

Philanthropie

Aktuell

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EDITORIAL

Dear Readers,



In their book «Creative Philanthropy», Helmut Anheier and Diana Leat labeled one of the development phases of philanthropy «scientific philanthropy». Early modern philanthropists, such as Andrew Carnegie or John D. Rockefeller, believed in the assumption that scientifically proven approaches were best suited to offer solutions for societal problems. Instead of addressing symptoms with charity and direct assistance, they strove to solve the roots of the social problems. In their times these problems were above all: shortage of food, hygiene or social injustice. They founded libraries, schools and universities to allow for better access to and spreading of knowledge and education.

Philanthropic investments in science are no ends in themselves but serve the common good and social development.

Two research projects of the CEPS examine the relation between universities and private donors. The research is enriched by the ongoing and lively public debate about private support for scientific institutions in Europe.

We hope you enjoy reading!

Georg von Schnurbein

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Giving in Evidence

The CEPS is part of a European study about the role of foundation in supporting research & innovation at the universities. Prof. Dr. Theo Schuyt and Dr. Barbara Gouwenberg from the Center for Philanthropic Studies of VU University Amsterdam describe the aim of the research project.

The European Union faces the challenge to gain a competitive advantage at the world's economic stage. The knowledge economy is one of the pillars to reach this goal. Compared to other parts of the world, Europe is lagging behind with regard to public and private investments in research and innovation. Although scientific research in Europe has always benefited from the philanthropic patronage of foundations, trusts, corporations and other nonprofit organizations, little information is available to accurately assess the importance and role of philanthropy in the European research landscape.

Untapped potential

However, increasing recognition is being given to the need to improve knowledge on foundation support in general and for research and innovation in particular. Besides initiatives such as the EFC Research Forum, which provides a platform for research-funding foundations to learn, collaborate and advocate together, the European Commission has made serious efforts to raise the levels of both public and private investment in research and innovation. The awareness of the (untapped) potential of philanthropy as a source of research funding in Europe is growing. Not only among policy makers, but among the recipients of philanthropic funding for research, such as universities, as well.

In 2008 the EC Directorate General Research and Innovation commissioned the Tender «Study to assess fundraising from philanthropy for research funding in Euro-

pean universities». The study was carried out by the Center for Philanthropic Studies at VU University in cooperation with Kent University and resulted in the publication «Giving in Evidence». We found that philanthropic fundraising is not, on the whole, taken seriously in European universities. Although universities in Europe perceive foundations to be the most important donor (compared to other donors such as corporations, alumni, wealthy individuals), only a very small number of universities are raising significant sums of money for research from foundations. In a positive light, this may be interpreted as indicative of potentially significant untapped potential.

Foundations supporting science

In July 2012, the Center for Philanthropic Studies at VU University Amsterdam (www.giving.nl) was commissioned by the European Commission, DG Research and Innovation, to coordinate a Tender study on the contributions of foundations to research and innovation in the EU 27 (plus Norway and Switzerland). This two-year study, also known as the European Foundations for Research and Innovation (EUFORI) Study is a follow-up of the Foundations Research and Mapping (FOREMAP) project. FOREMAP was the first attempt to systematically document foundations' contributions to research in Europe, findings were published in 2009 by the European Foundation Centre (www.efc.be).

The aim of the EUFORI Study is to quantify and assess foundations' financial support and policies for research and innovati-

on in the EU, make a comparative analysis between EU Member States, and identify trends and the potential for future developments in this sector. The coordinating team of the EUFORI Study works together with researchers from 29 European countries. Most researchers are member of the European Research Network on Philanthropy (ERNOP). ERNOP has been founded in January 2008 by collaborating philanthropy researchers in Europe, in order to advance, coordinate and promote excellence in philanthropic research in Europe. Currently more than 100 researchers in twenty one European countries have joined ERNOP (www.ernop.eu).

The EUFORI Study started in the summer of 2012. A first important task of the national experts was the identification of foundations supporting Research and Innovation in their country. It turned out that in most countries this was quite a challenge. Even in countries with a register or database it was still not easy to create lists, as databases are not always up to date. In the last few months, the EUFORI coordinating team has been very busy preparing and monitoring the process of data collection in 29 countries. Data collection consists out of a quantitative (online survey) and a qualitative part (in-depth interviews). Currently we are almost finalizing the quantitative part of the study. We are in the so-called «reminder phase» and we are trying to raise response rates as much as possible. Until now we have received more than 1,000 questi-

onnaires from European foundations supporting R&I. In the next few months the researchers will analyze their data and then they will focus their activities on the qualitative part of the study.

FACTBOX

Prospecting

Prospecting is a term that originates from the search for minerals, oil and gas and describes the first stage of the geological analysis of a territory regarding possible future exploitation. In fundraising the same term is used for the targeted search for large donors. All kinds of information are systematically analyzed, Universities in the United States manage to mobilize considerable donations by means of this method.

In order to contextualize the quantitative findings the national researchers will conduct interviews with foundation professionals. The data from the interviews provide background information on the context in which foundations support R&I. It results in a more in-depth understanding of the foundations' activities and their impact in the research/innovation arena.

The coordinating team of the EUFORI Study is very interested in the results of the national surveys and the comparative analysis as well. However we all have to be patient until next summer for the final report of the EUFORI Study. www.euforistudy.eu

Premature Debate

In Switzerland a large donation from the UBS bank triggered discussions about private influence on research

It was not the first grant over a considerable amount given to a Swiss university, yet, the 100 million CHF that UBS donated to the University of Zurich in 2012 started a public discussion prevailing until today. The main arguments for and against private grants are evident: While critics see the sellout of universities and fear for the freedom of research and education, supporters point towards the rising financial needs for excellent research at times of stagnating financial support through the state.

The debate reached a climax after the publishing of the «Zurich proclamation» the authors of which demanded an end to all cooperation with corporations. With terms such as «sponsoring» or «marketing» they highlighted the aspect of purchasability of science.

Small contribution to overall income

When considering the university budgets overall, this worry seems exaggerated. Even though the private support of science is increasing on average, it accounts for just 6% of the total university income. This means that private support lags far behind the state third party funds, which account for 13%. The steering influence of the state, e.g. through specific grant programs of the Swiss National Fund, is far higher than through private donors. Ultimately, the state itself is not free of interests and ensures its expectations are met through performance based contracts.

Few approaches to solve the problem

Independent of the diverging points of view the debate shows that the handling of private monetary support is not yet very well developed. While every university usually has an office that is devoted to applications for extra state funds, the efforts to acquire private funds are widely neglected. This leads to researchers and private funders finding themselves challenged when they try to establish a meaningful and successful assistance through the private sector.

The development of a proper culture of private research support is fundamental for the future development and prestige of universities. The ongoing debate has so far produced very few approaches to solve the problem.

Sibylle Studer

Georg von Schnurbein

Evaluating research grants

The CEPS has examined evaluation practices of foundations promoting science. A shift to a learning culture could be observed.

Grant-making foundations have been found to apply several evaluation methods. Peer-reviews, meaning reports by other experts and researchers on the research project in question, are often used when evaluating the application. Rarely, the return on investment of science is investigated. Compared to ex-post evaluations, ongoing evaluations accompanying the project are not very frequent. Case studies, external data and so-called bibliometrics help to evaluate the research performance after the completion of the project. Bibliometrics are statistical methods to assess the importance of publications, for example by means of the number of citations.

The CEPS witnessed that the demand of independence in science (academic freedom) is met in different ways. The

majority of foundations supporting science as well as other funding areas show comparatively underdeveloped evaluation practices in the area of research promotion. Some foundations deliberately limit themselves to the examination of the finance, management and governance structures of the supported institutes and do not evaluate the research at content level. Other foundations draw on expert reports specifically from international research networks to receive opinions going beyond national research culture.

Also of interest were the attempts foundations made to collect the «lessons learnt» from different research projects to then communicate them in a publicity-effective way (shift from «what was the impact?» to «what can we learn?»)

Trust in the creative abilities of universities

Foundations take different approaches in the funding of sciences. They support professorships, institutes and research programs or help to buy expensive equipment, to name only some of their activities. The provision of research promotion funds is a popular mission among foundations. The CEPS talks to Prof. Dr. Antonio Loprieno, Rector of the University of Basel, about the university's cooperation with foundations.

CEPS: In the 19th century, philanthropy and sciences developed alongside each other. What is their relationship nowadays?

A.L.: I would call it a «no strings attached relationship» – one feels drawn to the other but mutual skepticism remains, especially in Europe. A stronger sense of confidence and trust still needs to be built on both sides.

Antonio Loprieno



Prof. Dr. Antonio Loprieno is the Rector of the University of Basel. He also heads the Rectors' Conference of the Swiss Universities as well as Swiss Study Foundation. Professor Loprieno has been Full Professor of Egyptology at the University of Basel since the year 2000.

CEPS: Why does the University of Basel need private funding, e.g. from foundations, today?

A.L.: To compete globally universities need to much higher investments than was the case just a few years ago. These days, a «critical mass» of researchers and infrastructure is an important factor for scientific success. Despite the large commitment of the public sector, it is unrealistic to expect public funding to exclusively cover all the needs of a university.

CEPS: What does good funding by foundations look like?

A.L.: In my opinion, current practice is excellent and could therefore be directly transferred to the envisaged extension of private funding: The foundation collaborates with the university in determining the purpose of the funding but keeps aloof when academic decisions on the funding purpose are due.

CEPS: What conflicts of interest could arise?

A.L.: The main difficulties arise in cases where the purpose of the funding is cen-

tered on a person rather than an issue of concern. Here, the interests of the foundation and the university can diverge.

CEPS: Why does the public (the media) take such a critical stance when it comes to private research promotion funds?

A.L.: In Western Europe, we have a long-standing tradition of seeing education and science as sole domains of the state. We implicitly assume that the state is the better guarantor for the freedom of teaching and research. It is this conviction that lies at the bottom of the skeptical attitude of the public towards private grants.

CEPS: What would you like to ask from foundations?

A.L.: I would like to see foundations have more trust in the creative abilities of the university. In addition to a mere professional contribution they should commit more on an institutional level.

CEPS: Thank you very much.

CEPS INSIGHT

Conference presentations

During the summer months, the CEPS presented its research results at three conferences: the European Research Network on Philanthropy (ERNOP) in Riga, Latvia; the conference of the European Group of Organizational Studies (EGOS) in Montreal, Canada; and the 9th workshop on the Challenges of Managing the Third Sector of the European Institute for Advanced Studies in Management (EIASM) in Lund, Sweden.

Conference Committee

Georg von Schnurbein has been re-appointed to the conference committee of the International Society of Third Sector Research (ISTR). The next ISTR conference will take place in Münster, Germany from 22 - 25 July 2014. Proposals for the conference entitled «Civil Society and the Citizen» can still be submitted until 25 October 2013. www.istr.org

New publication

«Same same but different: managerial influences on organisational performance in foundations and associations» from Georg von Schnurbein is published in the Journal of Business Economics.

Intensive course in Geneva

The CEPS, in collaboration with wise philanthropy advisors and the Institut des Hautes Etudes Internationales et du Développement (IHEID) organized for the second time an intensive course in foundation management in the French-speaking part of Switzerland. The «cours intensif en gestion des fondations donatrices» took place from 9 - 11 September 2013 in Geneva and featured talks from researchers, practitioners and experts as well as case studies and group assignments. The course will be offered again next year.

NEWS

EUROPE European Day of Foundations and Donors

The European Day of Foundations and Donors on October 1st 2013 is a day to raise awareness of public benefit foundations. It is a common effort by the associations of the Donors and foundations network in Europe (DAFNE) to highlight the multiple ways their members advance the public good. Foundations from all across the continent will join a common effort to highlight the value of their work. On this day, they will host events and activities in various European countries and invite the public to learn more about foundations.

SwissFoundations organizes a panel discussion on that day on the topic «Good money, bad money. A discussion about ethics and philanthropy» in Zurich.

www.tag-der-stiftungen.ch

Impressions from the 2013 EGOS colloquium

In the beginning of July more than 1,500 researchers came together at 29th Colloquium of the European Group of Organizational Studies (EGOS) in Montréal. A conference report from Steffen Bethmann

Meeting for the first time out of Europe the 2013 EGOS colloquium followed the general theme «Bridging Continents, Cultures and Worldviews». It was organized into 48 sub-tracks that ranged from ethnographic studies about organizational structures to comparisons of business models.

The peculiarity of EGOS colloquia is that participants stay within their sub-tracks for the whole conference. Papers are uploaded to the webpage three weeks prior to the event and everybody is expected to read them in advance. Additionally, the researchers do not present their own work but are assigned to discuss the paper of a peer. This ensures deep and constructive discussions that sometimes lack at other conferences.

The set up was very much appreciated in our «nonprofit group» with the major theme «Blurring Boundaries: Civil Society Organizations and Changing Societal Governance.» Within the three days we challenged each others' ideas and gave recommendations how to improve the presented papers. A highlight was the visit of management guru Henry Mintzberg and Steven Rathgeb

Smith. Mintzberg argued for using the term multiple sector instead of third or nonprofit sector in order to capture the diversity of all actors involved. He also encouraged nonprofits to be confident in rejecting claims of performance measurement in fields where numbers may be misleading.

The next EGOS conference will be held in Rotterdam, July 2014. The nonprofit group plans to submit a new track proposal for 2015 in Athens. Participation is highly recommended. www.egosnet.org

Did you know?

433'096'081

Over 430 million CHF was the sum of the private financing of higher education institutes in 2012. This corresponds to around 6% of the total expenditure. The amount includes research mandates from the private sector as well as grants from foundations. Income from sponsoring is not included.

Source: Swiss Federal Statistical Office

Venture Philanthropy

The European Venture Philanthropy Association will head to Geneva for its 9th Annual Conference.



The conference entitled «Responsible Leadership: Inspire & Act!» on 26-27 November 2013 will present and explore different approaches to venture philanthropy.

The main question to be discussed will be which leadership styles are the most suitable for the establishment of long-term and trustworthy relationships between investors and social organizations.

Venture Philanthropy is a social investment strategy whereby foundations and philanthropists work together intensively, engaging in a very close cooperation with their partners. This often includes long-term financing, consulting, social networking, investment in organizational capacities and the establishment of a performance management system.

The conference will bring together social organizations, foundations, investors, scientists and anyone interested. The annual EVPA conference attracts around 400 delegates and has been the leading event in the field of venture philanthropy for the past nine years.

www.evpa.eu.com

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CAS Governance & Leadership
Modul 1: Strategic Management
31 March - 3 April 2014,
SolbadHotel Sigriswil

Modul 2: Leadership
5 - 7 May 2014, WWZ, Uni Basel

Modul 3: Organizational Development
2 - 5 June 2014, WWZ, Uni Basel

FURTHER DATES

**Donors and Foundations Networks in Europe (DAFNE)
European Day of Foundations and Donors**
1 October 2013, Activities in all European countries

**Annual Conference European Venture Philanthropy Association
Responsible Leadership: Inspire and Act!**
26 - 27 November 2013, Geneva

**The Grameen Creative Lab
Social Business to Change the World**
7 - 9 November 2013, Kuala Lumpur, Malaysia

**European Foundation Centre
Workshop: Evaluating Science**
22 - 23 October 2013, Brussels

LEGAL NOTICE

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