

YOUR IMPACT



CONTENTS

- 4** Annual Fund
- 6** Student Scholarships
- 8** Campus Development
- 9** Student Journey
- 10** SSE Art Initiative



In a rapidly and dramatically changing world, we know that knowledge, research, and education are more important than ever before. Instead of focusing on the uncertain future, we would like to honor the history, traditions and the wonderful community participation that have carried Stockholm School of Economics (SSE) and the SSE Family this far.

Together, we have adapted in a number of different ways, thus continuing to work towards our mission of strengthening Sweden's competitiveness through research and science-based education. This has been, and continues to be, possible thanks to you and the continued support that we receive.

This report highlights the ways in which alumni and individual donors have made a significant impact for SSE students and faculty. You contributed to several different projects and campaigns throughout the year. In addition, several of you who live abroad showed your support by donating through the UK Friends of SSE and the American Friends of SSE, two tax-deductible organizations.

ANNUAL FUND

FLEXIBLE FUNDING FOR STRATEGIC INITIATIVES

The SSE Annual Fund is supported by alumni from all over the world. During the previous year, over 600 alumni and friends made contributions ranging from 50 SEK to 200 000 SEK to the SSE Annual Fund. Your annual contributions enable us to address the School's most pressing issues whenever and wherever they arise. It also helps us to continuously adapt when needed, to remain in the position as the top business school in the Nordics. Through your contribution to the SSE Annual Fund you supported two new initiatives:

SWEDEN THROUGH THE CRISIS

"Sweden through the Crisis" is a comprehensive research report by more than 80 different SSE researchers exploring how and why Sweden's approach to COVID-19 is different, and how to navigate the challenges caused by the pandemic. The report consists of over 40 articles divided into eight different themes. The report has been compiled into a book, which was published in February 2021, and a series of videos were produced in collaboration with UR, the Swedish Educational Broadcasting Company. These videos are available to watch on our website.

FUTURE OF LEARNING

Like everyone, we have had to adapt to circumstances and situations continuously changing over this past year. These changes have, among other things, included the introduction of hybrid and fully online distance learning. With your support we have been able to upgrade our IT infrastructure and modernize our classrooms to ensure they are equipped with the latest audio/visual equipment to support streaming, filming and recording, to make sure that students can continue to learn wherever they may be.





STUDENT SCHOLARSHIPS

BRINGING TOP INTERNATIONAL STUDENTS TO SSE

Top-tier business schools today compete globally for the same pool of exceptional students. The SSE Master's degree programs are highly competitive. However, some of our top candidates instead choose to attend schools with more generous financial aid packages. That is why donations that support scholarships for international students are of such strategic importance. Alongside SSE's academic reputation, scholarships represent one of the School's most important tools for international recruitment.

"The Scholarship Program was one of the reasons why I chose SSE as my preferred academic institution. Thank you for this incredible opportunity and for letting me grow as an individual and a professional. I hope I can give back to the world as much as you've given me."

Hardwi Pinandityo
MSc Business
and Management,
Scholarship Recipient
2020





"Since arriving in Stockholm a year ago, I can say with certainty that I've grown as a person – intellectually, socially, and as a member of the global community. My classes and research projects have been simultaneously challenging and extremely rewarding... I would like to express my profound gratitude for your generosity."

Daniel Evans
MSc Economics
Student, American
Friends of SSE
Scholarship Recipient
2019



"I received two different offers and the scholarship I received made me choose SSE. I am happy with my choice because even in the COVID situation, SSE offers excellent teaching quality. I am confident that the experience at SSE will empower me to realize my potential and I feel absolutely grateful."

Yishu Liu
MSc Finance Student,
Scholarship Recipient 2020





“The room is very cozy, and it gives out an amazing vibe. It feels great to study in that room as I feel I’m more productive when I work from there. I wish there were more such rooms on the campus.”

Syed Ahmed MSc International Business

CAMPUS DEVELOPMENT

CLASSROOMS AND DIGITALIZATION

We know that the importance of a physical location, networking, physical meetings and discussions are important parts of our competitiveness, and something that algorithms and online training cannot replace. Likewise, we know that our classrooms must be equipped for increased digitalization for a seamless learning environment. This increases the need for development of the SSE campus.

One of our classrooms at Sveavägen 65 was renovated in 2020. The classroom – formerly known as room 336, now named The Cabinet Room – is full of contemporary art placed in curiosity cabinets in-between reading nooks made for students to sit in. The room still seats 41 students and was upgraded to increase the quality of the learning environment. The renovation combined a modern classroom design with an environment created to enhance visual contact between classmates and teacher.



“This study room is a real asset for us; it guarantees a working atmosphere adapted to all situations. It leverages all the hours spent here.”

Robin Le Normand
MSc International
Business



The flexible seating and lighting help to further generate a comfortable learning experience supporting the students' creativity and innovation skills. The Cabinet Room was made possible thanks to the generous donation and engagement of an SSE alum.



STUDENT JOURNEY

SSE aims to create the best possible experience for our students from enrollment to graduation. We believe that a more supportive environment will improve our students' performances, health and ultimately their future job prospects. Thanks to a generous donation from two alumni, SSE has been able to create a new Info Center with the aim of providing a wide range of support. The Info Center allows students to easily access any information they might need to support their studies, as well as digital learning tools that facilitates the new hybrid education system and a new mental health platform online.

SSE ART INITIATIVE

STIMULATING REFLECTION, SELF-AWARENESS, AND CULTURAL LITERACY

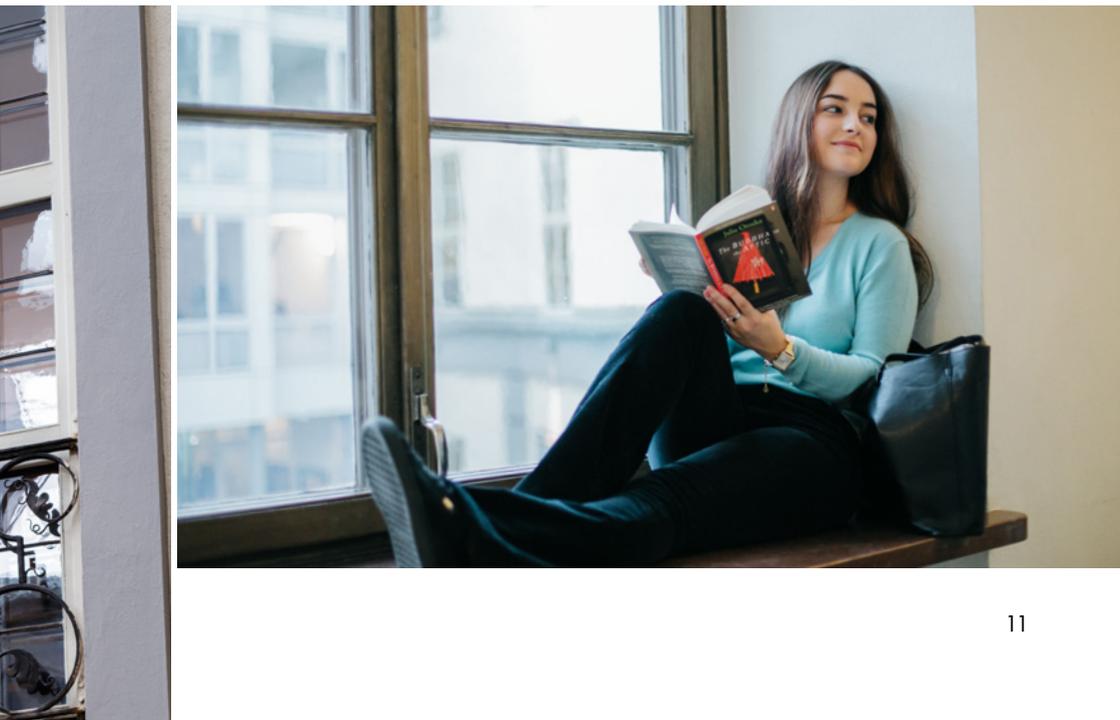
An important part of our vision involves an increased focus on including art and culture in the campus environment. It gives our students a broader dimension that we believe is crucial to their path into the future. The SSE Art Initiative in conjunction with the Literary Agenda embed contemporary art and literature in the academic environment of SSE. Art and literature provide subtle knowledge of new realities not yet articulated in theory. Artists and authors such as Olafur Eliason, Maria Miesenberger, Arthur Jafa, Cecilia Edefalk, Bigert & Bergström, Jens Fänge, Ocean Vuong, Jamaica Kinkaid and Jonas Hassen Khemiri help us fulfil our educational mission FREE.

We host exhibitions, art talks, concerts and symposiums for students, researchers, and the public. The goal is to advance cultural literacy and develop new knowledge, but also to encourage empathy amongst our students and faculty.

During 2020–2021, the SSE Art Initiative activities included video screenings of art such as Emmanuel Van der Auwera's HOME and online seminars by artists including Knutte Wester and Iris Smeds, and new works were added to SSE's permanent art collection.

The SSE Art Initiative is generously supported by several alumni, friends, and the Jonas & Christina af Jochnick Foundation.





YOUR ENGAGEMENT IS WELCOME

SSE has educated the leaders of tomorrow for over 110 years and we have been able to do so precisely thanks to people like you who have realized the importance of securing the School's, and thus also Sweden's, future and development. Your engagement with SSE opens new doors and allows for new and exciting projects. For SSE to remain a leading business school, we are always looking to develop the School for the benefit of our students, faculty, and alumni. If you are interested in providing additional support or want feedback regarding how your support can make a difference, please do not hesitate to contact us.

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