# MANAGEMENT REPORT

- The fiscal year
- General about the organization
- The Association year in short
  - The Pandemic
  - Union Status
- The Board
- Evaluation of the Activity Plan
- Economics Students
- Membership
- Strategic Plan
- Knowledge Retention
- New Association Premises
- Renovation of the bar
- Finances
- Ekonomernas Dagar
- Decentralization
- Educational Surveillance
- IT
- Marketing and Social Media
- Collaboration with the Business Community
- Campus Albano

# FINANCIAL MATTERS

- Investments
- Bookkeeping
- Faculty and extra grant due to Covid-19
- Remuneration
- Audit

# STEERING DOCUMENTS

- Statute and Role Descriptions
  - First Ordinary Association Meeting
  - First Extra Association Meeting
  - Second Ordinary Association Meeting
  - Third Ordinary Association Meeting
Policies
  Revisions

VENUES
  Festningen
  IT-Environment
  Pub- and sittning venues
  Zoom
  Discord

IT-RELATED OPERATIONS
  Websites
    fest.se
    efterfest.se
  Podio
  Mecenat
    Unicore and GDPR
  Bonsai Campus (Orbi)

INTERNAL RELATIONS
  The Operational Management Group
  The Ministry of Marshals
  Stepping Off

EXTERNAL RELATIONS
  Stockholm Business School
  The Institutional Board
  The Education Council
  The Council/Rådet
  The Social Sciences faculty
  U9

EDUCATIONAL OPERATIONS

STUDYSOCIAL OPERATIONS

BUSINESS OPERATIONS

INTERNATIONAL OPERATIONS
MARKETING OPERATIONS

Channels
New introduction video
Merch
In media

COMMITTEES

The IT Committee and its projects
The F.E.St. Podcast
DreamF.E.ST.
The Education Committee and its projects
Speak Up Week
The Ballerina Award
Course Representatives
The Marketing Committee and its projects
Meet & Greet
The Student Guide
Content Groups
F.E.St. Podcast
The Business Committee and its projects
Career Day
Career Choice
Sustainability Day
The Finance Society and its projects
Weekly Market Flash
Asset Management Group
The International Committee and its projects
European Career Tour
Silicon Valley
Venture Asia
International Business Week
The Social Committee and its projects
Bar Renovation
Fadderiet FS20
Ångbåten
Hjulmiddagen
The Event Committee and its projects
  Spring Ball  50
  Halloween event  50
  Aktiva Kvällen  50
  Aktiva Dagen  50

The Sports Committee and its projects
  Padel competition  51
  Run for Charity  51
  Instagram Live Workouts  51

CLUBS  52
  The Master’s Club  52
  The Choir Club  53

INDEPENDENT PROJECTS  53
  Ekonomernas Dagar  53
  Fadderiet  54
    Fadderiet FS20  54
    Fadderiet SS21  54
MANAGEMENT REPORT

The fiscal year

The Board for Föreningen Ekonomerna at Stockholms University, organization number 802011-9981, hereby present the activity report for the fiscal year 1st of July 2020 - 30th of June 2021.

General about the organization

Föreningen Ekonomerna at Stockholm University is a non-profit organization with no religious or political ties for students at Stockholm University. Föreningen Ekonomerna was founded in 1965 and has today about 1200 members, where around 200 of these are active every semester in different projects and committees.

Föreningen Ekonomerna has as its main purpose:

- To monitor and participate in the development of education for students of business administration and economics at Stockholm University.

Furthermore, Föreningen Ekonomerna’s purpose is:

- To encourage good comradeship and a meaningful environment outside of studies.

- To promote contact between the members on the one hand and institutions, universities, industry and public administrations on the other hand.
The Association year in short

The Pandemic
In spring 2020 Covid-19 was a fact in the whole world and considered a global pandemic. The Board 2020/2021 stepped on with the pandemic as part of the operations. The whole fiscal year 2020/2021 has been affected by the ongoing pandemic and it has been something that has been needed to take into consideration in every decision made throughout the year. The bigger part of the year has been conducted online due to government regulations. Even the Association premises in House 1, Kräftriket, also known as Festningen, has been closed a bigger part of the fiscal year and open only for necessary work. Both events and meetings have been conducted online. Even if there has been an immense adaptability to online operations, some bigger events have been postponed to a later date, while some have been cancelled altogether. It has taken its toll on both the events and projects as well as the people within the Association. Most of the Board Meetings, Operational Management Group meetings and all Association Meetings have been conducted online. In addition, Föreningen Ekonomerna has continuously throughout the whole fiscal year been represented by the President in SBS’s crisis group that was initiated in the beginning of the Covid-19 pandemic.

Union Status
In 2015, an investigation began in regards to the effects, possibilities and possible changes the Association would have to go through in order to obtain union status. The investigation culminated in a decision at the third Association meeting 2017/2018 where it was decided that the Association was to pursue union status for the period 2019-2022. The application was sent in during the fiscal year 2018/2019, which was denied by the University Board due to the Stockholm University Student
Union having a bigger proportion of students at Stockholm Business School compared to Föreningen Ekonomerna.

At the third Association Meeting 2019/2020, a proposition for revising the membership system was proposed and decided on. The new system consisted of four types of memberships that align with the length of the different programs, but for the same price; Bachelor, Master, Exchange, and Support Membership. This was done in order to minimize the amount of students that do not renew their membership after the first semester.

At the first Association Meeting 2019/2020, the Board proposed to once again apply for union status for the period 2022-2025, which the Association Meeting approved.

At the start of the mandate period 2020/2021, all the previous information was handed over, and further work toward union status was done towards the next application round fall 2021. Additionally, information sessions have been held at both an Association meeting and a Grand Meeting to further inform the Association and ensure that the entire Association is compatible with unionship.

The Board

During the fiscal year 2020/2021 thirty Board Meetings where a protocol has been written has been held. After meeting #10, they were held digitally until meeting #29 and #30, which were held in person. Additionally, internal meetings and workshops to further discuss and develop strategic projects have been conducted.

The first ordinary Association Meeting was held on the 18th of October 2020, the second ordinary Association Meeting on the 11th of April 2021, and the third
Ordinary Association Meeting on the 10th of May 2021. In addition, an extra Association Meeting was held on the 7th of December 2020 due to the Vice Treasurer stepping off and the need to revise the Association budget due to the unchanged circumstances of COVID-19. All the Association Meetings were held digitally through Zoom. Furthermore, three Grand Meetings have been held with the Board and the Operational Management Group, and two Active Meetings have been held.

Board 2020/2021 has consisted of nine board members: President, Vice President and Head of Education, Second Vice President and Head of Internal Communication, Treasurer, Vice Treasurer, Head of Corporate Relations, Head of Marketing, Head of International Affairs and Head of IT. Six of the aforementioned positions were elected during the second association meeting spring 2020. The Vice President and Head of Education was elected during the third Association Meeting spring 2020, and the Treasurer and Vice Treasurer were elected during an extra association meeting during the summer of 2020. Eight of the board members have fulfilled their roles and sat the full fiscal year. However, the first Vice Treasurer decided to step off during the fall semester, an extra Association Meeting was therefore held on December 7th to elect a new Vice Treasurer who has fulfilled the role and completed the rest of the fiscal year.

**Evaluation of the Activity Plan**

The strategic work that the Board 2020/2021 has done, has had its basis in the activity plan that was preliminary made by the Board 2019/2020 and approved at the second Association Meeting 2019/2020, and later on the final version approved at the first Association Meeting 2020/2021. During the year, great focus has been put on ensuring the Associations long-term survival, while dealing with the Covid-19 pandemic, as well as student benefit.
Economics Students

During the fiscal year 2019/2020, a strategic work to include economic students to a greater extent in the Association was initiated. The reason for this was the historical background of Föreningen Ekonomerna, initially founded by economic students. As the Economic Student Council was inactive at the time, it seemed like an ideal opportunity as the students at the Economic department were left without student representation.

This initiative has been continued during the fiscal year 20/21. The dialog between Föreningen Ekonomerna has mainly been between the Head of the Department, Sten Nyberg as well as the Director of Studies, Adam Jacobsson.

By initiative from the union, Stockholms Universitets Studentkår, together with the department, the Economic Student Council was reinvented with a new fresh board. Föreningen Ekonomerna has been in contact with the council during the year to exchange ideas and gain knowledge and share thoughts in regard to educational surveillance.

Additionally, it was concluded that the economic students starting the new economic programme fall 2021, will be part of Föreningen Ekonomernas Fadderi, as there is currently no welcoming program for the new students at the department.

Membership

Board 2020/2021 decided to keep the same membership structure as the previous year. Four options with different durations (Bachelors 3 years, Masters 2 years, Exchange 1 semester, Support 1 semester), all for the same price of 149 SEK for the whole duration.
Strategic Plan

The Board 2018/2019 recommended implementing a more long-term strategic plan to facilitate the continuous work within the Association. The goal for the plan is to add more continuity, provide better long-term guidance for upcoming boards and be used as a basis for what direction the Business Association should work toward. This plan follows the Business Associations’ vision, and if it is deemed feasible, be approved by the Association Meeting. The Board 2019/2020 started this work, which was interrupted by the Covid-19 pandemic. At Association Meeting #3 2020/2021, a preliminary strategic plan was approved by the meeting.

Knowledge Retention

After three (3) years with the revised appointment system for the Operational Management Group (OMG), the system should be evaluated. The perception of the previous Board is that knowledge retention has improved and the loss of knowledge has been reduced. Some problems, however, have arisen as individuals within the management group withdraw from their position after just one semester. The Board 2020/2021 continued this evaluation and concluded that the knowledge retention has been improved, even though the problems that have arisen some semesters. The Board 2020/2021 also implemented a manual for handovers within the OMG to make sure there is minimum knowledge loss.

New Association Premises

In the summer of 2018, the Association moved to House 1 in Kraftriket. The venue is now fully furnished, but there are issues with larger events and storage space. The Board 2020/2021 therefore looked into how the storage space could be better utilized. A grid door was installed in the old pantry room to be able to store alcohol and use
the bigger storage room for bigger things that need to be available for all members with a key card.

The Board 2018/2019 also worked for the Association to have access to a larger event room, Rotundan, in the Allhuset at Frescati. Due to revised governing documents at Stockholm University Student Union (SUS), this room will not be available to the Association. During the fiscal year 2019/2020 the Association has had access to a seminar room in house 8 for medium sized events. With SBS’ move to Campus Albano, this space is no longer available and it is therefore important to explore possibilities for new event venues and evaluate the existing premises that the Association will rent on occasion from external parties. Several things were discussed but due to the pandemic this was put on hold, and no final decision was made.

Renovation of the bar

At the start of the fiscal year 2020/2021, a renovation of the bar began. The bar was previously built with lack of stability and long-term usage, with lack of seating space. As the Association will stay in House 1, even after the move to the new campus, the bar thus needs a more long-term solution. As the pandemic hit and it was not possible to host any events in accordance with the restrictions due to the room being too small and the lack of seating, it was concluded to be the perfect opportunity to renovate. After the renovation, the bar offers a better place to host students and hopefully bring in more members.
Finances

The Treasury of 2020/2021 had as a task to evaluate a potential switch of banks. However, the Treasury has not met any difficulties with the current bank and therefore decided to remain with Swedbank.

The Treasury of 2020/2021 has continued to use Fortnox for accounting and financial record-keeping purposes. During the fiscal year 2020/2021, the Treasury also decided to revise their guidelines for reimbursement by adding an additional way of handing in receipts and expense declarations, which is to do it digitally to be able to continue the Association’s operational work under the circumstances of COVID-19. However, it is also mandatory that members bring their physical receipts of their respective digital expense declarations to the Treasury.

The Treasury of 2020/2021 has throughout the fiscal year implemented and followed the Investment Policy that was approved by the Association Meeting. Noticing that the knowledge within the Asset Management Group (AMG) is quite substantial, the Treasury has collaborated with the AMG and received advice on how to allocate the Association’s investment capital as is stated in the Investment Policy. This collaboration has been mutually beneficial to both parties and to the Association as a whole when considering the impressive return on investment the Association’s portfolio has made during the fiscal year. The treasurers of 2020/2021 would therefore encourage the new treasurers to continue this collaboration since it provides the AMG with useful practical knowledge and allows the treasurers to focus more on their day-to-day operations.

Furthermore, the Treasury of 2020/2021 had a project to look into possible changes in the role descriptions of the treasurers. These changes were deemed unnecessary and would result in changes that would not be proportional to any potential problems. It
was decided by the Treasury to leave it to the discretion of each successive treasury on how to shape their daily operational work as long as the duties of the treasurers are fulfilled as stated in their role descriptions. Additionally, the previous suggestion of change, where the treasury would be divided into one becoming Treasurer and one becoming an Investment Manager, was not seen as beneficial enough in relation to the Association’s current size. This suggestion however would perhaps be more appropriate in the case of the Association reaching union status where the treasurers’ workload would in all likelihood increase and therefore a potential division of work could be more beneficial.

**Ekonomernas Dagar**

The Board 2020/2021 continued to evaluate the project Ekonomernas Dagar. Due to the pandemic, the 40th edition was held with a new concept as an online event.

The Board of 2019/2020 started an investigation into the possibilities of hosting the fair during the fall rather than the spring. The Board 2020/2021 continued this evaluation and concluded that it would be beneficial to move the fair to the fall. It was decided that this move would take place in 2022, by hosting two fairs, one in the spring and one in the fall. All partner companies were informed by this and there was a positive attitude towards the move, and to organize two fairs as a transition, especially after Covid-19.

**Decentralization**

The Board 2020/2021 continued to ensure that the parts of the Association are decentralized, in particular within marketing and corporate contact. The Board discussed and evaluated further decentralization, while also ensuring quality control with the objective of streamlining the operational part of the Board’s work to ensure
that the Board can take a sharper focus on the strategic development of the Association. However, no further decentralization was implemented.

**Educational Surveillance**

The Vice President together with the Education Committee continued the educational surveillance by recruiting course representatives for the respective courses. Additionally, the respective positions within IS (Institutional Board), UN (Education Council), SFR (Faculty Council) and SFN (Faculty Board) were filled with student representatives from Föreningen Ekonomerna. The collaboration between SBS and Föreningen Ekonomerna has continued and new strategies to increase student influence were put to place. One change was the way the course representatives work, as well as partaking in SBS course surveys. The representatives will be updated in the beginning of each semester as to what has changed from the previous semester after the students feedback. Furthermore, Föreningen Ekonomerna will from now on get an insight in the course surveys conducted by Stockholm Business School.

Due to the pandemic, some ideas such as an opinions program, were postponed. This due to it would have required some sort of get together, and the main focus has been to stay involved and have a close collaboration with SBS to give feedback in a time where many things within education have changed.

**IT**

The Board of 2020/2021 has continued the work on the optimization and redesign of the main website (fest.se). The calendar function was put on hold as there was no efficient way found to synchronise the Podio calendar and the website as well as not many public events were held during this year due to the pandemic and restrictions.
Fest.se/join was updated thoroughly to enhance the user experience and make it easier for anyone to choose the membership that fits them best. The collaboration with Mecenat for added membership value, as well as usage of the Bonsai Campus as a ticket distributing platform continued throughout the year.

**Marketing and Social Media**

During the fiscal year 2020/2021 special attention was given to strengthening the brand image as well as brand awareness and knowledge especially among the trustees and other active members. This was done by the Head of Marketing for example through hosting workshops for the OMG and revising the *Marketing Channel Guidelines*. In relation to social media the pandemic and lack of (physical) activities made it harder to maintain active social media accounts. However, the Head of Marketing together with the Marketing Committee reactivated the Association’s YouTube-channel, continued to establish the LinkedIn-channel and introduced a new marketing channel in the form of the F.E.St. Newsletter published on Facebook. At the end of SS21 a new introduction video for the Association was produced and published.

**Collaboration with the Business Community**

During the fiscal year 2020/2021, the structure for the Association’s partnership was changed with the goal of a better long-term collaboration. The implementation in practice requires specific requirements from both parties to be able to obtain the partnership status. The end result was six official partners at the beginning of the fiscal year 2020/2021. Apart from these partner agreements, the Association can still collaborate with other actors within the business community, without an official partnership agreement, according to the new requirements.
During the year, the Association has also collaborated with other actors within the business community through projects, events or marketing through the Associations channels.

**Campus Albano**

During the fiscal year 2020/2021, there have been continuous updates from SBS regarding the move to the new Campus Albano. However, as the education has continued to be online, more focus has been put on the transition back to campus, rather than the move to a different campus.

**Concluding remarks**

The Board wants to thank all members that have in one way or another been engaged in the Association during the fiscal year. Especially after the special circumstances that have affected the year. We would also like to take this opportunity to thank all the Association’s partners, friend associations, Stockholm Business School and Stockholm University for a fantastic collaboration the past year.

When we now hand over Föreningen Ekonomerna to the board 2021/2022, it is with joy and great trust.

Thank you for another fantastic year!

*Board 2020/2021*

*Föreningen Ekonomerna at Stockholm University*
FINANCIAL MATTERS

For the fiscal year, the Association has continued its long-established practice of following the precautionary principle: underestimating revenues and overestimating expenses for all of the Association’s budgets. Ekonomernas Dagar 2021 managed to follow its budget and achieved an end-result as estimated. This is noteworthy when compared to previous years when Ekonomernas Dagar usually achieved a lower end-result than the one estimated.

Another noteworthy event relates to the Association’s welcoming program, Fadderiet, which managed to achieve a satisfactory end-result for the fiscal year. This was mainly due to ticket sales exceeding expectations and that costs were lower than what was estimated.

Investments

The Board 2019/2020 established during its fiscal year an investment policy for the explicit purpose to use the Association’s cash-on-hand to generate long-term returns in the form of financial investments. The policy was not put into practice during the fiscal year 2019/2020 but was a part of the handover for Board 2020/2021 to use if deemed appropriate. The policy proposes a 1 million SEK investment that is to be allocated between different asset classes for risk mitigation reasons and was put into effect by the Board 2020/2021 during the year. The Asset Management Group has during the fiscal year acted as a financial adviser to the Treasury when dealing with the Association’s investments.
Bookkeeping

The bookkeeping has been conducted similarly to previous years in terms of how to record and classify transactions, and software used. The transactions are divided into different series: The A-series relate to all transactions connected to the Association’s transaction bank account and Asset Management Group transactions; The B-series relate to all transactions connected to the PrU-, Board-, and Ekonomernas Dagar debit cards; The C-series relate to all transactions connected to the BABS-, placement-, and membership accounts.

According to the role description for the Treasurer, at least two inventory checks of the “Spritbur” (where the alcohol is kept) should be performed throughout a fiscal year. For the year only one was made due to the bar not being in use since Festningen closed down in March of 2020 because of the pandemic and renovations made to the bar during fiscal year 2020/2021.

The Treasury 2020/2021 has continued to run a cash free operation in order to simplify its work and support its mission to further digitize its work.

A change of banks was recommended by the Treasury 2019/2020 due to complications experienced with Swedbank. The Treasury of 2020/2021 did not face these complications and instead decided to continue with Swedbank. However, the Treasury of 2021/2022 has been informed of the experiences of earlier Boards and it is up to Treasury 2020/2021 to evaluate whether changing banks is still appropriate.

Faculty and extra grant due to Covid-19

During the fiscal year of 2020/2021, the Association received a faculty grant based on the number of members from the year of 2019 in September 2020. Additionally, during January 2021 the Faculty of Social Sciences decided to hand out an extra
grant to cover revenue losses that various associations have experienced due to COVID-19 to be able to spend towards activities for its members and still keep their operations running.

**Remuneration**

During the fiscal year 2020/2021 the following remunerations has been paid out:

- 9 months to the President, 10 months to the Vice President, 10 months to the Treasurer and 9 months to the Vice Treasurer
- bokslutsarvode to the Treasurer and Vice Treasurer

**Audit**

During the audit of fiscal year 2019/2020, the Treasury decided to switch auditor and audit firm from Mazars to R3 Revision. Balance sheet items dating back years were written off since it was no longer possible to accurately establish their content. The auditor made a note of the large fixed assets register the Association has according to its annual report. Treasury 2019/2020 recommended that the Board 2020/2021 looks over this register and writes off any inventory that is non-existing.
STEERING DOCUMENTS

Statute and Role Descriptions

First Ordinary Association Meeting
At the first ordinary Association meeting, no motions or propositions regarding revising the statute were received.

First Extra Association Meeting
The extra Association meeting was held due to a vacant position within the Board after a drop-out, and for revising the Association budget due to the circumstances of COVID-19 remaining similar to before and not lighting up as expected. At the first extra Association meeting, no motions or propositions regarding revising the statute were received. However, a new Vice Treasurer was elected and the Association Meeting approved the revised Association Budget for the fiscal year 2020/2021.

Second Ordinary Association Meeting
At the second ordinary Association meeting, a proposition regarding the Head of IT Role Description was received. It was proposed to take away the requirement of fluency in Swedish for the Head of IT due to the systems being in English and the possibility to conduct the daily work in English without problems. However, questions were raised in regard to contact with the Swedish data inspection.

The proposition was not approved by the Association Meeting.

Third Ordinary Association Meeting
At the third ordinary Association meeting 2020/2021 three propositions regarding statute revision were received.
The first revision was regarding the Election Committee and suggested a rephrasal of the statute, to clear out the ambiguity in whether the members of the Election Committee needs to be ordinary members throughout their whole mandate period. It was proposed to add a sentence to clarify and open up the possibility for the Election Committee to be former ordinary members as well.

The proposition was approved by the Association meeting.

The second revision was regarding the agenda for the second annual Association meeting. It was proposed to change from “certified” auditor, to the correct term “authorized” auditor.

The proposition was approved by the Association meeting.

The third revision was regarding the Preliminary Association Meeting Budget. It was proposed to add a point on the agenda for the second annual Association meeting regarding Preliminary Budget for the upcoming mandate period.

The proposition was approved by the Association meeting.

**Policies**

At the end of the fiscal year, 10 policies were revised. One policy was dissolved and two policies were established. Below, specifications can be found regarding these and what changes have been made. In addition, all English versions of the policies were looked over to ensure that they convey the same content as the Swedish.
Revisions

During the fiscal year 2020/2021, the following 10 policies has been revised: 1) the Personal Data Policy 2) Role Descriptions 3) the Policy for Access Cards 4) the Disciplinary Policy 5) the Recruitment Policy 6) the Language Policy 7) the Conduct and Equality Policy 8) the Policy for Welcoming Programs 9) the The Delegation Order 10) the Brand Book.

The Personal Data Policy was revised twice. First due to missing information for certain platforms as well as a change in the contact person to remove pictures (from Head of IT to Head of Marketing). In addition, a paragraph regarding Association meeting protocols were added. The second time to update the name and contact information to the agency for Swedish Authority for Privacy Protection (Integritetsskydd Myndigheten in Swedish).

The Role Description was revised for Head of IT and whether the term “dataskyddsombud” is correct as well as if fluency in Swedish needs to be a requirement. After investigation and consultation with the Swedish Authority for Privacy Protection, ”dataskydsombud” was changed to “personuppgiftsansvarig”, and the fluency in Swedish was voted per capsulam to be removed and shall be revised at Association Meeting #2 2021/2022.

Policy for Access Cards was updated in regard to the process of requesting an access card. This is done through a podio form.

The Disciplinary Policy was revised with grammatical corrections, inclusion of the Ministry of Marshals to the Disciplinary Archive, and clarification in regard to how the concerned individual is notified in case of an application to a trustee position.
In the Recruitment Policy Instagram was added under channels that can be used for recruiting.

The revision of the Language Policy entailed editorial changes to make the English and Swedish versions better correspond to each other. The language specifications for several marketing materials under external communications was removed and the language requirement for project plans and budgets was expanded to include all relevant documentation.

The revision of the Conduct and Equality Policy changed the wording from handicap(s), to disability, to be more correct. Also, a sentence was added in regard to the consequences if the policy is not followed. It was added that if a member does not comply with the rules of conduct the member may be warned or suspended in accordance with the Disciplinary Policy, as well as the previously stated by the Board.

In the Policy for Welcoming Program, it was added that the welcoming programs target students at the department of economics, in addition to students at SBS.

The Delegation Order was revised for clarification and simplification. Main change was the removal of example projects that fall under the different categories as these change frequently over time.

The Brand Book was updated and revised due to the Swedish version missing some parts that could be found in the English version (since only this version was updated by the Board 2019/2020). A specification of social media posts relating to various holidays was added in order to have a clear guideline for these types of posts.
VENUES

Festningen

The Association’s main premises for association work has been in House 1 in Kräftriket, internally known as Festningen. Festningen has the intention of being a place for smaller events such as sittnings and pubs, as well as an office space for active members during the day. However, due to the pandemic, Festningen has been closed down most of the year and accessible for necessary work only.

IT-Environment

The usage of the GSD-room has been minimal during this year as Festningen has been closed for mandatory work only. During this year one of the GSD-room computers and two screens were brought into the Board room to ease the work with the Website development and communication between the Board members involved. A new web-camera, conference speaker and a portable tv stand was purchased to make online meetings more practical and inclusive in the case of people being unable to attend in person.

Pub- and sittning venues

Due to the restrictions in regards to Covid-19, bigger venues have not been essential. Föreningen Ekonomerna has instead used a smaller venue at Kungshamra, and made use of online alternatives such as Zoom and Discord to host events. In addition, the outside environment has been utilized to the greatest extent possible, when possible tents have been rented to be able to gather in case of rain.
Zoom

Due to the pandemic, Zoom has been the main platform used as a meeting place. All Association Meetings and Board member elections have been conducted through Zoom this fiscal year. Other official meetings, casual hangouts and sittings have taken place through Zoom as well.

Discord

Early in the fiscal year it was proposed to create an Association Discord server to allow a more informal communications platform, this was met with scepticism as it would add another platform to keep track of. Later during the semester the Social Committee did a project that involved Discord which piqued the interest of other committees and an official server was created for the whole Association. As of now the server consists of four rooms: Main, Finance Society, PrU, and IT Committee. These are used for information, online pubs, game nights and as a discussion forum on any association related topics.
IT-RELATED OPERATIONS

Websites

fest.se

A strategic project group consisting of Head of IT, Head of Marketing and the President was established to work on the development of the website. Different design templates were discussed in regards to visual attractiveness as well as functionality and the business plan for ColibriWP was purchased. This includes one year of all pro features for five domains.

The pages Internal Recruitment, Internal Auditor as well as individual Board member pages and individual committee pages were created in order to make information more accessible. This gives the opportunity to get better acquainted with the active members of the Association and learn about ongoing and upcoming projects.

efterfest.se

This domain has been owned by the Association for a while and was this year used as a playground for developing the new fest.se design. The strategic project group for the websites started an investigation on possible uses for this domain and found that an alumni portal would potentially be interesting. As there was no established alumni forum at the time, this project was put on hold.

SSL - certificate

It was discovered that the websites owned by the Association had not applied a
standard security protocol for ensuring secure data transmission. A Secure Sockets Layer certificate was added to all of our domains (fest.se, efterfest.se, ekonomernasdagfar.se), which not only enables an encrypted connection but also gives an impression of professionalism.

**Podio**

Podio continued to be one of the Association’s primary platforms and main tool for internal communication. Here you can access official documents, guidelines, and templates.

**Mecenat**

The collaboration with Mecenat for membership purchase, public transport and other student related discounts was continued throughout the year.

**Unicore and GDPR**

Currently our members’ information is stored in Mecenat’s own system called Unicore. Information that has not been updated over the span of two years is deleted at the start of each semester (for other platforms see our Personal Data Policy).

**Bonsai Campus (Orbi)**

The Board of 2020/2021 continued to use the Bonsai Campus app (recently rebranded as “Orbi”) as a ticket distributing platform for Association events. Even the free events were put there to more easily keep track of attendees.
INTERNAL RELATIONS

The Operational Management Group

The Operational Management Group consists of chairs and vice chairs from the Association’s committees, clubs, as well as the project leaders for the Association’s independent projects. The contact person on the Board is the Second Vice-President, who holds OMG meetings at regular intervals.

During the year, ten OMG meetings have been held. There have also been three Grand meetings between the Board and the OMG. During these meetings, joint discussions were held on issues such as engagement, recruitment, and collecting feedback.

The Ministry of Marshals

The Ministry of Marshals consists of ten chairs that are offered to formerly active members to act as keepers of the association’s traditions as well as advisors to the current active members. During the fiscal year, Frida Wandborg stepped off as the Lady Marshal and instead David Dufweke-Lantto stepped on for the role of Lord Marshal. Samuel Gustafsson and Emma Berger left the Ministry and to replace vacant positions, Amie Fall and Lovisa Enholm were elected.

Stepping Off

During the fall 2020, the Vice Treasurer decided to step down and not continue the full mandate. Instead, an extra Association Meeting was summoned and a new Vice Treasurer was elected, fulfilling the role for the rest of the fiscal year.
EXTERNAL RELATIONS

Stockholm Business School

Föreningen Ekonomerna represents the students studying at Stockholm Business School in several organs at Stockholm Business School: the Institutional Board, the Education Council and the Group for Working Environment and Equality.

During the fiscal year 2019/2020, changes regarding who represents in these places were revised. The aim was to make it as effective as possible while also guiding the association more towards working as a union. The changes made during the fiscal year 2019/2020 have continued and thus the President and the Vice President and Head of Education have been representing the student body in the Institutional Board. It has been appreciated by both the students and SBS, as there has been much more knowledge and an overall understanding for the needs of the students being brought to attention.

In the Education Council, the Association has three spots, where one is for the Vice President and Head of Education, and the other two should be for one student on Bachelor’s level and one on Master’s level.

The Group for Working Environment and Equality was paused during the beginning of the year, and when opened again, the Association argued for a spot in the meeting as SBS was hesitant and believed it unnecessary due to the questions brought up mostly concerning the working environment for the staff at SBS. However, by the end of the spring semester SBS agreed to once again let the students’ voices be heard in the meeting and going forward, the President is the student representative at the meeting.

Throughout the whole fiscal year, crisis meetings due to the pandemic Covid-19
have been held weekly. The President of Föreningen Ekonomerna has been representing the Association and the students at Stockholm Business School at these meetings.

Maria Frostling and Christian Maravelias have during the fiscal year continued as Head of Department and Vice Head of Department. There has been good communication and cooperation between the Heads and Föreningen Ekonomerna, as well as between administrative parts of Stockholm Business School, and teaching personnel.

During the year, a new Head of Studies was appointed, Thomas Bay. The relation and cooperation between the Association and the Head of Studies has been great and knowledge has been shared between both parties, while working together for a better education.

In addition, Föreningen Ekonomerna continued the discussion regarding big seminars and writing thesis in groups of three instead of pairs of two. After arguing to SBS regarding the effects this would have on the students without must result, the question was brought up to the Social Science Faculty. The Faculty understood the issues but could not go against the decision made by SBS as the circumstances of budget and saving money were seen as special circumstances, which is the only reason a set study plan can be changed at such a late date.

**The Institutional Board**

The Institutional Board is Stockholm Business Schools’ highest decision making body. All meetings during the year have been held online as a result of the pandemic, which has also been a big focus during the year.
The institution has continued working towards the move to Campus Albano. The progress has been reported back to the Institutional Board.

The budget has continued to be a topic of discussion during the year. As a result of the pandemic and the lowered costs for renting venues, the situation is looking more promising, and the earlier cuts to be in balance are no longer deemed necessary.

Every third year, a new institutional board is elected. During the fall semester, an election process thus began. In the beginning of the calendar year, a new Institutional Board stepped on.

At least one student representative has been attending all meetings.

**The Education Council**

During the year of 2020/2021 a big focus in the Education Council has been how to adapt to the ongoing pandemic, and what to bring with after the pandemic is “over”. It has been discussed how much should stay virtual and how much we should go back to on campus. The digitalization and pandemic will bring its impact, and it has opened a window to more competition internationally as people have realized that online classes are doable. An important note is that Stockholm University is not an online university and therefore it is important that it goes back to on-campus teaching eventually, with online inputs. Another discussion is a new way for teachers to count their hours and the effect it will have on the quality of the education. Another ongoing discussion has been plagiarism and how to prevent cheating and plagiarism at the university, as it is many times based on misinformation and not intentional cheating. At every meeting at least one student
has been present and Föreningen Ekonomerna has made sure to have inputs and represent students in the discussions.

**The Council/Rådet**

The purpose of Rådet is to bring together Föreningen Ekonomerna and Stockholm Business School in a forum which does not have to do with educational surveillance. Instead, other things that regard both parties are discussed, things such as corporate collaborations and the effects of Covid-19 has been discussed during the year.

Rådet has during the fiscal year of 2020/2021 consisted of Föreningen Ekonomerna’s President, Vice President and Head of Education, and the Head of Corporate Relations. From SBS, the student counselors on both bachelor’s and master’s level, the Head of Communication and the Head of Studies have attended. In addition, Föreningen Ekonomernas Inspector has attended most meetings.

**The Social Sciences faculty**

The social sciences faculty (SFR) is the organ that allows Föreningen Ekonomerna to have an impact on faculty level. SFR mainly aims to exchange knowledge between bachelor students, councils and PHD students. During the fiscal year of 2020/2021 the Vice President attended the SFR meetings and through SFR also got a seat at SFN, the faculty board at Stockholm University. The faculty board is the highest decision making body at faculty level and is focused on the education and research in the faculty. During the year of 2020/2021, the faculty board has focused on COVID-19 measures and how to go back post pandemic, as well as discussed PHD candidates and professors.
U9

U9 is a network consisting of nine of Sweden’s biggest student unions and associations for business and economic students. The following organizations are today part of it: Föreningen Ekonomerna (Stockholms Universitet), LundaEkonomerna (Lunds Universitet), UppsalaEkonomerna (Uppsala Universitet), the Student Association at the Stockholm School of Economics (Handelshögskolan i Stockholm), Ekonomihögskolan i Växjö Studentförening (Linneuniversitetet), Ekonomföreningen vid Linköpings universitet (Linköpings Universitet), Handelshögskolan i Göteborgs Studentkår (Handelshögskolan i Göteborg), Handelshögskolan i Umeå Studentförening (Umeå universitet), Jönköping International Business School Student Association (Jönköpings universitet). These organizations represent over 30 000 students.

In U9 there is a focus on three key words: education, development and exchange. The education plays a central part in the organization’s operations due to the important aspect the quality of the education has in each individual students’ personal growth and possibilities for future career. All organizations that are part of the U9-network put immense efforts on developing the education at each institution towards better quality. With development, it refers to the way in which each individual association is working both individually with their own institutions, as well as together on a national level to affect the education. This, to together be able to develop within the network but also to be able to develop on home turf. Exchange refers to the exchange that takes place between the associations. There is an exchange of experiences that is of importance for the organizations to be able to develop both the education and the organization itself.

During the year, four conferences have been held. Three of these have been conducted online due to the pandemic. The first conference was hosted physically by
SASSE (Handelshögskolan in Stockholm) and the following three was hosted online as a one-day conference by ELIN (Linköpings Universitet), then by UppsalaEkonomerna (Uppsala Universitet) and the last one was hosted online by JSA (Jönköpings universitet). The President and Vice President and Head of Education have been attending all conferences.

EDUCATIONAL OPERATIONS

Föreningen Ekonomerna aims to have students' voices heard within different organs at Stockholm Business School and Stockholm University. During the fiscal year 2020/2021 a continued work to have an effective and maintained educational surveillance over time. During the fall of 2016, course representatives were put in place as an increased collaboration between Stockholm Business School and Föreningen Ekonomerna. This has had a positive response from both professors as well as students and it has made it easier for students to give in depth feedback on courses. Through an agreement, Föreningen Ekonomerna can give out bonus points to the students who have been course representatives, which can be used when applying for exchange studies.

STUDYSOCIAL OPERATIONS

The studysocial operations exist to improve camaraderie within the Association by offering activities where members can socialize with their fellow students and other active members. When establishing these types of events student benefit has been in focus to favour as many members as possible.
During the year, the committees, clubs, and independent projects have collaborated to favor the study social operations by organizing projects together. This has led to an increased study social exchange which increased the networking among students at the institution and the members of the Association.

Facing the restrictions and circumstances with COVID-19, study social events have not been possible to be held in the usual capacity. Several events have been cancelled, postponed or held online instead.

**BUSINESS OPERATIONS**

Föreningen Ekonomerna has during the fiscal year 2020/2021 continued to work towards a meaningful collaboration between students and the business community. This has been done both with good contact to the Association’s partners, as well as collaboration with other companies. The engagement among the Association’s members to business related events has been fairly good. However, less participants have been engaging compared to previous year due to the lack of physical contact. All corporate events have been conducted online. Even if less participants have attended the online events, the people at the events have been more engaged.

Furthermore, the Association has continued with educational events such as Excel-courses, and project leading courses in collaboration with PwC. These have been highly appreciated and the demand has been high to attend.

After the revision of partner agreements during the spring 2020, focus has been on evaluating these changes, in addition to ensuring minimal loss due to Covid-19.
INTERNATIONAL OPERATIONS

During the fiscal year 2020/2021, Föreningen Ekonomerna, in spite of the ongoing pandemic, continued its ardent efforts with greater cooperation between the International Office and the Association, and the integration of international partners and international students at Stockholm Business School. While exchange and career opportunities abroad have been a staple of the Association’s international operations, due to the global restrictions, it was not possible to go forward with usual trips abroad such as European Career Tour, Silicon Valley Tour, etc. However, a major challenge Föreningen Ekonomerna faced this year during the fall 2020, was in the form of vocalized concerns from the international students about whether or not their study permits and permit extensions would be granted by the Migration Agency. This was due to SBS’ decision to go ahead with teaching online completely for the foreseeable future at the time, which meant a large contingent of students who were still waiting for their permits would not be granted theirs due to Migration Agency’s regulations at the time. The Board (in particular the Head of International Affairs, the President and the Vice President) brought forward these concerns to the weekly crisis meetings and Rådet as well as reaching out to the students themselves to mitigate their outcry. The result was that SBS established a passage of dialogue with the Migration Agency as well as addressing these concerns by providing the students with necessary documentation that they could present to the Migration Agency to facilitate their work permits being granted. These efforts from the Board positioned the Association quite strongly in the minds of the students who now saw Föreningen Ekonomerna as the first point of contact regarding such matters, and highlighted SBS’ need to focus on our international students with greater attention. The ripple effect of the Board’s involvement was highly impactful as the Migration Agency actually relaxed its restrictions regarding online vs in-person study ratio and modality, and now no longer place restrictions
on students needing to have some degree of on-campus studies to be allowed their permits.

The Board’s relationship with the International Office improved greatly during the fiscal year 2020/2021 due to greater collaborative efforts to attract exchange students to the Association and enrich their time in Sweden when restrictions were otherwise limiting their experiences. The Head of International Affairs attended the bi-annual meet and greet calls (once in August, and once in January) with the International Office coordinator and the exchange students to increase awareness towards the Association. This generated a good way to boost memberships among those students to become a part of the Association. In May 2021, Föreningen Ekonomerna also hosted Genius Neoma Reims representatives from France, as a way of initiating future collaborations between the two associations. The Head of International Affairs discussed with their President and Vice President at length about the startup culture here in Stockholm and the greater need for student associations to be a part of the scene through different events and initiatives and how that could translate to employment and new business opportunities.

Additionally, the Board 2020/2021 continued the implementation of English as a working language within the Association. The Board also thoroughly investigated whether it was possible to translate all of the Association’s documents into English. Translations and revisions of translations were carried out by the Board regarding the steering documents during the fiscal year.
MARKETING OPERATIONS

Channels

During the fiscal year 2020/2021 efforts were made to further differentiate and establish a clear purpose for each of the Association’s social media channels. In relation to this, the Marketing Channel Guidelines was updated so that it contains clear guidelines for all of the existing channels. The main communication channels continued to be the Facebook-page and Instagram-account in addition to the renewed website. A new addition for the Facebook-channel this year was the F.E.St. Newsletter. F.E.St. GIFs were introduced for Instagram although for now they are not publicly available for members to use in their stories. After being relatively inactive for a while, the Association’s YouTube-channel became more active during the year. The Head of Marketing together with the Head of Corporate Relations worked on the Association’s LinkedIn-channel to define its purpose and towards the end of the fiscal year the account was actively updated. Unfortunately the pandemic and the lack of gatherings and physical events limited the amount of content and thus, the level of activeness in social media was not as high as planned.

New introduction video

The new introduction video for the Association was established as a strategic project and the project group consisted of the Head of Marketing and Head of IT as well as later on in the process some of the members of the YouTube Content Group. The purpose of the video was to provide updated and relevant information in English to new students and business students not familiar with Föreningen Ekonomerna. The production of the video was outsourced and it ended up costing a little over 10 000 sek for the Association. However, the longevity of the video was taken into

39
consideration in the script writing so that the information and content would be tied to specific time or place as little as possible.

**Merch**

In the beginning of FS20 the Association’s new merch shop was launched in cooperation with Unistore. A few promotional efforts were made, including discount codes, during the year. The responsibility for the merch was divided between the Head of Marketing and Head of IT. However, promoting the merch and developing new products was not prioritised during the year.

**In media**

The Association has during the year not been part of any bigger mentions in media.

**COMMITTEES**

**The IT Committee and its projects**

The IT-committee Chair for FS20 was elected by the Board as there was no former Vice Chair to step up nor any active committee members to vote on the matter. A Vice Chair was elected as well.

**The F.E.St. Podcast**

Is a project in collaboration with the Marketing Committee, that was continued throughout the fall semester with consideration to the restrictions. The purpose of the project was to gather active members to inform about the Association’s activities
in a relaxed and entertaining way. It was put on hold during the Spring semester due to the hosts stepping off and no new applications for the roles.

**DreamF.E.ST.**

Is a study social event that is arranged once per semester. The purpose of this event is to enable networking between the Association’s members during a video game night, as well as attract new members to the committee. During this event members are offered to participate in various video game tournaments. There was no DreamF.E.St. held during the fiscal year 2020/2021 due to covid-19 related restrictions.

**The Education Committee and its projects**

The Education Committee has during the year of 2020/2021 put focus on filling up the course representatives spots and continuing to provide course evaluations to SBS.

**Speak Up Week**

During the spring semester, Speak Up Week was arranged, which is a larger course evaluation that aims to all students at Stockholm Business Schools and involves more general questions about the education at SBS. The participants then have the chance to win a prize for answering the questions, and the questions are then presented to the educational board at SBS.

**The Ballerina Award**

On SBS request, the Education Committee further continued the project “Ballerina Award” after it had been on pause for a couple of years. The award is given to
teachers at SBS, after a voting is done by students in different categories. Both Speak up Week and The Ballerina award were held online due to the pandemic.

Course Representatives

Lastly, the Vice President has together with the Education Committee worked to develop the course representative system to increase the influence on the education at SBS. Therefore, after discussions with SBS, some changes were made in the structure, and SBS will further share course evaluations with Föreningen Ekonomerna.

The Marketing Committee and its projects

During the fiscal year 2020/2021 the Marketing Committee focused on expanding the number of projects/groups in the committee so that they would have more positions to offer for the active members of the committee. The pandemic did not affect MC’s operations to a large extent since most of the projects take place online anyway. Only the Meet & Greet had to be adapted to current circumstances. A special project for this year was an online webinar with :Part which was hosted by a former active member of the Marketing Committee. MC and the Head of Marketing worked closely together throughout the year.

Meet & Greet

Meet & Greet takes place twice a year in conjunction with the end of Fadderiet and it offers new students the chance to meet all of our committees and hear how they can get involved in the Association after Fadderiet. This year the Meet & Greet only took place in SS21 and it was done online through Zoom due to the pandemic.
The Student Guide

The Student Guide is published once a year by the Marketing Committee and it is a magazine that entails information about Föreningen activities. This year the content of the Student Guide was slightly modified and the focus was shifted into sharing information that is not accessible on other channels, such as the website. A project group of five people was responsible for designing and executing this year’s Student Guide which was published online.

Content Groups

During the fiscal year 2020/2021 the former Social Media Content Group went through a major restructuring as it was divided into four different content groups, each group responsible for one of the Association’s social media channels. The groups were: the Instagram Content Group (responsible for our Instagram-channel and helping the committees with posters), YouTube Content Group (reactivated the Association’s YouTube-channel, similar to the former F.E.St. TV), F.E.St. Newsletter (informational outlet published bi-weekly on the Association’s Facebook-channel) and the Business Content Group (responsible for the Association’s LinkedIn-channel). The purpose of these groups remained to maintain an active social media presence and reduce the amount of operative work for the Head of Marketing.

F.E.St. Podcast

The F.E.St. Podcast was restarted after a one-year break with new hosts and a different type of format. This year the podcast was executed as a collaboration with the IT Committee.
The Business Committee and its projects

The Business Committee has during the fiscal year 2020/2021 arranged recurring events and actively been working with professionalism towards both the Association’s partners as well as other companies. Apart from providing company representatives to our partners during the year, the committee have also had the following projects.

**Career Day**

Career Day is a project with the ambition to cater to both new and more experienced business students and give them the opportunity to get in contact with companies. Career Day has previously been held in Ljusgården, where companies from different industries have been participating. The possibility for interviews has also been offered. However, this year Career Day was postponed due to the pandemic and was instead held as a merged online event together with the Career Choice.

**London Banking Week**

London Banking Week is a recurring project within the Business Committee that aims to create possibilities for members interested in the finance field and give them the opportunity to create connections with international finance corporations. This project had to be postponed due to Covid-19 and the regulations surrounding traveling.

**Career Choice**

The aim of Career Choice is to assist students in their choice of major. The different majors the students can choose between are finance, marketing, accounting, and management. The ambition has therefore been to include one company per major, this in order to give students a clearer picture of how that major works in practice.
Career Choice was postponed in the fall due to Covid-19 and was held in the spring instead as a merged version together with Career Choice. The whole project was conducted online.

**Sustainability Day**

Sustainability Day is a project arranged by the Business Committee with focus on sustainability and green corporations. Previous years, the event has been held as a smaller fair with companies and a few speakers. The event was cancelled in spring 2020 due to Covid-19 but came back as an online event in 2021. The event was a great success with several different informative and engaging lectures during the day as well as a panel discussion and a workshop in the afternoon.

**The Finance Society and its projects**

The Finance Society has during the fiscal year of 2020/2021 continued to work as a forum for members with an interest in finance. Members have been given the opportunity to develop and share their knowledge through different events. The committee has continued to work with the market flash newsletter and the Asset Management Group (AMG). Furthermore, the committee arranged two different lectures. One crypto lecture, and one lecture with the CEO of Unga Aktiesparare. Besides this, the committee has experienced a lot of interest from members to join the AMG. There was a thought to expand the group, however, after some discussion it was concluded that it would only make it more complicated with more people. Although the ambition in the future is to create another group who make the analysis but do not invest “real money” like the AMG.
**Weekly Market Flash**

Weekly Market Flash is a newsletter for students interested in finance. The newsletter has been highly appreciated among students. The project started out as a weekly newsletter but later on it was released biweekly.

**Asset Management Group**

The Asset Management Group has during the fiscal year continued to be a project under the Finance Society. The purpose of the project is to meet the finance interested students with the opportunity of learning more about managing investments. The project group has during the year administered Föreningen Ekonomernas capital on the stock market. That portfolio has a value of about 115 000. Furthermore the treasury has collaborated with the AMG by giving advice on how to allocate the Association’s investment capital as is stated in the Investment Policy. The portfolio had in June 2021 increased by almost 40% which means it beat the index market by almost 10%. The portfolios have been managed in order with the guideline and policy respective to its designated amount. All the buy and sell transactions have been made with company, industry and financial analyzes which the members of the project group have contributed with.

**The International Committee and its projects**

Traditionally, the International Committee has been among the largest committees in the Association. The committee has been responsible for projects such as the European Career Tour, Silicon Valley, International Business Week and Venture Asia. Due to the ongoing pandemic, these large projects had to be cancelled or postponed until a more suitable time when regulations will hopefully be relaxed. In place of them, a number of smaller projects were arranged such as Cooking Online, an internationally themed online cook-along based on a cuisine voted by the
members of the committee and dishes prepared by the committee members accordingly. Also, the Committee has planned online exchange pubs and worked with the International Office to disseminate information to the exchange students who study at SBS for 1-2 semesters.

**European Career Tour**

The European Career Tour is a career trip where members are annually offered the opportunity to visit a major European city to gain insight into how to make a career abroad after their studies. The last trip was arranged in November 2019 and the first destination was Amsterdam, and the second was Brussels. During the trip, visits were arranged to link-up with several different companies to gain an understanding of the labor market in Europe. This project was postponed due to Covid-19.

**Silicon Valley**

Silicon Valley is a career tour arranged for students to travel to Silicon Valley in the United States, in order to gain an insight into how different tech companies work and how to create a career in the US after your studies. The purpose of the trip is for students to gain a greater understanding of the labor market and the professional culture in the US. This project was postponed due to Covid-19 and the travel ban to the US.

**Venture Asia**

Venture Asia is a project that focuses on introducing what a career in Asia can look like and how you as a student in Sweden can make a career in Asia. In previous years, the project was organized in Stockholm, with several different lectures and company visits, and during the fiscal year 2017/2018, the project ventured into Asia for the first time. The destination was the city of Hong Kong, and the trip was arranged in May 2018. During the fiscal year 2018/2019, the trip was arranged in
Shanghai, China, in early May 2019. In 2020, the trip was planned, but it was unfortunately cancelled due to the Covid-19 pandemic. During the fiscal year 2020/2021 the project was put on hold due to the travel restrictions in effect due to Covid-19.

**International Business Week**

The International Business Week is a project that welcomes around 20 students from partner universities around the world to Stockholm. The purpose of the project is to introduce Swedish culture, the student life and future job opportunities in Stockholm. In addition to the project group, there are 20 buddies who take care of the students making the exchange. During the week, a number of different events are arranged in the form of company visits, pub evenings, and cultural experiences. The project was planned to be held in the spring semester of 2020, but it was cancelled as a result of the Covid-19 pandemic. Due to the ongoing pandemic during the fiscal year 2020/2021, the project was put on hold.

**The Social Committee and its projects**

The Social Committee has during the year been hosting a series of weekly online pubs and quizzes in order to maintain engagement during the time that they couldn’t do anything physically. The Social Committee was also focused on renovating the bar in Festningen so that when physical events are allowed again, there will be a place in the Association that can be regularly used to have pub nights instead of looking to host in another location.

**Bar Renovation**

Over the course of the year the Social committee has focused on fixing the bar in Festningen for when pubs can happen physically again. The hope is that the pub can
be a spot where students go to relax and have a good time while also being another revenue stream for the Association.

**Fadderiet FS20**

During Fadderiet FS20's sittnings, the social committee helped cater and serve the guests.

**Ångbåten**

The Social committee put together Ångbåten during the spring in a corona safe way. They provided food and drinks to guests and worked with the Ministry to create a memorable night for those stepping off from the Board and those stepping on.

**Hjulmiddagen**

Since a physical event was not possible due to the pandemic, the Social Committee decided to put together a video for members together with the Ministry of Marshals, to give out recognition and medals to some significant contributors within the Association.

**The Event Committee and its projects**

The Event Committee over the course of the year has put together some online and physical events. During fall, before going fully online, the Event committee hosted a Halloween event for members. They also put together Aktiva Kvallen which was a movie night done through Zoom. During spring, they hosted Spring Ball online as well as Aktiva Dagen which was an online cheese tasting event. Overall, the Event
committee worked to offer events for members despite the challenge of having to offer online alternatives.

**Spring Ball**

Due to the pandemic, spring ball was held online. Similar to the spring’s Fadderi, the same company was used to host a live game show to interact with members. Dinner was also delivered to guests and they were encouraged to meet in small groups, in accordance with the restrictions, to tune into the ball.

**Halloween event**

During the fall before activities were moved to fully online, the Event Committee held a Halloween event for members at Olsson’s Skor.

**Aktiva Kvällen**

For Aktiva Kvällen, the Event committee put together an online movie night where students also had access to a gift card from Pressbyrån to buy snacks. A poll was held on the Association’s Instagram where students could vote on which movie they wanted to watch.

**Aktiva Dagen**

For Aktiva Dagen the Event committee planned an online cheese tasting with a company from northern Sweden. During the event, a feedback session was also offered to students on how they have felt over the course of the year and what the Association could do better.
The Sports Committee and its projects

Over the course of the year the Sports Committee organized events to keep members active and healthy. It became a focus to offer options to keep students physically active during the pandemic so that they could also improve their mental health while social distancing. The Sports committee did this by offering live workouts to students through the Association’s Instagram. In the spring they organized a run for charity, where proceeds went to the MIND organization. Also, a padel event was organized during the spring. Due to the pandemic, both the Ski and Surf trip were cancelled.

Padel competition

The padel competition was organized in the spring and was a series of matches where teams would compete with one another.

Run for Charity

In the spring, the Sports committee partnered with the MIND organization to raise money for mental health services. By putting together a charity run, it encouraged members to get outside and exercise not only for their own health, but the health of others.

Instagram Live Workouts

Amidst the pandemic members were trapped inside and told to social distance so that made it difficult to encourage going out and staying active. As a solution to that the Sports committee held workouts over Instagram Live that members and students could watch and follow along. Members from the Board also pitched in to host workouts.
CLUBS

The Master’s Club

The Master’s Club has traditionally been the go-to club for Masters and Postgraduate students as a means to get involved with the Association and network with the Association’s partners and associated companies, as well as the club responsible for arranging the Master’s Welcoming Weeks (the counterpart of Fadderiet exclusively catered towards Master’s students). The club was defunct for the better part of a year dating back to spring 2020 and on the verge of dying out, when both the Chair and Vice Chair stepped off, and general interest in the club had waned. However, through the efforts of the Head of International Affairs and the Board of 2020/2021, a new Chair and Vice Chair were elected, and an online version of Master’s Welcoming Weeks was planned for the upcoming Fall Semester 2021. This generated a lot of buzz and interest among existing students of SBS to become buddies for the program, especially across different countries since a lot of the students are international and would not necessarily be able to travel due to the subjective country-based restrictions. This was indicative of generating a healthy number of memberships for the upcoming semester based on the number of students who had reached out upon the announcement of the program itself. This was instrumental and considered a great success, as the Board 2020/2021 felt that the Master’s students, upon not being catered to for a long time, as well as having very little to do with the pandemic, would no doubt want to be a part of this, and would boost the number of memberships as well which would be a good sign for pushing forward with the Association’s efforts to attain Union status.
The Choir Club

Due to the restrictions it was tough to conduct any rehearsals and attend events during the year. However, the Choir club was still able to perform during Fadderiet in the fall and at Stockholm Business School’s graduation ceremony in the spring.

INDEPENDENT PROJECTS

Ekonomernas Dagar

Föreningen Ekonomernas career fair Ekonomernas Dagar was executed a bit differently the fiscal year 2020/2021. Due to the pandemic, a normal, physical fair was not possible. Instead the fair was held over four days. The first three days consisted of online company events, and the last day consisted of online interview sessions and a live tv-studio.

The 2021 year edition marked the 40th jubilee of Ekonomernas Dagar. The fair had two pre-events and was arranged by the project leaders Alexandre Goubaud and Elli Laukkanen, and engaged over 30 students in the project group.

There were more than 20 companies exhibiting, and all exhibiting companies had interview sessions. Over 320 students attended the online company events and the live-studio had around 1000 viewers in total.

The online version was overall a success, and the best possible solution considering the circumstances. However, it is recommended to go back to a hybrid version in the future.
**Fadderiet**

**Fadderiet FS20**

The theme of the Fall’s Fadderiet was “Olympics”. The students were divided into 10 groups, one of which was international and the rest Swedish-speaking. The international groups consisted of exchange students and international programmes, while the Swedish groups were divided according to the programme the students were attending. This Fadderiet ran longer than previous ones but was split into two parts due to the unpredictability of the pandemic. There was a mix of in person and online events but unfortunately the Finsittning had to be conducted online due to the pandemic situation getting worse and restrictions changing last minute. The Finsittning was therefore done through zoom, where the aim was to still keep tradition alive by having two toastmasters, speeches, gyckel and lots of songs so that guests could still feel included and get a good experience.

**Fadderiet SS21**

This Fadderi SS21 was fully online and the theme was “Oscar Awards”. There were 6 groups (one international) and featured a variety of different online events such as gaming nights, cooking online and zoom meetups. Despite being online, there was lots of positive feedback from the students and relatively high engagement given that the events were not in person and could have been easy to not take part in. The Finsittning was also done online with a production company hosting it as a game show to make the students attending more engaged. However, traditional elements such as songs and speeches were still kept in the ways possible.
Activity Report 2020/2021

_______________________                                              _______________________
President                                           Vice President and Head of Education
Maja Lundberg                                       Beatrice Barna

_______________________                                              _______________________
Second Vice President                                   Treasurer
Klara Ljunggren                                            Simon Shafiee

_______________________                                              _______________________
Vice Treasurer                                            Head of Corporate Relations
Axel Sjöstedt                                               Ilyas Shekh

_______________________                                              _______________________
Head of Marketing                                      Head of International Affairs
Mirela Nuhaj                                               Klajd Zaloshnja

_______________________
Head of IT
Alexandre Goubaud