

Press Information - St. Gallen, April 5, 2004

Kai Hockerts, Programme Manager at INSEAD's Centre for the Management of Environmental and Social Responsibility (CMER), is the winner of the first oikos Sustainability Case Writing Competition. His case *"Mobility Car Sharing – From Ecopreneurial Start up to Commercial Venture"* was praised by the competition's judging committee for its outstanding connection of entrepreneurial, cultural and strategic aspects of sustainability. Mark Milstein and Stuart Hart from Kenan-Flagler Business School (UNC) won second place and a team from Stanford University and the University of California, Santa Barbara, won the third place.

The oikos foundation at the University of St. Gallen (Switzerland) launched the Sustainability Case Writing Competition in Summer 2003 to stimulate the production of excellent sustainability cases that could be used for teaching at business schools worldwide. The first call for cases had an overwhelming initial success. Twenty cases from leading American and European Schools including Babson College, Ivey School of Business, IMD Lausanne, McGill University, UNC Kenan-Flagler Business School, Stanford University and the University of St. Gallen were submitted. *"Excellent cases in the emerging field of Sustainability Management are much needed and I am constantly looking for more. I was very impressed by the submissions' quality and range of topics of the oikos case writing competition"* says Prof. Andrew J. Hoffman (Boston University), a representative of the international judging committee. A panel of leading faculty in the area of Sustainability Management reviewed the cases in a double-blind review process. To improve the submitted cases further, the judging committee gave written feedback to each case contributor.

The winning case receives a prize of CHF 5000.-. An article featuring the winning cases will be published in the summer edition of the European Case Clearinghouse Newsletter, which is distributed to over 16,000 management educators worldwide. The Prize Giving Ceremony was held on April 1, 2004 at the oikos international 2004 Conference on Sustainability and Higher Education, University of Graz (Austria). By end of April 2004, all winning cases will be featured on the oikos foundation homepage: <http://www.oikos-foundation.unisg.ch>. A relaunch of the competition is scheduled for summer 2004.

The full results for the first oikos Sustainability Case Writing Competition are as follows:

First Prize (CHF 5000.-):

“Mobility Car Sharing – From Ecopreneurial Start up to Commercial Venture”

Kai Hockerts, *INSEAD Fontainebleau, France*

The Case analyzes cultural, strategic and ecological aspects of the development of a new mobility service industry in Switzerland.

Second Prize (CHF 2000.-):

“Jari Cellulose S.A.”

Mark Milstein, Stuart Hart, Bruno Sadinha,

Kenan-Flagler Business School, University of North Carolina

The Case explores the economics of the cellulose industry and situates the Jari company's economic challenges in the context of social and ecological sustainability in the Brazilian Jari Region.

Third Prize (CHF 1000.-):

"Environmental Product Differentiation by the Hayward Lumber Company"

Magali Delmas, Erica Plambeck, Monifa Porter, *Stanford Graduate School of Business & UCSB*

This Case is an engaging story of a Californian company, that outlines the tensions for a sustainable business operating in a competitive market.

Runners-up:

"The Benziger Family Winery" by Murray Silverman & Thomas P. Lanphar, *San Francisco State University/California EPA*. This Case analyzes tangible and intangible costs and benefits of an Environmental Management System (ISO 14001) in an Eco-pioneering Company.

"What works: Vodacom's Community Services Phone Shops" Brad Wood, Jennifer Reck, *Kenan-Flagler Business School, University of North Carolina*. This is a bottom of the pyramid business development case, focussing on social and economic sustainability aspects in South Africa.

The oikos judging committee - Final Jury:

Prof. Frank M. Belz, University of St. Gallen (Switzerland), Prof. Minna Halme, Helsinki School of Economics (Finland), Prof. Andrew J. Hoffman, Boston University (USA), Prof. Andrew King, Tuck School of Business, Dartmouth (USA), Lance Moir, Senior Lecturer, Cranfield University (GB), Prof. Uwe Schneidewind, University of Oldenburg (Germany), Prof. Ulrich Steger, IMD Lausanne (Switzerland), Prof. David Vogel, Haas School of Business, Berkeley (USA) and Prof. Friedrich M. Zimmermann, Karl Franzens University Graz (Austria)

Inspection copies of the winning cases will be available on the oikos foundation's website by end of April:
<http://www.oikos-foundation.unisg.ch/homepage/case.htm>

Note for Editors

The oikos foundation for Economy and Ecology is promoting the integration of the ecological and social dimensions of sustainability into research and teaching of economics and business administration. The foundation is supported by leading Swiss companies and operates in close cooperation with the Institute for Economy and the Environment at the University of St. Gallen, Switzerland.

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