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DECEMBER 2018

# Philanthropie Aktuell

## 1<sup>st</sup> Basel Convention on Philanthropy: A Brief Overview

**Participants:**  
Over 200 participants from Switzerland and around the world – and belonging to different sectors – found their way to Basel to take part in the 1<sup>st</sup> Basel Convention on Philanthropy.

**Motto:**  
Under the motto «A Plea for Collaboration», the main objective of the Convention was to discuss the current state and future development of inter-sectoral collaboration and the role that philanthropy can and must play in this context.

**Program Points:**  
Three keynotes and panels apiece set the scene for the most important part of the Convention, namely different sectors coming together to discuss and exchange ideas within three World Cafés and Unconferences respectively.

**Main Insights:**  
Cross-sectoral collaboration holds great potential for social innovation. However, achieving such collaboration is by no ways an easy path – and not always realistic. If cross-sector collaboration is to be successful, all sides have to invest a significant amount of time to discuss with and listen to each other in order to overcome mistrust, find common ground and define meaningful joint objectives.

**Retrace the Convention:**  
Find out, how the Convention evolved on pages 2 and 3 or by having a look at the more than 250 mentions on Twitter: #philcon18

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## Collaboration for Change – Wish or Reality?

**The call for collaboration to tackle societal challenges is omnipresent – as exemplified by objective 17 of the UN Sustainable Development Goals. At the 1<sup>st</sup> Basel Convention on Philanthropy actors from all sectors met to discuss the current state and future challenges of such collaborative efforts.**

On November 19<sup>th</sup> and 20<sup>th</sup> 2018, over 200 participants from foundations, nonprofits, academia, government, and business gathered at the «1<sup>st</sup> Basel Convention on Philanthropy». As suggested by the motto «A Plea for Collaboration», one of the Convention’s main objectives was to enable an honest and critical discussion and reflection concerning the current state and future development of inter-sectoral collaboration. Looking back on an intensive two days, what then did we learn? Is collaboration for change becoming a reality or is it simply a well-intentioned wish?

al issues, it also serves to point towards certain limits of cross-sectoral collaboration. Digitalization involves significant risks, for example with respect to personal data protection – as prominently discussed by Prof. Dr. Ernst Hafen from ETH Zurich in his keynote speech. Proponents of various sectors often have a very different take on such issues. Not surprisingly, a second common theme surfacing at the Convention was thus the fact that achieving cross-sector collaboration is by no ways an easy path. This is especially true, when value-based considerations come into play, with respect to which diverse actors might have significantly different views.

### Collaboration holds potential...

One common theme emerging from the Convention is the fact that cross-sectoral collaboration holds great potential for social innovation. The topic of digitalization may serve as good example for the statement above. Accounts of how cross-sectoral collaboration in the digital sphere can lead to positive social innovation are plentiful. To name just one example: a partnership between Microsoft and the International Committee of the Red Cross (ICRC) has resulted in the development of a digital face tracing instrument. This has allowed the ICRC to significantly improve its success in reuniting family members that have been separated in areas of conflict.

### A lengthy and constant process

In sum, while in some instances actors from different sectors might simply be incompatible due to their fundamentally different views, in other instances it is exactly the combination of both different strengths and (somewhat) opposed values that offer the potential to achieve true social transformation. What is clear, however, is that achieving meaningful collaboration is a lengthy process – especially when many parties are involved. If such collaboration is to be successful, it is important that all sides discuss with and listen to each other in order to overcome mistrust, find common ground and define meaningful joint objectives.

### ...but also has its limits

While above example shows how different sectors can combine their respective strengths to address complex soci-

Thus, while cross-sector collaboration for change is certainly not an all-encompassing reality, it is by no means just a well-intentioned wish. Nicholas Arnold

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**Monday, November 19<sup>th</sup> 2018, 9.30h** – Welcoming our guests to the 1<sup>st</sup> Basel Convention on Philanthropy. Left to right Sophie Hersberger (CEPS), PD Dr. Conradin Cramer (Member of the Cantonal Council Basel-Stadt), Prof. Dr. Torsten Schwede (Vice-Rector of Research, University of Basel), and Prof. Dr. Georg von Schnurbein (Director CEPS).



**Monday, November 19<sup>th</sup> 2018, 10.00h** – Katherine Milligan, Director of the Schwab Foundation for Social Entrepreneurship addressing the «elephants in the room» in her keynote speech. *Philanthropy and collaboration hold great potential, but we have to address the issues of mistrust, power imbalances, and ego in order for the «philanthropic family» to function.*



**Monday, November 19<sup>th</sup> 2018, 10.45h** – Panel «Changes in Philanthropy: Past, Present, Future». Left to right Beate Eckhardt (President SwissFoundations), Angela Kail (New Philanthropy Capital), Katherine Milligan and Michael Alberg-Seberich (Beyond Philanthropy). *Moving forward, philanthropy will have to involve a truly participatory approach and use the digital for meaningful impact.*



**Monday, November 19<sup>th</sup> 2018, 13.15h** – Nan Buzard, Head of Innovation at the International Committee of the Red Cross (ICRC) speaks about the ICRC's use of digital instruments to do good in her keynote speech. *Digital face tracing for re-uniting separated families in conflict areas is just one example of how collaboration can lead to innovative solutions that support philanthropic action on the ground.*



**Monday, November 19<sup>th</sup> 2018, 14.00h** – Aiming to achieve meaningful collaboration is a constant process, which involves discussing with and listening to each other in order to find common ground and define joint objectives. Animated discussions at the World Cafés on the three topics «Aiming for Impact», «Global Philanthropy» and «Philanthropy & Politics».



**Monday, November 19<sup>th</sup> 2018, 16.20h** – Panel «Philanthropy Research: Bridging to Practice». Left to right Prof. Dr. Georg von Schnurbein, Prof. Dr. Anne-Claire Pache (ESSEC Business School), Dr. Pascale Vonmont (Director Gebert Rűf Foundation), Rosa Gallego García (Asociación Española de Fundaciones), Dr. Karsten Timmer (panta rhei). *Academia needs to be close to practitioners to understand and help improve the work going on out there. But it also has to maintain a healthy distance, in order to critically scrutinize practitioners' work. Independence and transparency are critical for high-level academic work.*



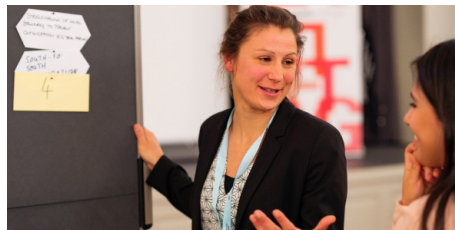
**Monday, November 19<sup>th</sup> 2018, 19.30h** – Time to celebrate the Center for Philanthropy Studies' ten-year anniversary and thank our partners. In the words of Prof. Dr. Georg von Schnurbein: *«The years of doing things for the first time are over, we are no longer the new kid in town. Yet, we still get to celebrate many firsts, such as the 1<sup>st</sup> Basel Convention on Philanthropy and our first decade of existence.»*



**Tuesday, November 20<sup>th</sup> 2018, 09.00h** – Prof. Dr. Ernst Hafen from ETH Zurich gives an insightful speech on the possibilities to democratize personal data. *All people are billionaires in genome data and it is important to protect and use such data wisely – for example with citizen-owned non-profit personal data cooperatives.*



**Tuesday, November 20<sup>th</sup> 2018, 09.30h** – Left to right Olivia Chang (CNN Money Switzerland), Dr. Stefan Germann (Foundation Botnar), Peggy Grüninger (Hoffmann-La Roche), Michael Bzdak (Johnson & Johnson), Eduard Molnar (Gavi) and Pio Wennubst (FDFA) discussing the topic of «Philanthropy and the Collaboration for Health». *Collaboration can lead to social transformation, but this requires meeting on equal grounds, planning thoroughly, and listening to beneficiaries.*



**Tuesday, November 20<sup>th</sup> 2018, 11.00h** – Another highlight to end the Convention. Three un-conferences addressing three highly relevant and timely issues. Our participants discussing the role of philanthropy and collaboration in seizing opportunities and tackling challenges in the areas of climate change, migration, and digitalization.



**A big thank you to everybody who made the 1<sup>st</sup> Basel Convention on Philanthropy possible. And a special thanks to our over 200 participants for their lively and insightful participation in addressing the motto of these two days «A Plea for Collaboration». See you soon!**



## «Kursbuch Wirkung» – Swiss Edition

Planning, analyzing and communicating one's own impact is crucial for non-profit organizations. But how exactly do you do that? The Swiss edition of the «Kursbuch Wirkung» shows the way.

For non-profit organizations (NPOs), a targeted approach to the issue of impact is essential in order to evaluate and communicate the benefits of projects. Therefore, impact orientation should be seen within the organization – whether large or small – as a central principle of one's own work.

The Swiss edition of the «Kursbuch Wirkung» offers a very useful and practical working basis for this. From the planning of impact, the definition of target groups and the development of an impact logic, to the analysis and communication of impact, it describes the path towards a systematic impact orientation in an easily understandable and step-by-step manner. It also contains specific information on the Swiss context that is helpful for the work of local NPOs. The course book was developed by Phineo in partnership with the Center for Philanthropy Studies (CEPS), SwissFoundations and the Bertelsmann Stiftung and is available free of charge in both print and electronic versions.

The issue of impact is also an integral part of the CEPS' executive education program. The revised certificate course (CAS) «[Wirkungsmanagement in NPO](#)» covers all aspects of planning, controlling, analyzing and communicating impact.

Nicholas Arnold



«Kursbuch Wirkung» – Print and online version:

[ceps.unibas.ch/de/forschung/bestellungen/](https://ceps.unibas.ch/de/forschung/bestellungen/)

[ceps.unibas.ch/en/research/publications/](https://ceps.unibas.ch/en/research/publications/)

CAS Wirkungsmanagement in NPO:

[ceps.unibas.ch/de/weiterbildung/cas-kommunikation-wirkungs-messung-in-npo/](https://ceps.unibas.ch/de/weiterbildung/cas-kommunikation-wirkungs-messung-in-npo/)

### DID YOU KNOW? 3<sup>rd</sup> Place

In the European edition of the Global Philanthropy Environment Index, Switzerland ranks third. The index measures how easy it is to become involved in philanthropy in a country. Factors such as existing regulations and laws, as well as the political and socio-cultural environment, are taken into account.

Global Philanthropy Index – European Edition:  
<https://globalindices.iupui.edu/europe-brief/index.html>

## CEPS Research

Research performed by CEPS appeared in various publications in the past quarter.

In their article «Foundations in Switzerland: Between the American and the German Cases» in the journal «American Behavioural Scientist», Prof. Dr. Georg von Schnurbein and Dr. Marybel Perez show that the Swiss foundation landscape is unique in terms of both spatial density and fields of activity. This is the first publication to make explicit use of the CEPS foundation database.

Furthermore, within the anthology «Wohin entwickelt sich der Dritte Sektor?» published by the «Verbandsmanagement Institut» of the University of Fribourg, Prof. Dr. Georg von Schnurbein examines the possibilities of developing a new understanding of nonprofit organizations. In the same volume, Theresa Gehringer describes how the 215 top-selling Swiss companies communicate their corporate philanthropy activities.

CEPS is also represented with an article in the latest edition of the «Non Profit Law Yearbook». Dr. Jonas Kipfer-Berger assesses the most recent foundation law reform in Switzerland in the international part of the publications in his article «Die wesentliche Zwecksänderung bei Stiftungen nach schweizerischem Recht».

Nicholas Arnold

CEPS publications: [ceps.unibas.ch/en/research/publications/](https://ceps.unibas.ch/en/research/publications/)

## CALENDAR

### Executive Education (IN GERMAN)

#### CAS Global Social Entrepreneurship

5 Modules – online, Basel, on-site

Latest start in module 1 (online):

January 18<sup>th</sup> 2019

[ceps.unibas.ch/en/certificate-course-global-social-entrepreneurship/](https://ceps.unibas.ch/en/certificate-course-global-social-entrepreneurship/)

#### Tagesseminar Gute Gesuche stellen

February 26<sup>th</sup> 2019 (Kultur) – Basel

February 28<sup>th</sup> 2019 (Soziales) – Basel

#### Intensiv-Lehrgang Stiftungsmanagement

March 18<sup>th</sup>-22<sup>nd</sup> 2019 – Sigriswil

#### Recht aktuell: «stiften und spenden»

March 29<sup>th</sup> 2019 – Basel

#### CAS Nonprofit Governance & Leadership

3 Modules – Sigriswil & Basel

Start: April 8<sup>th</sup> 2019

### FURTHER EVENTS

#### New Year's Apéro

SwissFoundations

January 23<sup>rd</sup> 2019 – Zurich

[Further information \(in German\)](#)

#### Philanthropie am Morgen

CEPS

March 28<sup>th</sup> 2019 – Basel

#### Together for a Healthy Environment

CEPS / Naturama

April 3<sup>rd</sup> 2019 – Basel

[Further information \(in German\)](#)

#### ERNOP Conference 2019

ERNOP / CEPS

July 4<sup>th</sup>-5<sup>th</sup> 2019 – Basel

[Further information & call for papers](#)

## LEGAL NOTICE

### PUBLISHER



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of Basel



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