



University
of Basel

Center for
Philanthropy Studies



Shaping the Next Generation of Nonprofit Leaders

Highlights 2019 and Outlook 2020



Annual Report 2019



CAS Global Social Entrepreneurship

Starting 21 September 2020

Blended learning program with online courses, university classes and on-site visit: apply theoretical foundations directly to real-world cases.

- Learn how to plan, manage and implement social initiatives.
- Skill-based learning on social innovation, business development and impact measurement.
- Learning from the South – knowledge exchange with Social Entrepreneurs directly in the field.

"What I am experiencing in this course is that it is all about inclusiveness and participation. I am absolutely convinced that the Social Enterprise model is the right way to make a sustainable social impact nowadays."

Céline Miescher, President of the AMEROPA Foundation, Switzerland

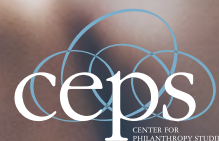


Register Now

www.ceps.unibas.ch/en/executive-education

Impact on many levels

Center for Philanthropy Studies (CEPS)





IMPRINT

Publisher: CEPS

Pictures: Oliver Hochstrasser, CEPS, shutterstock.com, fotolia.com

The report is also available in French (Transit TXT) and English (CEPS).

Center for Philanthropy Studies
University of Basel, Steinengraben 22
4051 Basel, Switzerland
www.ceps.unibas.ch



Basel Convention on Philanthropy 2018 in Basel



Impact on many levels

After the big celebrations in 2018 to mark our tenth anniversary, our work continued last year with undiminished vigor. 2019 was marked by a stronger international orientation of the CEPS. We hosted the conference of the European Research Network on Philanthropy (ERNOP) and were able to welcome 180 international researchers to the University of Basel. In addition, our executive education was internationalized in several ways. On the one hand, we organized the first Foundation Management Course in Austria in cooperation with the Austrian Association for Charitable Foundations. On the other hand, the CAS Global Social Entrepreneurship was held for the first time in a new format. With participants from four continents, one can truly speak of a global course! Geographically, the Massive Open Online Course (MOOC) «Entrepreneurship in Nonprofits» was even more widespread. More than 2,600 participants from 150 countries registered. This is a promise for the next course, which will already start on 16 March 2020.

But the CEPS is also active in Switzerland in many different ways. We maintain contact with the sector through participation and presentations at conferences, as well as through our own executive education. Last year we welcomed over 650 people to our events.

In research, the CEPS Research Fellows Network continued to grow last year and the first cooperation projects are developing. One of these led to one of the 25 scientific publications that were

written at the CEPS last year. This high output of research contributions illustrates the bridging function of the CEPS: On the one hand, research is made available and understandable for practice and, on the other hand, we participate in the scientific discourse, always inspired by experiences in practical contact.

With the Grantee Review Report, a new analysis tool has been developed and implemented for the first time, thanks to which the relationship between foundations and beneficiaries can be better understood. In addition, the Yearbook of Relief Organizations was further developed and the Swiss Foundation Report was published for the tenth time

We would like to thank all sponsors, partner organizations, and lecturers for the constructive and successful cooperation. We are already looking forward to many more joint projects!



Georg von Schnurbein

P.S.: This annual report provides a compact overview of the activities of the CEPS. More detailed information and access to publications or brochures can be found on our website.





Panel discussion with Rob Reich, Erica Kohl-Arenas, Kristin Anne Goss and Rene Bekkers at the ARNOVA Conference 2019 in San Diego (Photo: ARNOVA)

Scientific Conferences

CEPS team members participated in the following conferences:

05.06.2019 – 07.06.2019: Santiago de Compostela, Spain

RSA Regional Studies Association

Pushing Regions beyond their Borders

12.06.2019 – 14.06.2019: Rostock, Germany

Jahrestagung VHB

Verband der Hochschullehrer für Betriebswirtschaft

Dienstleistungen im Wandel – Implikationen für die betriebswirtschaftliche Forschung

04.07.2019 – 05.07.2019: Basel, Switzerland

ERNOP

European Research Network on Philanthropy

Philanthropy in the Spotlight? Resources, Reputation and Achievements

11.09.2019 – 13.09.2019: Belfast, United Kingdom

EGPA

European Group for Public Administration

EGPA Annual Conference. Public administration across borders

21.11.2019 – 23.11.2019: San Diego, USA

ARNOVA

Association for Research on Nonprofit Organizations and Voluntary Action

From Climate Change to Social Justice: How Citizens are Re-Shaping Nonprofits and Philanthropy in an Age of Disruption and Transition

21.11.2019 – 22.11.2019: Delft, The Netherlands

RSA Research Network on EU cohesion policy

Building Administrative Capacities for Cohesion Policy

In Brief



EUCOR – The European Campus

In February 2019, the CEPS and its partners from the Albert-Ludwigs-University of Freiburg – with the support of EUCOR – organized a workshop for PhD students. The PhD students benefited from the expertise of the participating researchers in terms of data availability and data collection as well as various theoretical and methodological tools. The joint work with fellow PhDs helped them to further develop their ideas and projects in their respective areas of research.

Massive Open Online Course (MOOC)

In 2019, the CEPS ran the first Massive Open Online Course (MOOC) on “Entrepreneurship in Nonprofits”. Interest in the course was high: from April to June 2019, nearly 2,600 participants from over 150 countries clicked their way into our MOOC on FutureLearn. The MOOC is also a central component of the CEPS certificate course “Global Social Entrepreneurship”. The next MOOC is already planned: The course will go online for the second time on 16 March 2020.



Alumni Meeting Foundation Management

It is important to us to stay in touch with our alumni beyond the courses. Around 30 alumni of the Intensive Course in Foundation Management (total participants so far: 305) met at the Swiss Foundation Symposium on 21/22 May 2019. The meeting provided a platform to meet in a relaxed atmosphere and to receive information on the latest developments at the CEPS. This time the latest developments in impact management were presented.



European Research Network on Philanthropy (ERNOP)

From 4 to 5 July 2019, the CEPS hosted the 9th ERNOP Conference at the University of Basel. Around 180 participants exchanged their research results. The keynote speeches by Rob Reich, Pamela Wiepking, and Lynda Mansson initiated in-depth discussions about the bright and dark sides of philanthropy. On the part of the CEPS, Sara Stühlinger, Sophie Hersberger, Alice Hengevoss, Theresa Gehringer, Dominik Meier, Georg von Schnurbein, Oto Potluka, and Nicholas Arnold presented their research.



Lecturer Get-Together

Lecturers are a central success factor in our executive education. On 17 June 2019, we invited to the third Lecturer Get-Together to say thanks and celebrate together. The courtyard of the Antikenmuseum Basel provided a wonderful setting for this event. The approximately 35 guests received information on the latest developments within the CEPS executive education, and could network and exchange ideas.



Swiss Philanthropy Studies Workshop

The CEPS Research Fellow Network met for its 5th workshop on 26 September 2019. The discussion focused on topics such as volunteer work, legal issues regarding the taxation of philanthropy, compensation of board members in foundations, or transdisciplinarity in philanthropy research. The CEPS Research Fellows include 20 researchers, mainly from Swiss universities.



European Day of Foundations and Donors

The European Day of Foundations is celebrated every year on 1 October. The CEPS was also actively involved. Together with Stiftungsstadt Basel, we offered a Basel city tour on philanthropy and foundations. The event sparked a great deal of interest. Around 60 people took part in a total of three guided tours and were able to immerse themselves in the exciting world of Basel's foundations and philanthropists.



Colloquium on Corporate Responsibility

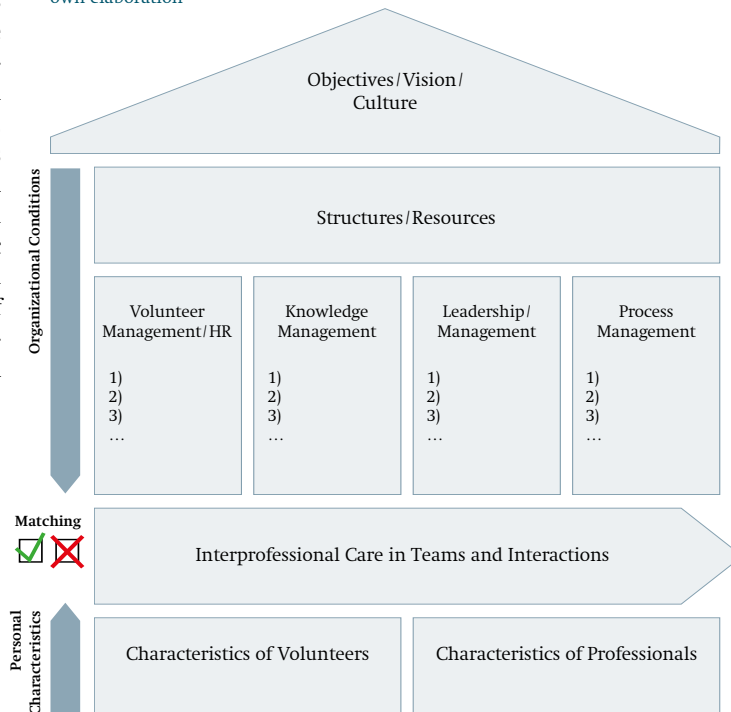
As part of the CSR Colloquium, the students visited the Weleda Group in Arlesheim, Basel-Landschaft. The aim was to combine theoretical approaches to corporate sustainability from lectures with practical experience. In the presentation held by the company's sustainability manager it became clear that sustainability is not a departmental matter, but must be rooted in corporate strategy and culture.

Projects

Successful deployment of volunteers in interprofessional care

On behalf of the Swiss Federal Office of Public Health and in collaboration with the Winterthur Institute for Health Economics (WIG), the CEPS is currently conducting a research project on the successful deployment of volunteers in interprofessional care. Interprofessional care in the health sector relies on the combination of different disciplines, expertise and experience of professionals, patients and their relatives and other stakeholders. Volunteers are also part of latter group. Based on the various perspectives on voluntary work within interprofessional care, the Swiss Federal Office of Public Health has commissioned a study of the specific ways in which volunteers can be successfully included within this area. The findings will be used to improve the deployment of volunteers in interprofessional care and to make recommendations for improved framework conditions. The project runs from May 2019 to June 2020.

Figure: Sketch of Framework, own elaboration



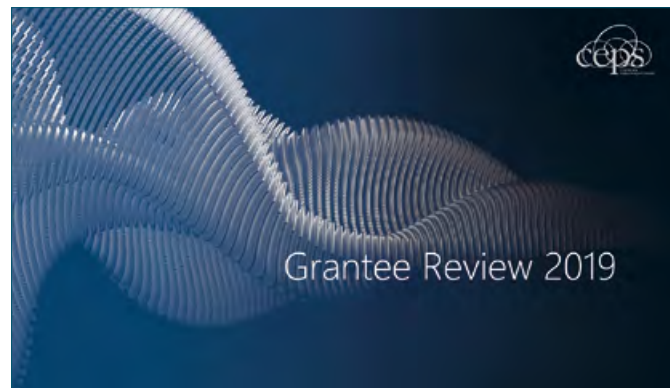
Further information (in German and French only):



Förderprogramm Interprofessionalität 2017–2020;
 Teil 1: Forschung, Modul 18
www.bag.admin.ch

Grantee Review Report 2020

For the first time in Switzerland, the Grantee Review Report offers a large-scale analysis of how grant-making foundations are perceived by their grantees and applicants. Foundations receive many applications and proposals each year, of which only a part is accepted. For the surveys, both grantees and unsuccessful applicants were considered in order to obtain a comprehensive insight. From seven Swiss foundations or funding organizations, the supported grantees of the last five years as well as the rejected applicants of the last three years were each sent an online questionnaire. In total, responses of 416 grantees and 252 applicants were evaluated on the following topics: Understanding and influence of the foundation on the grantee’s field of activity, communication and transparency, preparation of proposals and the funding phase.



Grantee Review Report | Benchmark

	UNDERSTANDING & INFLUENCE	COMMUNICATION	TRANSPARENCY	APPLICATION PROCESS	FEEDBACK AFTER SELECTION OF APPLICATION	FUNDING PHASE
GRANTEES	4.1	4.4	4.2	3.9	–	4.4
APPLICANTS	–	3.7	3.0	3.6	2.8	–

* 1-5 grading system (highest score is excellent, lowest score is poor)
 ** Only data for the respective category
 *** Not applicable (no respondents)



Full report in German and French.
 Executive summary available in English
www.ceps.unibas.ch/en/transferintopractice

Lectures

Guest speakers in lectures

- **Claudia Dutli**
Head of Media & Communications,
Philanthropy Services AG, Basel
- **Raphael Rossel**
Director,
Ikea Foundation Switzerland
- **Karl Sigrist**
CFO and Deputy Director,
Stiftung Behindertenwerk St. Jakob
- **Daniel Wiener**
Founder and President,
Global Infrastructure Basel

Number of students (in university lectures)

272

Spring term 2019

- Lecture
Nonprofit Management
 - Evaluation and satisfaction level of students: The students (N=49) evaluated the lecture at an average 4.8 and 92% would recommend the lecture to other students.

Number of Students **149** /215 (Previous year) Average **4.8**

- Colloquium
Colloquium on Foundations
 - The students wrote short essays, which allowed insights into current topics from the foundation sector. From a list of research areas, the students chose the three topics Foundations and Politics, Capacity Building and Data Cooperatives.

Number of Students **3** /10

- Lecture
“Stiftungs-, Vereins- und Gemeinnützigkeitsrecht”
 - Organized by “Fachbereich Privatrecht” at the faculty of Law of the University of Basel. Number of Students: 7 (Previous year 6), Lecturer: Dr. iur. Roman Baumann Lorant.

Number of Students **7** /6

Fall term 2019

- Lecture

Foundation Management and Corporate Philanthropy

- Evaluation and satisfaction level of students: The students (N=22) evaluated the lecture at an average of 5.2 and 100% would recommend the colloquium to other students.

Number of Students **75**_{/77}

Average **5.2**

- Colloquium

Corporate Social Responsibility

- Evaluation and satisfaction level of students: The students (N=12) evaluated the lecture at an average of 5.3 and 100% would recommend the colloquium to other students.

Number of Students **20**_{/22}

Average **5.3**

- Bachelor's seminar course

Nonprofit-Organizations and -management

- Evaluation and satisfaction level of students: The students (N=18) evaluated the lecture at an average of 5.7 and 100% would recommend the colloquium to other students.

Number of Students **18**_{/19}

Average **5.7**

Short summary of two studies (in german):

- **Ozeanium Basel – wie Non-Profit-Organisationen die öffentliche Wahrnehmung formen**

Author: **Thomas Jäger**

By means of a case study of the “Fondation Franz Weber”, this contribution sheds light on the ways in which nonprofit organizations influence public perception around a specific topic – in this case the controversial construction of a large-scale aquarium (“Ozeanium”) in Basel. In particular, the study emphasizes the importance of target-group-oriented communication as well as cooperation in networks and the forging of coalitions for successful campaign management. However, it also makes it clear that the success of a campaign depends largely on external factors, such as the current political climate.

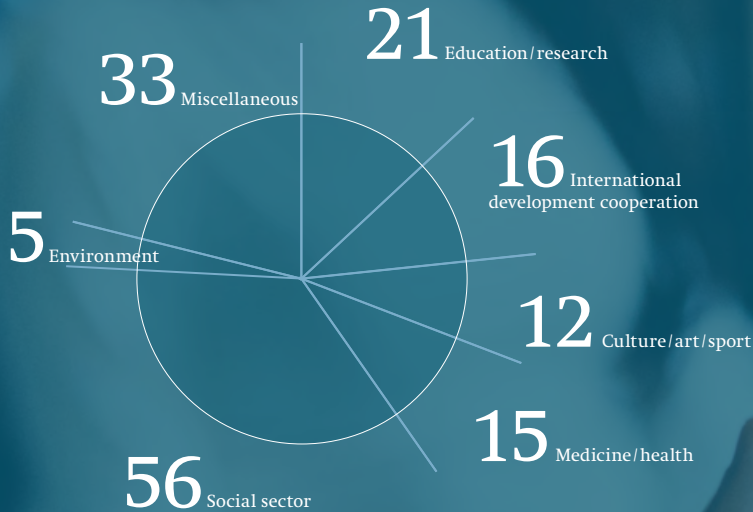
- **NPO-Management und -Governance: Vergleich von Governance-Kodizes in Europa**

Author: **Besart Ljuljir**

This work highlights similarities and differences within the existing codes of governance for foundations in Europe. Although it becomes clear that the various codes differ in their content and level of detail, it can be seen that the various developments of the codes show a trend towards effectiveness and transparency. The study concludes that foundations could benefit from even greater exchange among each other in order to jointly develop effective solutions to emerging governance challenges.

Executive education

Sector of origin of executive education participants



Number of course participants



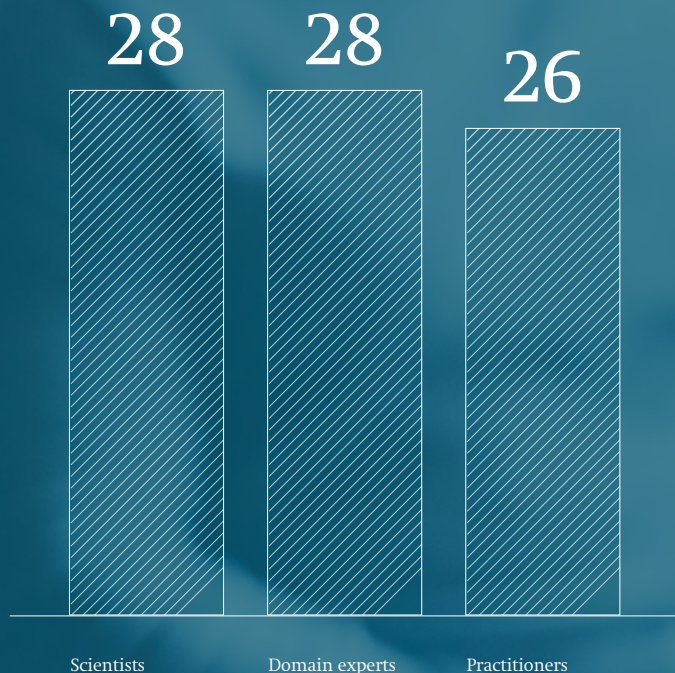
Number of executive education days

1,077

Number of course participants

158

Lecturers



Further events

Executive Education	158
Workshops and Seminars	313
Conferences	180
Total of Participants (all events)	651

Participant satisfaction in executive education

100% of participants are happy with the training and course contents (very good or good).

www.ceps.unibas.ch/en/executive-education





CEPS research:

The NPO of the Future

Research on nonprofit organizations (NPO) has traditionally been closely linked to research on public administration and political action. The theory of state failure was one of the first explanations for the existence of NPOs, and the Association of University Lecturers in Business Administration, for example, combines NPOs and public administration into one commission.

In recent years, however, the question of market orientation has become more prominent. It is becoming increasingly clear that NPOs are active in several markets, on the one hand in the procurement of resources and on the other in the provision of services. While in theory this can be understood and analyzed as a «two-sided market» model, in practice the perception of the procurement market dominates, especially in fundraising. This is a clear difference to companies whose primary market is always the sales market. Ultimately, however, it is also true for NPOs that they can differentiate themselves not so much through the procurement of resources, but rather through the way in which they provide their services. This could become even more important in the future, when donation income and state contributions stagnate or even decline. Then, earned income will become more important and this will depend on the way the services are provided.

Several current research projects of the CEPS are located in this area of conflict between market understanding, market access, and the fulfilment of purpose. These deal with questions of market

orientation, NPO financing, accountability to stakeholders, new legal forms for NPOs, or the relationship between NPOs and companies – both cooperative and confrontational.

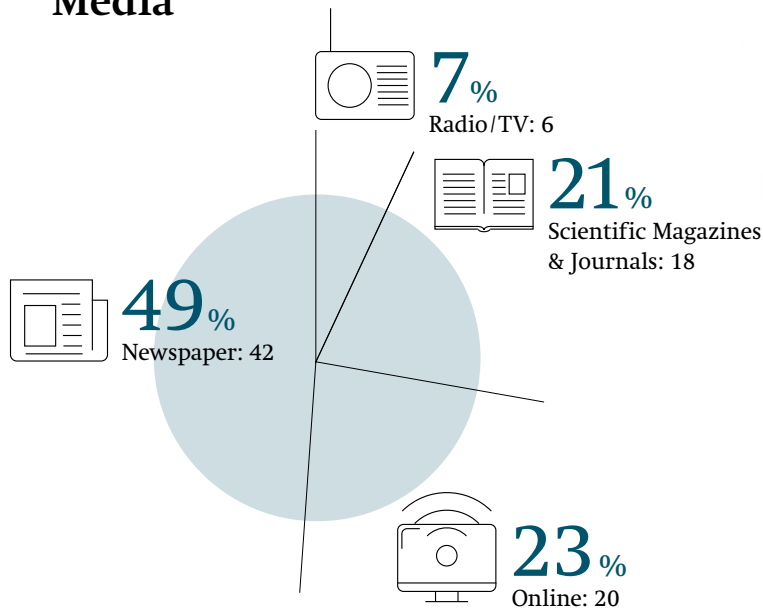
All these projects contribute in one way or another to understanding and developing the NPO of the future. For, as society changes, the NPO sector must inevitably change if it is to remain important. A particular strength of the CEPS is its interdisciplinarity. Researchers from four faculties (psychology, law, sociology, and economics) are currently working at the CEPS. This creates new perspectives, especially in the exchange between the research disciplines.



www.ceps.unibas.ch/en/research



Media



Scientific Publications



- 3 Monographs
- 6 Scientific articles in peer-reviewed journals
- 5 Articles in collected editions
- 8 Articles in newspapers and other journals
- 3 Working Papers

Total media contributions

86

Total publications

25



For Ears and Eyes – Media Coverage of CEPS 2019
www.ceps.unibas.ch/en/about-us/media-report

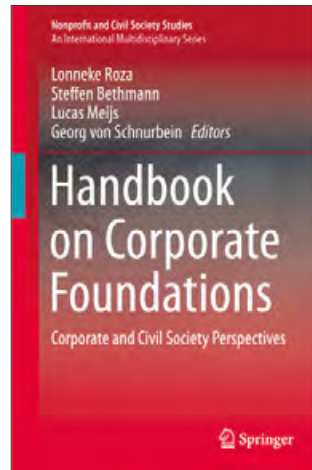


Complete publication list:
www.ceps.unibas.ch/en/publications



CEPS Forschung & Praxis – Vol. 20
Der Schweizer Stiftungsreport 2019

- Beate Eckhardt
- Dominique Jakob
- Georg von Schnurbein



Handbook on Corporate Foundations
 Corporate and Civil Society Perspectives

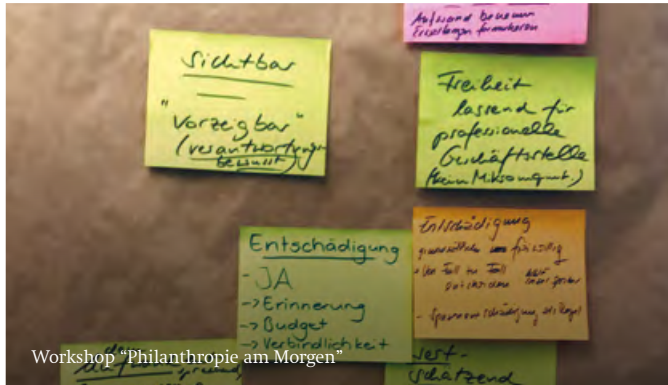
- Lonneke Roza
- Steffen Bethmann
- Lucas Meijs
- Georg von Schnurbein



Jahrbuch der Hilfswerke 2019

- Luzius Neubert
- Stephan Skaanes
- Sara Stühlinger
- Georg von Schnurbein

Transfer into Practice



CEPS tools for self-analysis of NPOs

The CEPS has developed the following tools to support organizations in their self-assessment work:

- Governance Self-Assessment
- NPO Entwicklungskapitale
- Corporate Foundations
- Grantee Review (to follow)
- Spendenreglement (to follow)

In addition to its activities in research and executive education, in individual cases the CEPS answers to specific questions and takes on specific assignments from NPOs, foundations, or governmental institutions. Depending on the need, research-based support is provided for the development of an organization or for an assessment of its current situation. For this purpose, we use moderated workshops, expert reports, surveys, the CEPS tools and analyses or process support.

In the case of various large grant-making foundations, targeted organizational development is becoming increasingly important in addition to direct support. Instead of just promoting projects, healthy operational development should enable operational

NPOs to survive in the long term. The CEPS provides support in the sense of helping people to help themselves with analysis, process consulting and workshop moderation. The broad, interdisciplinary research activities provide an important knowledge base for NPOs to develop into strong and stable organizations.



More information and CEPS tools for self-analysis:
www.ceps.unibas.ch/en/transferintopractice



CEPS-Strategy Development: Participative Workshop, Bern 2019



Three Questions ...



Domenico Sposato

DAS in Nonprofit Management & Law,
Director Caritas beider Basel

Why did you decide to take part in our executive education?

At the outset, I found the combination of academic and practical approach in the Diploma of Advanced Studies (DAS) in Nonprofit Management & Law particularly exciting. Looking back, I can say that my expectations of a well-balanced mix were fulfilled. The modular structure of the further education was also important to me, as this structure handed me significant flexibility.

What have you already been able to apply specifically?

Shortly after I had started my executive education, at my job I was handed the opportunity to oversee a major part of an overall reorganization, which was accompanied by external professionals. I found it exciting that I was able to experience almost all of the topics covered in the executive courses in my everyday work and that I was able to apply the knowledge I had acquired. But I was also able to benefit from the DAS during my work as a board member of the national umbrella organization dealing with work integration in Switzerland. In two current projects, the documents of the courses “Governance & Leadership” and

Tweet of the Year

“Impact Management in NPOs” serve me both as a source of ideas and as an important reference.

What three current challenges do you see for the nonprofit sector?

The first thing that comes to mind is the cost of digitization. As the financial resources in the NPO sector are quite limited, it is very difficult to develop projects where the «digital costs» are high.

The decline in financial stability in the NPO sector is causing uncertainty among many employees. However, the convergence and partial blending of NPO and PO structures is also a challenge for everyone.

And finally, NPOs must enter into more cooperation – among themselves, but also with companies or with the state.



Tweet by Christian Tohmé on 25 Mai 2019 concerning MOOC “Entrepreneurship in Nonprofits”.

Follow us:



twitter.com/ceps_basel



linkedin.com/company/cepsbasel

Team



MA in Socioeconomics
Nicholas Arnold
Nicholas.Arnold@unibas.ch



BA in Development Economics and
International Cooperation
Lia Ferrini since 1.6.2019
Lia.Ferrini@unibas.ch



MSc in Sustainable Development
Theresa Gehringer
Theresa.Gehringer@unibas.ch



MA in Economics
Alice Hengevoss
Alice.Hengevoss@unibas.ch



Maria Clotilde Henzen
Maria-Clotilde.Henzen@unibas.ch



MSc in Business and Economics
Sophie Hersberger
Sophie.Hersberger@unibas.ch



BSc in Psychology
Dominik Meier
Dominik.Meier@unibas.ch



Dr. rer. pol.
Oto Potluka
Oto.Potluka@unibas.ch



BA History and Economics
Anja Rogenmoser since 1.2.2019
Anja.Rogenmoser@unibas.ch



MSc ETH Architecture /
MAS NPO Management
Robert Schmuki
Robert.Schmuki@unibas.ch



MLaw, Advocate
Damian Schweighauser since 1.9.2019
Damian.Schweighauser@unibas.ch



Msc in Business & Economics
Thomas Starzynski
Thomas.Starzynski@unibas.ch



MSc in Sustainable Development
Sara Stuehlinger
Sara.Stuehlinger@unibas.ch



Prof. Dr. rer. pol.
Georg von Schnurbein
Georg.vonSchnurbein@unibas.ch



MSc in Sustainable Development
Leonore Wenzel
Leonore.Wenzel@unibas.ch

FORMER EMPLOYEES (left in 2019)

Vanessa Heiniger

Jonas Kipfer-Berger, Dr. iur.

Anne Mayer

Michèle Spring

Sponsors (2019–2023)

- Age Stiftung
- arcas foundation
- Avina Stiftung
- Sophie und Karl Binding Stiftung
- Ria & Arthur Dietschweiler Stiftung
- Ernst Göhner Stiftung
- Stiftung Mercator Schweiz
- Gebert Rüt Stiftung
- Velux Stiftung

CEPS Board

- **Michael Beckmann** Prof. Dr.
Faculty of Business and Economics at the University of Basel,
Department of Human Resources and Organization
- **Manfred Max Bergman** Prof. Dr.
Sociological Institute at the University of Basel,
Department of Social Research and Methodology
- **Alice Hengevoss** MA in Economics
Research Assistant CEPS
- **Peter Jung** Prof. Dr.
Faculty of Law at the University of Basel,
Department of Private Law
- **Georg von Schnurbein** Prof. Dr.
Director CEPS
- **Maria Clotilde Henzen**
Managing Director CEPS

CEPS Affiliate Professor

- **Jeffrey L. Brudney** Ph.D.
Professeur distingué d'innovation du Nonprofit Sector,
University of North Carolina Wilmington, Department of
Public & International Affairs

CEPS Advisory Board

- **Andrew Holland** Dr.
Director Stiftung Mercator Schweiz
- **Markus Mader**
Director Swiss Red Cross
- **Michael Meyer** Prof. Dr.
Head of the Institute for Nonprofit-Management at WU
Vienna (University of Economics and Business)
- **Andrea Opel** Prof. Dr.
Professor for Tax Law, University of Lucerne
- **Lukas von Orelli** Dr.
Director VELUX STIFTUNG, President of SwissFoundations
- **Adrian Ritz** Prof. Dr.
Professor of Public Management and member of the Executive Board of the interdisciplinary Centre of Competence for Public Management at the University of Bern
- **Pascale Vonmont** Dr.
Director Gebert Rüt Stiftung
- **Beat von Wartburg** Dr.
Director Christoph Merian Stiftung, board member of SwissFoundations



The Center for Philanthropy Studies (CEPS) of the University of Basel is an interdisciplinary research and executive education institute, specialized on the nonprofit sector and dealing with the multifaceted topic of philanthropy. The institute was established in 2008 through an initiative by SwissFoundations, the Association of Swiss Grantmaking Foundations.

Generate knowledge

We contribute to a modern understanding of philanthropy in different subject areas. The CEPS is a recognized research institute with innovative projects that have found acclaim beyond Switzerland.

Impart knowledge

We support the development of philanthropy by means of university lectures, executive education programs, coaching, and information services. Foundations and other nonprofit organizations benefit directly from our work.

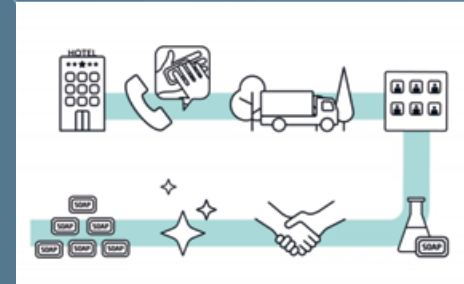
Center for Philanthropy Studies
University of Basel, Steinengraben 22
4051 Basel, Switzerland
www.ceps.unibas.ch



Massive Open Online Course (MOOC)

Entrepreneurship in Nonprofits

Starting 16 March 2020, ongoing



Topics

- Organizational theories and entrepreneurship
- Social entrepreneurship
- Introduction to social innovation
- New financing models for nonprofits
- Impact measurement

Learn together with peers from over 150 countries.

"Thank you! This course has opened a whole new world for me. It is heartwarming to know there are so many people wanting to do good better!"

Quote from last year



Register to our free course on FutureLearn

www.futurelearn.com/courses/entrepreneurship-in-nonprofits

Educating Talents since 1460.

University of Basel
Center for Philanthropy Studies
Steinengraben 22
4051 Basel, Switzerland
T +41 61 207 23 92
ceps@unibas.ch
 twitter.com/CEPS_Basel

www.ceps.unibas.ch
Initiated by: Swiss**Foundations**

