

## **FHWien der WKW Hosted the SDG Day 2024**

**The third SDG Day took place at the university of applied sciences for management and communication on January 25, 2024. Students presented their own projects on the topic of sustainability.**

*Vienna, February 7, 2024* – FHWien der WKW conveys an awareness of the importance of sustainability to its students and trains them to become specialists and managers who act in an ecologically, socially and economically responsible manner. The annual SDG Day, which the Viennese university of applied sciences hosted on its campus for the third time on January 25, 2024, also serves this goal. This time, the focus was on ideas and projects on the topic of sustainability developed by students from various fields of study. SDG Day is named after the 17 Sustainable Development Goals of the United Nations.

### **From sustainable business ideas to climate journalism and slow travel**

The students from the Management & Entrepreneurship study programs presented sustainable business ideas to a top-class jury. Their colleagues from the Communication Management study programs had previously dealt with “Sustainability communication versus greenwashing” and presented their findings on posters. A workshop with Katharina Kropshofer on the topic of “Climate Journalism” was organized by the Journalism & Media Management study programs. Sustainability trends in the tourism industry such as digital detox & nature retreats, slow travel, food waste, farm holidays and plant-based diets were presented by Tourism & Hospitality Management students at the market stalls of an ideas market.

### **Partner companies presented sustainability initiatives**

Eight cooperation partners of the Management & Entrepreneurship study programs presented their sustainability initiatives at exhibition stands in the foyer of FHWien der WKW: Deloitte Austria, RISE, Sustainista, CPM Group, Oberbank, Bootch Kombucha, BDO Austria and Wiener Netze.

### **Green jobs offer a wide range of career opportunities**

In the audimax, the main lecture hall, the first topic of the SDG Day was green jobs. Heidrun Kopp, expert for Sustainable Finance Management at FHWien der WKW, presented the developments in the field of ESG & Sustainable Finance and the diverse job opportunities for alumni in this area. Kopp emphasized the importance of relevant education and training to achieve the green turnaround.

The following panel discussion introduced graduates of FHWien who are already working successfully in green jobs:

- Johanna Steinkellner, Sustainability Consultant at denkstatt Austria
- Christoph Wolfsegger, Senior Manager Energy, Climate and Environment at REWE Group
- Florian Egger, Team Lead Commercial Sustainability at ClimatePartner Austria

They gave insights into their activities and showed how important the right training is for jobs in the field of sustainability.

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## SDG Awards für lecturers and alumni

This year, lecturers and alumni were once again presented with an SDG Award for the best courses and the best Bachelor's and Master's theses related to sustainability:

- Best course: Dominik E. Fröhlich for the creation of asynchronous teaching material on statistics on sustainability
- Best Bachelor's thesis: "Circular Economy in Austria: Implementation of Circular Economy Models in Practice" by Nicolas Stefan Zwitkovics (Bachelor's program in Corporate Management – Entrepreneurship)
- Best Master's thesis: "Seals of approval in sustainability communication – The influence of seals of approval in the sustainability communication of fashion companies on Instagram on the credibility of the message and trust in the company" by Laura Dippl (Master's program in Communication Management)

Environment and Climate Protection Minister Leonore Gewessler was unable to attend the SDG Day in person but sent a video message to the participants.

The event was moderated by Caroline Schranz from [Radio Radieschen 91.3](#).

The SDG Day 2024 ended with a relaxed get-together and networking in the "Weinstadt".

### Photos:

The SDG Day took place at FHWien der WKW on January 25, 2024. In the main lecture hall, alumni of the university of applied sciences were honored for outstanding theses related to sustainability.

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As part of an ideas market, students presented sustainability trends in the tourism industry at the SDG Day.

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During a panel discussion, three FHWien der WKW alumni working in green jobs gave an insight into their experiences.

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## FHWien der WKW – University of Applied Sciences for Management & Communication

*FHWien der WKW is Austria's leading university of applied sciences for management & communication. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.*

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