



# ERNOP Newsletter March 2020

## In this issue:

ERNOP Conference Proceedings .....	2
Snapshot of philanthropy research centers in Europe.....	2
AGAPE 2020: Philanthropy – What for?.....	3
PEX Forum 2020 .....	3
Handbook on Corporate Foundations.....	4
Seminar on Social Entrepreneurship and Philanthropy (SEPHI).....	5
Join the European Fundraising Certification Committee .....	6
Member News.....	6
<b>University of Geneva</b> .....	6
<b>University of Birmingham</b> .....	8
<b>VU Center for Philanthropic Studies</b> .....	9
New members.....	9
From the Research Chair René Bekkers - The Impact of Philanthropy .....	11



## ERNOP Conference Proceedings

9<sup>th</sup> International Conference

### Philanthropy in the spotlight?

RESOURCES,  
REPUTATION AND  
ACHIEVEMENTS

Center for Philanthropy Studies  
University of Basel

ERNOP is pleased to share the conference proceedings of the 9th biennial conference of the European Research Network On Philanthropy (ERNOP), that was held on July 4 and 5, 2019. All conference participants have been provided the possibility to have their work as a full article included in the ERNOP Conference Proceedings. Next to the conference proceedings, Voluntas will publish a special issue related to the theme of the ERNOP Conference. Besides, there still a number of scholars who do not feel at liberty to share their work

in an open source format as there are still a number of journals that will excluded material that have been included in another outlet, eventhough it is work in progress. ERNOP will encourage any developments that can stimulate the wider use of knowledge derived from (academic) research.

Thanks to the Center for Philanthropy Studies (CEPS) at the University of Basel in Switzerland, the 2019 conference gathered scholars from various disciplines sharing a motivation to discuss the achievements of philanthropy in the present day, and to generate new questions about how philanthropy might develop in the future. Participants were especially encouraged to send in proposals addressing questions related to the financial and other sources of philanthropy related to the reputation of philanthropic organizations and projects and/or achievements of philanthropy. In doing so, the conference intitiated a lively debate about the multifaceted character of philanthropy in the past, present and future.

By sharing the work of the presenters as broad as possible, ERNOP believes that it can contribute to a better understanding and improvement of philanthropy. We look forward to the years ahead and what we will be able to share from our next conference, taking place at Sutherland School of Law in Dublin, July 1-2, 2021. Download the conference proceedings [here](#).

## Snapshot of philanthropy research centers in Europe

**By publishing a snapshot of philanthropy research centers in ERNOP aims to provide overview who is studying what questions on philanthropy in Europe. This enables researchers, philanthropy practitioners and other stakeholders to easily find their source of knowledge on philanthropy.**

ERNOP members study philanthropy, which is understood as private, mainly voluntary, contributions to public causes . However, research on philanthropy is scattered among different academic disciplines. Research centers studying philanthropy are often multidisciplinary, thereby integrating several academic disciplines when studying philanthropy. ERNOP perceives all these different perspectives as being a strength, and aims to include them all in the study of philanthropy. By publishing the factsheet ERNOP aims to provide an overview of philanthropy research centers in Europe that are an instutional member of ERNOP, their main academic disciplines, philanthropy related focus, and the most important research questions (RQs) they aim to answer.



## AGAPE 2020: Philanthropy – What for?

**A Gathering of Academic research centers on Philanthropy in Europe (AGAPE) brings together leaders from academic centers of philanthropy and their practitioner partners for a series of candid and collaborative discussions regarding the challenges and opportunities in philanthropy teaching and research. AGAPE 2020 will be hosted by the Center for Social Investments at Heidelberg University.**

Philanthropy is no longer taken for granted. Therefore it becomes increasingly important that leading philanthropy scholars and practitioners engage in a serious conversation about the *raison d'être* of philanthropy. Leaders of academic research centers on philanthropy and practitioners are invited to join this conversation that will take place at the Gathering of Academic research centers on Philanthropy in Europe (AGAPE) on October 8<sup>th</sup> and 9<sup>th</sup> 2020 at The Centre for Social Investment of Heidelberg University.



We intend to organize the event as the product of a collaborative process around relevant themes and groups of colleagues and that could continue afterwards by forming interest groups. Both topics and format are to be a joint product of leading academics and high-level practitioners, and a program will be designed as an input to facilitate the interactive identification of both themes and format. A save the date with a preliminary list of topic can be found [here](#). AGAPE is an invitation only event. More information will be available closer to the event date.

## PEX Forum 2020

**Philanthropy Europe Networks Forum – PEXForum 2020 – is the first Europe-wide flagship event which brought together 120+ leaders and experts from national, regional and European philanthropy support organisations. PEXForum 2020 aimed to provide a space to create a European philanthropy identity as a common ground to [jointly advance the philanthropy ecosystem in a changing world](#) (pre coronavirus).**



Discussions followed three main tracks – Communications; Advocacy; and Data – each introduced by experts and then brought to life through sharing of practical experience in an array of case studies. Combining the three, ERNOP and Calouste Gulbenkian Foundations hosted a case study on bridging philanthropy research and philanthropy practice. What causes gaps between research and practice, how can they be bridged, and in what particular areas of work? The [EUFORI Study](#) contributed to creating a shared identity of foundations supporting research and innovation. Other research, such as mapping studies,



has helped create a strong philanthropy sector and promoted a culture of giving. The discussion that followed indicated a clear need for the science of philanthropy. A number of actions were integrated into a 'roadmap', a series of six topics that are to be developed further, each with a defined vision, a leader, and a cohort of interested collaborators.

The PEX Forum was a successful event, that sparked the appetite for more for sure. The true advantage was that it addressed themes that cut across countries and sectors. If it could enlarge its scope beyond foundations then it could really function as a platform where the philanthropy support community can discuss and set the agenda for the issues that are relevant for us all. Also, much attention was paid to the collaborative creation of the road map, it can be argued that the agenda is shape by those who dare to speak out and by what attracts most attention. Want to learn more? Alliance Magazine covered the event by a [blog series](#).

## Handbook on Corporate Foundations

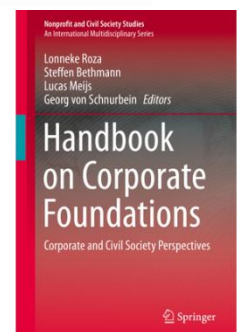
**ERNOP members Lonneke Roza, Steffen Bethmann, Lucas Meijs and Georg von Schnurbein publish edited volume of 'Handbook on Corporate Foundations'.**

Companies increasingly play a meaningful role in civil society and the philanthropic sector through Corporate Social Responsibility (CSR) and Corporate Philanthropy (CP). The most well studied form of allocating these resources is through outright contributions to operating external foundations and other nonprofit organizations. However, far less is known about the use of corporate foundations, separate and independent nonprofit entities aimed at channeling corporate giving to a social mission related to a company.

Corporate foundations are often linked to the founding company through their name, funding, trustees, administration and potential employee involvement. As these foundations are growing in number, size and importance and becoming increasingly visible in the philanthropic sector, the urgency to understand their role and functioning becomes more important.

The primary aim of this volume is to deliver a holistic analysis of the current state-of-the-art on corporate foundations. For that reason, the book includes different perspectives on and use a hybrid concept of corporate foundations. First, it addresses different levels of understanding: regional or country level, institutional context, and organizational level. Additionally, it analyzes the corporate foundation on the organizational level. Looking further into the organizational processes of corporate foundations, the book also analyzes governance, operations, and impact as major aspects of organizational performance.

By reading the book, readers will build a comprehensive understanding of the role and functioning of corporate foundations, understand new avenues for research and, in case they are practitioners in the field, find practical advice rooted in academic research.





## Seminar on Social Entrepreneurship and Philanthropy (SEPHI)

While much progress has been made regarding the motivations, the processes, and the outcomes of both philanthropy and social entrepreneurship, knowledge remains scarce on several key dimensions. In particular, the interaction between philanthropy and social entrepreneurship, between “funding” and “operating” for the common good, while tangible in practice, has received little scholarly attention so far. Through this seminar, ERNOP members Arthur Gautier (ESSEC, France) and Virginie Xhaufleur (HEC ULG Liege, Belgium) encourage research on issues located at the crossroads of both phenomena. Topics vary and can include:

- Social impact and its assessment, including the impact of social enterprises on their beneficiaries, and of philanthropic funding on recipient organizations.
- The availability and relevance of different types of funding (e.g. grants, loans, equity, social impact bonds) for the specific needs of social enterprises at both early phases and growth/scaling phases.
- Collective impact and innovative alliances between philanthropic organizations and social enterprises, and the blurring roles between “funders” and “operators”.
- Inter-organizational relationships between philanthropic organizations and social enterprises.
- The connections and contributions of social entrepreneurship and philanthropy to building alternative economic models to transition to a more sustainable society.
- The sharing economy and collaborative models, particularly how they affect traditional philanthropy (e.g. crowdfunding, tech for good) and social entrepreneurs (e.g. open-source and peer-to-peer organizations).
- New ownership and governance models: foundation-owned enterprises, crowdequity in social enterprises, and other forms of “steward ownership”.

This list is not exhaustive and work on other issues in or at the intersection between philanthropy and social entrepreneurship can be addressed as well.

This seminar aims to support doctoral students doing research in the fields of social entrepreneurship and philanthropy – and at the crossroads of these fields. The seminar is integrated within a range of dynamics on social entrepreneurship and philanthropy that the three sponsoring institutions frequently engage. It is also connected to international research networks in these domains such as EMES (social enterprise/entrepreneurship) and ERNOP (philanthropy). More information on the seminar can be found [here](#). Deadline for application is April 30<sup>th</sup>.





## Join the European Fundraising Certification Committee



EFA's certification committee is responsible for assessing and accrediting applications for certified qualifications of courses on philanthropy and fundraising. The committee is also responsible for reviewing the certification framework to ensure that it reflects the developments and competencies required of fundraisers, reflecting the increased importance of digital channels and other innovations in the field. The European Fundraising Association

**Certification Committee is looking for one or two new academic members, and invites expressions of interest from ERNOP members who research and/or teach about fundraising.**

According to Becky Gilbert, current member of the certification committee from the German Fundraising Association, is a common European qualification a key move in ensuring consistency of fundraising standards across Europe. Fundraising is increasingly visible on a global scale and common standards are essential to improve public understanding of the professional way that charities operate. For an informal discussion about what the role involves, please feel free to contact Beth Breeze, who is a current academic representative on the committee, on [B.Breeze@kent.ac.uk](mailto:B.Breeze@kent.ac.uk)

## Member News

### University of Geneva

**The Geneva Center for Philanthropy (GCP) at the University of Geneva has established itself as an active research center in the past years. It continues to grow in partnerships, and creates valuable knowledge on the relation between philanthropy and taxation. Knowledge is being disseminated by conferences, events and teaching.**



**UNIVERSITÉ  
DE GENÈVE**

GENEVA CENTRE  
FOR PHILANTHROPY

### Strategic partners

Four new strategic partners have joined the GCP. They are now a total of seven, as follows: the Edmond de Rothschild Foundations, the Leenards Foundation, the Lombard Odier Foundation, the Pictet Group Charitable Foundation, the Swiss Life Perspectives Foundation, the Fondation Hélène & Victor Barbour, and an important private foundation, which does not want to be named.

### Research on Philanthropy and Taxation

One of the main ongoing research projects of the GCP, financed by the Swiss National Science Foundation (SNSF), deals with the interaction between taxation and philanthropy. Four issues are looked at: (i) are tax incentives for philanthropy justified? (ii) which types of tax incentives for philanthropic activities are



conceivable and what is their respective efficiency? (iii) cross-border philanthropy and tax barriers: should they be eliminated? (iv) what is the role of tax incentives in corporate philanthropy and social entrepreneurship? As a part thereof the GCP launched in 2019 a research project jointly with the OECD, the results of which will be presented during an academic colloquium and international conference to be held in Geneva, on 26 and 27 November 2020. We are currently accepting paper proposals for the Junior conference event that will take place in that context on November 26, 2020. The deadline for submission is July 10, 2020. If you wish to attend this event, please contact Giedre Lideikyte-Huber for Call for papers at [giedre.lideikyte-huber@unige.ch](mailto:giedre.lideikyte-huber@unige.ch).

### **Research on Affective Sciences**

Another important research project, carried out by Prof. David Sander and Prof. Florian Cova, is: *"Beyond charity: the varieties of value-driven emotions in philanthropic behaviour"*.

The overarching aim of this project is to investigate the roles of positive emotions in philanthropic behaviour. This research goes beyond what has been done so far in the field. The goal is to investigate a wider range of philanthropic behaviours (e.g. giving for science, art, culture, environment) and a wider range of emotions, particularly positive emotions (e.g. awe, being moved, gratitude).

### **Philanthropy and Human Rights**

The Geneva Center for Business and Human Rights (GCBHR) has been launched at the Geneva School of Economics and Management (GSEM). It is the first Human Rights Center at a business school in Europe. The GCP considers that Human Rights is a topic which belongs to - or is at least very close to - the scope of its activities and has therefore decided with Prof. Dorothee Baumann-Pauly, who is Head of the GCBHR, to organize an event which will take place on 5 May 2020 at the University of Geneva (UNIGE) on the following question: *"How can philanthropy support companies to advance human rights?"*.

### **Teaching**

With the aim of promoting academic teaching about philanthropy the GCP has set up four new courses, namely: (i) *"La philanthropie et ses principaux enjeux juridiques"*, by Dr. Giulia Neri-Castracane, Faculty of law, (ii) *"La philanthropie culturelle et le droit"*, by Dr. Anne Laure Bandle, Faculty of law, (iii) *"The ethics of philanthropy"*, by Dr. Emma Tieffenbach, Faculty of humanities, (iv) *"The Many Faces of Philanthropy"*, by Prof. Giuseppe Ugazio, Faculty of economy and management.

## University of Birmingham

In 2019 the [Third Sector Research Centre](#) celebrated its 10<sup>th</sup> anniversary with a conference in February 2020. Initially funded by a core grant from the Barrow Cadbury Trust, the then Labour Government's Office of the third sector, and the Economic and Social Research Council (2009-14), for the past five years the centre has had funding from various sources, including charities, the EU, government departments, and the ESRC.

To celebrate getting to ten years as probably the largest concentration of third sector researchers in the UK, they also produced an anniversary brochure highlighting significant publications and impacts of their work.

In [Ten years of the Third Sector Research Centre](#), we reflect on the origins of the Centre and its development over time. As the first such centre, a key early focus was therefore reviews of the evidence base, and of data resources, leading to significant efforts, in partnership with high-level sector bodies like the [National Council for Voluntary Organisations \(NCVO\)](#), to construct quantitative data sources to allow us to capture change. Some of these have outcomes would take time to mature, like [this major piece in the American Journal of Sociology on organisational dynamics](#).



Consider the [wider impact of the Centre](#). This is a field in which narrowly instrumental notions of impact are difficult to apply because of the sheer range of organisations, with diverse missions and interests, which comprise the sector. Nor were we conceived as a source of managerial fixes for the dilemmas faced by individual organisations – though engaged research by TSRC staff has explored with stakeholders the practical challenges of demonstrating the results of their activities, and offered

lessons which have led to improvements in practice. Nevertheless the impact of TSRC is broad. Their national profile has raised the level of public debate, via numerous appearances in the national media and citations in debates in Parliament and in other arenas. Their work on the evidence base has underpinned publications of statistical compendia by NCVO that are consulted by tens of thousands of users, while their analyses of public funding for voluntary organisations contributed to the allocation of £100Mn of public funding to the voluntary sector in the 2010 Comprehensive Spending Review. Their work on salaries of senior charity staff has given the sector robust ammunition with which to rebut claims of excess remuneration. Their terminology has entered the user lexicon, such as the term “the civic core”, which, in emphasising how much voluntary work is done by small (unrepresentative) subsets of the population, encapsulates important issues about civic stratification. And user organisations tell us how much they value our long-term programmes of qualitative work, giving them a real sense of the process of change.

They were flattered that the incoming CEO of the UK's National Council for Voluntary Organisations, Karl Wilding, described us as a “fantastic catalyst for research” in the field and hope to continue to live up to such an endorsement. And watch this space for a significant funding announcement later in 2020....





## VU Center for Philanthropic Studies

Eva-Maria Merz recently received the prestigious European Research Council (ERC) Starting Grant of 1.3 million euros for her research into when, and under what circumstances, people engage in repeat pro-social behaviour, such as blood donations.

With the ERC Starting Grant, Merz has been able to set up the [DONORS research group](#) at the Center for Philanthropic Studies at VU Amsterdam. Members of this newly formed multidisciplinary team are

Eva-Maria Merz, Pamala Wiepking, Bianca Suanet, Caroline Graf and Joris Schröder. Their research will be conducted in cooperation with Sanquin, the Dutch blood bank, and will tackle shortcoming of previous literature.



The aim of the DONORS project is to break with monodisciplinary approaches and grasp the dynamic and contextual nature of prosocial behaviour. In order to achieve this a life course model is proposed, which links individual determinants, social network characteristics and societal context. An integrated model will be developed and tested in the case of blood donation, as an example of real world pro-sociality where a stranger is helped at a donor's personal costs.

More information on the project, its participants and outcomes can be found at <https://www.donors-research.org/>.



## New members



### Alberto Alemanno

Alberto Alemanno is Jean Monnet Professor in EU Law at HEC Paris, and Founder of The Good Lobby, a nonprofit civic start up aimed at equalizing access to power through unconventional collaborations between civil society, the private sector and philanthropies.

His scholarly research focuses on the interface between philanthropy and advocacy, and more broadly the various form of political behavior by corporate power, including lobbying, academic lobbying, expert advice and philanthropic donations.

He has been involved in dozen pan-European campaigns, on behalf of European civil society.



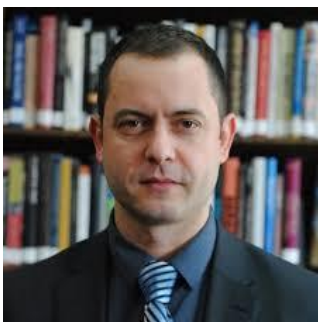
He regularly publishes in Le Monde, The Guardian, Bloomberg and his work has been featured in The Economist, The Financial Time, Nature and Science.

The World Economic Forum nominated him Young Global Leader in 2015, Friends of Europe included him among the 40under40 European Young Leaders and was elected Ashoka fellow in 2019.

He sits on the board of several civil society organisations, such as European Alternatives, Access Info Europe, as well as the citizens' campaigning movements We Move, which operates transnationally.

Originally from Italy, Alberto is a graduate of Harvard Law School, the College of Europe and holds a PhD in International Law & Economics from Bocconi University.

His latest book is 'Lobbying for Change: Find Your Voice to Create a Better Society', London: Iconbooks, 2017.



### **Ștefan Cibian**

Ștefan Cibian is co-founder and executive director of the Făgăraș Research Institute. Ștefan is an Academy Associate with Chatham House – The Royal Institute of International Affairs, Africa Programme, he is also teaching at Babeș-Bolyai University. Previously Ștefan worked at Central European University (CEU), the Association for Community Relations, and the European Commission. Ștefan received his Ph.D. degree in political science and international relations (2012) as well as his M.A. in public policy (2006)

from CEU. Also, he studied or conducted research at the UCLA, University of Ljubljana, Salzburg University, Babeș-Bolyai University, and 1st of December 2019 University.

I am very glad to join ERNOP. I am looking forward to connecting to colleagues focusing on similar topics and I hope to contribute with insights and suggestions for common projects.

In my research I am interested in the connection between philanthropy and development, including the SDGs. Currently I am working on a project analyzing the relation between community philanthropy organizations and power structures in local communities in Central and Eastern Europe (CEE) and Sub-Saharan Africa. I am interested in how development processes can better connect to local realities and how they can be enhanced through external resources, without nullifying local ownership. Other research topics I work on include development and statehood in Sub-Saharan Africa, CEE and EU – Africa relations, international relations theory, peacebuilding, democratization, civil society, migration, and human rights. I am a board member with Țara Făgărașului Community Foundation and the Romanian Federation of Community Foundations.



### **Livija Rojc Štremfelj**

Livija Rojc Štremfelj, holds a BA in English and Spanish language and literature and MSc in Management of non-profit organisations, have for the last 20 years been active in non-profit organisations, working in the area of humanitarian aid, arts, youth, sports and education, working on a voluntary and professional basis, in public and private sector. I am a Certified Fund Raising Executive.

Since 2013, I have been giving lectures in fundraising at the Faculty of Economics in Ljubljana and several national conferences (Congress of Slovenian humanitarian organisations, International Business School, Slovenian Fundraiser's Meeting, ...). In

2019 I wrote a guidebook for leaders of non-profit organisation on the principles of gamification, learning-how-to-learn techniques and management.

I am the initiator, cofounder and elected president of ZRNO – Association for development of non-profit organisations that was founded in 2013. In November 2013 I became Slovenian delegate in European Fundraising Association.

In October I started my doctoral studies at the Faculty of Organisational Sciences of University of Maribor, where I want to work on the research of human resource management in non-profit and non-governmental organisations. My focus is setting up a competence model for NGO voluntary and professional leaders.

I met the executive director of ERNOP, Mr. Barry Hoolwerf at EFA skill share in Paris in 2018, and was introduced to the splendid work of ERNOP, now as a doctoral student and researcher, I can grab this opportunity of becoming your member and contribute to this network of philanthropy researchers and enjoy the benefits ERNOP offers to all its members around Europe.

### **From the Research Chair René Bekkers - The Impact of Philanthropy**

**What is the impact of philanthropy on society? This is a very important question both in practice and in the academic study of philanthropy. In fundraising for charities the promise of impact is a desirable add-on: donors appreciate having a measureable impact on the cause. In foundations, a strategic grant maker may ask grantees to specify certain goals for the grant, and even set these as a condition for payment.**

Impact deals may have important unintended negative side-effects. Restricted funding can be highly effective at the program level, but is counterproductive in the long run when it does not leave grantees the freedom to use the grant differently if the original plan proves to be ineffective. An increase in the share of impact funding leaves little room for organizations to experiment with new programs that may not work.

Also the metrics used to measure impact have negative side-effects. The indicators used to evaluate the success of an intervention may become a goal in themselves, rather than a means to an end: 'what gets measured gets managed'.



One way to measure the impact of philanthropy is to measure where grant makers infuse philanthropic funding in society. Do we see stronger improvements in these areas than in other areas? A recent trend is to define impact in terms of the Sustainable Development Goals (SDGs). Because they are more detailed than general goals like 'Health' or 'Education', they form a useful classification of areas in which philanthropy may be allocated. Where the effort is made, however, does not tell us much about their impact. Stating that a program contributed to a certain SDG does not tell us how much has changed, and whether this change was due to the program. What would have happened without it?

When programs are strategically aimed at targets that are likely to change anyway – also without additional funding – a phenomenon that statisticians know as 'regression to the mean' occurs. In this case the change is not due to the program. Where philanthropy 'goes with the flow' it can have a modest impact by accelerating pre-existing trends. A form of impact that is particularly difficult to ascertain is for a program to prevent undesirable outcomes. Academic musings about the lack of a randomly chosen control group aside: let's hope the \$10 billion that Amazon's Jeff Bezos recently committed to fight climate change works – because there is no planet B. Thank you Greta Thunberg.