

# CBS STUDENT ORGANISATIONS: AN OVERVIEW OF THEIR ESG RELATED ACTIVITIES

CBS PRME - RESPONSIBLE MANAGEMENT EDUCATION **INFOCUS** REPORT SERIES  
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# **CBS AND ITS STUDENT ORGANISATIONS**

## **SECTION ONE**





There are indications from several studies that student involvement in extracurricular activities during university years advance the learning process of students (Baker, 2008). Not only is it suggested that there are benefits to be gained by the individual students but involvement in student organizations enhances the educational outcomes of the institution (Eklund-Leen, 1997). With global challenges such as climate change (IPCC, 2021) high on the agenda for governments, industry, society and the individual, it is perhaps unsurprising that sustainability is also high on the agenda of student organisations. With pressures to integrate ethics training in management education mounting, expectations about the roles and responsibilities of business in society rapidly changing, and social movements particularly in the field of climate change quickly growing, business schools worldwide have reflected on their roles and responded through embracing the idea of Responsible Management Education (RME) (Moratis & Melissen, 2021).

There is considerable evidence on the potential of Business Schools to deliver positive social change, particularly in the context of sustainability and the SDGs (Killian & al., 2019). Filho et al points to the many advantages of the introduction of the SDGs into teaching and suggests that it can catalyse the engagement of students in Higher Education Institutions (HEI) with the concepts of sustainability (Filho & al., 2019).

The university environment provides a stage for social transformation through education, research, and extension. Students play a significant role in these changes, as they do not satisfy their personal desires by only being present in the classroom or by attending lectures with low class interaction; many students seek more (Borges, 2017). This seeking more is perhaps best reflected in student engagement in extracurricular activities such as student organisations.

Given that CBS has over 20.000 students (i), it is no wonder that it also has over 100 student-driven organisations. These cover a vast array of interest areas spanning from body and mind, culture, diversity and leisure through to business-oriented organisations and unions (ii). The style and nature of these organisations span from the more traditional organization forms such as Copenhagen Debating Society to the quite eclectic CBS Surf and range from homegrown initiatives to local branches of international student organisations (iii).

CBS PRME has, throughout its history stretching back to it becoming a PRME signatory in 2008, monitored and reported on all responsible management education activities in not only curricula, teaching, research, and events but also student-led initiatives. What follows is a short introduction to some CBS student organisations that explicitly address responsible management education, the Sustainable Development Goals (SDGs), sustainability and/or ethics and the like. The activities have been categorised into three pillars (ESG):

- 1 Environment (E)**
- 2 Social (S)**  
and/or
- 3 Governance (G)**

It should be noted that the three ESG pillars can also be interlinked.



**Sustainable fashion  
is the youth's new  
passion"**  
**Clara Holm Møller,**  
**President of CBS**  
**fashion, 2020**



**"Our goal for the future  
is that we hope to  
inspire and empower as  
many students as  
possible to have a  
positive social impact,  
by raising awareness  
through our events."**  
**Emma Tatham,**  
**President of CBS Aid.**

## PURPOSE OF THIS REPORT

This report underscores the importance of certain student organisations and the advancement of education for sustainable development. These organisations' activities help augment formal education initiatives by providing hands-on, authentic opportunities for businesses, students and faculty. These opportunities range greatly from presentations by business leaders, awareness raising events, debates through fundraising and beyond.

With the very many student organisations at large here at CBS, it can be challenging to know what extra-curricular activities are taking place and by which student organisations. Some student organisation activities are self-explanatory such as CBS International Choir or CBS Yoga. Others are less apparent such as, for example, CBS MUN (Model United Nations) or AISEC (Association Internationale des Étudiants en Sciences Économiques et Commerciales). (See Table 1) There are also events, such as CBS Case Competition's annual case competition that, through the years, has covered a myriad of case themes. This report serves to identify the Environment, Social and/or Governance (ESG) element(s) of such case competitions and student organisation activities.

This InFocus report showcases CBS student organisations and/or activities by the multiplicity of student organisations whose activities touch specifically on ESG at CBS (see Tables 2 & Table 3). Some of these organisations' activities are, by the very nature of the organisation itself, inherently focused on ESG issues such as CBS Climate Club. Their activities directly address issues on climate change and as such address Environment(E). Other student organisations such as CBS Fashion do not have ESG issues at its core but do address one or more of these through some of its activities such as Sustainable Fashion, an annual event that takes place during CBS oikos' Green Week.

The CBS Network Book acts as the overarching guide to all student organisations at CBS and is introduced to all incoming bachelor students at CBS Student Society Day. This event, by CBS Students, invites organisations to introduce themselves to students. This InFocus report seeks to be informative to a range of stakeholders, including students, who can use it as a guide to understand the extent of ESG activities by various student organisations.

## METHODOLOGY

All student organisations whose activities could potentially touch upon ESG, sustainability etc. were contacted via email. This initial stage of contact was based on descriptions of activities from the CBS Student Network Book and social media sources.. Student organisations with ESG as their core focus were asked for details about relevant events and activities as well as attendee numbers. Additionally, phone interviews were conducted to gather more in-depth information.

**"In the future, we aim to be even  
more present at CBS, spreading the  
message to more people, empowering  
more business managers to act, and  
further encourage the management of  
CBS to act. It is our ambition to reach  
far more business students and turn  
their attention towards sustainability  
and to empower the leaders of  
tomorrow to act"**  
**Malte Werner, President of CBS  
Climate Club**

All remaining student organizations were also asked to provide information on activities that may have touched upon ESG. Each organization was then asked for a description of their organisation, contact details, the number of members, and the largest events/activities for 2018, 2019, 2020 and 2021. They were also asked to submit information on the number of participants present at their events/activities and funding, if any, received. The activities were then cross-referenced to the Sustainable Development Goals (SDGs) and grouped under Environmental, Societal and/or Governance activities. Where information was lacking or required deeper investigation, informal 20-minute phone interviews were conducted.



# NATIONAL AND INTERNATIONAL STUDENT ORGANISATION BRANCHES AT CBS

## SECTION TWO





While many student organisations touch upon issues relating to ESG and the like, these are not often core to their activities and events. However, there are a number of CBS student organisations that explicitly address such areas. For these organisations, ESG and the like are core to their activities. However, the way in which they address these areas vary greatly from organisation to organisation not only in theme and focus but also in size and breadth.

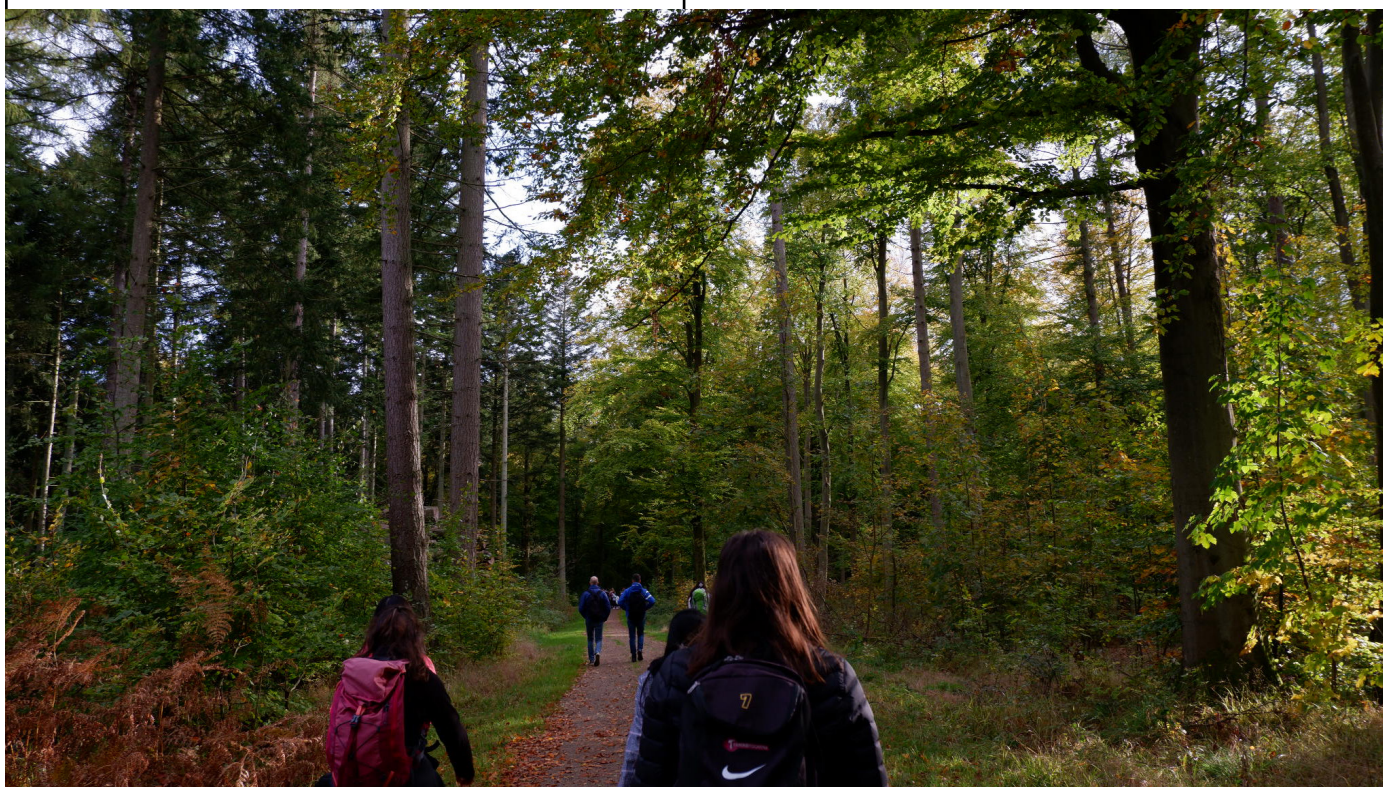
CBS Students act as the umbrella for all student organisations, societies, unions and clubs. According to Helene Schulz, one of the Presidents of CBS Students noted, the number of students wishing to start organisations addressing sustainability has grown tremendously of late. Indeed, this interest has been so great that CBS Students have started to encourage students interested in creating organisations to join already established associations addressing sustainability etc. to help prevent flooding and/or cannibalizing.

This growth in interest in sustainability etc. is also reflected in the types of cases in case competitions. According

to Caroline Krzton, Case Team Support for CBS Case Competition, there has been a steady rise in cases that address sustainability, global challenges and the SDGs. “We are seeing more and more case competitions wanting answers to issues of sustainability. This push doesn’t only come from the students but from businesses looking for bold and innovative ways to deal with global challenges and sustainability.” Caroline Krzton, 2021

Student organisations at CBS can be sub-divided into two main groups. There are those who are a sub-chapter or regional branch of larger national or international organisations. These include, for example, organisations such as Dansic (The Danish Social Innovation Club) who are a national organisation with representatives from, among other places, CBS. Branches of international organisations include oikos Copenhagen which is based at CBS and represents the Danish chapter of the international organisation.

The following table provides an overview of the national and international student organisations currently represented at CBS.



**“I think CBS Volunteering is important because it helps to educate more responsible individuals that care about communities and the world that they live in.”**

**Sofie Moustgaard, President  
of CBS Volunteering, 2020**



## 180 Degrees Consulting

- Founded in 2007.
- World's largest consultancy for non-profits and social enterprises. Its primary aim is to help those who cannot typically afford management consulting services.
- Members work on social impact cases to improve their business models and consequently increase their social impact (e.g., helping company to improve its environmental footprint).

## Alasac

- Founded in 1946.
- Provides young people with opportunities to develop themselves via international internships and volunteer programs.
- Youth Leadership movement.

## \* Dansic

- Founded in 2012.
- Denmark's largest voluntary and non-profit student driven platform for social innovation.
- Mission to create society that is socially, environmentally, and economically sustainable.
- Different social innovation events each year with different focus on topics of societal concern.

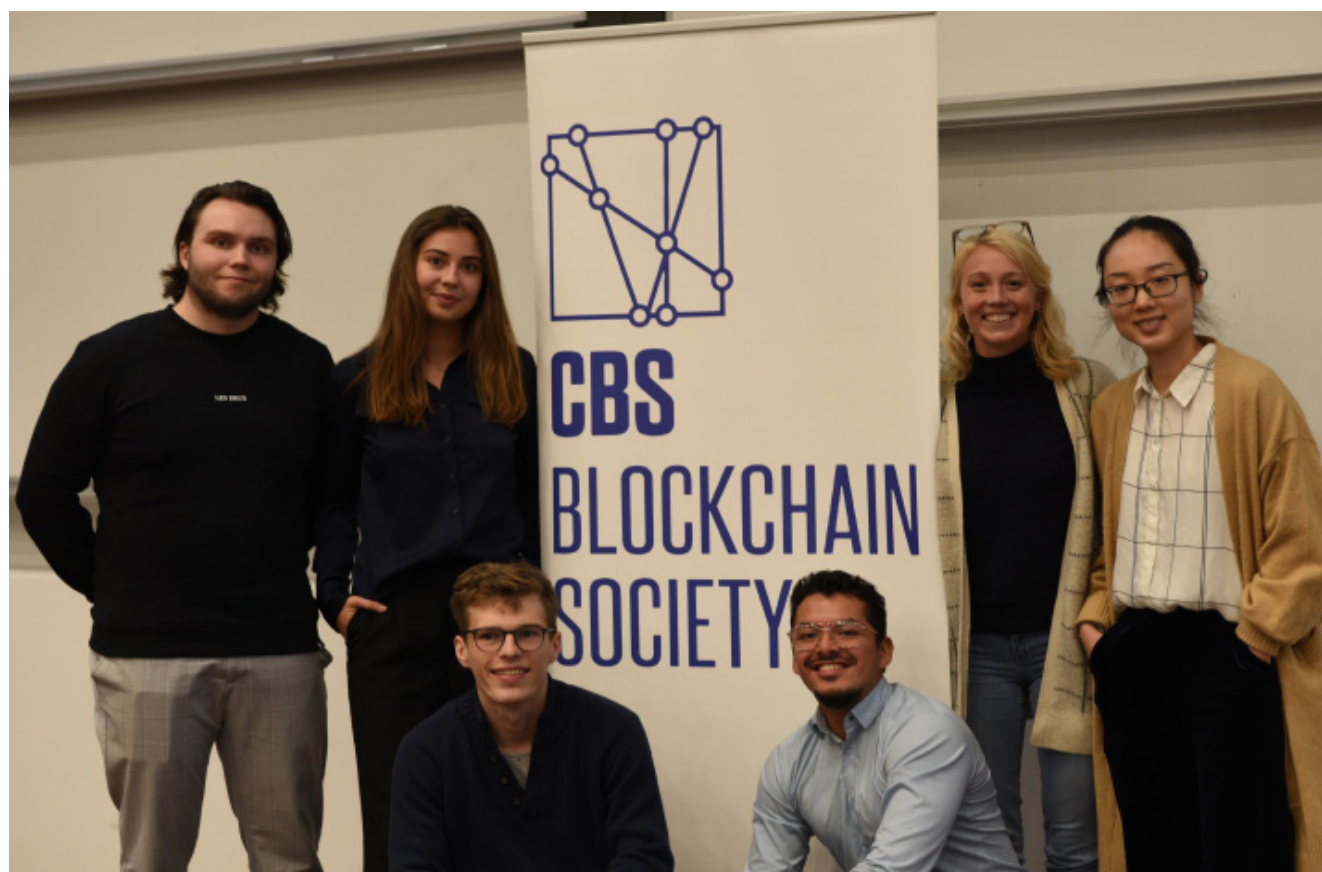
## CBS MUN (now CBS United Nations)

- Founded in 2012.
- Association for students with a special interest in international politics and the United Nations. It allows students to participate in UN simulations (Model UN) across the world.
- Striving to bridge the gap between private sector and intergovernmental institutions dealing with global issues.

## Qikos Copenhagen

- First established in 2012.
- Student led, non-profit organization for sustainability in economics and management.
- Bridging gap between sustainability and business, providing a platform for students to think holistically and become responsible leaders.
- Organisation of relevant events such as Green Week.
- Provides young people with opportunities to develop themselves via international internships and volunteer programs.
- Youth Leadership movement.

Table 1 National & International Student Organisation Branches



\*As of May 2020, Dansic will no longer be a CBS student organisation as it does not fulfil CBS Students requirement.



## CBS STUDENT ORGANISATIONS

Notwithstanding the national and international student organisation branches, CBS also has a number of “homegrown” organisations that address ESG and the like either explicitly or implicitly. Many are relatively new; others have had a longer history. What is perhaps noteworthy is the number of student organisations addressing ESG-related issues is clearly on the rise here at CBS. This is exemplified in the proliferation of such organisations being established in 2019.

The following table provides a short overview of these CBS homegrown organisations.



**"I believe it is important to put focus on sustainable finance and investments during academic studies for two reasons; partly because it is evident that the consumer demand is shifting towards more sustainable products and services and partly because it is becoming a risk factor that is necessary to take into account."**

**Magnus Trampe Broch, President of CBS Sustainable Investment Club, 2020.**



## MAPPING ESG ACTIVITIES AND EVENTS OF STUDENT ORGANISATIONS 2018-2021

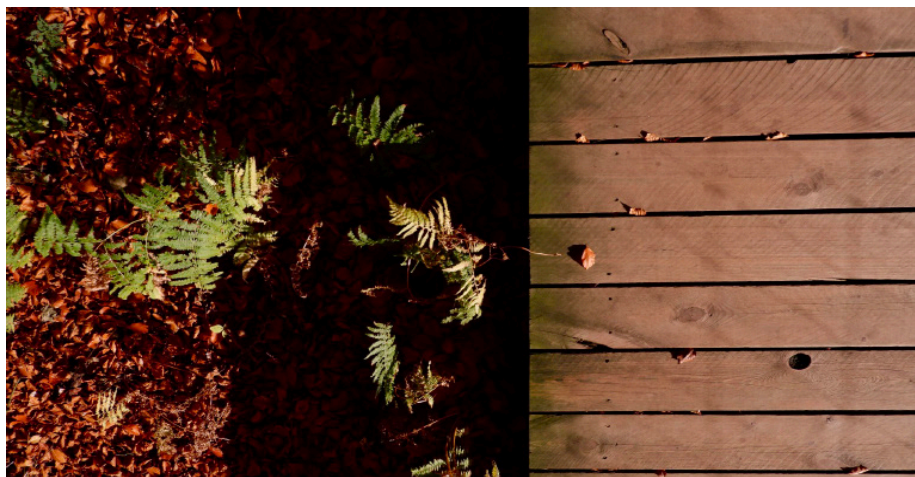
	CBS Blockchain	<ul style="list-style-type: none"> <li>• Creation and sharing knowledge of blockchain technologies</li> <li>• Working on realizing the full potential of blockchain –based solutions to create value for the community through strong collaboration and engagement in the greater blockchain ecosystem.</li> </ul>
	CBS Sustainable Finance Club	<ul style="list-style-type: none"> <li>• Set up in 2019 to broaden the knowledge and involve students from CBS in the possibilities of sustainable investment opportunities</li> <li>• Events, workshops and other activities to get experience and knowledge inside the field of sustainability and investment</li> <li>• Running a student-driven investment fund, investing only in sustainable companies that are approved by ESG criteria.</li> </ul>
	CBS Business Unusual	<ul style="list-style-type: none"> <li>• Established January 2019 Business Unusual is part of the economics network Rethinking Economics Denmark and Global Network rethinking economics, promoting economic pluralism and critical thinking in terms of economic disciplines and alternative business models.</li> </ul>
	CBS Diversity & Inclusion	<ul style="list-style-type: none"> <li>• Established with the aim of raising awareness about topics and challenges within the different dimensions of diversity.</li> <li>• Motivational and social events to positively impact the student environment to create equal and more inclusive access to resources, regardless of gender, age, ethnicity, ability or sexuality.</li> </ul>
	CBS Feminist Society	<ul style="list-style-type: none"> <li>• Founded in 2015 to create awareness and address issues of gender discrimination, mainly focusing on the business world</li> <li>• Discuss solutions and inspire future leaders to take a stand on the issue.</li> <li>• Talks, debates and company visits in collaboration with political institutions and companies.</li> </ul>
	CBS Climate Club	<ul style="list-style-type: none"> <li>• Established in 2019 to emphasize the importance of addressing climate change in the business world</li> <li>• Increase personal awareness of climate change</li> <li>• Working towards greener campus</li> <li>• Encourage businesses to implement sustainable and innovative business strategies.</li> </ul>
	CBS Aid	<ul style="list-style-type: none"> <li>• Founded in 2018 to empower students in Denmark to take action to help children in need across the world.</li> <li>• Collaboration with humanitarian partners.</li> <li>• Collaboration with UNICEF to give children in Bangladesh the possibility of schooling.</li> </ul>
	CBS Volunteering	<ul style="list-style-type: none"> <li>• Founded in 2015 to promote local volunteering for good causes</li> <li>• Organising opportunities to volunteer with many different local NGOs and non-profit organisations.</li> <li>• Organising public events with non-profit organisations to broaden sense for community and sustainability.</li> </ul>
	Multicultural Students of CBS	<ul style="list-style-type: none"> <li>• Functions as a platform, in which multicultural Danish students can network.</li> <li>• Our purpose is to gather people from different cultures and backgrounds, for the sole purpose of connecting them through social networking events.</li> <li>• Founded to connect multicultural Danish students to gain better understanding of the business world and aimed at bringing academic, professional and social enrichment to members.</li> </ul>
	Female Leadership Academy	<ul style="list-style-type: none"> <li>• Female Leadership Academy aspires to empower female leadership and help future leaders maximize their own potential in order to bring diversity into top management.</li> <li>• A series of workshops provides attendees with a comprehensive leadership tool-box, and seeks to empower and inspire future female leaders, by improving self-promotion, motivation and skills.</li> </ul>

Table 2 CBS Description of Student Organisations addressing ESG at CBS.





**“To me space to translate ideals and visions into action is key for learning. At oikos Copenhagen students do not only feel encouraged but also have the possibility to contribute to the bigger sustainability agenda”**

**Julia Köhler, President of oikos Copenhagen (2019-2020)**



While Table 2 provides a description of the relevant student organisations themselves, the following is aimed at highlighting the specific activities. Table 3 provides an overview of the student organisation activities from 2018-2020 illustrating what E, S and/or G component is covered. It highlights the approximate number of participants, the type of event or activity as well as the relevant years.

ORGANISATION/ ESG CLASSIFICATION	2018 ACTIVITY	2019 ACTIVITY	2020 ACTIVITY	2021 ACTIVITY
	Information on event(s) unavailable	<b>(S) (G) (E)</b> Beyond the SDG's 180 Degrees final event where student consultants give presentations on how their work has/will benefit(ed) the companies they have consulted for.  <b>PARTICIPANTS</b> <b>100+/-</b>	All activities postponed due to covid-19	<b>(E) (G)</b> 29 March Sustainability - An Imperative for Businesses. A talk by Deloitte and Reach for change  <b>PARTICIPANTS</b> <b>30</b>
	Information on event(s) unavailable	Information on event(s) unavailable	Information on event(s) unavailable	<b>(E) (S)</b> Summer 2021, 5 people sent abroad to countries needing volunteers. Numbers were low due to Covid restrictions) <b>PARTICIPANTS</b> <b>5</b>  <b>(S)</b> April - Trash hunt <b>PARTICIPANTS</b> <b>Approx 10</b>
	<b>(S) (G)</b> “Rethink ability” Conference on how people with disabilities can get better access to the work market  <b>PARTICIPANTS</b> <b>200+/-</b>	<b>(E)</b> “Sustainable Travelling” by creating an Idea Lab based on the hackathon format. Goal: To inspire young European people to make changes in their travel behaviour to travel more sustainably  <b>PARTICIPANTS</b> <b>84 (inc. partners)</b>	Information on event(s) unavailable	

<p><b>CBS Model United Nations (MUN)*</b></p> 	<p>(G) NMUN New York, representing Kenya in 9 committees.</p> <p><b>PARTICIPANTS</b> 19 CBS delegates out of a total 5000 + delegates worldwide</p>	<p>(G) NMUN New York, representing the Republic of Ghana in 10 committed topics under the theme of "Building a Climate for Peace"</p> <p><b>PARTICIPANTS</b> 20 CBS delegates out of a total of 6,353 delegates worldwide</p>	<p>All activities postponed due to covid-19</p>	<p>(G) Online seminar with UN Women and IBP Union Description: An online talk from representatives of UN Women in collaboration with IBP Union.</p> <p><b>PARTICIPANTS</b> 20</p> <p>(G) 1 November An introduction to what CBS UN is alongside a talk by a representative from the UNEP. Participants: Unknown</p>
<p><b>oikos Copenhagen</b></p> 	<p>(E) Green Week A 3-day event hosted at CBS with the aim of providing a platform of high-profile actors from different fields, to raise awareness and enhancing students' knowledge of the Danish and international sustainability ecosystem.</p> <p><b>PARTICIPANTS</b> 1000+/-</p>	<p>(E) Green Week A 3-day event hosted at CBS with the aim of providing a platform of high-profile actors from different fields, to raise awareness and enhancing students' knowledge of the Danish and international sustainability ecosystem.</p> <p><b>PARTICIPANTS</b> 1000+/-</p>	<p>All activities postponed due to covid-19</p>	<p>(E) (S) 16-19. March 2021 Green Week: A platform for diverse stakeholders to engage in sustainability related topics through lectures, workshops, debates, talks, fairs, etc. 2021 was the first virtual Green Week with 14 featured events</p> <p><b>PARTICIPANTS</b> 1500</p> <p>(G) 29 April oikos Academy guest lecture: How the Coffee Industry was Influenced by the Palm Oil Sector</p> <p><b>PARTICIPANTS</b> 25</p> <p>(G) 20 April oikos Academy guest lecture: Sustainable Business Model Design</p> <p><b>PARTICIPANTS</b> 30</p> <p>(E) (G) 2 February oikos Academy guest lecture: Achieving Sustainable Development for All</p> <p><b>PARTICIPANTS</b> 45</p>

\*As of November 2020, CBS MUN is now known as CBS United Nations.



<b>CBS Blockchain Society</b>	<p>(S) (G) An event about how blockchain can be used to achieve the SDGs. Part of the event was the “design sprint” where participants proposed possible cases.</p> <p>PARTICIPANTS Unknown</p>	<p>(S) (G) Business Blockchain with Deloitte.</p> <p><b>PARTICIPANTS 80-100</b></p> <p>(S) Women in Tech – an event celebrating International Women’s Day</p> <p><b>PARTICIPANTS 80-100</b></p>	All activities postponed due to covid-19.	<p>(S) Academic Workshops on Blockchain updates - learn from experts at Blockchain academy.</p> <p><b>PARTICIPANTS 800-1000</b></p>
<b>CBS Sustainable Finance Club</b>	<p>CBS Sustainable Finance Club was first established in 2019.</p>	<p>(E) 2-day series of events with Bloomberg. Purpose: Teaching students how to access and leverage ESG data from Bloomberg terminals</p> <p><b>PARTICIPANTS 40 participants in presentations and 20 participants in a workshop</b></p>	<p>(G) 3 webinars on how sustainable finance is impacting finance with Nordea, Mærsk Drilling and Axcel</p> <p><b>PARTICIPANTS 144 sign-ups, 92 unique session ID’s and max 52 people in the event at the same time.</b></p>	Information on event(s) unavailable.
<b>CBS Business Unusual</b>	<p>N/A CBS Business Unusual was first established in 2019.</p>	<p>(E) (G) SDG Day at CBS at an event entitled Circular Economy in Practice</p> <p><b>PARTICIPANTS 40</b></p>	N/A	<p>(G) 11 November Birthe Larsen on Thomas Piketty’s works on economics and inequality.</p> <p><b>PARTICIPANTS Unknown</b></p>
<b>CBS Diversity &amp; Inclusion</b>	<p>(S) Queer Pub Crawl (several throughout the years). A pub crawl open to everyone. Queer pubs in Copenhagen are explored with brief activities in the different bars for people to get to know each other.</p> <p><b>PARTICIPANTS 70 attendees and 6 team members</b></p>	<p>(S) Drag Bingo As part of the CBS Pride program, CBS D&amp;I organised a Drag Bingo with 2 drag performers together with CBS Students at Nexus (CBS’ student bar).</p> <p><b>PARTICIPANTS 80 attendees and 4 team members</b></p>	<p>(S) Drag Bingo sold out event held at Nexus.</p> <p><b>PARTICIPANTS 100/-+</b></p>	Information on event(s) unavailable.



<b>CBS Climate club</b>	N/A	<p>(E) An event focusing on sustainable investments and invited the CEO of Nordea Invest to CBS to give a lecture on how investments can play a role in creating a more sustainable future.</p> <p><b>PARTICIPANTS</b> <b>130</b></p>	<p>(E) A panel debate on how businesses and other institutions can implement solutions that will help mitigate climate change.</p> <p><b>PARTICIPANTS</b> <b>150+/-</b></p>	<p>(E) Green Week x CBS Climate Club: Online event with Oikos during Green Week. a Panel of important stakeholders on the future of education.</p> <p>(E) Online event promoting and informing about CBS sustainability electives.</p> <p>(E) Event by CA consulting X CBS Climate Club: A Career in Sustainability.</p> <p>(E) Promoting and participating in the climate march in Copenhagen.</p> <p>(E) CBS Climate President Malte Werner in two panel debates.</p> <p>(E) Annual award event with Sustainary to celebrate businesses that pioneer the green transition. The 2021 awards were given to leaders in the categories: Start-ups, SMEs and Corporations.</p> <p>(E) Why Plastic event</p> <p><b>PARTICIPANTS</b> <b>Approx. 750</b></p>
<b>CBS Aid</b>	<p>(G) (S) Panel debate in collaboration with UNICEF + Boston Consulting on Doing Business in Developing Countries</p> <p><b>PARTICIPANTS</b> <b>50+/-</b></p> <p>(S) Also held 2 quiz nights at The Little Green Door bar and raised 2.500 DKK</p> <p><b>PARTICIPANTS</b> <b>60+/-</b></p>	<p>(S) Quiz night at the Little Green Door bar</p> <p><b>PARTICIPANTS</b> <b>60+/-</b></p>	<p>(E) (G) Planning 3 events for Sept + Nov 2020 on 1) Sustainable investment, 2) the future of food, 3) social entrepreneurship</p>	<p>(G) 18 May Semi-virtual roundtable discussion with Djaffar Shalchi, Mogens Lykketoft, Hannah Morrison Brejnholt Tranberg, and Lars Koch on "Financing the SDGs through a wealth tax" and organised in collaboration with Human Act and Millionaires for Humanity.</p> <p><b>PARTICIPANTS</b> <b>Approx. 75</b></p>
<b>CBS Volunteering</b>	<p>(S) Julehjælpen project to give Christmas presents to underprivileged children + teenagers in DK</p> <p><b>PARTICIPANTS</b> <b>91 presents given</b></p>	<p>(S) Julehjælpen project to give Christmas presents to underprivileged children + teenagers in DK .</p> <p><b>PARTICIPANTS</b> <b>96 presents given</b></p>	N/A	Information on event(s) unavailable

Table 3 Overview of Student Organisation Activities 2018-2021



**“Blockchain technology has a huge potential in developing and third world countries”**  
**Wejskrab, President of CBS Blockchain Society**

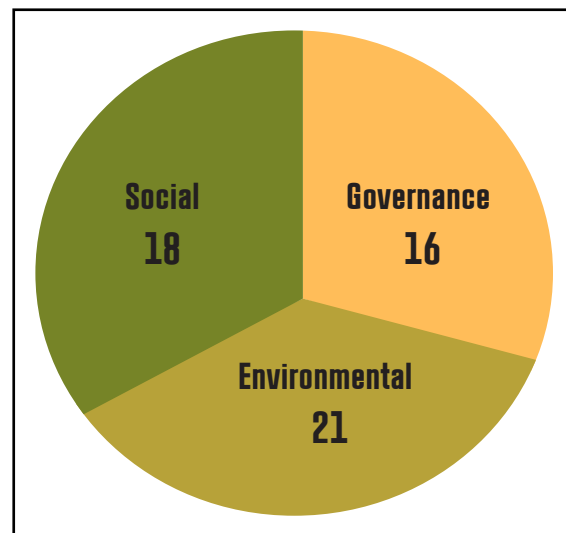


Figure 1 Illustration of breakdown of ESG activities 2018-2021.

Table 3 illustrates that these student organisation activities cover E, S and G proportionately. With many organisations first being established in 2019, it is perhaps noteworthy that although only one activity in 2018 was identified as addressing Environment, by 2019 this number had risen to 6 and by 2021 was equivalent with both Social and Governance activities. Over the years, approximately 7000 students have participated in ESG events.

# CONCLUSION

## SECTION THREE

The nature of some student organisations is changing. With CBS’ over one hundred student organisations and with the vast number of CBS student organisations, it is perhaps noteworthy that many address concerns with sustainability, climate change, responsible and equitable business and other similar issues. PRME supports and collaborates with student organisations to advance these and other ESG agendas.

And perhaps it is also not so remarkable given current global challenges that many students are answering this call for action both individually and through student organisations. This is clearly demonstrated with Greta Thunberg’s School Strike for Climate movement and student

engagement. This is also clearly indicated by the proliferation of student organisation activities addressing Environment since 2019.

While undoubtedly there is an underlying social dimension to student extracurricular activities the growing number of student organisations addressing ESG related global issues is perhaps significant and may indicate a desire by students to create true impact both within CBS and beyond.

For student organisations who would like more information or support from PRME please send an email to [prme@cbs.dk](mailto:prme@cbs.dk).



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## Endnotes

- (i) The number of students enrolled at CBS in 2021 was 20,541  
<https://www.cbsstudents.dk/societies>
- (ii) Network Book. (2019/2020). Student Society & Organizations 2019/2020. CBS Students.  
<https://www.cbsstudents.dk/culture/cbs-international-choir>  
<https://www.cbsstudents.dk/bodyandmind/cbs-yoga>  
CBS MUN (Model United Nations). As of 2021 CBS MUN is referred to as CBS United Nations  
<https://cbswire.dk/events/cbs-green-week/>
- (iii) Network Book, Student Organizations and Unions. (2019-2020) (2020-2021). CBS Students.  
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