



PARTNER BOOKLET

connectUS 2023

15 years
connectUS

WELCOME

Partnering the FHNW School of Business International Student Projects

Since 2001, the FHNW School of Business has offered International Student Projects and this year, Insight China, Focus India, connectUS, and exploreASEAN will again follow a proud tradition and deliver innovative, international, interdisciplinary, and experiential learning opportunities for students and staff from across our university. For the first time, a new project on Latin America is complementing the well-established quartet. All five projects will strive to include learnings from recent global health challenges while focusing on sustainable approaches.

The two-part projects include seminars in Switzerland and abroad. Each project delivers a one-week seminar in Switzerland open to all final-year students from the Schools of Business, Engineering, Life Sciences (plus other FHNW Schools on application) as well as international students from our broad network of partner universities worldwide. This seminar offers the participants an insight into the country or region, the business environment and relevant socio-economic and demographic challenges. Speakers from industries, embassies and trade organizations, chambers of commerce as well as FHNW lecturers offer the participants a comprehensive seminar. In the international phase, each project takes an interdisciplinary delegation of between twenty and thirty students and staff to travel to their chosen destination.

The two-week programme includes visits to multiple cities and focuses on investigating a defined theme through visits to industry partners, government departments and embassies, social projects, partner universities and trade promotion agencies such as chambers of commerce. The knowledge, networks and experience of the School of Business and the industry partners create a supportive learning environment within which the students can develop and excel; delivers theoretical, applied and experiential learning opportunities; and reduces expenditure and risk.

As a public institution, FHNW finances the seminars in Switzerland and all costs for lectures and staff fully. However, our resources do not allow us to fully finance the additional traveling costs for the highly-motivated final-year students selected to participate in this once in a lifetime opportunity. This means we rely on the generosity and support of our partners to make these projects a reality.

To our knowledge, Insight China, Focus India, connectUS, exploreASEAN, and HOLATAM are unique within Switzerland due to their nature, their organization and in particular the central role played by students in defining, organizing and leading the projects. Their future success is especially due to the close and supporting relationship with the partners. I, and the projects' supervising lecturers, hope you will look favourably on the students' partnership brochure and that you will join in supporting these projects in 2022/2023. Our student project teams look forward to discussing these challenging and educational projects personally with you.

Prof. Antje Leukens

Coordinator International Student Projects: Insight China, Focus India, connectUS and exploreASEAN, HOLATAM

FHNW School of Business joins top 5% of global business schools



Delivering on Excellence and the Highest of Standards in Business Education

Tampa, Fla., USA (July 29, 2021)— AACSB International (AACSB) announced today that Beijing Jiaotong University; Brest Business School; James Cook University, Singapore; Lucerne University of Applied Sciences and Arts; Prince Sultan University; School of Business Administration, Hitotsubashi University; School of International Corporate Strategy, Hitotsubashi University; Tasmanian School of Business and Economics; and the University of Applied Sciences and Arts Northwestern Switzerland have earned accreditation in business.

For over 100 years, AACSB accreditation has represented the highest standard of quality in business education in the world. As the longest-serving and largest business education network, AACSB connects lifelong learners, educators, and businesses worldwide. Today, a total of 910 institutions across 58 countries and territories have earned AACSB accreditation in business.

THE TEAM

Meet the team behind connectUS 2023



Patrick Schaad
Communications & Public Relations

Jessica Küffer
Coordination & Communication

Marco Bucher
Seminar Abroad

Christopher Steitz
Partnership & Finance

Raphael Ackermann
Communications & Public Relations

David Johnson
Seminar in Switzerland

The connectUS 2023 team consists of four project managers and two communications managers. The project managers will be your direct point of contact, organizing and leading both the seminar in Switzerland and the seminar abroad. Additionally, they support the implementation of and compliance with the sponsorship agreements. The communication managers are responsible for creating content across all our channels and ensuring continuous updates on the status of the project.

Both the project and communication managers are students from the University of Applied Sciences Northwestern Switzerland (FHNW), who are in the final year of their studies in Business Administration (International Management).

Our team is excited to contribute to the future endeavors of connectUS 2023. We look forward to working together with you and celebrating 15 years of connectUS.

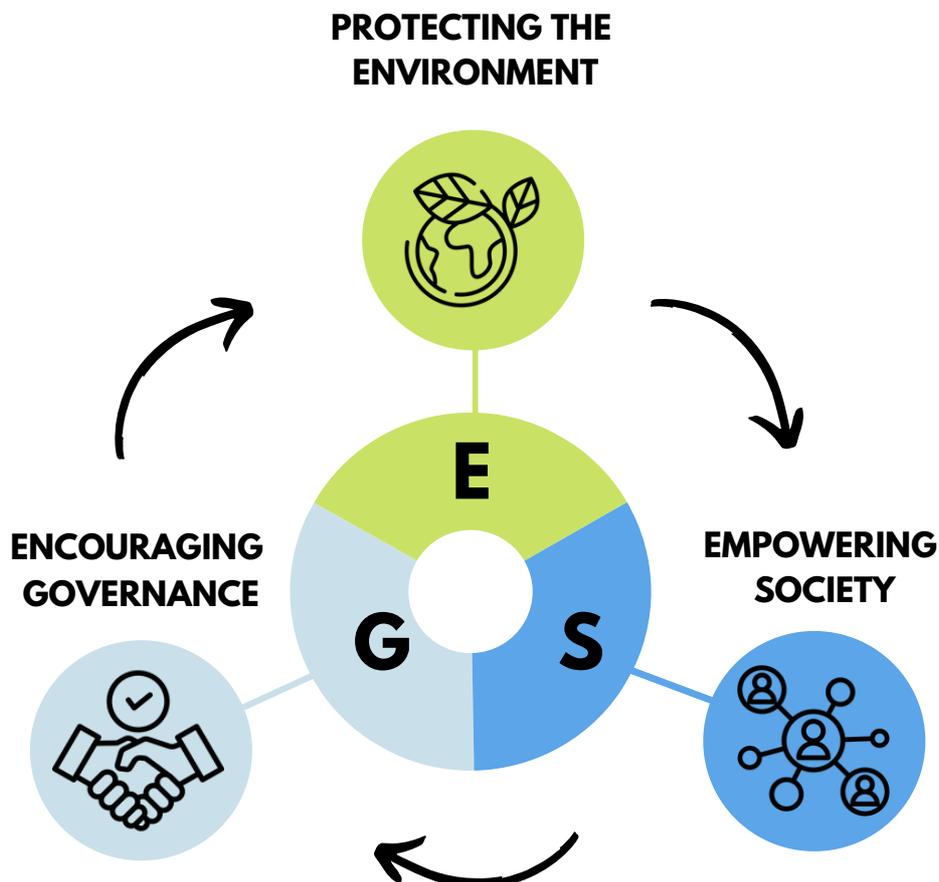
WHAT THE PROJECT IS ABOUT

Inspiring change for a shared future

The decisions and actions we as a society make significantly impact the planet we all share. To ensure a livable future for coming generations, sustainability has gained importance and is embraced by companies across various industries. Globally, sustainable behavior captures and creates value for individuals and companies while minimizing harm to the natural and social environment.

Sustainability in its various forms has been a driving element in past international student projects. [connectUS](#) aims to further explore and broaden the understanding of what sustainability is. Therefore, our project will focus on the framework of **ESG** – Environmental Social Governance.

We believe that exploring diverse viewpoints, areas of expertise and operational strategies in Switzerland and North America can be beneficial for both organisations and students. Our ambition is to promote effective sustainability solutions and spread knowledge about the practical implementation of ESG in organisations.



PROTECTING THE ENVIRONMENT



- Ensuring Responsible Consumption and Production
- Offsetting Emissions and Waste

Working towards being an environmentally conscious company is more important than ever considering the risks imposed by climate change and resource scarcity. To conserve our environment, we need to have sustainable practices in place to offset the existing damage and prevent further harm.

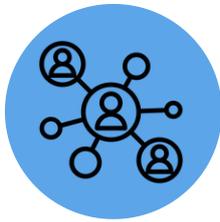
Ensuring Responsible Consumption and Production

Sustainable production methods are essential to ensure that our planet continues to be habitable, especially as we face the issue of overconsumption. Enhancing the sustainable use of resources with circular economies makes a supply chain more resilient and productive. Therefore, by taking responsibility for our resource consumption, the environment can be protected. connectUS 2023 is interested in learning how businesses can reduce wasteful production and consumption and what impact individuals can have on this process. Through our project, we want to raise awareness by accentuating different measures being taken by companies in North America and Switzerland towards this goal.

Offsetting Emissions and Waste

In the modern world, excessive waste generation and emissions are negatively impacting our environment. Individual and corporate responsibility is not only gaining traction but becoming a defining measure of quality. A mindset change within companies towards offsetting emissions is inevitable to maintain competitiveness and retain existing employees and customers. Consequently, we seek to find methods how companies can reduce or remove emissions and industrial waste in a way that benefits their core operations and the environment.

EMPOWERING SOCIETY



- Reducing Inequalities in the Workplace
- Empowering Local Communities

As part of our society, companies have the responsibility to address pressing social issues. This is where social development becomes effective by removing barriers and enabling growth on a collective and individual level. Companies can contribute to social development by investing in local communities and applying inclusive hiring strategies. This is a key move, since society's success relies on the well-being of its citizens.

Reducing Inequalities in the Workplace

Growing together and achieving common success requires forming synergies and broadening mindsets. More companies are recognizing that inclusive employment produces a positive social impact, while simultaneously fulfilling and strengthening their ability to develop and retain talent. Expanding our horizons and creating inclusive and diverse workplaces that welcome people from all backgrounds reduces inequalities. Companies can contribute to local socioeconomic development and the Global Sustainable Development Goals by implementing employment strategies to reach and integrate individuals. We aspire to learn from companies in North America and Switzerland that promote inclusive employment strategies and gain first-hand knowledge of how they improve the quality of their employee's work life.

Empowering Local Communities

Empowering communities entails more than just being aware of social issues. It includes engagement through local initiatives and ownerships with a clear focus on social development. We aim to encourage organisations to consider the impact they have on their immediate social environment. The impact on all stakeholders should be prioritized over the competitive advantage that can be gained. By raising awareness of sustainable business practices and encouraging long-term critical thinking, both organisations and students are encouraged to explore and discover ways to benefit their communities.

ENCOURAGING GOVERNANCE



Showing Integrity

Implementing Workforce Sustainability
Awareness Training

Leadership is generally guided by a set of principles and objectives and communicating them to employees can be challenging. Hence, a code of conduct is an important building block of an organisation's governance framework. Effective governance is facilitated by incorporating and clarifying the values that employees should uphold. Providing the workforce with sustainability awareness training contributes to an organisation's integrity as a governing body.

Showing Integrity

Companies pledge to uphold certain values while addressing sustainability. However, these often end up being overlooked to the extent that short-term profits become more important than working with stakeholders who share the same values on sustainability. Nevertheless, we believe that those collaborations can create lasting values for companies, for example, integrity. It is necessary to establish transparency regarding an organisation's conduct and actions to sustain high levels of confidence and trust. We aim to increase understanding of how values and strategies are established by management and their effects on a company's integrity.

Implementing Workforce Sustainability Awareness Training

Providing employees with the information and skills to address stakeholders' expectations has become essential for companies. A company that values its surroundings and the wellbeing of the planet must collaborate with both internal and external stakeholders. We want to highlight the different ways that employers encourage a sustainable work environment. By initiating discussions, we intend to identify effective strategies for companies to foster sustainable behavior among their employees.

BENEFITS OF BEING A PARTNER

1

Access to Potential Future Employees

You will be granted **access to the CVs** of all delegation members.



The delegation is our **exclusive selection** of highly talented and motivated students in their final academic year.

As many partners did in previous years, you may find the **perfect candidates** for your open positions.

2

Seminar in Switzerland and Final Event

You will be invited to our one-week Seminar in Switzerland.



Integrate your organisation in our seminar in Switzerland in terms of an expert speaker.

After our abroad seminar, you will be invited to our final event where the project teams **share their experiences and lessons learned** with you and students of the FHNW.

3

Publicity

Raise **awareness** and **attractiveness** of your organisation amongst FHNW students.



Benefit from the **placement of your organisation's logo** during all project activities. This includes on-campus activities, project newsletters, websites, and social media channels.

Profit from a **free placement of your open job vacancies** on the Next Career Services job list, shared among more than 10'000 students from all FHNW campuses with various degree programs.

BENEFITS OF BEING A PARTNER

4

Networking Events

Participate in the [Career Fair](#) during our seminar in Switzerland at the Campus Olten on the 17th of February 2023.



Partners of all international projects can present their organisation and [recruit students from various fields of study](#).

Additionally, you can [participate in the Long Night of Careers](#) at the FHNW Campus Brugg in October 2023 and use the opportunity to present your organisation and recruit students.

5

Speed Interviews

During the Career Fair Event, you have the chance to [interview a selection of all delegation members](#) according to your preferences.



Benefit from [reduced participation fees](#) at the Campus Lunchtalks, where you can additionally interview students from various fields of study.

FINANCE

"We have supported the project 'connectUS' to give FHNW students the opportunity to put theory into practice in a new way. Furthermore, the exchange with business people from other cultures is of major importance and also fascinating. We as a company were able to gain multiple insights for us and our clients thanks to the students working on this project."

- Thomas Neuhaus, former CEO of Autexis IT AG

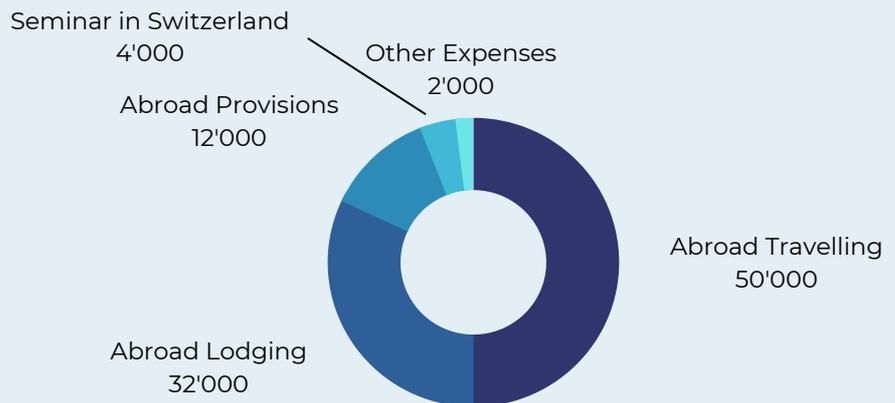
To fund our project we rely on the generosity of our partners and delegation members. Our delegation members are all required to contribute a participation fee.

This project aims to deliver a great experience to the delegation, partners and organisations involved. As estimated in the graph below, a substantial part of the total funds is utilized for the seminar abroad. The largest two cost points consist of the travel and accommodation expenses for the seminar abroad.

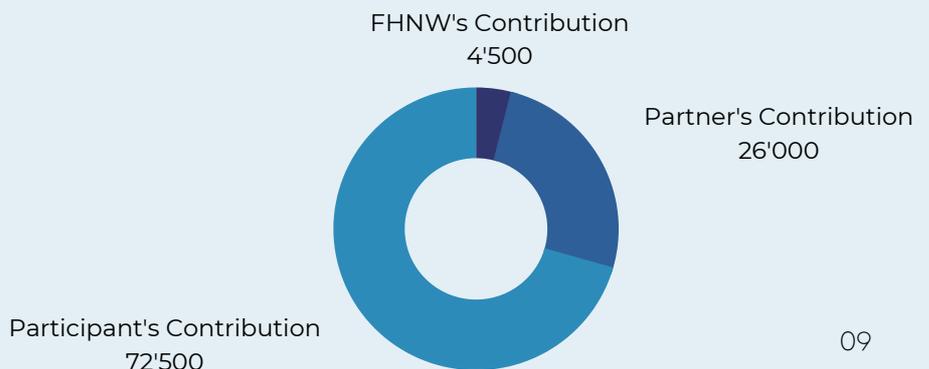
We invite you, our potential partner, to study the partnership packages on the next page and decide which package suits you the best. Your contribution will help us make this project possible and allow students to gain a unique learning experience. Since the satisfaction of our partners is our top priority, we are open to discuss and settle for tailor-made agreements.

100% OF YOUR CONTRIBUTION WILL GO TOWARDS SPONSORING STUDENTS

SPENDING



FUNDING



PARTNERSHIP PACKAGES

COLLABORATION BENEFITS	PLATINUM PARTNERS	GOLD PARTNERS	SILVER PARTNERS	SUPPORTER
ACCESS TO CVs: Access to the CV pool of:	All Delegations	All Delegations	connectUS Delegation	Upon Agreement
JOB ADVERTISEMENT: Job advertisement on the website and social media channels during the project period:	3	2	1	Upon Agreement
PUBLICITY: Presence on newsletters, presentations, and videos:	Priority Spots	Secondary Spots	Tertiary Spots	Upon Agreement
WEBSITE: Your logo will be displayed on our website: Your company will be described on our homepage:	✓ Detailed	✓ Medium	✓ Medium	✓ Upon Agreement
SEMINAR IN SWITZERLAND & FINAL EVENT: Stand at the career fair at the Seminar in Switzerland: Speed interview option at the career fair: Possibility to distribute promotional material at the Seminar in Switzerland: Timeslot granted if you wish to present your company during the Seminar in Switzerland: Company logo will be shown at the Project Events: Seats provided for networking purposes at the Project Events:	✓ All Delegations ✓ ✓ ✓ Large Unlimited	✓ All Delegations ✓ ✗ Medium 5	✗ Upon Agreement ✗ ✗ Medium 3	Upon Agreement Upon Agreement Upon Agreement Upon Agreement Upon Agreement
YOUR CONTRIBUTION	CHF 7'000	CHF 5'000	CHF 3'000	Upon Agreement

KEY DATES & EVENTS

13 - 17 FEBRUARY 2023

Seminar in Switzerland

A one-week seminar at FHNW in February, where the delegation, interested students (national and international) and your employees can learn and benefit from speeches about each region of the projects.



17 FEBRUARY 2023

Career Fair

The Career Fair takes place during our seminar in Switzerland in February. Partners of all international student projects have the possibility to present their company and recruit students from various fields of study.

30 MARCH - 16 APRIL 2023

Seminar Abroad

The delegation of FHNW students and university lecturers will take part in this two-week trip to visit various companies and public institutions throughout North America. This enables delegation members to exchange knowledge, expand their personal networks, and broaden their horizons.



8 MAY 2023

Final Event

After the seminar Abroad, you will be invited to our final event. All international student projects share their experiences and lessons learned with you and current students of the FHNW.

CONTACT US



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ARE YOU READY TO INSPIRE CHANGE FOR A SHARED FUTURE?

Take action, become a partner and join connectUS 2023.

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