmful industries, at least short-term. But, there is a lot of activity, not the least on the policy level, to promote sustainable investment. Currently, the European Commission is trying to define what a green activity is.

“There is an ambition to be able to label what is good and bad. But often times, it is not that simple. For example, electric vehicles are a more environmentally friendly option to gasoline cars in the user phase, but has a lot of sustainability issues in a life cycle perspective.” Sjöström describes.

There are difficulties in deciding what a sustainable investment is, specifically regarding activities with both positive and negative effects. Certain investments are marketed as sustainable, because they consist of companies planting crops, and thereby contribute to reducing carbon dioxide levels in the atmosphere. But some of these “sustainable” activities can still be connected to violations of human rights, such as land grabbing. The company’s activity might be reducing carbon dioxide levels in the atmosphere, but at the same time people’s land is being taken from them for this activity to be able to exist. How do we avoid these situations in the market? How do we ensure we do not create a demand for something that is connected to human suffering? Sjöström discussed how there will always be a need to evaluate all different aspects of an activity to be able to make a full and just analysis.

“I don’t think you should disregard the negative effects of an activity. If that means you should not invest or if it means you should invest and try to influence the activity, that is something to be discussed from case to case. But I do not think one can offset a negative side of a business just because there is a positive side as well. One has to address all the negative effects of an activity.” she says.

When asked about what is needed for the finance sector to become sustainable, she answers: “Regulations, consumer pressure and the understanding that this really is enlightened self-interest of the finance sector. If you can understand and evaluate sustainability risks you probably have a better risk analysis than if you have not taken the business implications of for example planetary boundaries into account. For a long time, sustainability has been viewed as a trade-off, as something you can do, but at the expense of your revenue. But now we are starting to understand that sustainability is a prerequisite to be profitable in the long run.”

In regards to the final question of the interview about if she thinks the finance sector can become fully sustainable, Sjöström states that: “It is far from everyone in the finance sector that knows enough about sustainability to

understand fully how to integrate it in their work. And even if the focus on sustainability is growing, there is still a part of the finance sector that is too short sighted and greedy and even view this as a game, rather than thinking about the finance sector as an important societal function. So, culture, incentive systems and other structural factors can contribute to making it difficult to make the entire finance sector sustainable. But there is clearly mounting pressure from policy makers, civil society organizations, consumers and other stakeholders for the finance sector to be held accountable and take responsibility for aligning with a sustainable development.”



Dr. Emma Sjöström is the Manager for the Sustainable Finance Research Platform at Misum, and also co-lead of Stockholm Sustainable Finance Center, a partnership between SSE and SEI.

She is researching the finance sector from an organizational point of view, and explores how the financial market can contribute towards a sustainable development.

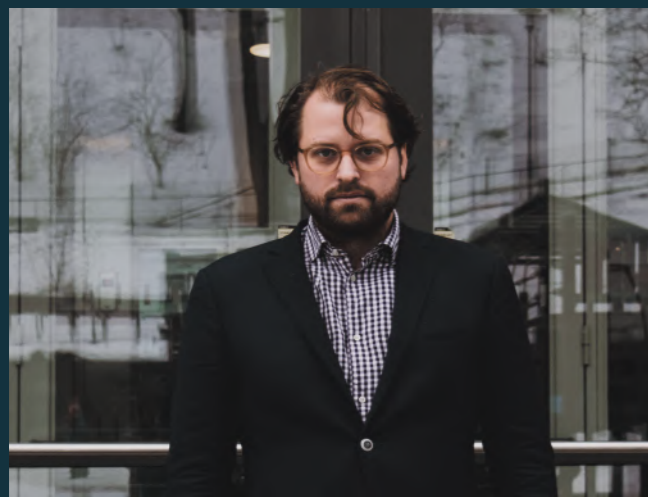
She has written, amongst other things, the book “Hållbara investeringar”.

REDISCOVERING

TEXT // ALFRED ERIKSSON
PHOTO // SOFIA WESTERLIND
DESIGN // LOUISE RIBRANT



JOHANNA PERSSON
Participant in the Literary Agenda



ERIK WIBERG
Teacher and researcher at SSE

SSE's newly launched literary initiative has exceeded all expectations in terms of number of participants and engagement. But what makes students in a heavy-paced environment, willing to put time and energy on reading, and what is the initiative really all about?

Erik Wikberg, a teacher and researcher at Stockholm School of Economics who is also the director for the SSE Literary Agenda initiative gives his view on the matter. "It simply shows that our students have interests beyond the business and economics subjects that are taught here at school," he explains and adds, "At a specialized university such as SSE, it is actually quite natural that the people who come here, have different backgrounds and interests, and this is just one way for them to express it."

SSE Literary Agenda was launched in October 2018 as part of the school's new learning objectives, contained in the acronym FREE, after having secured financing earlier that year. Participating students will over the course of the year read seven novels by authors such as Kerstin Ekman, Mohsin Hamid and Sofi Oksanen, just to name a few. Moreover, they will attend book circles, listen to author talks and at the end of the academic year, write a reflection paper. "According to FREE, the students of this school are to be reflective and self-aware, as well as empathic and culturally literate and this is something we hope that Literary Agenda will encourage", Wikberg says, "Literature is an art form that involves understanding of, and reflection on the realities of other people's lives and how they may differ from your own."

Natur & Kultur is the main sponsor of Literary Agenda and has made the initiative possible by supporting it with 500 000 SEK per annum for three years. Students who complete all the steps of the initiative will also receive a certificate from the other main sponsor, McKinsey & Co. "As participation does not generate ECTS we wanted to have some sort of tangible recognition of one's achievement. I believe this is also very important in order

READING

1

to show that these kinds of initiatives, like the Literary Agenda and the Art Initiative, and the underlying skills, such as creative thinking, are supported and deemed important by the corporate world", Wikberg explains. Many other organizations, both companies and student associations from other universities have contacted him and applauded the initiative or shown interest in getting involved.

Judging by the great interest shown by students, Literary Agenda filled a previous gap in the curriculum. Johanna Persson, a second-year bachelor student, is one of the almost 200 participants making sure that the initiative by far exceeded the goal of reaching 60 participants during the first year. She saw it as a great opportunity to make time for reading some carefully chosen literature. "I

think we read a great deal, not only course literature, but also texts on the internet and social media. Personally, however, I never took the time to read fiction before joining Literary Agenda", Persson explains her participation in the initiative.

Johanna's experience of lacking time

2

is also acknowledged by Wikberg, who explains how the literary industry has widened the scope of their competition over the years: "Nowadays competitors are not only other publishers or titles, but basically everything competing over our time such as TV series, work, gym... and the list goes on" and adds "Reading takes a lot of time, but the fact that people still do it, and allow for a slower co-creation of different cognitive functions, is beautiful."

Although the number of books to read, seven books in one academic year, in addition to all course literature, greatly surpasses the reading of the average Swede, Wikberg is very particular in emphasizing that the goal is to make the participation as smooth as possible. The book circles are planned in between exam periods in order to not disturb or cause unnecessary stress. Flexibility is the key word when

it comes to managing a project like this, when clashing timetables occurs more often than not. "We record the author talks, offer extra book circles for those who have missed the ordinary ones, and exchange students can complete their attendance over two years if they wish to receive their certificate", Wikberg states and says he is also open for cherry-picking and letting students take part in the activities they are interested in without aspiring for the certificate.

For Persson, the certificate has not played a crucial role in motivating her to read. Rather, she has found the novels themselves interesting with challenging and eye-opening themes. Especially the regular book circles and the discussions there have been very rewarding. "Listening to others interpretations and experiences has really opened up for some new perspectives for me", she concludes.

FORGET ABOUT FINDING YOUR PASSION

TEXT // LAYAL CHEHADÉ
DESIGN // VELITCHKO VELITCHKOV

Millennials have been brought up by the idea that we can become whatever we want to and that passion and dreams, is what it takes to find a fulfilling career. However, is that really good career advice?

According to the chart below, by Google's "Ngram Viewer", the use of the phrase "follow your passion" in English literature has clearly escalated in usage since the beginning of the 1990s. This hints that we have been brought up in an environment where the view of a fulfilling career, has rapidly changed compared to our parents', or the previous generations', view of a career.

Although "follow your passion" is an inspiring slogan, one

might say that it is too broad, too fussy and not at all tangible. First of all, what is passion? How do we find passion? And can we truly just "follow" it? Secondly it is not certain that you will find yourself passionate about something, and that that something will lead you to a fulfilling job.

Most of us can agree on that it is important to have a job we enjoy. However, passion might not be the best way

to find it. Passion could take years to develop and for me, it develops first when I become very knowledgeable about something. What do we mean by passion? Do we mean "excitement"? It might be better to say "follow your excitement", even though that might not be as catchy. Or do we perhaps mean "flow"? Following our flow is quite

"By focusing on the outer world, the search for a career becomes about what we can contribute instead of what gives us pleasure."

different than following our passion since it entails that we identify an activity which we like to do and which we excel at and then match that with a career.

What does the statistics say about what we want from our future careers? Several studies shows that millennials care about the social impact of the work they do. For example, Deloitte's annual millennial survey shows that one of the things we care most about regarding our employer is if they operate sustainably and take action against climate change or social injustices. Millennials are looking for careers which have a positive impact on the world.¹

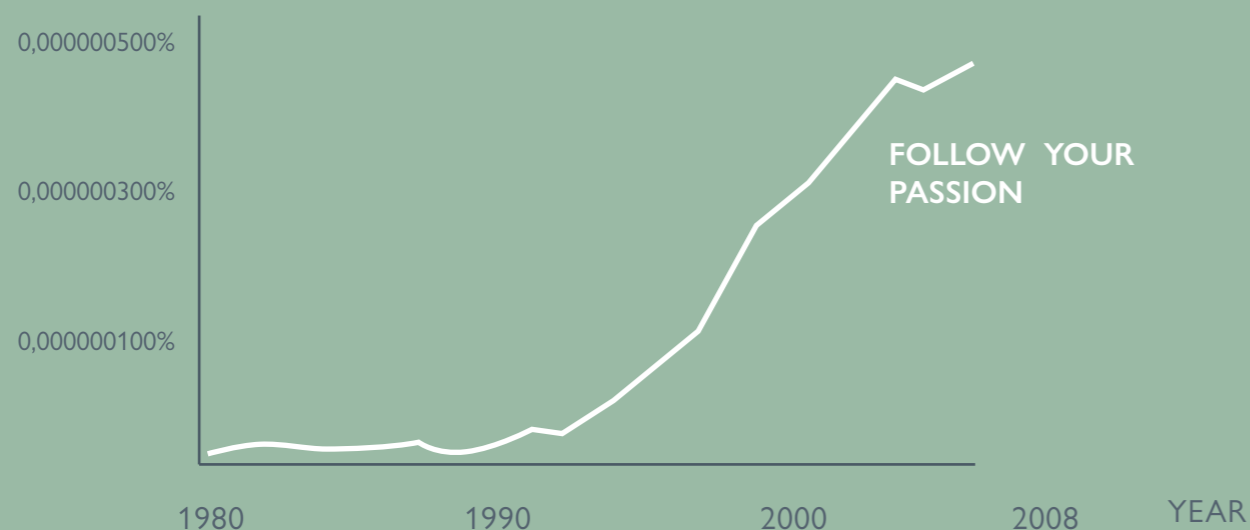
I propose that we should have new references for finding a career. We should not demand we have to find a passion. Instead, we should be looking for problems in the world and our flow to solve them. There is so much focus put on trying to find ourselves that we perhaps forget to get in touch with the outer world and to develop situational awareness. There are so many issues in the world, such as climate change, in desperate need for future leaders to solve them.

By focusing on the outer world, the search for a career becomes about what we can contribute instead of what gives us pleasure. The search becomes about how we can be the leaders that will solve the problems of the future. Moreover, by being in charge and by having a positive impact on the world, we are compensated in one of the most rewarding ways. There are also numerous studies showing that people who focus on contributing to the happiness of others are often the most successful and happy ones.²

By focusing on problems of the world and letting that guide what we do with our lives and combining that with the activities we love to do and which we excel at, rather than "following our passion", we find ourselves in a perfect intersection of having a fulfilling career which we love, which we excel at, and which the world needs.

¹ <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>, 2019-02-13

² <https://psycnet.apa.org/doiLanding?doi=10.1037/pspp0000213>, 2019-02-13



HOW TO SURVIVE VALBORG IN UPPSALA

TEXT // ALI MAHMOUDI

DESIGN // VELITCHKO VELITCHKOV

Saint Walpurgis Night, April the 30th, also known as Valborg, has been celebrated in Sweden for many years. Nowadays, most people associate the tradition with the huge bonfires, lit all around Sweden. But in university towns such as Uppsala and Lund, Valborg holds a special place in the student's hearts.

Traditionally, the exam periods were over by the end of April, and the students could finally celebrate their newfound freedom. Even though that is not the case anymore, the tradition of Valborg has grown to encompass concerts, raves, rafting on the Fyris river and parties in the college towns of Sweden. Nowadays, thousands of students from all over the country travel to Uppsala each year to take part of the celebrations. Here is your guide to Valborg in Uppsala!

In Uppsala, the celebrations start on the 28th of April, with Skvalborg, 2 days before Valborgsmässoafton (Walpurgis night), and then continues the day after with Kvalborg and traditionally ends with Valborg. But in recent years, some brave students go on for a fourth day with the infamous Finalborg also known as "Dricka-upp-din-sprit-borg" or katastrofalborg. That is however not recommended.

The majority of the Valborg activities are centered around the thirteen student nations (musch like different associations) in Uppsala, that form the backbone of the student life. To get access to the nations, as an outsider, you are required to buy a guest cards. These can be

bought at the student union building at Övre Slottsgatan 7. The Valborg guest cards are valid from the 25th of April to the 1st of May, and last year the price was 200 kr. The cards are a temporary membership to all nations, but do not include entrance fees.

Skvalborg and Kvalborg

Almost all nations arrange Valborg festivities during Skvalborg and Kvalborg, but some of the most prominent ones are Stockholm Nation's "Stocken Garden", where their courtyard is transformed into a huge festival area, where well-known artists will be performing during the two days. This means food trucks, dance floors and music. Last year, some of the performers were Den Svenska Björnstammen, Tove Styrke and Maja Francis. The same concept can also be seen at Södermanland-Nerike, better known a Snerikes, where Vengaboys and Z.E performed last year. This year, Fricky is rumored to perform!

Uplands nation will arrange "Poplands" which has a stronger emphasis on techno music, where artists such as DJ Seinfeld and Pender Street Steppers have performed. Östgöta nation will this year arrange FÖRfestikvalborg,

and as the name implies, the main focus will be on activities earlier in the day, with live music during the "champagnegalopp" and grand beer pong tournaments.

Tickets usually cost 200-300 kr (per day), is paid in cash and can be bought at the door of the nations, as long as you have a guest card. To avoid long queues, I recommend buying tickets in advance online! Artists are usually revealed the second or third week of Mars. A pro tip is to like or follow "Uppsalas studentnationer" on Facebook! They share the events of all nations. An alternative to events at the nation are usually either house parties or outdoor parties (but these are a bit trickier to get access to of course).

Valborg - the D day

The traditional Valborg celebration usually starts at 8 or 9 am with champagne breakfast in the company of friends. Since no student can actually afford champagne, the breakfast basically consists of cheap sparkling wine (Cava if you are lucky) and the food of your liking. At 10 o'clock, people gather at the riverbanks to watch the river rafting on Fyrisån, the famous Forsrånningen, that first started in 1975 and is arranged by the Uppsala Union of Engineering and Science students. Around 400 rafters usually participate, and about 40 000 people gather to watch the the rafters try to make it the entire race on their styrofoam rafts. Spoiler alert: the majority does not make it.

At around 12, it is time for silllunch: lunch with herring, potatoes, beer and schnapps on the menu. I personally, do not know any students who take part in this tradition. Instead, thousands of people go on pilgrimage to Ekonomikumparken, also known as eko-parken. The park transforms into a huge festival area with food trucks, portable toilets and music blasting. The park is divided in a number of sections, with visible signs. Choose a spot next to a sign, so you can find your way back when you get lost. People show up at at Eko-parken from around 8-9 o'clock to grab the best spots, and the party continues until around 18. The cleaning of the park on the 1st of May is rumored to cost at least 1 million kr, which is a result of the around 20 000 visitors that celebrate Valborg at Eko-parken,.

According to traditions here in Uppsala, the white student cap may only be worn during the summer half of the year, which starts precisely at 15:00 on the last day of April. Thousands of people therefore gather around Carolina Rediviva, the university library, where the rector stands on the balcony of the library and waves her cap, and the students wave their caps in return. This tradition is called the mösspåtagnig. Afterwards, students run down the downhill slope from Carolina Rediviva (the so called Carro-backen) to the nation of their choice, where they drink and spray champagne (sparkling wine) on each other with music blasting loudly. The "champagne" is sold at the bar, so you do not have to bring your own. However, you will most likely get soaked, so bring something that will keep your phone safe. In recent years, students skip the mösspåtagnig to go straight to the nations in order to avoid the long queues. The late evening of Valborg is usually spent watching a bonfire somewhere in the outskirts of the city, or at a party somewhere.

In order to survive Valborg, you need to focus on longevity, resorb, and plan beforehand what nations and events you are going to attend. I hope this guide gave you some insight to what Valborg in Uppsala is all about!

PS. The SJ-trains are a lot faster and cheaper than the commuter train.

See you there,
Professional partyingla and psychology student,
Ali Mahmoudi

WHY WE SHOULD BE BORED MORE OFTEN

TEXT // LAYAL CHEHADÉ
DESIGN // VELITCHKO VELITCHKOV

This weekend, I ended up spending my Friday evening in the hospital emergency waiting room. People were there for all kinds of different reasons – broken legs, infections or accompanying loved ones. But, despite our differences, we all had something in common. We, in that room could not have been more bored if we tried. But we also had something else in common; we were all frantically searching for entertainment from our phones.

In today's society, boredom is something most of us can stand for at most, a few minutes. We can easily reach for our phone, which delivers entertainment through Instagram, Facebook or even Netflix, connection through messaging our loved ones and perhaps knowledge through Google and Wikipedia (praise the internet). There are so many profound advantages of being connected to the cyberspace, but perhaps we are losing the many advantages of being with our own minds, spending time on nothing and being a bit bored. Is there something positive with boredom that we are missing out on?

Boredom has a negative connotation and is often seen as something which should be avoided at all costs. A psychological definition of boredom is "the aversive experience of wanting, but being unable, to engage in satisfying activity."¹ The psychologist Sandi Mann, author of the book *The Upside of Downtime: Why Boredom is Good*, explains in his book: "The more entertained we are,

the more entertainment we need, to feel satisfied. The more we fill our world with fast-moving, high-intensity, ever-changing stimulation, the more we get used to that and the less tolerant we become of lower levels." In today's society we are constantly trying to be entertained, which leads to less tolerance for longer periods of boredom, something that is hardly surprising since boredom is seen as something to be avoided. One research even showed that in response to being in a boring lab for 15 minutes, participants voluntarily self-administered electric shocks, as a preferred option to being bored.²

Is boredom really something positive if we choose pain rather than being alone with our own thoughts for 15 minutes? According to a study by the Academy of Management, boredom can actually result in creativity and productivity.³ Being in a state of mind where we allow our mind to wander and daydream can be seen as a tool for problem-solving. According to another study by Wijnand

The advantages of being bored...

1) CREATIVE FLOW

According to Dr Mann, since boredom is about not finding stimulation, your mind will try to create it. So by being alone with your thoughts, you may come up with ideas which your mind have never previously thought of.

2) BOOST YOUR MENTAL HEALTH

Boredom could be beneficial for your mental health if you unplug and disconnect from cyberspace. We are simply not made for the constant stimulation which we get from social media. By spending time by yourself and learning to focus on your own thoughts and development you might actually lower your stress levels and increase your personal flow.

I believe that we should find a balance. Our lives should be exciting and entertaining. However, we should truly try to appreciate the moments of silence, of waiting, and the times we are able to be with our thoughts. So, the next time you feel like you are tortured by boredom when standing in a queue or waiting for a bus, why not try to appreciate it and enjoy the moments of the delinquency of boredom?

van Tilburg, from the University of Limerick, boredom could even engage people in prosocial behaviours, such as donating blood.⁴ In this context, boredom seems quite powerful. Psychologists from different branches have not really come to a conclusion of what boredom actually is and how it affects our brain and our self-control, but the interest in researching about boredom has skyrocketed.

So, how do we get bored in the right way? According to Dr Mann, it is important to not mix the terms relaxation (such as meditation) with boredom. Boredom can be

activated when we are doing something which does not require any concentration. For example when walking the same route home for the 100th time, when closing our eyes, sitting still and looking out the window and by simply being alone with our thoughts without any stimulation. By being able to tolerate being bored, you practice allow your mind to wander, day-dream and come up with creative solutions! Paradoxically, by training yourself in dealing with being bored, it will require less for you to be stimulated and entertained.

¹ Eastwood et al., "The Unengaged Mind" (Perspectives on Psychological Science, Sept. 2012)

² <http://science.sciencemag.org/content/345/6192/75>

³ <http://science.sciencemag.org/content/345/6192/75>

⁴ <https://www.theguardian.com/science/2011/may/06/boredom-good-for-you-claims-study>



WHAT ATTRACTS SSE STUDENTS 2019

High salaries, opportunities to work abroad, flexible office hours or CSR focus? In the sea of companies that market themselves to SSE students, there are many different aspects to take into account when deciding what job to apply for. But what do SSE students actually look for when applying for jobs?

SSE's Richard Wahlund, professor in Business Administration with a focus on media and market strategy, has the answers. For 28 years consecutively, Wahlund has gathered information on this topic, through the Image Barometer – a survey that is sent out to all SSE students once a year. In 2018, 631 students answered the Image Barometer, which corresponds to 31 % of all SSE students.

Thus, the Image Barometer brings valuable statistics on what students value and look for in employers.

On February 13th, Wahlund presented the results of 2018's Image Barometer at an event arranged by SSE Corporate Relations and the Business Committee. Present at the event were representatives from 30 of SSE's Corporate partners as well as a student panel.

So, what does the data say about SSE students? What do we actually look for in our future employers? I will now break down some of the data from 2018's Image Barometer.

- To the question of what SSE students value highly at a future workplace, the most common answers are good training and a good work environment, but also to be given the opportunity to develop on a personal level. Aspects such as equality and investments in CSR and sustainability are on the contrary, not as highly valued, although female students ranked those higher than male students.
- Students show a greater interest in flexible work hours and flexible workplaces than fixed work hours and fixed workplaces.
- Overall, students show an equal interest in specialist and generalist work. Interestingly enough, the students that show the greatest interest in specialist work are early in their studies, whereas Business and Economics students later in their studies show the greatest interest in generalist work.
- A vast majority of all students prefer working together with other people rather than working alone.
- One part of the survey stood out in terms of how different the answers were; salary expectations at the first job after graduation. Female students do on average expect 3000 - 6000 SEK less in salary at their first jobs compared to male students. According to Wahlund that is not the case in reality, as most companies have a set standard salary for newly examined employees. This makes this belief even more interesting, and as Wahlund highlighted; it is something that the school actively should work towards changing.
- SSE students are eager to learn more about different employers! In the question of how one wishes to get to know employers better, the most common answer was by working for the employer or through an internship. Other common answers were by talking to the employer, through study visits or at SASSE events. However, students did not show as much interest in learning about employers through media, websites and ordinary advertising.
- Students also show a great interest in working abroad. The top five countries students wish to work in after graduation are Sweden, the US, the UK, Germany and France. Although the interest in working in the US and the UK has dropped noticeably during the

last two to three years, which Wahlund believes is correlated to the changed political climate in the world. Interesting to note is that the group of students that show the greatest interest for working in Sweden, in percentage comparison, are students from outside the EU.

- Female and male students show a difference in what industries they would like to work in. Whereas both show a great interest in consulting, finance and tech companies, female students also show a great interest in retail companies as well as in working at the UN.
- Furthermore, female students show a stronger interest in the areas marketing, media, trade distribution, innovation and creativity than male students. Male students on the other hand show greater interest in the work fields consulting, finance, IT and manufacturing.

Hence, we can see that the Image Barometer holds valuable information on what SSE students want from their first jobs. Information that companies also are eager to take part of. Therefore, Wahlund also has some advice on aspects that companies could take into account when marketing themselves to students. First of all, Wahlund stresses that companies should highlight what the job offers to the student, rather than listing the requirements needed for applying. He also believes in using industry attractiveness; that is, when marketing a company to also market the excitement and future prospects of the industry. Furthermore, to reach female students, companies could benefit from focusing on aspects such as CSR, equality and life balance, but also attending the issue that female students do not get discriminated when salaries are set (if that is true).

The image barometer reflects what SSE students of today want and expect of their future careers. Interesting to take part of and even more interesting to see, is how this will develop in the future and what the answers to the next survey will be. Will there continue to be a difference between values and expectations between female and male students? Will there be a shift in industry attractiveness? Will students show a greater interest in CSR-related topics? Only the future can tell what will inspire the next generation of SSE students.

TEXT // HEDVIG TINDBERG
DESIGN // HANNA KOPELMAN

I FOUND MYSELF WALKING THROUGH THE SOLAR SYSTEM

I FOUND MYSELF WALKING THROUGH THE SOLAR SYSTEM,
BURNING MY FEET ON VENUS' GLOWING SURFACE,
FLOATING THROUGH NEPTUNE'S AQUA BLUE SOUL.

I FOUND THE FIRST THREAD FROM MY RED DRESS IN THE MIDDLE OF THE GALAXY,
A FLAMING LANTERN LIGHTING UP THE MILKY WAY,
COMFORTING ME AS I TRIP AND FALL INTO INFINITE DARKNESS.

I FOUND MY HEART SWINGING IN OUTER SPACE,
SPARKING WITH THE FORCE OF DIONYSOS, VIBRATING VACUUMS,
POUNING FOR ALL OTHER IMMEASURABLE HEARTBEATS.

Inspired by Edith Södergrans "Till fots gick jag genom solsystemen" (1919)

THE (WONDERFUL) AGONY OF INSPIRATION

"What is wrong with you?! He tried to -"

"I'm happy! He's alive, my best friend is ALIVE... and he happens to be the f-ing man of the hour."

In Birdman or (The Unexpected Virtue of Ignorance), written and directed by the masterful Alejandro González Iñárritu, the (in)famous Batman of the late 1980's (Michael Keaton) and our beloved roofie abuser and Hangover Hero (Zach Galifianakis) team up in an Academy Award-winning jewel about love, art and sacrifice.

Spoiler alert! Keaton's passionate, borderline neurotic character, Riggan Thomson, endeavors to discover and materialize his identity as an actor; alternatively, if you are to believe his ex-wife (played by the lovely Amy Ryan, widely known as Holly Flax, Toby's replacement) - gain admiration rather than finding love. An incredibly strenuous transformation from a B-list celebrity to an acknowledged Broadway star culminates in an on-stage suicide attempt. One shot, and he is set free, breaching the confines of mediocrity and popularity ("Oh, please! That's the wenchy little brother of prestige!").

One shot, and he is an artist.

But - says the man in the crowd, the film critic, and all those who risk nothing; nothing, nothing, NOTHING! - at what cost? Dare I say the strict nuisance of glory and the great torment of genius? Just watch the movie already!

So rigorously and tenaciously paved, generation after generation, the first of the two paths of time and space: working nine to five, driving a Volvo car or a German machine; watching Notting Hill with your spouse on a Friday, but falling asleep after eating chocolate like Augustus Gloop; having two kids and driving them to soccer practice and dance recitals, hoping they don't abuse substances or have kids before the age of 23.

This is a fulfilling life, a meaningful life, an unquestionably responsible life; this life is a boring life. But you like boring, don't you?

Discipline is key for the Average Joe. For Riggan Thomson, and all other true artists on Earth, inspiration - the mirror image of discipline - is absolutely essential. Discipline is definitively constant, otherwise, your self-command ceases to be discipline in the strictest, Merriam-Webster sense of the word. Contrarily, inspiration is a volatile force: its spark dazzling, its glow feverish. Not until the artist is broken to the core is he susceptible for the divine endowment imperative to the creative process.

Would you ever consider track number two - in spite of its raw, desolate nature - and trade the oh so tragically intangible concept of happiness for immortality?

Do you possess enough spiritual and psychological resources to achieve this unparalleled feat?

Are you prepared to writhe, sleep on a futon; suffer? On your marks. Get set. Art?

But I am not an artist, you say. Skitsnack! You are human. We stood up on two legs, learned how to tame fire, and finally, to fully distinguish ourselves from fellow primitive forms of life, we covered the canvas-like walls of the cave with abstract illustrations. Alas, the soul of an artist inhabits us all; be it an entrepreneur who builds an empire out of dust, or your future children writing you a poem.

For every action there is a reaction - actions have consequences. When further reflecting on mirror images, inevitably, inaction amounts to certain repercussion as well. Discipline is honorable; inspiration however... Inspiration, (of ignorance, expectedly) is a virtue.

It may cost him everything. He may find himself sleeping on an inflatable mattress. But he will risk nothing. The same cannot be said about he who watches romantic comedies with his eyes closed, and his heart tamed. Contemplate the great fallacy of the wisdom of old men, so profoundly composed by the eminent Ernest Hemingway: **Old men do not grow wise, they grow careful.**

STRIKING FOR THE CLIMATE; BEFORE IT STRIKES BACK

Stockholm is covered in snow, and the Swedish parliament stands tall against the white, cloudy sky. People on their way to work and school pull their jackets tight, to avoid the cold. For many of us, Fridays means fredagsmys, partying, or perhaps relief. For others- Fridays are for striking. Once again, it is time for #FridaysForFuture.

On the 20th of August 2018, Greta Thunberg, a 16-year-old climate activist, sat down outside of the Swedish parliament with a sign reading "Skolstrejk för klimatet" (School strike for the climate). She uploaded a picture of herself on Instagram with the caption, "Us kids often don't do what we're told, we do what you do. And because you, the adults, don't care about my future, I don't either. I'm striking from school, for the climate, until the election". Media quickly picked up the story and her strike caught attention, to say the least. Starting in Sweden- the news of Greta spread like a wildfire. Today, when she is not at school or on strike, she is either attending UN conferences, being interviewed by CNN or sitting in "Skavlan's" sofa.

Her message is clear; the issue is not that we do not know that climate change is happening, but that no one is taking action to stop it. Everyone knows it is the biggest threat we have ever faced. Still, global leaders and politicians are standing idly by, as we are wrecking our planet, and we do not have time to sleep on this. #FridaysForFuture is the movement sparked from Greta's initiative, that inspired students from all over the world to participate, and are striking from school every Friday and demanding action against climate change.

When Minimax visits the strike on the morning of February 29

1st, a brave group of approximately fifty people, including a few camera teams and journalists, stand huddled in the cold. However, throughout the day, over 400 people come to visit, to strike for a few hours and to sign the "strike-book" at Mynttorget. People of all ages, students and children with their parents dressed in their warmest clothes, drink hot chocolate and chat, holding signs that read "I care about the climate. Do you?", "Politicians, act now!" and "Human change- not climate change!". One sign has a picture of what the city hall would look like in case of a two-degree temperature rise; the water level covering almost half the building.

Many people strike together, either with classmates, friends or family, but many also come alone. Some people strike outside the parliament nearly every Friday and are eager to tell us from Minimax about the movement. When a group of friends are asked about what made them decide to come out and strike, the answer is that they have heard about the movement through friends or through social media and TV, and have gotten inspired. One girl has made three of her classmates join, and even made her mom skip work to participate in the strike. Sitting on her mother's shoulders, they dance to keep warm and she holds her sign proudly. Our very own journalist Hedvig and her sister show up as well to support the cause. It is crazy to think that at that moment, tens of thousands

of people are striking in 147 other locations, all thanks to one girl's brave decision to take action.

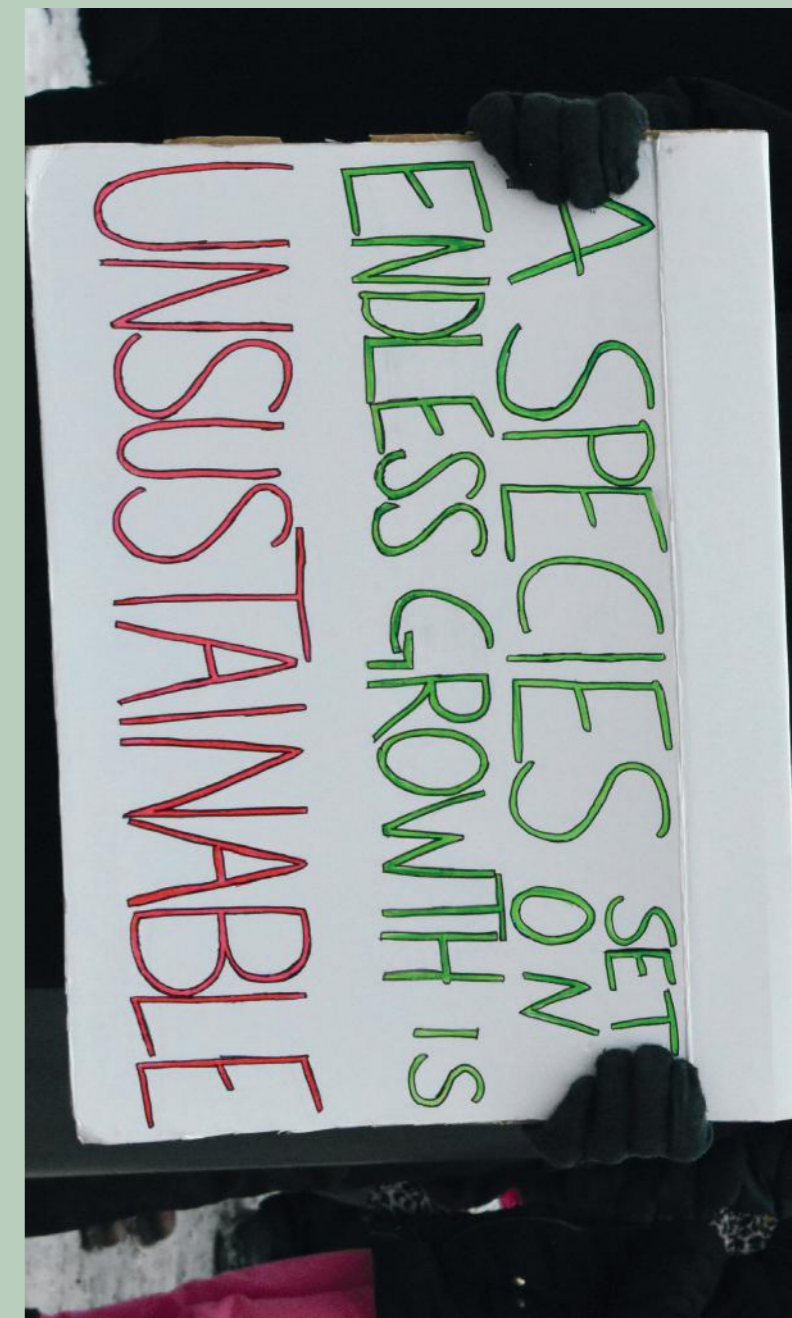
Greta is constantly either being interviewed by reporters, talking to other strikers or to excited children passing by who saw her on "Lilla aktuellt". Her answers are so clear, simple and informative. It is obvious that she is well educated in the subject, answering any question that comes to her in a friendly, yet straight to the point, manner. But climate change is not cute, and it requires a serious tone. However, the strikers still spread lightheartedness, laughter and smiles. As strangers and friends chit-chat about unrelated topics, the group makes it feel a bit warmer, despite the cold temperature.

"The year 2078 I will celebrate my 75th birthday. If I have children, maybe they will spend that day with me. Maybe they will ask me about you. Maybe they will ask why you didn't do anything while there still was time to act. You say you love your children above all else, and yet you're stealing their future in front of their very eyes. Until you start focusing on what needs to be done, rather than what is politically possible, there is no hope." (Greta Thunberg at the UN COP24 plenary session, Dec 12 2018).

Unfortunately, none of our politicians have responded to #FridaysForFuture, specifically. But not only politicians are passive, most of us are. As Greta pointed out during her visit to the UN Climate Change Conference last year, it is especially those with political power who are responsible. But her words are also aimed at adults, and past generations who have been responsible for what is now happening. But in #FridaysForFuture, we see children and teenagers flocking the streets, demanding change and taking responsibility. We have learned to look up to our elders, our parents and teachers with more experience and knowledge, but perhaps knowledge is not enough. It is what you do with that knowledge. And maybe the kids in #FridaysForFuture are more grown-up than most of us are.

In the snow-covered Swedish parliament, sit some of the most powerful people in our country. But in a way, it feels like the inspiring people sitting just outside with their cardboard signs, are just as, if not even more, powerful.

"Until you start focusing on what needs to be done, rather than what is politically possible, there is no hope"



WHAT HAPPENS WHEN THERE'S NOTHING LEFT...

TEXT // WALLACE DOUGLAS
DESIGN // CARLOTA FERNÁNDEZ

07:00. It is early. The alarm is beeping. Your head is aching. The world is dark and today everything seems like a bit too much. Again.

Morning after morning it seems that life can feel all too overwhelming. A list of tasks runs through your head in a loop before your eyes have even opened. Write this. Finish that. Meeting at 15:00. Call Mom eventually. Each day you just want to turn over and scream into your pillow. But you have to move on.

The effort it takes to bring yourself from your bed, dress and get to class, is enormous. Eating breakfast can be a luxury, if you have the time. But you make the time to get coffee or else you will be falling asleep in lecture by 09:00. You dress in something comfortable in order to feel as though you are still in bed. Anything to get through another bleak day. It is winter. The days all feel the same.

Sometimes, particularly in the cold winter months when the sun, too, just cannot ever seem to get out of bed, everything is blank, boring. Here, in the deep months of winter the world is a blank page, weeks away from

true passion, true inspiration. The effort required to write your name at the top of a problem set is akin to Sisyphus pushing his great boulder up the mountain: it is unbearable. And yet you have to power on.

Because sometimes you run out of inspiration. Sometimes it is cold and dark and nothing seems better than hibernating like the bears. Sometimes exams hit faster than you anticipated and it feels like whiplash trying to get everything in order. Tasks fall to the wayside, and creativity might as well be held prison behind a frozen river's cruel icy crust. If you have seasonal depressive disorders or other mental health issues, the weight of the world becomes even more crushing, and you can feel like a failure for not being bright and alert each and every day. For lacking the words to craft your assignments and/or the energy to follow through with every responsibility.

But you are not a failure. Never. Life is hard, especially in winter, and inspiration is not infinite. Inspiration is a gift that comes and goes, and in its absence we must be reminded to take care of - not punish - ourselves.

“Inspiration is a gift that comes and goes, and in its absence we must be reminded to take care of - not punish - ourselves.”

...& HOW TO FIX IT

1. Free Associate

Sit with a pen and a piece of paper (not a computer!) and write what comes to mind. It can be anything. Anything that comes to your mind in that moment. Do this for 5-10 minutes whenever you are feeling stressed, and feel the knots in your brain loosen when words are allowed to just flow.

3. Skip

This is hard, but cancel a plan! Drop a commitment! Do not hurt others by doing so, and do not be reckless, but lighten your load! All too often we think more is better, but sometimes less is best! In making your days easier, you have more mental space to give to what is really important and to recuperating.

5. Allow Yourself to Breathe

This is the most important. The more you keep pressing yourself for more information, more writing, more numbers, the tighter your chest gets. So, in the morning instead of jumping out of bed, lay for a minute and take a breath. Between classes, let your mind wander and your body relax before the next task or class. At night, take 15 minutes or so just to be calm and quiet, and remember that there is more to the world than the Next Thing.

2. Do Something Cheesy

Enjoy life! Read that children's book you have loved your whole life. Buy a celebrity magazine and stare at all the designer dresses. Have a dance party in your room, alone, pretending you are the next great pop star. Watch Gossip Girl or The Vampire Diaries on Netflix and eat desserts while you do it. Give yourself time each day to just feel joy, like a child.

4. Collaborate

Do not go at it alone! With the most difficult tasks, ask for help. Bounce ideas off friends. Make a solo project into a group adventure (without breaking academic code!). Talk through what is keeping you up at night with someone you trust. Getting out of your own head and allowing others to support you is a fantastic way to see things from different perspectives and to take some of the pressure off yourself.

And above all: know that winter does not last forever! The sun will be back soon, and so will your inspiration.

GENERATION FANTASTIC

Four years ago, the highschool friends and entrepreneurs Ida Höckerstrand and Sofie Hallberg started their own podcast: Ångestpodden. With a common passion for mental health, they sought to blow off the dust of the subjects no one spoke about, in a serious and, at times, humorous manner. They describe it as a podcast about life, mental health, and the things that can be really tough. "It's about the roller coaster that is life, not just the part that is great, that you usually share on social media. The podcast shares everything", Hallberg explains. "In the beginning we wanted to mainly focus on mental health problems, but then new topics arose, like for example our need for validation and all the things we are ashamed of, but never really speak about".

Today, they run one of Sweden's most popular podcasts, have recorded over 200 episodes, and have had guests such as Emma Igelström, Andreas "Dregen" Svensson and Princess Märtha Louise of Norway. Their work has won them the award "Årets röst 2017" by Stora influencerpriset and nominated them to both Begriplighetspriset and Guldtubens "Podcast of the year". Together with scientists, politicians, doctors and celebrities, they touch on everything from individual diagnoses and struggles, to prostitution, drugs and pornography in bigger societal contexts.

Around the same time as this issue is released, the podcast duo will be releasing their very first book titled "Vi borde vara lyckliga" (We should be happy). Through personal stories and science, they lift and question norms and prejudices related to mental health through subjects such as career, diagnoses, beauty standards and illnesses in today's society. When reading an article in 2013, where a journalist described the generation born in the 90s as "the generation that was supposed to be generation fantastic-but instead become generation anxiety," something was triggered inside of them that never really left.

Many studies show that young people's mental health is just getting worse. A factor they both believe could be a cause to this is social media, yet no one is doing research on it. Here, Höckerstrand and Hallberg take a stern grip of the facts and ask; why? What happened to this particular generation, why are we not happy?

"Personally, being told that I should look at myself in the mirror and repeat 'I'm beautiful' has only made me more stressed- because it doesn't work. Waking up at 5am every morning to drink smoothies won't solve all life's problems."

They describe their book as a self-help book, without the usual tips and "easy steps". "Personally, being told that I should look at myself in the mirror and repeat 'I'm beautiful' has only made me more stressed- because it doesn't work. Waking up at 5am every morning to drink smoothies won't solve all life's problems," Höckerstrand laughs. Hallberg mentions "ginger shots", and I understand completely.

"In the US, there's a lot of talk about 'Generation Me'- that this generation is very egocentric, which we are in some ways, but that we've grown to be spoiled and lazy? To that I say first of all; this generation is going to save the world. And secondly, who made us this way?," IHöckerstrand states.

They hope their work can be a helping hand to those going through a tough time, or those who knows someone who is. Höckerstrand stresses how important it is to speak and write about these issues before they even occur. That we have to acknowledge all these emotions, so that people do not feel ashamed of having them. "And even if it feels like it isn't tabu anymore, people still ask questions like 'Isn't there a limit to how much we should be talking about mental health?', but I wonder, what else could we do? We still have to do more to make it easier for people who are suffering," Hallberg remarks.

When they started the podcast, both recording, editing, sound production, and iTunes license was new to them.

“I think it’s important to ask yourself what inspires you. We often follow people on social media that we think will inspire us, when they instead end up making us feel more stressed. Like ‘Oh that person succeeds with everything, that person makes so much money, or that person got that collaboration, and got that apartment...’ Those are the kind of things that instead creates anxiety of not being ‘as successful’,”

The duo describes the learning process as difficult and exhausting even. But giving up was never an option. “It was tough, but never so tough that we couldn’t make it through. We wanted it so much and just had that subconscious feeling that this will be big” Hallberg says. “There are so many great ideas, but often people don’t take the chance and see where they can lead, maybe being too scared to take the risk,” Höckerstrand says. Hallberg adds, “Yes, and the smallest setback makes you give up.” “But in those cases I don’t think you believe in it to one hundred percent. If you do, there is no resistance—there’s just that gut feeling that you have to do it,” Höckerstrand concludes.

The often very personal and touching stories, with unbelievable fates, make inspiration a common theme of Ångestpodden. Both unintentionally, but also as a topic they guide their guests towards, by asking “What inspires you?”. This is a question they believe has become more and more important. “I think it’s important to ask yourself what inspires you. We often follow people on social media that we think will inspire us, when they instead end up making us feel more stressed. Like ‘Oh that person succeeds with everything, that person makes so much money, or that person got that collaboration, and got that apartment...’ Those are the kind of things that instead creates anxiety of not being ‘as successful,’” Hallberg describes. “It can differ a lot depending on where you are in life, what lies ahead, but to surround yourself with people and follow people that are on the same path, in a way, could maybe make you less stressed.” “That is just the worst... now that you’re saying it Sofie,

it makes me wonder if there’s this societal idea of what we’re supposed to be inspired by...,” Höckerstrand adds.

What is something that you find inspiring right now? “Right now I feel very inspired by facts and science, things that are proven. It might sound a bit dull, but I’m tired of people jumping to conclusions. People who have been researching something for ten years and found real facts inspire me. Expertise inspires me,” Höckerstrand explains.

“I agree with Ida, but also friends and people who remind me of the importance of not believing everything you see or read. Critical thinking inspires me. It’s easy to forget that there’s always two sides to one coin, especially when on social media,” says Hallberg.

Despite the name of the podcast, Höckerstrand and Hallberg could not bring me further away from anxiety. The media committee’s room is filled with lightheartedness and cinnamon roll crumbs as the interview come to an end. Even if a lot of us deal with anxiety—there really is nothing indicating that we are not also Generation Fantastic.

TEXT // LINN CERVELL
 PHOTO // SOFIA WESTERLIND
 DESIGN // CARLOTA FERNÁNDEZ

THE SHORT LIFE OF A DISPOSABLE COFFEE CUP IN THE HANDS OF A SSE STUDENT

TEXT & DESIGN // CARLOTA FERNÁNDEZ

540: That is the number of disposable coffee cups a bachelor student will use in three years, given that he or she buys one coffee a day. 3,780 kr: That is the amount that the same student will have spent on coffee upon graduation.

What is interesting about most disposable coffee cups is that they cannot really be recycled (they can, but not through the main cardboard recycling systems). The regular paper-based cups that we can get around school are lined with plastic in order to make them waterproof. That means that, after an extremely short lifespan in our hands, they end up in trash cans and then in a landfill. Not to mention the little plastic lids, which can be recycled but, let’s be honest, who does actually take the time to separate the lid and the cup in order to throw them into two different bins?

Does it make sense to have highly processed products like disposable coffee cups mass-produced and shipped all the way from Asia, for us to use them for a few minutes? I don’t think so.

¹ A student that spends 9 months a year going to school 5 days a week, and who buys one 7kr-coffee a day.

² Same assumptions.

³ Several student communities in Norway have coffee deals for 350kr a semester (Sammen, *Kaffedeal!*, 2017); while the gas station deals range between 199 and 499kr a year (Dinside, *Den beste kaffeavtalen*, 2017).

⁴ You can send me a message to 41525@student.hhs.se and we can work together to see what we can do about this!

But fear not, fellow student, because there are alternatives to this completely unnecessary waste of disposable coffee cups and natural resources.

Bring your own reusable coffee cup

You can make coffee at home and bring it with you in a thermos, or you can buy your regular takeaway coffee and tell the barista to skip the paper cup! It will keep your coffee warm longer, and it will not spill all over your clothes when you are struggling to carry all your school stuff. That is a win-win-win!

A “coffee-deal”!

In Norway, student communities and gas stations offer coffee deals by which you can pay an amount between 199 and 700kr a year³ and drink as much black coffee (or tea) as you want, as long as you use a reusable cup. For someone who pays 1,260kr a year to drink one cup a day, a coffee deal for half the price would be great! This option, of course, requires work and negotiations with some coffee shops, but if there are any engaged students out there willing to make this reality, please let me know!⁴

QUIZ: PREDICTING YOUR FUTURE CAREER

"What are you doing with your life? Where do you see yourself in ten years? What are your dreams?" These are the questions with capital Q's that most of us have to face, either in mirror dialogues with ourselves or at family gatherings.

Minimax hands to you a career guide that will help you untangle your thoughts, so that you finally can tell your grandparents what you will be doing in the future.

1. How do you see yourself waking up in the morning?

- A – Setting the alarm at 05:30. Taking three shots of espresso.
- B – Listening to the morning news on the radio while reading a newspaper article about myself.
- C – Yoga and kombucha.
- D – After a 30 minutes nap next to a half-finished school paper.
- E – At 14.00, with a beer in my hand on a beach.



2. How will you spend your perfect vacation?

- A – Frenetically following the exchange markets.
- B – An official visit to the White House.
- C – Hopping on a train to visit a new country.
- D – Visiting all museums in Paris.
- E – On a party cruise.



3. Who will you try to be on a first date?

- A – I'll be very involved, and speak passionately of the job of my dreams.
- B – Stare them deep into the eyes and quiz them on the 2008 financial crisis.
- C – I show off my sketchy scar that I got falling off a cliff in Bali.
- D – I tell them about my degrees in business, medicine and law.
- E – The first round of shots is on me.



4. What will you watch in your free time?

- A – What free time?
- B – The ten o'clock news.
- C – Netflix's documentary on Dark Tourism.
- D – Grey's anatomy and Parks and Recreation. Simultaneously.
- E – Mean Girls.

5. You win 1 million SEK in a lottery.

What do you spend your money on?

- A – I invest all of it in stocks.
- B – I expand my team of security guards.
- C – A six month adventure in South America.
- D – The Harvard tuition.
- E – A trampoline, some silk suits and new speakers.



6. Which book will you keep by your bedside?

- A – The Financial Times only.
- B – Michelle Obama's biography.
- C – A travel guide to Nepal.
- D – Twenty different ones. I let them sleep in my bed.
- E – A pizza menu.



7. What role will you take on at your future workplace?

- A – It's just me and my computer. Don't disturb us.
- B – Leading the group, showing the way.
- C – I'll be everyone's inspiration to quit work and find their true selves.
- D – You mean if I ever finish studying before I retire?
- E – Bringing the beatz to the dance floor.



8. What will bring you comfort in your everyday life?

- A – A savings account.
- B – Law books.
- C – A Fjällräven Kånken.
- D – Instant Noodles.
- E – The Spotify top 100-list.

Most A's: The politician.

Official state visits, long days in the parliament, tv-interviews; future you is riding the wave of a political career. You better start practicing small talk, handshakes and public speaking.



Most A's: The hard working banker.

Future you is a finance nerd with an unbreakable work discipline. Work comes first always, even if that means sacrificing your sleep, but it's fine because you have found something you are truly passionate about.



Most C's: The globetrotter.

There's nothing like jumping on the Trans-Siberian railway, falling asleep in a hostel bunk bed to the smell of mold, eating local street food – knowing that the world is your playground. Future you is in it for the adventures!



Most D's: The infinite student.

Why work when future you can continue learning? The road to success is multiple degrees and diplomas, and of course, an educated mind.



Most E's: The Rhodos-DJ.

Alesso hits, bartender classes, tattoos you don't remember getting and a lot of dancing. Future you will rule the Rhodos clubs.





CLARICE LISPECTOR



KATHLEEN HANNA



DR. VANDANA SHIVA



TEUN VAN DE KEUKEN



GAUDE MONET



ANGELA DAVIS



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ANDREA GIBSON

2019

HAVE YOU KEPT YOUR NEW YEAR'S RESOLUTIONS?

TEXT // LAYAL CHEHADÉ

DESIGN & ILLUSTRATION // VELITCHKO VELITCHKOV

At the end of each year, we convince ourselves that there will be a new chance to commit to the lives that we dream of. To commit to the goals that could define us. At the end of every year, there is a spark of hope and inspiration. The sort of inspiration that causes overfilled gyms with sweaty bodies and inspired minds, right up until January 31st. Where does this inspiration come from and why does it only last for a couple of weeks?

88% of people who make new year's resolutions will fail them, so why even bother? I believe that setting up goals and aspirations in the beginning of the year could be quite important in determining what your year will look like. Or at least to determine how you would like your year to look like. However, too often we set vague goals or goals that are solely based on what others think that we should do. To actually sit down and process what you would like to spend your time and focus on, what is important to you and how you would like to form your life, is crucial

for putting yourself in the driver's seat of your life. But how should you form goals that will actually last longer than January?

I have recently come to understand that it is not the horse that pulls the cart, it is the oats. This means that it all boils down to your own mindset and your motivation to "pull the cart". Which in the end further boils down to self-discipline. Training the "muscle" of self-discipline is what we perhaps should primarily focus on in order to achieve the goals we set. Essentially, we build self-discipline by surviving the transient discomfort of changing who and what we are. Because change entails discomfort. In order to succeed, you should start by sticking to small changes and challenges. Why not start with promising yourself to take a short walk every day? Or by committing to spend ten minutes of your day meditating? By starting out with small commitments, which we keep, we train our self-discipline muscle to embark on bigger changes in our lives.



Photo: Jakob König, publicity photo

HOW TO INSPIRE CHANGE IN THE BANKING SYSTEM

Banks and the finance sector have an ideal position to transform society into a sustainable one. These institutions control capital flows around the world, and have unique power to compel stakeholders to act sustainably. Banks have great potential to create change, make demands, and endeavor for sustainability. Minimax met with the project leader of Fair Finance Guide, Jakob König, and discussed how banks can work for a better society.

The inspiring project Fair Finance Guide was initiated by Sveriges Konsumenter, Amnesty International, Fair Action, Diakonia and Naturskyddsföreningen (Swedish Society for Nature Conservation), and is financed with support

from Sida (The Swedish International Development Cooperation Agency). It is an initiative examining bank's investments and ongoing work in regard to sustainability. Fair Finance Guide produces an annual policy ranking of the 7 biggest banks in Sweden as well as JAK Medlemsbank and Ekobanken, which are banks with a sustainability focus. The banks are ranked based on the number of international standards, regarding different aspects of sustainability, they promise to abide. Fair Finance Guide also looks into certain investments and companies that banks lend money to, in order to ensure that the banks follow their said policies, and that if they fail to do so, this is reported on.

"There are many different ways to look at problems and processes and it is difficult to build a model that incorporates reality. Therefore, we have decided on this two-sided way. We review what banks promises, and the more they promise in their public guidelines, the higher ranking they receive. And then we sample some of their investments and when we find discrepancies where they break their promises, without being able to provide adequate proof of working with those challenges, they

INTERVIEW | JACOB KÖNING

receive a warning sign on our website. All big banks have received these warning signs. This is the big glitch between policy and practice that we keep coming back to. But still we can see that things are happening and banks provide more resources to issues regarding sustainability." König states.

König continued discussing challenges with ranking sustainability and the strengths of comparing bank's actions. "It becomes striking when you rank an industry and competitors are compared. But the thing about rankings is, that it is difficult to capture the complex reality, and all banks are different, so it is a challenge to create a ranking model. Our model is not perfect, but we have a system, and it works. We review what the banks communicate and look into samples of their investments, to see how they practice their promises. Our rankings are not reality in a graph; they reflect what the banks promises. We have not integrated all of their practices, because it is too difficult. In policy alone we have a thousand data points, and if we were to rank banks actions, we would need billions."

In the ranking, the nine banks that the Fair Finance Guide analyzes are evaluated for their work within 14 different categories such as tax evasion, energy, human rights, and climate change.

"98% of our investigative work is about the financial aspect and follows the money, but in regard to for example gender equality, we look at both the internal work at the bank as well as at which companies they choose to invest in and lend money to." König explains.

Apart from the yearly policy rankings, Fair Finance Guide also produces reports throughout the year, one of which was released on the day Minimax met with Jakob König. The reports are yet another way to shine light on problematic companies that banks lend money to and/or invest in. The report released was about how seamstresses in Bangladesh are not paid a living wage. The purpose was to urge banks that lends money to companies using these suppliers, to put pressure on the companies to increase the wages to living wages for the seamstresses (living wage is defined as the level of income that is estimated to be sufficient to cover basic human needs).

When Minimax met with König, he discussed how the finance sector has been a secluded industry that is

difficult to review and difficult for NGO's to get access to. Fair Finance Guide works as a positive force to decrease the information asymmetry between banks and their customers. It can give the banks incentives to increase their work with sustainability, because when customers have access to comparative data between banks, banks can use this to differentiate themselves in the market. The customers, in turn, have insight into the bank's operations and can demand change and get a better understanding of how their savings are used.

"There is a business case for the industry to integrate these issues, but they have to get the customer support. There is a market for sustainable solutions for banks, and that is how banks can create added value to customers. That is one of the reasons we have a good dialogue with the banks; they see the opportunities." König says.

König continued the conversation by talking about why unsustainable investments still occur even though we, the consumers, are aware of the urgency of climate threats. "It is a structural problem within the finance sector that you have a short-term horizon. A fund manager is evaluated on a yearly basis. If you want long term investments it is counterproductive to have annual evaluations. It is a difficulty I do not have a solution to, but it is a fundamental issue that the incentive structure of today, encourages short term revenue. That is also why it is important for banks to have clear guidelines. Even if there is a lot of talk about how the sustainable companies are the most profitable ones, that is first and foremost long-term. If the sustainable companies had been the most profitable ones short-term, everyone would be looking for them and you would have huge departments with sustainability analysts."

"It is a structural problem within the finance sector that you have a short-term horizon. A fund manager is evaluated on a yearly basis. If you want long term investments it is counterproductive to have annual evaluations."

INTERVIEW | ÅNGESTPODDEN

According to König, the demand for people who know sustainability is increasing. There is a need for people who can skillfully make use of their knowledge of sustainability to properly invest and act sustainably in the finance sector. He also discussed the different approaches you can have to sustainable investments and methods that are currently used when trying to make them. "I think you have to combine several strategies and use several filters to be able to create a portfolio that is sustainable. And even if you get that, you have to add governance, because even the companies you will want to invest in will have risks and issues and you have to map these and set up processes for how to deal with these. Most companies are connected to issues regarding sustainability, and if not in their own company, then further down along the supply chain.

So, you have to keep track of the companies you invest in. Actively managed funds have better possibilities to do that and can keep better track than the blind index funds. I believe that is where the craftsmanship can enter, which is what has been missing in the finance sector. Sustainability issues are rather complex and a certain amount of knowledge, interest and craftsmanship is needed to be able to really master and understand the sustainability risks of companies and how to handle these in a proper manner. Both the business and financial sector are screaming for people knowledgeable about sustainability."

König continued by comparing the finance sector to the textile industry, and how it has changed over the past 15-20 years. It used to be so that companies had thousands of suppliers and no way of controlling these suppliers' workers' working conditions. With work, this has changed, and now there is a much larger control system in place and each company has a lot fewer suppliers. "The finance sector has a small control system and a lot of risks and they have not yet understood that they have to make the same change, something I believe to be inevitable. Otherwise, they will need a much larger control system, if they are to keep having these tremendous amounts of

investments. It is preferable to narrow down the amount of investments and have fewer, but better investments. This would replace the previous trend of the blind capital, and having everyone investing in everything. Because when everyone invests in everything, no one takes responsibility."

When asked about how banks should go about creating change, König answered:

"You should always start with trying to influence the actual activity and if it is impossible you should cooperate with other investors to increase your bargaining power. If you still cannot influence the company to act more sustainably, you should consider divesting. The problem has been that these processes have in general been

way too passive and that has made the companies not take these statements seriously. They learn that their owners have to have these meetings or email conversations about sustainability in order to be able to say they take these issues seriously, even when they do not actually demand radical change. That is at least how I felt when I was in the industry: that it was very much a PR-circus."

The final words from König was hopeful ones, about to what extent banks have a possibility to demand change.

"As an investor, to just take initiative to put sustainability issues on the agenda, can have a much larger effect than what is equivalent to your share of the company. So even if you only own say 3 or 0.5% of a company, your raising the issues can have a huge impact on the company's work."

Creating large scale change can at times seem as difficult as it does necessary. When the task seem like too much it is nice to let yourself be inspired by those taking action and taking on the responsibility of trying to create change. If you wish to hear more from Jacob König, he will be lecturing at SSE during CSG's inspiration week on the 8/4 at 15.00.

"It is preferable to narrow down the amount of investments and have fewer but better investments. This would replace the previous trend of the blind capital, and having everyone investing in everything. Because when everyone invests in everything, no one takes responsibility."

