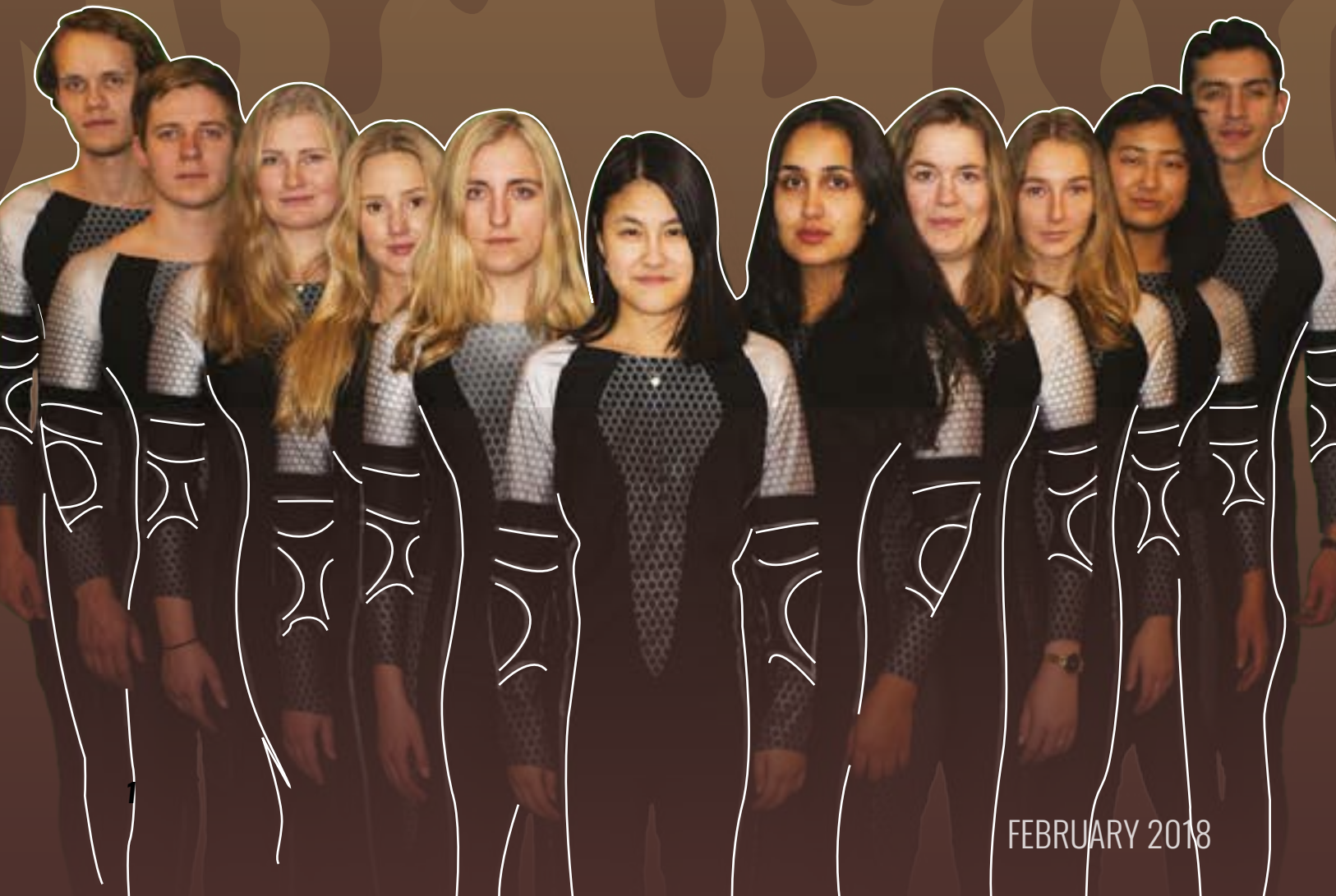


MINIMAX

THE STUDENT ASSOCIATION AT STOCKHOLM SCHOOL OF ECONOMICS

THE HUNGRY ISSUE



FEBRUARY 2018

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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.



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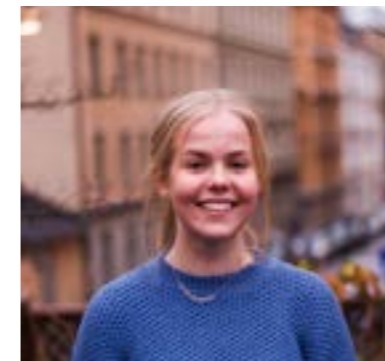
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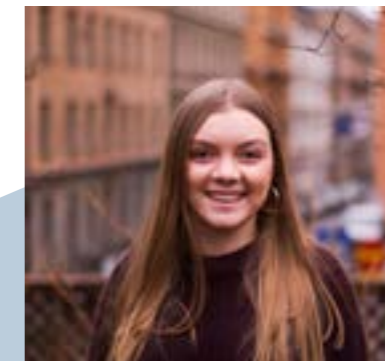
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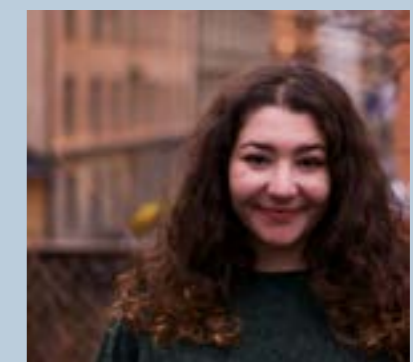
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What do you think of when you wake up in the morning?

The dread of leaving your warm sheets? The panic of almost being late? The impending doom of a day ahead? Or, perhaps, a bubbling joy for the next twelve or so waking hours ahead?

How do you drive yourself to leave your soft cozy cocoon of dreams and untethered ideations and leave for the day?

Is it simply cereal? Toast? Yoghurt? A smoothie?

What are you hungry for?

While growing up, we are driven from a young age to achieve.

TO ACHIEVE.

Middle English (origin)

“complete successfully,”

Old French, *achever*

“to come or to bring to a head.”

Modern definition

“to successfully bring about or reach (a desired objective, level, or result) by effort, skill, or courage”

Complete. Succeed. Attain. Three threads tying modern ambition together.

Achievements are built into the fabric of our upbringing. When did you say your first word? Take your first steps? Correctly place a square block into the correct hole and line up the primary colors with the right colored markers? We are driven by these milestones, challenged from day one to make sure we keep up with others and impress both our peers and our parents. Build a healthy self-esteem, but make sure to do so visibly around other people.

We are driven to be impressive.

Hungry for validation, when school comes around we bolster our confidence from seeking out “Great Job!” and “Excellent Work!” stickers on worksheets -

the glittery gold stars winking up at us, instilling a sense that success is a physical, given, shiny notion bestowed upon us by others and not something we can necessarily realize for ourselves. From stickers we move to “Satisfactory”s on report cards, praise at parent-teacher conferences and, sometimes, rewards from our parents for doing so well. A friend of mine’s little sister received \$50 USD every time she got an “A” mark on her report card. She learned that reaching the top level is a material, wealthy goal. She learned that being smart is good, but mostly that achieving a high excellence level comes with material reward and that anything less, is financially not worth it. She learned that she, without her “A” and her \$50, may not be ‘worth it.’ So she became hungry for empty letters and crisp dollar bills.

In high school the hunger to stand out, to ‘be your best’ moves beyond simple grades. In the great race for college admissions, being the best at a sport or receiving top honors in an artistic endeavor are assumed necessary

achievements in order to get into the supposed best schools deemed by the U.S. News or Fiske ranking lists. We are compared against each other, whether we want to be a part of the competition or not — classes are ranked by GPA, valedictorian’s are watched for where they are accepted, waitlisted, or denied. We are all watched in that way. Our newest marker of achievement, validation, and self-worth, is the name and subsequent reputation of your chosen university. Subject to opinion at best, arbitrary and archaic at worst, but still oh so important when you are stuck in life’s great game.

In college, it becomes important what major you are focusing in and the career field you aspire towards. Are you seeking an advanced degree? What will your starting salary be? Will the hundreds of thousands of dollars your parents have likely spent on your education be worth the investment? What have, and what will, you achieve? What are you going to matter to in this world? Life cannot be a waste.

I am speaking from an American perspective. Perhaps the American psyche is too focused on outward reputation and external validation, but I believe the themes of my upbringing must apply universally in some way. In a psychological study done in 2001, researchers found that adolescents and young adults have a great desire to matter in our world, and that the “purpose for life and a sense of relatedness are positively associated with

perceived mattering, and perceived mattering appears to be a distinct construct from global self-esteem.” Look at the inclusion of the word global — our outlook on how we validate and value ourselves greatly comes from the world around us. My experiences are those of an American and perhaps they are not identical to the experiences of Swedish students, but I know that the same anxiety to ‘achieve’ must exist somewhere for them, too.

And so, what does this do for us? To me, it feels like we are conditioned to be driven with a hunger that cannot be satisfied. Once one achievement is made, another steps in to fill its place — we are never satisfied, and hardly ever enough.

So what do I think of in the morning? I think of everything on the ever-growing To-Do list; the connections and experiences and extraneous somethings that I have deemed necessary to achieve my ultimate ‘potential’. To make my life worth it. To validate who I am.

I am anxious. I am driven. I play into the world’s great cycle without knowing whether this hunger may just end up eating me alive. I play the Great Game never knowing how, or if, I will win, but holding onto the hope that keeps me alive.

“What are you hungry for?”

I would love to hear any thoughts students have. My email is wallace_douglas@brown.edu.

LIFE'S GREAT GAME

ACCESSIBLE HEALTHCARE FOR ALL

Digitalization is the hot topic in countless of industries. Nowadays we can log into our bank accounts through apps, do grocery shopping and pay bills online. The hunger for digitalization has even reached the healthcare industry. We can access plenty of medical information and advice by just one google search, and replace our physical visits to hospitals with video calls through apps. But what will these technological advancements mean for Swedish healthcare in the future? And will they help solve the challenges that we face in the current healthcare system; foremost, making healthcare more accessible to all?

This was the topic of the SSE alumni club panel discussion taking place at the Karolinska Institute on December 11th. All SSE alumni club members were welcome and the panel consisted of Göran Stiernstedt, investigator in Swedish healthcare systems with a background at SKL (Sveriges kommuner och landsting), Karina Tellinger McNeil, coordinator and strategist for e-healthcare at SKL, Mikael Ohrling, healthcare director at SLSO (Stockholms läns sjukhusområde) and Per Eriksson, chief commercial officer at Doctrin, a company founded in 2016 focusing on digital solutions to healthcare. Moderator of the discussion was Anders Milton, with a background as investigator in national healthcare.

First of all, the panel agreed that digital solutions have to be used, or might even be the only solution, if current healthcare issues are to be resolved. Such issues include making better usage of resources, overlooking and planning expenditure, creating a greater availability of healthcare services, improving medical quality and providing better working conditions. The difficulty in improving Swedish healthcare lies in long-term establishment, and hope is now put into digitalization as an opportunity to reach demographic goals.

One of these goals, as pointed out by all panel members, is to make Swedish healthcare more equal. That is to be accomplished by making sure that all swedes are offered the same access to the healthcare that they need; both in terms of quality and quantity. It was presented during the debate, that high-income households, as well as people that work within healthcare or have relatives that do, have shown to use more healthcare services per capita than

the rest of the population. There has also shown to be differences in the medical quality being provided between the 21 counties, for instance in cancer treatment.

So what are some ways in which digitalization could make healthcare more accessible? Digital solutions can help satisfy the diverse needs of different patients. It was argued during the panel discussion that text based communication with translation can open up for conversations between language barriers. Moreover, the digitalizing progress could also give patients the freedom to view their medical records online, regardless of which county they previously have been treated in. 13 counties are working on such solutions today, for instance the county of Stockholm, Skåne and Västra Götaland.

“Digital solutions open up for more preventive measures in terms of sharing information on healthy lifestyles etc., that in the long run could make swedes healthier and in less need of medical treatments.”

Another focus in making Swedish healthcare more equal and accessible, was argued to be the improvement of proactive healthcare. Digital solutions open up for more preventive measures in terms of sharing information on healthy lifestyles etc., that in the long run could make swedes healthier and in less need of medical treatments. It was pointed out that the public sector has a great responsibility when it comes to improving and developing such services. Otherwise there is a great risk that data focused-companies like Google, Apple, Amazon, Facebook etc. will continue to dominate markets of preventive healthcare.

Although digitalization could serve as an efficient tool in reaching demographic goals, the audience was not entirely agreeing with the panel on the effects it can bring about. Some physicians meant that video calls are completely irrelevant for their medical specializations, and emphasized the risk of these services mainly benefitting high-income earners. The audience also pointed out that the priority in Swedish healthcare should be on

helping the very sick patients that are in need of being hospitalized. Digital tools such as apps can rarely help these patients. It was argued that resources rather should be spent on physical hospitals; increasing the number of hospital beds and hiring more staff.

After the debate, Minimax got the chance to speak to both Per Eriksson and Göran Stiernstedt and further ask about their opinions on future healthcare. Given that Sweden has a healthcare system that largely is funded and provided by public sector, they agreed that further digitalization probably will increase the share of privately executed services. Stiernstedt also stressed the need for bridging the gap between public and private sector to ensure a bond of trust. Mainly through efficient and serious communication. Furthermore, they both acknowledged the risks involved with racing towards new innovation, especially for patient safety. This in turn raises the demand for effective and serious legislation. However, Eriksson also believes that we need to find faster ways to

try new solutions in the industry, since the system is in need of reforms regarding both costs and employment issues.

Clearly, the hunger for digitalization is permeating the debate on future healthcare. If planned and used correctly, digital solutions could be efficient tools in making healthcare more accessible to all swedes. But as the panel discussion showed, especially with the involvement of the audience, the full solution to improving Swedish healthcare is likely more complex than that.

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



RAW THOUGHTS

TEXT // LINN CERVELL
DESIGN AND ILLUSTRATION //
CARLOTA FERNÁNDEZ

The clock has just struck eight, prime-time for all coffee-lovers to pick up their daily dose of caffeine on their way to work or school. The already stressful and dull atmosphere of the subway seeps its way into the crowded shop, yet, we still manage to form a neat line in a very Swedish manner. I ask for a medium cappuccino with oat milk. The lady behind the counter tells me that they do not have oat milk.

"That's fine", I say. "Do you have soy milk?"

"No, unfortunately we don't have soy milk either.. but we have lactose free milk ...?"

I tell her I will take it, because it does not really matter. But then again, I am not lactose intolerant. This is not about ethicality, I just like to think oat milk is the environmentally better option.

Leaving the shop with the cappuccino in my hand, I start thinking about the real reasons to why I only partially embrace the vegan diet and the slight sense of pride in asking the barista for "the better option". Some part of me tells me it is because it is healthier and better for the planet, but at the same time I wonder if it is more about wanting to identify with all the attributes that come with it. To be fair, the chalkboards outside the little cafés have conditioned me to associate "gluten free", "raw" and "organic" with cutesy handwriting and drawings of flowers instead of, or at least just as much as, environmental friendliness and health. The rawfood, vegan and superfood diets are of course different from each other, but they all have a similar culture about them, making them about so much more than simply food. What you eat and how you eat it can signal social skills, wealth, and effort. It can even give someone an idea about your interests, attitudes and lifestyle. More than ever, it seems we are what we eat.



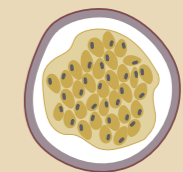
Even though it is mildly annoying that people (including myself) need the reward of these attributes to make a change for the better, the external impact is the same no matter the motives behind their choices. But what about internally, mentally? Can wanting to keep up with this picture of an ideal lifestyle go too far? Sally Voltaire, founder of the eco-restaurant Sally Voltaire och systrar, said in an interview with SVD last year, that the rawfood diet is not for everyone. For some, it can become an unhealthy obsession at the cost of mental health. I am thinking, what if a strict diet allows an eating disorder such as orthorexia to develop or continue, without it showing?

The promise of downsizing your ecological footprint is another reason why veganism today is more popular than ever. But is shipping all of these exotic fruits, seeds and berries from thousands of miles away, just to get that picture perfect breakfast, really sustainable? Avocado demand is so high that its production is causing deforestation in Mexico, and seaweed farms are causing it in the Philippines and in Tanzania.¹ Writing that on a chalkboard would probably not help business. Not a lot of people have the time or ability to find out exactly how their food gets from production to their dinner table. Maybe, going back to being self-sufficient is the only way to know for sure can be sustainable. If your favorite superfood turned out to be unsustainable or unethical, would you still buy it? What you do not know cannot hurt, right?

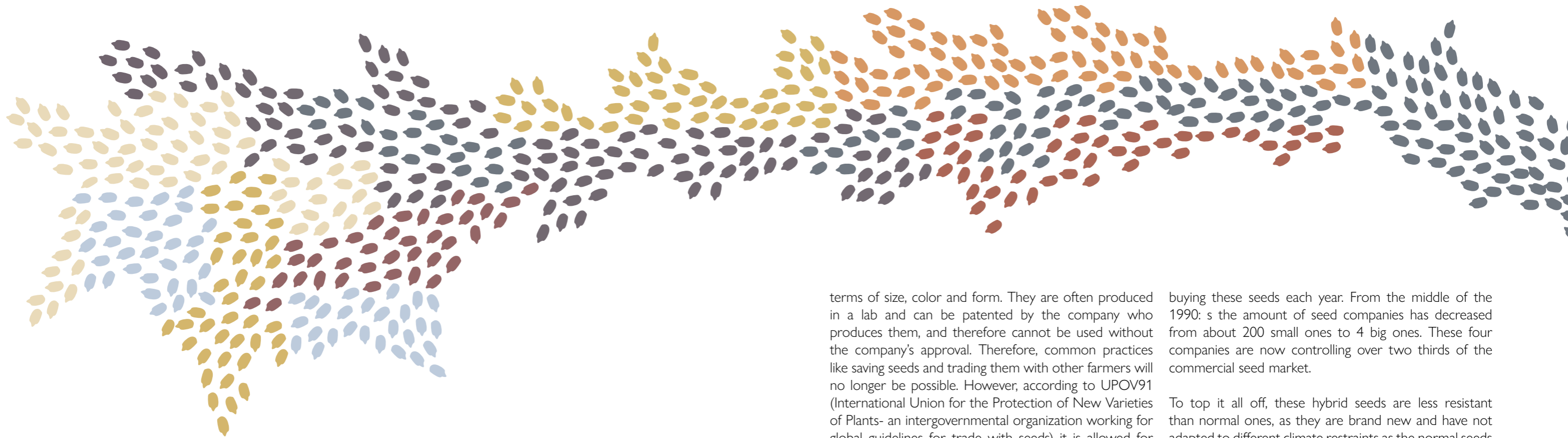
That said, however reluctant one is to trendy diets and for whatever reason one is sticking to them, I think it is safe to say that most would agree that reducing one's intake of animal products for example, is the sustainable way forward. And since when would eating lots of fruits and vegetables be *bad* for you? It can be a win-win situation.

We want to fit in and adapt, and we will always be able to form perfect lines in coffee shops, no matter how small, one order the same as the next. Your choice of milk in your coffee is probably not going to change the world, and maybe a *little* skepticism would not hurt? What are you truly hungry for? Maybe, our self-driven reasons as to why we throw ourselves so hastily into what is "in", might be leading us away from what the diets were meant for in the first place.

¹ The Guardian, *The truth about superfoods*, (29 Aug 2016)



But, is shipping all of these exotic fruits, seeds and berries from thousands of miles away, just to get that picture perfect breakfast, really sustainable?



LET FARMERS SUCSEED

TEXT// FILIPPA HÖGLING

DESIGN AND ILLUSTRATION // LOUISE RIBRANT

Over the years, farming has changed quite a bit. The trend has been that farming has gone from small-scale to large-scale farming. This has had quite a few effects. Making farming more efficient has been crucial for feeding a growing population and the reduction of world hunger. But this shift has also had other implications. The UN has stated in reports and on their website that investing in women and men who manages small agricultural holdings is an important way to increase food security and nutrition for the poorest.¹

Today, a lot of the small-scale farming is conducted through female farmers saving local seeds and coordinating different trees, plants, bushes and crops. The seeds planted are those collected and saved from last year's harvest. These saved seeds are also traded with other farmers. This way of conducting farming enables agricultural workers to secure their future income, even if their cash flow is low or non-existent when they are to plant their crops. This reuse of seeds is a common practice in many places around the world and enables for

a large variety of seeds to be used, which is good for the ground and creates a soil filled with nutrition, resistant to outer bacteria and environmental threat. However, the use of seeds is changing, and has been for a while.

What is happening is that patented hybrid seeds, that have to be purchased, are being used instead. In many places around the globe, hybrid seeds are being subsidized. Hybrid seeds are the result of a mix of different seeds, produced in order to get the crops certain qualities in

terms of size, color and form. They are often produced in a lab and can be patented by the company who produces them, and therefore cannot be used without the company's approval. Therefore, common practices like saving seeds and trading them with other farmers will no longer be possible. However, according to UPOV91 (International Union for the Protection of New Varieties of Plants- an intergovernmental organization working for global guidelines for trade with seeds) it is allowed for companies to take seeds from farmer's fields. It is also possible for companies to increase the rights of their patents to include not only their specific seed but also similar seeds.

SMALLHOLDERS

Smallholders are defined by FAO (*Food and Agriculture Organization of the United Nations*) as small-scale farmers, pastoralists, forest keepers, shepherds who manage areas varying from less than one hectare to 10 hectares. Smallholders are characterized by family-focused motives such as favouring the stability of the farm household system, using mainly family labour for production and using part of the produce for family consumption

These hybrid seeds are now being used more and more. The idea is that they are to generate higher yields, and therefore also higher income and greater food security. But that is not always the case, as they can be less resistant and therefore more exposed to environmental threats than other seeds. These hybrid seeds cannot either be replanted, like other seeds can. This is due to them being hybrid seeds, and are combined by many different crops and if replanted, the crops do not grow to be product wanted. Therefore, these smallholders have to continue

buying these seeds each year. From the middle of the 1990: s the amount of seed companies has decreased from about 200 small ones to 4 big ones. These four companies are now controlling over two thirds of the commercial seed market.

To top it all off, these hybrid seeds are less resistant than normal ones, as they are brand new and have not adapted to different climate restraints as the normal seeds have over time. Therefore, to grow these seeds more pesticides and fertilizers are used. These are typically bad for the environment as a use of them can hurt both the ecosystems, the groundwater and the people using them.

So, we are going from a system where farmers could harvest their seeds and plant them next season, and grow without using much pesticides to a system where agricultural workers each year have to buy seeds and use pesticides that are expensive and harmful for the environment and the users. This trend is making small scale farmers dependent on private seed companies as well as contributing to the increased use of pesticides and unsustainable farming.

Today, a lot of international effort is put into the large-scale farming and its patented seeds, pesticides and fertilizers. These efforts could go to small-scale farmers and research about their farming. These hybrid seeds are marketed as the future of farming. In many countries, laws are being put in place where only patented seeds are allowed. In more and more countries, it is becoming illegal for farmers to use, collect, save, and trade seeds amongst themselves. These laws are positive for a few companies and exclude small-scale farmers.

¹ <https://www.un.org/sustainabledevelopment/hunger/>

All facts come from the report "Fröer- en fråga om frihet och försörjning", by Afrikagrupperna and froaktionen.se



On a positive note, in December 2018, the United Nation Assembly formally approved the Declaration on the Rights of Peasants and Other People Working in Rural Areas. This declaration strengthens small scale farmers rights to seeds. Amongst other things, it is in article 19 stated that states “shall ensure that seeds of sufficient quality and quantity are available to peasants at the most suitable time for planting and at an affordable price”. This is of course a positive progress for the rights of peasants and the democratization of seeds. How well and fast this declaration will be implemented, and what the actual effects of the declaration will be; only the future will tell.







Currently, Afrikagrupperna in Sweden has a petition for the Minister for International Development Cooperation to make sure all Swedish financial aid should go to supporting small scale sustainable farming and defending farmers right to their seeds.

To sign it, go to froaktionen.se

There are so much to be said about seeds. If you wish to learn more and get involved:

- froaktionen.se
- The report “Fröer-en fråga om frihet och försörjning” by Afrikagrupperna
- www.navdanya.org
- Right to Food and Nutrition Watch 2016, Keeping Seeds in Peoples' Hands
- The report “Seed laws that criminalise farmers - Resistance and fightback” by GRAIN and La via campesina

WANT TO LEARN MORE?

-  LESS THAN 25% OF AGRICULTURAL LAND IS USED BY SMALLHOLDERS
-  30% OF WORLDS POPULATION IS DEPENDENT ON THE INDUSTRIAL FARMING
-  70% OF THE WORLD POPULATION IS DEPENDENT ON SMALLHOLDERS' FARMING
-  75% OF AGRICULTURAL LAND IS USED FOR INDUSTRIAL FARMING
-  60-80% OF THE FARMERS IN THE WORLD ARE WOMEN
-  90 % OF THE FOOD PRODUCED ON THE AFRICAN CONTINENT IS PRODUCED BY FEMALE FARMERS AND ABOUT HALF OF THE GLOBAL FOOD SUPPORT

PURSUING HAPPINESS OR FINDING MEANING?

THE DIFFERENCE BETWEEN GREED AND TRUE HUNGER

There are two types of hunger. The first is given to you at birth. The second is earned.

The desire to always want more is engraved in us all. In Sapiens: A Brief History of Humankind, Yuval Noah Harari describes this inclination as an evolutionary trait, passed on from our ancestors in the process of natural selection. She who did not seek to obtain more resources than necessary during good times, suffered severely when times were harsh. Paradoxically, abundance was crucial for survival.

As history passed and the standard of living greatly increased, appetite for abundance inevitably transitioned into appetite for the excess. Survival of the fittest became survival of the greediest in the everlasting Hunger Games of humanity.

Alas, anyone can follow their primitive urges in a quest for fortune, unlocking grand, easily quantifiable achievements along the way. All it takes is some good old-fashioned grit. On the other hand, very few can muster the will, let

alone the strength, to live a life of higher significance than that of a dog chasing cars. To find transcendent value in what we do, a second type of hunger is required, and it is not for the faint-hearted. To be truly hungry, one cannot pursue happiness. One must pursue meaning.

“To be truly hungry, one cannot pursue happiness. One must pursue meaning.”

You see, in our natural state, in which we strive for abundance, we are led to believe our accomplishments and possessions bring us happiness. But do they? I am not sure, and it is not for me to decide. At the tender age of 22, my goals are still far out of reach, my most prized belonging is probably my haircut, and my happiness is as fickle as the seasons.

I know, however, that compared to our ancient ancestors, I (and perhaps you as well) do not struggle to merely stay alive.

I know that I (and perhaps you as well) have the opportunity to abandon rudimentary instincts, to be better than greed.

I know that playing hide-and-seek with happiness will get us far, but not quite all the way.

Meaning, as a way of finding clarity in a complicated world, is painful. It is derived from our darkest, most profound moments when the abstract concepts of our deepest fears and desires are actualized. Meaning, as a way of finding purpose in a seemingly futile existence, is demanding. It implies a responsibility so considerable we may get crushed to pieces under its burden.

Then again, when staying alive is child's play but staying afloat feels like a game of chess, meaning could be the difference between becoming an accomplished person and a great person. Stay hungry. In the right way.

THE MISSION TO MAKE SSE GREATER

TEXT // LAYAL CHEHADÉ

DESIGN AND ILLUSTRATION // VELITCHKO VELITCHKOV

The Education Committee's mission was to visit universities around the world to do a benchmarking between other successful universities and Stockholm School of Economics. London was an obvious choice as the education system is not too different from Sweden's and universities in England generally attract many students from different countries and backgrounds.

When the Education Committee board went to London, they had three aspects of education they wanted to explore; the evaluation system of the education, the influence of students and the student unions, and lastly the integration of international students. Minimax met with the President of the Education Committee, Antonia Alan, who explained what they learned in London and what they brought back with them.

The board visited the London School of Economics, London Business School, Cass Business School, Hult International Business School and Said Business School at Oxford. All the universities that were visited have different approaches to their education and different expectations of what the education should provide. Alan believes that one thing the universities have in common is the hunger students have for learning. There is an eagerness to get as much as possible out of the education. One possible reason why one is so fond of constantly developing the education is that the students pay for their education in England. Thus both the students and the management at the university view the education as a product which should have the highest possible quality and lay the foundation for a successful career.

According to Alan, the biggest difference between Stockholm School of Economics and the universities visited in London is that the ties to the business community and the focus on future careers appear to be more significant in London. One example is that internships are part of the undergraduate program at Cass Business School. At Hult Business School the education is project-based, resulting in that students develop soft skills useful in work life.

Another difference between SSE and the London schools is the way of teaching. At the universities in London, especially at the London School of Economics, the professors focus on teaching excellence - a term which refers to teaching skills other than academics. Alan explained that teaching excellence is a mindset which the whole university needs to implement for it to be part of the education. Furthermore, at LSE, the professors and the staff are constantly develop their teaching skills in order to be able to teach the students in new and innovative ways, which develops soft skills as well as the academic understanding. At Hult, professors have a bigger focus on teaching than on research, which directs their work towards teaching excellence and developing the education.



Moreover, the Education Committee board found that there is a different culture in England regarding the relationship between staff and students. At many universities in England, such as said Business schools, the students have many one-to-one meetings with professors who act as mentors. The mentor is nearly always available and can answer questions regarding the student's wellbeing and academics. At the London School of Economics, the professors and the staff also provide one-to-one meetings with the students. They have also created a centre called "LSE life". What used to be a library, now acts as a centre where students can meet counsellors and have one-to-one meetings, ask questions to staff or just hang out and study. This mindset of providing students with support beyond merely the academics is essential according to Alan.

International students in London are many and they are well integrated into the education system. At LBS, the English students are a minority compared to international students. According to Alan and the education committee board, a reason for that is, of course, that language often is not a barrier for international students who wish to study in England, but also because the universities have a strong support system like the one-to-one talk sessions and a broad availability of staff and counsellors.

According to Alan, the top three aspects of an education in London that should be implemented at SSE are the following:

1. A support system consisting of one-to-one sessions with a mentor and a centre similar to LSE Life.
2. Teaching excellence – the professors should focus on teaching rather than research and have more interactive classes which develop soft-skills as well as academic skills.
3. More practical work. For example, an internship should be part of the undergraduate program, since it would make students more experienced.

Another takeaway from the London trip is that student involvement have more influence at SSE compared to these universities in England. The student union at SSE has the opportunity to influence the development of the school, at degrees to which student unions at these London universities do not have.

Another takeaway from the London trip is that student involvement have more influence at SSE compared to these universities in England. The student union at SSE has the opportunity to influence the development of the school, at degrees to which student unions at these London universities do not have.

If you want to learn more, the Education Committee will issue a rapport about their London-trip with more information about the most important takeaways and their thoughts about the benchmarking. They are also open to discuss the trip and the takeaways, so do not hesitate to grab them around school to discuss it!



PÅL BURMAN: "FROM SSE TO POP STAR"

No one knows what the future holds and a man who is a living proof of that is Pål Burman. He was enrolled to Stockholm School of Economics in 1978, where he almost completed his studies before leaving to follow his passion.

It was during an evening event at SSE that Pål Burman first came in contact with the world of journalism and its possibilities. He was given a chance to write about sport events on evenings and weekends for the international newsagency UPI. Burman was studying his last year in the Business and Economics bachelor at the time, but gladly took the opportunity given at hand, as he was hungry for something different. Little did he know that this was a decision that would be an important milestone in his career.

"During the seminar, the professor talked about the importance of doing something fun. It was after that lecture I left SSE to follow my dream."

"I learned how to write and about communication by reading a lot of news stories and talking to my colleagues. I have used that knowledge in every job I have had."

With 20 points left to graduation, Burman left SSE to become a full time journalist. Ironically, it was after a seminar on "how to develop a career" at SSE that he felt that to be true to himself, and quit school.

"During the seminar, the professor talked about the importance of doing something fun. It was after that lecture I left SSE to follow my dream".

Burman worked as a UPI-corresponder for 7 years after leaving SSE.

After his time at UPI Burman was offered a job at the Swedish TT. During 8 years he worked as a corresponder, with approximately 50-100 days abroad every year. Until he suddenly went back to a business career as marketing

director at TT.

"I wanted to lead the weakest department at the time, since that's where it's easiest to implement a change and succeed. Luckily, I had studied marketing at SSE."

New media became the opportunity he was looking for. Telia wanted news videos for computers and later also for mobile phones. This had never been done before by a company outside traditional TV production agencies and would probably be difficult to pull off. However, when asked if they could make it happen, Burman said "We do a lot of different things, and we do it well." Telia was satisfied with the answer and gave TT the go ahead. TT then began to unravel the mystery of the subject. Even though people had their doubts (TT did not even own a camera when the project started), they succeeded in making news videos for all new technical formats and platforms. Other companies, such as 3, wanted the same services and TT became the most profitable news agency in Europe.

"The key to our success was that we had the courage to try, and that we didn't know how hard it was."

After his time at TT Burman was headhunted for a job at Svenskt Näringsliv. According to himself, this job was a lot different from the ones he had had before. Here he dealt mostly with politicians, since he worked with political influence. And the communication was different than in the business world.

After Svenskt Näringsliv, he has worked as CEO for different companies, for example within the construction industry where he lead the completion on both Tott hotels. Moreover, he was the CEO of Proactive Gaming when they were given the award "supergasell" for being the fastest growing company in Sweden.

In 2015 Burman had a stroke and lost control of the right side of his body. Burman talked about how it was a wake up call and how he realised that he was pushing himself into an early death. A lot of things changed after the stroke, but one thing in particular that changed was his view on life.

"I changed my values, I more often have the courage to say no, I only spend time with people that make my day better and I'm much more calm and happy with my life."



would be to take it easier and not to push himself as much.

“It works when you’re younger, but it’s often hard to notice when it’s time to lower the pace as you get older.”

Burman also talked about the importance of inner drive. He says that what is most important is to find your own way and succeed in doing what you believe in. He also talked about the importance of passion and how money and power rarely are good motivators.

“If you find something you’re passionate about, money and power will come since you’re doing a good job. However, your goal should not be to gain more money or additional power, since you then risk losing your inner passion which is the strength that will give you what you are looking for.

“I met Carl Lewis, once the fastest man in the world. He told me that he only focused on doing the right thing for 10 seconds, because then it will automatically be a world record. If you start thinking about the time, you won’t succeed because you will lose focus on how you run”.

A few days after his stroke, Burman started to write music, became an artist and now has 6 million views on his Facebook fan-page for the Pål Strong Band. He has also performed on TV and toured in both Brazil and Peru.

“I never planned to be a pop star in South America. It happened thanks to passion and marketing I guess, and I try to do the best of it.”

When asked about the future Burman says he plans to continue with his music.

“But most likely, I will be doing something I never thought I would be doing. You never know what turn your life will take; so make a plan, but don’t be afraid to depart from it to find new opportunities.”

WHAT 3 TIPS WOULD YOU GIVE A SSE STUDENT TODAY?

1. Take time to get to know the people you meet at SSE. You will probably be happier with good friends than an Outstanding in Microeconomics.
2. Do something that you enjoy and cannot get enough of, otherwise you risk spending 40 years at a boring job - and who wants that?
3. Make life plan and divert from it when an opportunity is given. It is easier to improvise and reach new heights if you have a basic strategy for where you want to go.



THE JOURNEY OF SVEN HAGSTRÖMER

TEXT | LAYAL CHEHADÉ

PHOTO | KALLE SEGERSVEN

DESIGN | VELITCHKO VELITCHKOV

When I attended a lunch seminar arranged by the SSE alumni club, it was apparent that the club consists of people of all ages. This particular lunch seminar was held by Sven Hagströmer who presented his ideas about entrepreneurship, philanthropy and his road to success. The seminar was structured around interesting questions asked by Alexander Norén. We, the audience, were all very excited to see what would be discussed.

Sven Hagströmer is an entrepreneur and a business executive who is best known as the founder of Avanza Bank and the investment company Creades. To understand his entrepreneurial adventures we need to go back to what drove him in his youth. He bought his first shares of stock at age twelve, and knew already back then that he wanted to work with business. He chose to drop out of university without a degree to instead start working at Gränges as a portfolio manager. He sees himself as a person who likes to be outspoken and to follow his visions and therefore, the role of an entrepreneur, in a way, found him. The adventures started when he started his own firm, which sold sound systems. During his time with this firm, he learned the value of customer satisfaction. Hagströmer makes a comparison to religion when he talks about entrepreneurship. He believes that entrepreneurship is more than just business, since it touches our everyday-life; it is part of our culture and even our politics.

Hagströmer is also known for being the founder of the

non-profit organisations Berättarministeriet and Allbright. Berättarministeriet is a foundation which runs educational centres for children and youths between the ages of 8 and 18 in areas with high unemployment. The foundation's vision is: "A Sweden where everyone is safe in the written word and has the potential to actively participate in social life." Hagströmer emphasises the importance of giving children the chance to create stories and to be able to form their thoughts into written words. Even though Hagströmer could be seen as a philanthropist he sharply states that he is not. According to him, philanthropists pay back to society, as if entrepreneurs have stolen something and become philanthropist to give back. Thus, he does not see himself as paying back to society but rather sees Berättarministriet as an entrepreneurial action which helps society succeed.

The entrepreneur Hagströmer has many ideas on how to make society more prosperous, which he discussed during the seminar. According to him, an important part of a prosperous society is a strong educational system.

He has stated ten, somehow political, ideas on how to make the education system better. One of the ideas is to do homework part of the lectures. When Alexander Norén asks why he would not like to be involved in politics Hagströmer answers that he would not have the lifestyle for it since being a politician would require a certain adoption of lifestyle. According to himself, he is at his best when he works as an entrepreneur. As an entrepreneur, he can envision what he truly cares about while also being creative.

When asked what the key is to make businesses drive the answer from Hagströmer is that the people behind an idea and business are the leading cause. When he hires someone, he looks for someone who can challenge his ideas and who create discussions. According to him, a leader is supposed to hold the banner but at the same be able to listen to different point of views. Therefore, when he is looking to invest in a company, the people in the company and their ideas are essential. The presentation of the idea is also as important. According to Hagströmer, an idea should only take around 30 minutes to be presented, if it takes longer it will not resonance with the customers.

When asked what the worst investment Sven Hagströmer has done, he answered that it was the one when he invested in a fraud. On the other hand, Hagströmer shares that his

best

investment was investing in his family since it is essential to have a balanced private life as a foundation to be able to succeed and to dare to thrive.

The lunch seminar gave a nuanced and interesting view of who Sven Hagströmer is. He is more than a business executive - he is also a person who is shaping his surroundings by being outspoken and engaged in the important questions of how to achieve a prosperous and welcoming society. I left the seminar feeling inspired and touched by such an inspirational and unique personality.



**HOW
IS YOUR
WINE
PRODUCED?
BY
WHOM?
FROM**

In south africa, workers on farms are often exposed to pesticides, without given adequate equipment. Women are rarely employed as full time workers, ut rather short term contracts. Many workers live on the farms, in houses rented by the farm owner, and shop their groceries in shops provided by the farm owners. And many workers are paid well below a living wage.

If you wish to learn more and get involved, visit Rättvis Vinhandel's facebook page, see the movie Bitter Grapes and read the report Åmsom vin ömsom vatten and vinets väg från druva till glas by Swedwatch, the report Frihet! Bekämpa slaveriet by Olof Palme international Center and follow CSAAWU's facebook page for updates about their work.

CSAAWU (Commercial Stevedoring, Agricultural and Allied Workers Union) is a South African workers Union, working to ensure workers on wine farms are paid a living wage, have the right to organize themselves and the right not to be exploited.

In Sweden, the campaign "Rättvis vinhandel" is working to increase awareness about how wine is produced, in order to make importers demand the producers are not violating human rights in the production of wine. Swedwatch has also written two reports about Systembolagets work with sustainability and wine

THE THRILLING JUNGLE OF SECOND HAND SHOPPING

I have deeply rooted materialistic needs, especially when it comes to clothes. I love to get lost in stores hunting for that perfect piece of clothing. Actually, I even see it as a form of meditation. And I am not alone in my desire for consumption. For instance, Christmas shopping generated sales of about 78,5 billion SEK in Sweden year 2017.

It was not until I was put on a student's budget and simultaneously got more aware about sustainability, that I discovered the hidden gem that is second hand shopping. A secret heaven of unique garments, affordable prices and variation in stores. For people like me, who love the thrill of finding the perfect clothing item, second hand shopping is the most ultimate sport.

Looking past the individual materialism, switching towards a more sustainable clothing industry is an urgent issue that all of us are forced to face. The true costs of fashion are detrimental for many workers producing the clothes as well as for the environment. Take cotton production as an example. Producing a new cotton shirt requires 2,700 liters of water, which corresponds to two and a half years of drinking water for a single person. Also, the cotton industry is responsible for 24 percent of the world usage of insecticides, despite only using 3 percent of all arable land.

What I am trying to say is: second hand shopping is nothing but a win-win. For one's personal budget and materialistic satisfaction, as well as for sustainability. Therefore I see it as a privilege to live in Stockholm, a city with an amazing selection of well-sorted and diverse second hand stores. To encourage all of you to go discover the thrilling jungle of second hand shopping, I have made a guide to some of my favorite stores.



HUMANA SECOND HAND
 ADDRESS: Timmermansgatan 23 and Götgatan 105
 INSTAGRAM: @humanasecondhand.se
 STUDENT DISCOUNT: 10 %
 PRICE RANGE:SS

There is no such place as HUMANA for the 90s fanatic. Tight Dolce & Gabbana t-shirts, rustic Levi's, Moonboots and teddy jackets can all be found here. The collection of vibrant prints and colorful designs will have you look through the store twice to ensure you miss absolutely nothing.

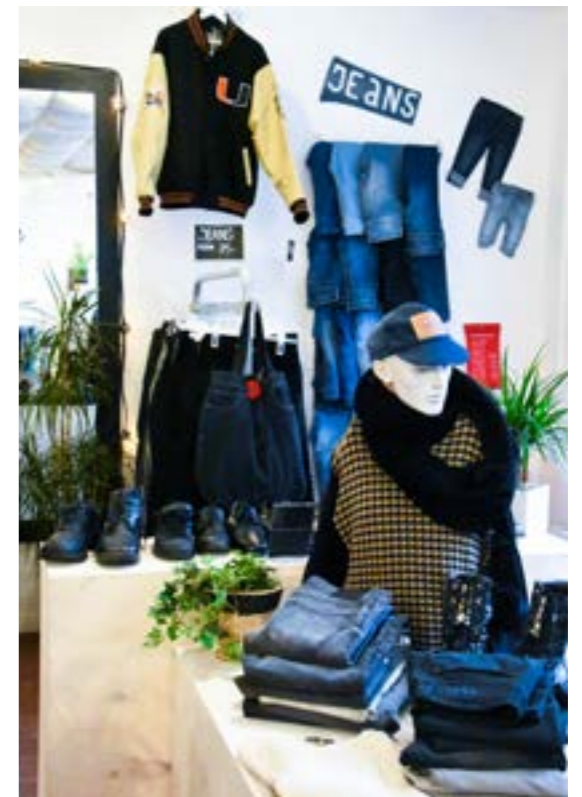


SIV&ÅKE
 ADDRESS: Sankt Paulsgatan 20
 INSTAGRAM: @sivakestockholm
 STUDENT DISCOUNT: 10 %
 PRICE RANGE:SSS

Siv&Åke is a small and cozy store filled from top to bottom with nice coats and warm sweaters. Run by two siblings, garments are carefully handpicked in Italy once every season, and then shipped to the store in Sweden. Yes that is right, fashionable second hand from Italy can be found in Stockholm to fair prices.

STOCKHOLMS STADSMISSION
 ADDRESS: Hantverkargatan 78, Skånegatan 75, Köpmangatan 15 and Hagagatan 3
 INSTAGRAM: @stockholmsstadsmission
 PRICE RANGE:S

In the sea of clothes that Stockholms Stadsmission offers, one can find almost anything to really low prices. Another great thing is their range of interior design, such as furniture and porcelain (perfect for students on a budget). Also, revenue goes to charity!



RÖDA KORSET SECOND HAND
 ADDRESS: Hornsgatan 56
 INSTAGRAM: @rodakorset_secondhand
 STUDENT DISCOUNT: 10 %
 PRICE RANGE:S

The Red Cross runs a trendy and well-sorted store, which is perfect if one's looking for nice clothing to cheap prices. What I like most about this store is the great variation in styles; anyone can find something they like in here. The collection of clothes range from private donations as well as excess productions from larger clothing brands. In December, one could find brand new garments from clothing brands like Dagmar and H&M. The fact that a great share of the income goes straight to charity is definitely a big plus.

LISA LARSSON SECOND HAND
 ADDRESS: Bondegatan 48
 INSTAGRAM: @lissalarssonsecondhand
 PRICE RANGE:SSS

This store truly has a Breakfast at Tiffany's-vibe to it, with a lot of 30s, 40s and 50s vintage. If one is looking for the ultimate vintage experience or just wants to get lost in a charming store filled with clothing and accessories, this is a go-to.

HUNGRY FOR PROGRESS

THE STORY OF THE NEW UN DECLARATION

TEXT // FILIPPA HÖGLING
DESIGN // CARLOTA FERNÁNDEZ

Recently, The United Nation Assembly formally approved the Declaration on the Rights of Peasants and Other People Working in Rural Areas. Getting this declaration in place is a process that was started almost two decades ago by human rights organisations lifting the specific issues regarding the discrimination of these groups. The hard work of grassroot movements and the engagement of people around the globe has paid off and the declaration was finally approved. This is a significant step forward in protecting human rights according to several NGO's which are working with improving the rights of peasants.

The 73rd Session of the United Nations General Assembly (UNGA 73) in New York adopted the UN Declaration on the Rights of Peasants and Other People Working in Rural Areas on December 17th, 2018. This declaration calls for states to respect peasants and people living in rural areas and recognizes peasants right to land, seeds and biodiversity. The declaration aims to better protect the rights of all rural population such as peasants, fisher folks, nomads and agricultural workers, in order to improve living conditions and strengthen food

sovereignty. Article 2 states that countries "shall promptly take legislative, administrative and other appropriate steps to achieve progressively the full realization of the rights of the Declaration that cannot be immediately guaranteed" This endorsement of the UN Declaration can be seen as an important contribution to promote family farming and peasant agriculture. 121 member states stood behind the proposal, 8 countries voted against and 54 states abstained. Sweden was one of the eight countries to vote against the resolution.

This declaration is the culmination of a process the international peasant movement, La Via Campesina, initiated 17 years ago, supported by several NGO's, such as FIAN and GRAIN. In 2018, after six years of negotiations, the declaration was finally approved. This is a story of the power of civil society and people organizing themselves and getting their voices heard.

Getting something approved by the UN is something that does take a lot of time and effort, and this specific process consisted of several significant steps taken during 2018:

- In April, the 5th Open-ended Intergovernmental Working Group of the Human Rights Council (HRC) concluded the debates on the content, finalizing the text.
- In September, the HRC (39th Session) adopted the Declaration by a majority vote.
- In October, during the 45th Forum of the Global Committee for Food Security, La Via Campesina together with the Civil Society Mechanism, organized a political event promoting the Declaration under the framework of the Decade for Family Farming.
- In November the Declaration reached the process of the United Nations General Assembly (UNGA).
- On November 19th, the Declaration was voted and approved with a large majority (even though Sweden voted No) by the Third Committee of UNGA, responsible for social, humanitarian and cultural matters.
- Lastly, UNGA's plenary vote from December 17th concluded the adoption process and the United Nations General Assembly adopted the UN Declaration on the Rights of Peasants and Other People Working in

Rural Areas.

But why is this declaration important? Why has civil society persistently fought for peasants rights over the years? Because human rights has been violated, people marginalized and unjust structures maintained. Even though 70% of all the food we eat comes from small or medium sized farms, those who live in rural areas and work with food production, face hunger the most.¹ 80% of the world's hungry live in rural areas and support themselves as farmers, fishers, hunters or within the agricultural sector and many do not own or have legal rights to the land they are using or living on. Of the 1 billion who suffer from extreme poverty, 75 % live and work in rural areas. 50% of the world's hungry are smallholder farmers who depend largely or mainly on agriculture for their livelihoods. In addition, 70% of the world's hungry are women in which the majority of them work in agriculture. This declaration is needed to better protect these groups and help counteract these injustices.

In 2012, the Human Rights Council Advisory Committee

released a study on the advancement of the rights of peasants and other people working in rural areas and the committee recommended that "the Human Rights Council create a new special procedure to improve the promotion and protection of the rights of peasants and other people working in rural areas, and develop a new international human rights instrument on the rights of peasants and other people working in rural areas." (This recommendation has now, six years later, become reality.) In this study it was further established that around 50% of the world's hungry live on small plots of land and produce crops for subsistence and/or sale on local markets. Most of these smallholders cannot produce enough to feed themselves because they do not have sufficient access to productive resources such as land, water and seeds. Two thirds of smallholder farmers live on remote and marginal lands in environmentally difficult conditions, such as in mountainous areas or areas threatened by drought and other natural disasters, while good, fertile land tends to be concentrated in the hands of wealthier landowners. For example, most of the fertile lands of central Guatemala are part of huge plantations, while the

¹ FIAN Sverige, *Småbrukares rättigheter*, <https://fian.se/rattigheter-skyldigheter-smabrukares-rattigheter>.

² Facts from the Final study of the Human Rights Council Advisory Committee on the advancement of the rights of peasants and other people working in rural areas.

majority of smallholder farmers and indigenous people are left to cultivate the steep slopes of the country's mountainous regions. This study confirmed that these groups are exposed to discrimination and lack

People living in rural areas, who support themselves through farming, fishing, and/or agriculture, have been and are facing human rights violations en masse.

protection of human rights in a large extent.

The study of the human rights council advisory Committee on the advancement of the rights of peasants and other people working in rural areas also states that: "The main causes of discrimination and vulnerability of peasants and other people working in rural areas are closely linked to human rights violations:

- (a) expropriation of land, forced evictions and displacement;
- (b) gender discrimination;
- (c) the absence of agrarian reform and rural development policies;
- (d) the lack of minimum wages and social protection; and
- (e) the criminalization of movements defending the rights of people working in rural areas."

The study also find these groups to be subjects of expropriation of land, forced evictions and forced displacements. Land grabbing (the seizing of land illegally, underhandedly, or unfairly) is mentioned as well, an issue discussed at the World Social Forum in Dakar in February 2011. There, more than 500 civil society organizations signed the Dakar Appeal, recalling that the massive land

grabs targeting tens of millions of acres for the benefit of private interests or third states, violate human rights by depriving local, indigenous, peasant, pastoralist and fisher communities of their livelihoods, by restricting their access to natural resources or by removing their freedom to produce as they wish, as well as worsen the inequalities of women in access and control of land. Peasants and Other People Working in Rural Areas are groups that have been extra vulnerable too these violations as they, as mentioned, are groups that have little economic resources and rights. But with this newly appointed declaration, the international rights of these groups are more and better protected, and hopefully that will mean that fewer violations occur and when they do, it will be possible to take legal action.

To summarize, people living in rural areas, who support themselves through farming, fishing, and/or agriculture, have been and are facing human rights violations en masse. They have had their land taken from them, their livelihood endangered, and hold few protected rights. Protests have been criminalized, women have been discriminated against, there have been few strategies supporting development of rural areas and there has been a lack of basic societal infrastructure in these rural areas, such as schools and hospitals as well as an absence of laws and regulations regarding minimum wages and workers rights. This declaration from the UN could be a step in the right direction of protecting the human rights of these groups. But just because the declaration is now an international legal instrument, it does not mean civil society can rest. Now it will be important to support regional and national implementation processes and make sure the declaration is implemented and has an effect.

Want to learn more?

Visit: www.viacampesina.org, the webpage of La via campesina – an international peasant movement working for human rights relating to peasants and farmers rights.



**"Hunger knows no friend but its feeder" -
Aristophanes**



FEEDING AN EDUCATION

Growing up, my mother was a master chef. As a nanny in Italy for two years and another year as a private cook in Rhode Island, my mom spent my childhood making sure my dinners were nutritious, whole meals. Until age 13, I packed my lunches for school (we had no cafeteria), and so she both made sure I had a proper mix of fruits and vegetables in with my sandwiches.

But then I went to a boarding school for high school and then university. At both institutions, there were dining halls. These dining halls were great food meccas where I was given great variety of food options, making it my turn to make all my meal choices solo. Breakfast, lunch, dinner, and dessert were all laid out in front of me and all I had to do was grab a tray and load up. Salad with chicken for lunch? Or a hamburger? Pasta for dinner? Or roasted vegetables and fish?

You would think making a healthy choice would be easy. I was raised the right way, wasn't I? But the funny thing is, is that in my eight years of dining hall experience, the greasy, starchy, and sometimes sweet option ended up winning out more than it should, especially on late nights and cold mornings. When I had access to a nearly-unlimited meal plan that every student was required to pay for (as a part of their university tuition), it was hard not to make the easy, sweet options my permanent first choices. ¹ I found myself eating worse than when I was at home.

There was no expectation for me to learn how to cook growing up. I had no kitchen access at school until last year, when I moved out of university housing and into a private apartment. For other students who've lived on campus all four years of school, there was no pressure to cook whatsoever. Food is always easy access. When rushing to class, a slice of pizza or cup of cereal is far more convenient than putting together a salad, and as sugar is addictive, these quick choices do indeed taste better.

In a study done in 2018, researchers looked at the eating habits of American university students and how their knowledge of healthy eating playing into their actual dining choices. The study found that students "claim[ed] to choose food based on taste, [and] convenience" which coincidentally made processed foods the majority choice, even though it was the unhealthy option. Furthermore, students even though knew that processed and 'fast-foods' were unhealthy, they said they made such choices because it was easier for them to access these unhealthy foods in dining halls, and that this ease and speed was their number one priority when it came to eating.

This is obvious. Fast food sells because it is fast and

¹ For example, a meal plan my first two years of university cost about ~\$4,600 a year for the maximum amount of dining hall trips. This cost was a part of an overall university bill for the year, which was about \$68,000 (before any financial assistance).

because it is engineered to taste good. What matters is what we choose to eat. And I wondered, is this any different abroad, where dining halls are not automatically a factor in university life?

The differences I saw between the US and Sweden in the student food consumption, was that the lack of a dining hall appeared to make a significant difference in university student eating habits. My perspective only comes from my time at SSE, and only from what I saw during lunch hour, but there there was void that the absence of a dining hall leaves behind. Students cooked for themselves, and seemed to indulge less and feed themselves nutritiously more. Also, my abroad program told me that Swedish university students spend roughly \$250 USD (2000SEK) monthly on food, much less than my \$500 USD monthly meal plan budget.

These differences are not universal, nor do I believe all Swedish students are eating healthy at every single meal every single day, but I think there is a lot that can be learned from making students

cook for themselves. The self-reliance of cooking and independence in transitioning to the adult world is better achieved without dining halls, it seems, and without the immediate presence of all options, the need to actively make choices and plan ahead seems to have a long-term positive effect. We think about what we're putting into our bodies, and minds when we're forced to start from square one.

But, in the end it might not be the end of the world if people eat unhealthy for a couple of years (i.e. University Years). While we are young, we have chances to make mistakes and learn how to sustain ourselves before entering full adulthood. Some candy and chips aren't going to kill us now, especially when we're aware that there is so much good food out there as well. What matters is feeding yourself to be able to feed your education and success, chocolate and cookies to bolster our mood, fruits and veggies to sustain our minds. Cooking or dining,

"We think about what we're putting into our bodies, and minds when we're forced to start from square one."

WHERE ARE THE FEMALE PROFESSORS AT SSE?

Headed into my fourth semester at SSE I have found some kind of predictability to my daily life. Usually, you can find me in the same places, with the same group of people and with the same inner drive to accomplish great things. This predictability has made this year somewhat easier to cope with despite the constant stress of a student, and despite the constant hunger to achieve.

However, there is one part of the predictability at SSE which has exhausted me to the point where I cannot think of anything else. Rarely do I get the surprise of having a woman standing on stage as I am heading into the Aula for yet another lecture. After almost two years we are yet to have had more than one woman as course director. I think this is a huge disservice to the student body and sometimes I feel like the school does not care. Is it too much to ask, to have enough female teachers, so that sitting before a woman in the Aula is not something out of the ordinary?

TEXT // SOFIA WESTERLIND
DESIGN // CARLOTA FERNÁNDEZ

To be fair, the lack of female teachers stems from the lack of female professors at the school which is not a unique problem for SSE. SCB released a report called “Higher education - Employees in higher education 2017” which showed that in 2017, an average of 27 percent of professors in Swedish universities are women. The number has been continuously growing, which might be comforting to those shocked at how low it is. The same report shows that at SSE, 15 percent of the professors are women. On average in the business and economics field, 21 percent of the professors are women.¹

Even though the overall situation in society might explain why we are where we are today with a lack of female professors, it should not justify inaction and complacency. SSE is a school where students and faculty take pride in excellent academic achievement and I think this issue should be treated equally to the issue of the quality of education. Because it does impact the quality of our education. The more diversity we face in our professors and teachers, the more perspectives we will have had the privilege of taking part of and the better understanding of our subjects we will get. Furthermore, with more female professors present in our education, female students will be shown that a career in academia is a viable option.

I think we should hold ourselves to a higher standard than the one set to this point. This will let us improve and inspire others to follow our lead, as well as to show the importance of women in academia. I know that we as a school can, and should do better. Thus, a plan has to be put in place on how to achieve this. I also think we as students have to ensure that all teachers are respected and treated fairly in and outside the classroom, to guarantee that everyone feels and are welcome.

However, the school leadership are the ones with the utmost responsibility. In a response, on Realtid.se, to an article written by Jan Guillou, Lars Strannegård mentions that the school actively works to increase the number of female professors.² There is also the “SSE equal

Is it too much to ask, to have enough female teachers, so that sitting before a woman in the Aula is not something out of

opportunity plan” from 2015, where one of several goals, regarding diversity, was to reach at least 20 percent female professors during 2018.³ Although it is encouraging with plans and goals, real change has to be ensured. As we now enter a new year and semester I would like further information regarding the specific measures taken in ensuring a higher percentage of female professors. What are the future plans to secure change sooner rather than later? What will be done to ensure a diverse group of teachers?

Unfortunately, issues like creating a diverse faculty on all levels takes time to change, which is why we must continue talking about it. We cannot forget about it, we must keep the discussion going. Because diversity and equality is not an easy problem with a simple solution. However, I wish for both students and the school to take pride in making a distinct difference and hopefully there will be a day when it is no longer surprising to see a female professor standing on the stage in the Aula.

¹ Sveriges Officiella Statistik, Personal vid Universitet och Högskolor (2017)
² Sverker Brundin, “Kritiken mot Handels är helt uppåt väggarna” (2019)
³ Stockholm School of Economics, Equal Opportunity Plan January 1, 2016 – December 31, 2018, (2015)

FOOD FOR GOOD

TEXT | VERANIKA TSIKHANENKA
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Hunger appears to be increasing in almost all of Africa and in South America, with 821 million people - one in nine - going hungry in 2017, according to the State of Food Security and Nutrition in the World 2018 report.

Meanwhile, 672 million adults - more than one in eight - are now obese, a number that has increased from 600 million in 2014.

“Without increased efforts, there is a risk of falling far short of achieving the SDG target of hunger eradication by 2030,” the report said, referring to the U.N. Sustainable Development Goals, adopted by member nations in 2015.

Hunger is still being a huge problem in 2018 and will

The world produces enough food to feed everyone, yet one person in nine suffers from chronic hunger.

Hunger kills more people every year than malaria, tuberculosis and AIDS combined. Around 45 percent of infant deaths are related to malnutrition. Stunting still affects 155 million children under the age of five years.

remain an issue for years to come. It is especially difficult for children, whose growing organism needs nutrition to develop. It is horrible that people still suffer from hunger. Just one fourth of the food we waste is enough to end world hunger.

Current waste levels on a global scale shows that one-third of all food produced is wasted. More than 50 percent of the waste occurs during “upstream” or the production, yield handling and storage phase and the remaining happens during processing, distribution and consumption stages or the “downstream” phase.

The FAO report was also able to discern a clear pattern in food waste at a global level. While middle and higher income regions have a greater food loss and waste during the downstream phase or at the consumption level, developing countries were more likely to lose or waste food at the upstream phase due to lack of proper harvest techniques and infrastructure.

Food waste cannot be defeated by one individual, but rather by the collective action and cooperation between

¹source: <https://www.thelocal.se/20150711/ugly-food-to-get-a-second-chance-in-sweden>

the government, people and businesses. It requires improvements along the entire food production chain as well as a changed way of purchasing food to make an impact.

It goes without saying that the later food is wasted along the chain, the greater is its environmental impact, because then we also have to take into consideration the energy and natural resources expended in processing, transporting, storing and cooking it. If included in a list of countries ranked according to their greenhouse emissions, food waste would come in the third spot, right after USA and China.

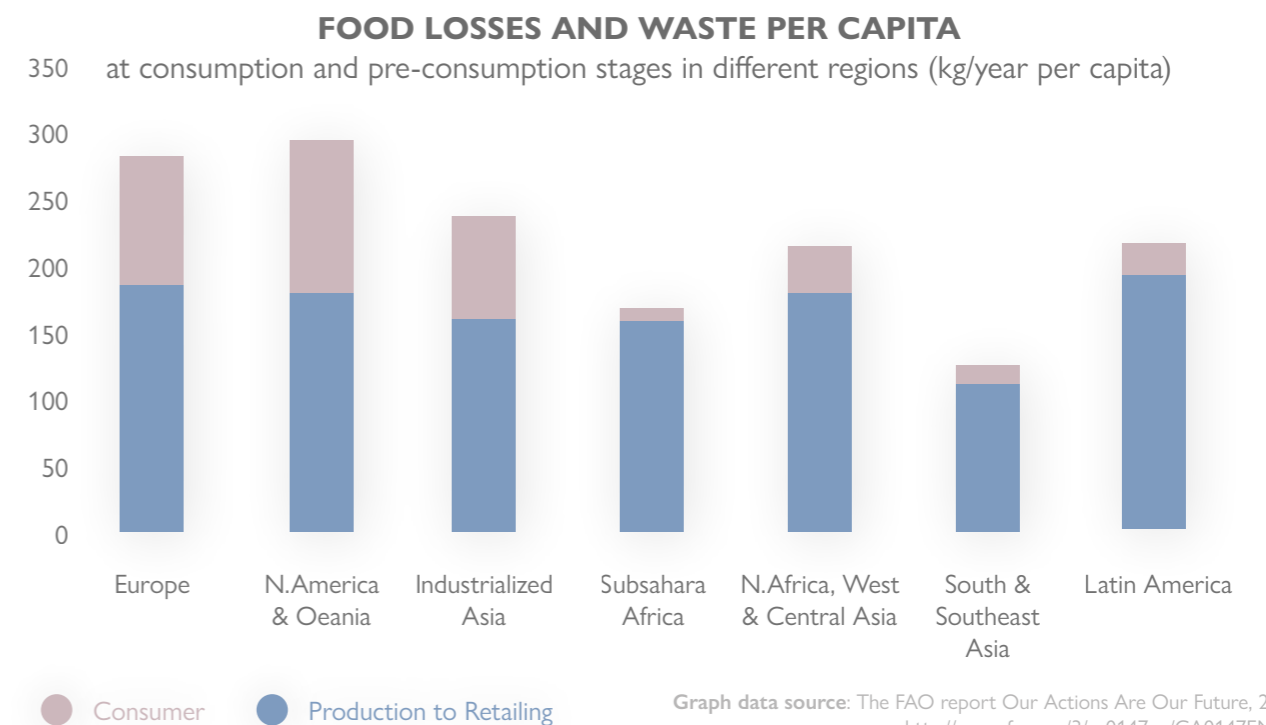
Some states are trying to fight food waste on a national level through legislation, such as France who imposed a ban on supermarkets who tosses the unsold food. The result is that supermarkets are now donating the unsold foods or foods which passed the “sell by” dates to food banks.

One way in which food waste is being battled in Sweden is through a “social supermarket”, which primary aims to fight local hunger. This social supermarket uses food that

is about to be expired, that have a damaged packaging, or some similar small defect. The food is donated by the major Swedish retailers to be sold to people in need with a 70% discount. Organized by the charity Stockholm Stadsmission (Stockholm City Mission), the social store also include a sustainability aspect as it is designed to limit the 622 000 tonnes of edible food that is thrown away in Sweden every year.

In some European countries, the retailers and the society are contributing by changing the purchasing behaviour and the vision of food. There is a strong movement to change the view of “ugly food” versus “pretty food” since often the appearance does not affect the taste or quality of the dishes. According to Coop, 15 to 30 percent of fruit and vegetables are discarded before they reach shops, simply because of their appearance. This food waste could be reduced simply by changing consumers’ perception of what food is desirable and ensure the consumers focus on the qualities, not the look.¹

The Community Fridge is an initiative that is being implemented by some local stores in England and New Zealand. It is a fridge that is installed at a public spot,



Graph data source: The FAO report Our Actions Are Our Future, 2018, <http://www.fao.org/3/ca0147en/CA0147EN.pdf>



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