

FHWien der WKW's SDG Day Focused on Sustainable Business

Responsible corporate governance and credible sustainability communication took center stage. The keynote address was delivered by National Bank Governor Martin Kocher.

Vienna, January 27, 2026 – For the fifth time, FHWien der WKW hosted its SDG Day on January 22, 2026. Students, lecturers, and researchers from the university of applied sciences, together with invited guests, discussed current challenges and potential solutions related to sustainability in business. A particular focus was on how to lead companies responsibly and how to communicate corporate sustainability efforts credibly. National Bank Governor Martin Kocher delivered the keynote on monetary policy in a changing world. The SDG Day is named after the United Nations' 17 Sustainable Development Goals (SDGs).

Sustainability as a Strategic Priority at FHWien der WKW

"Responsibility and sustainability are embedded in FHWien der WKW's strategy. We foster awareness among our students of the importance of these topics and educate them to become specialists and leaders who act responsibly from an environmental, social, and economic perspective. The SDG Day also serves this purpose by showcasing student projects with a sustainability focus and creating a space for dialogue on sustainable business practices," explains Stephan Gasser, CEO of FHWien der WKW.

Keynote on Monetary Policy in a Changing World

A highlight of the SDG Day was the keynote by Martin Kocher, Governor of the Oesterreichische Nationalbank, delivered to a full Audimax at FHWien der WKW. Kocher titled his talk "Economic Challenges and Monetary Policy in a Changing World." He provided insights into the responsibilities of the Oesterreichische Nationalbank, the Eurosystem, and the economic situation in Austria and the European Union. He then answered questions from participants.

A Broad Range of Student Projects on Sustainability

The remainder of the SDG Day centered on presentations of student projects. While students from the Tourism & Hospitality Management study programs highlighted trends in sustainable tourism through videos and podcasts, students in Communication Management explored the tension between sustainability communication and greenwashing. Students from the Management & Entrepreneurship study programs presented projects on "Responsible Corporate Governance," "Strategic Change," and "Trends in Financing."

SDG Awards for Outstanding Theses

Another highlight was the presentation of SDG Awards recognizing outstanding Bachelor's and Master's theses on sustainability. The award-winning theses by FHWien der WKW alumni addressed topics including green rebranding, diversity-oriented advertising, inclusive leadership of multicultural teams, and the European Sustainability Reporting Standards.

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Hands-On Workshops and Simulation Activities

Visitors to the SDG Day could also take part in an interactive simulation game and a workshop. In the “SDG 2030” simulation, participants experienced the implementation of the 17 UN Sustainable Development Goals by simulating global development through 2030. In the climate journalism workshop led by *Falter* journalist Katharina Kropshofer, participants learned how to report on climate change without triggering fatalism or resignation.

Photos:

National Bank Governor Martin Kocher with organizer Katharina de Melo (left) and Chair of the Academic Board Beate Huber of FHWien der WKW at the university’s SDG Day 2026.

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National Bank Governor Martin Kocher delivering his keynote on monetary policy in a changing world in FHWien der WKW’s main lecture hall.

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FHWien der WKW graduates receiving the SDG Award for outstanding theses with a sustainability focus.

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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 and communication. Its Bachelor’s and Master’s degree programs offer around 2,900 students a practical academic education. Two-thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FHWien der WKW has already produced more than 15,900 graduates.

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