Education

In 2020, Migros Club School stayed true to its guiding principle of "education for all" with online courses. It also launched the "gemeinsam@home" campaign. Training and education remains a matter close to Migros' heart and is an integral part of Migros Culture Percentage.

Migros Club School

39'126

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courses were held by Migros Club School in 2020.

A total of 228'724 people (2019: 328'803) attended one of the 39'126 courses and seminars held by Migros Club School, either online or in person. The teaching activities were severely restricted by the Covid-19 pandemic. However, Migros Club School managed to **hold a large number of classes online** and launch new online courses for healthcare, business and creative subjects. With these digital learning options, Migros Club School was able to stay true to the club philosophy of learning together.

The Online Academy, launched in 2016, **increased its revenue by 85%** in 2020 compared with the previous year. Language classes were in high demand, but new courses such as "Resilience" in the field of healthcare were also popular.

Gottlieb Duttweiler Institute & Chair

In 2020, the Gottlieb Duttweiler Institute (GDI) published **six studies**, including "Global consumption protests" and "Never too old?" (in German). In addition to the traditional trade conference and European Trend Day, the institute held ten conferences, mostly online, covering topics such as honesty in a digital world, consumer behaviour, retail during and after the crisis, and skills for the future.

In 2020, the Gottlieb Duttweiler Chair of International Retail Management at the University of St.Gallen (HSG) organised two webinars, six research workshops, and **various training and development programmes for retail and industry**. In addition to teaching, contributions were published in studies and journals, such as the Journal of Service Management and the Journal of Retailing and Consumer Services. The Chair supervised 50 bachelor's and master's theses and about 350 students.