



Universität St.Gallen



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St.Gallen Collegium

Pooling forces to find answers for tomorrow –
interdisciplinary, international, innovative

A trailblazing project for the place of thought leadership St.Gallen

From insight to impact: this is the creed to which we have dedicated ourselves at the HSG. But to work out answers to the most urgent questions of our time, we have to create new structures. **This is why we at the HSG want to be the first business university to establish a collegium together with you.** From 2025 onwards, outstanding personalities and researchers from all over the world are intended to meet in St.Gallen in order to develop solutions to great societal problems together with personalities from business and society. In this way, we will accomplish an important mission as a university.

With this vision and the St.Gallen Collegium, the HSG as a **pioneer in economic** sciences will explore new avenues by creating a unique platform for joint work and research, as well as for sharing insights through selected interdisciplinary experts.

In cooperation with you, the HSG wants to assume even more responsibility and make a national and international contribution to central issues. At the same time, we will provide interdisciplinary cooperation at our University with important new stimuli – a plus for students, faculty and for alumnæ and alumni.

For us to be able to launch the St.Gallen Collegium, we depend on private means. **We would like to thank you for making a financial contribution towards our forward-looking project in the context of the HSG's 125th anniversary.**



Prof. Dr.
Bernhard Ehrenzeller
President, University of St.Gallen

A handwritten signature in black ink, appearing to read 'B. Ehrenzeller'.



Prof. Dr.
Claudia Franziska Brühwiler
Project Leader, St.Gallen Collegium

A handwritten signature in black ink, appearing to read 'C. Brühwiler'.

The St.Gallen Collegium in a nutshell

Start

2025

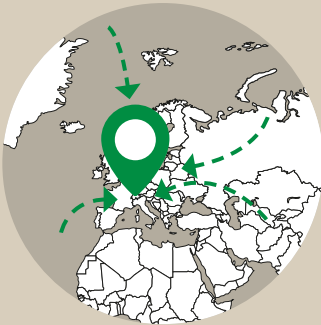
Outstanding brains

8 fellows, among them
2 HSG faculty members
and 6 external researchers



Partial involvement of personalities
from practice

Location: St.Gallen



Main topic per year

1

Subject

Private funds
for a total of 3 years

CHF 3 m



One goal

Pooling forces to find
answers for tomorrow

It is high time to assume more responsibility

In an ever more complex world, we find it increasingly **demanding to put great societally relevant issues** in the proper context and to do the right thing. We are all looking for **answers that provide us with orientation**. Integrative solutions are more necessary than ever. Developing them means bringing experts from various disciplines, industries, origins and generations together for an intensive exchange of ideas and opinions.



bit.ly/interview-claudia



Watch Video
now!



“Today, researchers at universities lack the latitude for such interdisciplinary teamwork. The universities do not have the public funds for it. We want to change this and, as the first business university, we want to explore new avenues with the St.Gallen Collegium, to assume more responsibility and make an even greater impact.”

Prof. Dr. Claudia Franziska Brühwiler,
Project Leader, St.Gallen Collegium

From the idea to the successful trial run

HSG alumnus Prof. Dr. Josef Ackermann made it possible with his valuable donation: in summer 2022, the concept of the St.Gallen Collegium was successfully tested. Three working groups investigated the issue of social cohesion. This is what two participants took home from the trial run:

“Cue 'migration'. You're well-read in the topic, think you're familiar with the relevant literature and join the first discussion. There, you face a sociologist and a historian. Same subject, completely new approaches – and the conceptual extension gives you an indescribable feeling.”

Prof. Dr. Christoph Frei,
University St.Gallen



“As an African, I was able to participate in the trial run with people from the Middle East, Latin America, and Europe. I experienced a balanced and diverse representation of narratives and discovered a better approach to understanding the world through the Collegium.”

Isreal Wínládé,
Leader of Tomorrow 2022 & student



The St.Gallen Collegium – this is how it works



The first St.Gallen Collegium is scheduled to take up its research work in autumn 2025. It is intended to grow continually, to tackle the **great issues of our time**, to **provide more orientation** through solutions developed by representatives of different disciplines and industries, and to foster excellence at the HSG.

Together with you, we would like to

- develop the HSG into a **place of thought** leadership with a global impact,
- bring together outstanding **researchers from all over the world** in St.Gallen,
- find answers to big questions by means of interdisciplinary research,
- provide researchers, alumni, entrepreneurs, practice experts, students, faculty and the general public with **important stimuli**,
- disseminate the solutions, thus making a sustainable impact on **society as a whole**.

Who will work in the Collegium?

To begin with, **eight fellows** are intended to work in the Collegium, among them two members of the HSG faculty and six external researchers:

- We would like to attract **innovative professors** who would cooperate with **young researchers** from all over the world.
- We want to assemble a **diverse collegium** and deliberately also bring to St.Gallen people from disadvantaged regions who will introduce many-faceted perspectives on the topic that has been selected at the time.
- **Personalities from business, politics and society and artists** will be **specially selected**.
- The membership of the Collegium will be specifically reconstituted after six months or a year, depending on the topic.

The Collegium will conduct its research in its own premises **on the HSG campus** and will closely interlink with further activities at the HSG and in the SQUARE.

In addition, an **advisory board** made of up representatives from **academia, society and business** will closely support the Collegium; its members are in the process of being appointed.

What kind of research will be conducted?

- The fellows will jointly deal with a **current societally relevant main topic** over a period of two semesters.
- At the same time, the fellows will work on their **own research projects**, which will enrich the group's research.

How will the results be communicated and disseminated?

- The fellows will publish and discuss the findings of their joint project in a **publicly effective and creative manner**
 - depending on the situation, as an exhibition or at a public forum, as a podcast or an innovative publication.
- The St.Gallen Collegium will cooperate with the SQUARE and the University as a whole to ensure that the **fellows will be integrated in public activities**, cultivate an exchange with the HSG community and enrich our research.
- Fellows from business, culture and society will **use the findings** from their time in the St.Gallen Collegium for their further practical activities.

“We are pleased to be able to initiate a further flagship project with the St.Gallen Collegium and the Ria & Arthur Dietschweiler Foundation Senior Fellowship. A project which fosters an interdisciplinary and solution-oriented dialogue that is conducted in an open and unbiased manner has impressed the Board of Trustees and is in keeping with the founding couple's wish to promote Eastern Switzerland as a location.”



Manfred Trütsch, Chairman of the Board of Trustees of the Ria & Arthur Dietschweiler Foundation

Support the St.Gallen Collegium with your donation


This unique interdisciplinary research venture exceeds the range of HSG services funded by the Canton and can only be realised with private means and the support of the HSG community.

DONATE NOW!

With your valuable support you will contribute towards making the St.Gallen Collegium possible. To ensure that it can start in autumn 2025, the HSG requires a total of three million francs as basic funding for the first three years.

Turn your attachment to the HSG to concrete effect for tomorrow – with your donation to the St.Gallen Collegium. Thank you very much indeed!

My recognition

My donation from  FOR 1/3/5 YEARS	Mention of your name and thanks on the website of the HSG Foundation	Mention of your name and thanks on the donors' board	Annual survey about the currently most urgent issues	Invitation to 1-2 webinars per year with the fellows	Invitation to an annual Collegium event with the fellows	Designation of a fellowship with your own name	Personal exchange with the fellows you support
CHF 25	•	Very small	•	•			
CHF 125	•	Small	•	•			
CHF 1,250	•	Medium	•	•	•		
CHF 12,500	•	Large	•	•	•		
CHF 125,000	•	Very large	•	•	•	Yes, 1 fellowship	•
CHF 1,250,000	•	Prominent	•	•	•	Yes, several fellowships	•

“The Board of Trustees of the HSG Foundation is convinced of the innovative capacity and strategic relevance of the HSG Collegium, and in the anniversary year of 2023 is actively supporting the fundraising for the globally unique project.”



Convenient online donation and information on various payment options at:

hsg-stiftung.ch/projekte/st-gallen-collegium/#spende

Prof. Dr. Tami Dinh,
Trustee, HSG Foundation



“Excellence in research and teaching and the continuous strategic development of the HSG are a great concern for us as HSG Alumni. With the St.Gallen Collegium, the HSG is launching a unique project and embarking on a promising path, which at the same time is closely connected with its DNA: interdisciplinarity. It merits our support. On the occasion of the University’s 125th anniversary, we therefore call on our alumnæ and alumni to make a jubilee donation, as a present to the HSG and connected to a clear mission: the lighthouse should not only shine, but have an impact – on our community and on society.”



Mathieu S. Jaus,
President HSG Alumni

What questions will we seek to answer?

The main topic with which we will start the Collegium in autumn 2025 and the questions the latter will be dealing with will be determined by the Advisory Board. For this purpose, the Advisory Board will also take into consideration the results of regular surveys conducted by the HSG Alumni organisation among HSG alumni and alumnæ.

From today's perspective, according to the survey of March 2023, the top topics are "A planet worth living on" and "The future of Europe and of Switzerland in Europe". Has your voice been included?

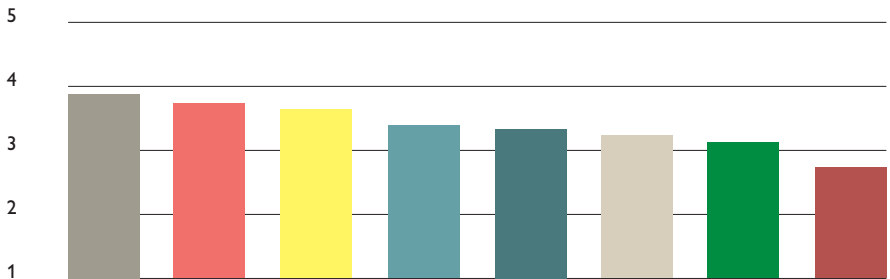
We are happy to receive your impulses at any time:

daniel.knus@unisg.ch

Socially relevant topics

Online survey of HSG Alumni of March 2023

233 participants



- A planet worth living on
- The future of Europe and Switzerland in Europe
- Artificial intelligence in our work and the human added value
- A new world order
- The contribution of entrepreneurship to our world of tomorrow
- Social and systemic resilience
- Migration society
- Decoupling in a globalised world

Quotes from the HSG alumni community



“As an HSG alumnus, I feel most deeply committed to my alma mater. Sometimes you only realise much later how much the HSG has shaped you and how much it has provided us with for our path through life – in particular, integrative thinking, which has deep roots in systems theory. It is a great concern of mine that the HSG should continue to advance the limits of research in the future, too, and tackle the big questions of the time, be it global decoupling, prosperity in a post-industrial world, or systems theory.”

Dr. Marc Bitzer,
CEO Whirlpool Corporation



“The future belongs to those who assume responsibility and intrepidly forge ahead. The HSG Alumni Beijing Club supports the St.Gallen Collegium, which will face this challenge and develop innovative solutions to the global problems. It is an honour to be part of this community, which puts its stamp on the future and makes a positive contribution to the world.”

Lucy Li, EMEA Partnerships
TikTok (ByteDance)



“With the St.Gallen Collegium, the HSG is going in an exemplary new direction: the forum will interlink and moderate experts from around the globe to deal with the most urgent issues – in an integrative and interdisciplinary manner. This departure merits our financial support!”

Dr. Rudi Bindella,
Bindella Enterprises



Do you have questions or inputs concerning the St.Gallen Collegium?

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Questions concerning your donation or the transaction of your donation:

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Your donation to the HSG Foundation is tax deductible within the limits of the law.

Other questions concerning the jubilee donation:

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Further information about the project:

hsg-stiftung.ch/st-gallen-collegium