

« *Evaluating Impact for Effective Philanthropy* »

15. January 2020 – University of St.Gallen – Programme (Version 10.1.2020)

Weiterbildungszentrum Holzweid, Holzstrasse 15, 9010 St.Gallen

From 8:30	Registration and Coffee
9:15 – 9:30	Welcome, Prof. Dr. Bernhard Ehrenzeller, President-elect of HSG and Director of the Institute for Legal Studies and Legal Practice (IRP-HSG), and Prof. em. Dr. h.c. Wolfgang Schürer, President of the Center for Philanthropy (CFP-HSG)
9:30 – 10:20	Prof. Marc Gurgand (Paris School of Economics, J-PAL) <i>Nobel Prize 2019 in Economics for Impact Evaluation and Rigorous Evaluations of Education and Pre-School Programmes in France.</i>
10:20 – 10:50	Coffee
10:50 – 12:30 R. 15-003-004	Panel: Impact Estimation, Knowledge Creation and Knowledge Management <ul style="list-style-type: none"> - Prof. Dr. Markus Frölich (C4ED/J-PAL): <i>Impact Evaluation and Development Cooperation</i> - Prof. Dr. Beatrix Eugster, Center for Disability and Integration (CDI-HSG): <i>Effects of Inclusive Education in Switzerland</i> - Romana Tedeschi (DEZA): <i>Measuring Effectiveness at the Swiss Agency for Development and Cooperation</i>
12:30 – 13:30	Lunch at the conference venue
13:30 – 15:00	Workshops 1 to 3
15:00 – 15:20	Coffee
15:20 – 16:50	Workshops 4 to 6
16:50 – 17:45 R. 15-003-004	Panel: Effective and Sustainable Philanthropy <i>Moderation: Dr. Andreas Böhm (CfP-HSG)</i> <ul style="list-style-type: none"> - Rania Berro (Open Society Foundations) - Juan Luis Coderque Galligo (ICRC) - Mahmoud Haidar (American University of Beirut) - MMag. Benedikt König LL.M. (Stiftung Propter Homines)
18:00	Apéro and Dinner at the conference venue



Workshop 1: Evidence-based Philanthropy (in English)

Room 14-024-026

Moderation: **Dr. Andreas Böhm**, Director, Center for Philanthropy (CfP), University of St.Gallen

Dr. Ekkehard Thümler

Senior Fellow, Centre for Social Investment, Heidelberg University / Managing Director,
New Impact Consulting

*Firm Ground or Deep Swamp – Where Does the Road of Impact Evaluation Lead Us? Results of the
Research Programme “Strategies for Impact in Philanthropy”*

Shawna Carroll-Wilthien

Program Monitoring & Evaluation Officer, Fondation Chanel

Dr. Somkiat Chobphol

Senior Advisor in Education to the Office of Her Royal Highness Princess Maha Chakri
Sirindhorn’s Projects

The Royal Projects of Her Royal Highness Princess Maha Chakri Sirindhorn

Stefan Brunner

Impact Management, Stiftung Mercator Schweiz

Workshop 2: Education and Early Childhood Development (in German)

Room 14-028-030

Moderation: **Marco Billeter**, President, EDUCA SWISS

Simon Sommer

Co-CEO, Jacobs Foundation

*Impact of Early Childhood Education, Care and Upbringing on Child Development - First Results for
Switzerland*

Ute Volz

Managing Director, Eleven gGmbH

*On the Cooperation Between Science and Philanthropy: Using the Example of a Randomized Long-
Term Study on the Personality Development of Children.*

Professor Dr. Damian Borth

Institute of Computer Science (ICS-HSG), University of St.Gallen

LernRaum - The Living Learning Lab at the HSG Learning Center



Workshop 3: Sustainable Finance – Impact Investing I (in English)

Room 14-032-034

Moderation: Volker Varnholt, Head Client Advisory, PMG Fonds

Dr. Maximilian Martin

Global Head of Philanthropy of the Lombard Odier Group / Founder and Director, Impact Economy

Juan Luis Coderque Galligo

Head of New Financing Models, International Committee of the Red Cross (ICRC)
Humanitarian Investing Initiative

Dr. Lukas von Orelli

Director, VELUX STIFTUNG

Levels of Impact Investing in a Foundation Using the Example of the Velux Foundation

Prof. Dr. Alexander Braun

Vice-Director of the Institute for Insurance Economics, University of St.Gallen

Are Insurance Balance Sheets Carbon-Neutral? Harnessing Asset Pricing for Climate-Change Policy

Workshop 4: Measuring Impact in International Development Cooperation

(in German)

Room 14-028-030

Moderation: Professor Dr. Markus Frölich, Director, Center for Evaluation and Development (C4ED)

Dr. Alexandra Avdeenko

Research Director, Center for Evaluation and Development (C4ED)

Impact Evaluation of Humanitarian Aid in Cooperation with NGOs in Pakistan

Romana Tedeschi and Sabina Handschin

Director Section Evaluation and Controlling and Senior Education Policy Advisor

Direktion für Entwicklung und Zusammenarbeit (DEZA)

Impact Measurement at the DEZA with an Example of an Impact Evaluation in the Education Sector in Benin

François Geinoz

Director, Limmat Stiftung

Impact Measurement from the Perspective of the Beneficiaries - An Effective Method

Workshop 5: Sustainable Finance – Impact Investing II (in English)

Room 14-032-034

Moderation: **Dr. oec. Jessica Aschari-Lincoln**, Researcher & Lecturer in Social Finance and Impact Management, University of St.Gallen

Amanda Turner Ege

Director, elea Foundation for Ethics in Globalization

Measuring Success: elea's Impact Measurement Methodology (eIMM) as a Management Tool

Lucas Tschan

Senior Impact Manager, iGravity

Measuring what Matters: Comparing the Impact in Microfinance

Laura Hemrika

Global Head of Corporate Citizenship and Foundations, Credit Suisse

Pipeline, Partners and Portfolio: Non Finance Essentials of Impact Investing

Workshop 6: Philanthropy and Civil Society (in English)

Room 14-024-026

Moderation: **Dr. Andreas Böhm**, Director, Center for Philanthropy (CfP), University of St.Gallen

Michael Gattenhof

Director, Alexander S. Onassis Public Benefit Foundation

Mahmoud Haidar

Senior Policy Fellow, Issam Fares Institute for Public Policy and International Affairs, American University of Beirut

Björn Schmidtke

Co-Founder, Penguin Academy

We would like to thank the **Research Commission of the University of St. Gallen** for their generous funding of the symposium!



«Making philanthropy work: Evaluating Impact»

15. January 2020 – University of St.Gallen

The current zeitgeist of philanthropic commitment, "Change, not Charity" or "Help that works", focuses on the impact of projects. It shows that not only the effective implementation of projects is relevant, but also the evaluation of the work and should be considered an integral part of each project. The focus on impact enables us to address which changes have occurred and can be attributed to projects.

Foundations, social entrepreneurs, and sustainably oriented investment funds want to achieve real impact that goes beyond a purely monetary return. Impact investing and impact measurement are therefore key topics. But how can effect be measured scientifically? How can impact measurement be linked to investment decisions? How can foundations and philanthropists be scientifically and operationally supported in making their investments effective and efficient? What kind of assistance would be useful and effective at the same time?

"From Insight to Impact" has been the motto of the University of St.Gallen for years, with which scientific findings are relayed into practice. The conference is aimed at foundations, non-profit-organisations, companies, social entrepreneurs and sustainable investment funds that want to develop their activities in a more targeted and sustainable manner. Practical examples and scientific developments will be discussed in lectures and discussion forums.

The symposium will be held in cooperation with the Center for Evaluation and Development (C4ED). Under the direction of Prof. Dr. Markus Frölich (Director and Visiting Professor at the University of St.Gallen), C4ED is the leading institution in measuring the impact of development cooperation, with locations in Switzerland and Germany and projects in 60 countries in Africa, Asia and Latin America.

The symposium focuses on the evaluation of the impact of education and child development programmes, with Professor Marc Gurgand (Paris School of Economics) as guest speaker on the topics "Nobel Prize 2019 in economics for impact evaluation and rigorous evaluations of education and pre-school programmes in France". Professor Gurgand is the scientific director of J-PAL Europe (Paris) and an expert on the impact of education and child development programmes with extensive research experience, especially in France.

We look forward to an open and inspiring exchange that will further deepen the dialogue between science and practice in the philanthropy sector. We would like to welcome you to join us in this symposium.

❖ *About us*

The *Center for Philanthropy* (cfp) was established at the University of St. Gallen in 2017. Given the socio-political importance of philanthropy, the Center is committed to becoming the thought leader in this sector through its consulting and coordination services, individual training and corporate learning. Having an intermediary or access function within the HSG, it aims to have an impact on society beyond research and teaching. Its director is Dr. Andreas Böhm (andreas.boehm@unisg.ch).

PoC: Ferdinand Müller-Stewens (ferdinand.mueller-stewens@unisg.ch)

Zentrum für Evaluation und Entwicklung/Center for Evaluation and Development (C4ED)

The Center for Evaluation and Development is headed by Prof. Dr. Markus Frölich (Professor and Visiting Professor at the University of St. Gallen). Dr. Alexandra Avdeenko is its Research Director. With locations in Tägerwilen (Switzerland) and Mannheim (Germany), it has projects in more than 60 countries in Africa, Asia and Latin America, and is the leading institutions worldwide leader in measuring the impact of development cooperation.

Professor Dr. Markus Frölich received his doctorate in 2002 from the University of St. Gallen, where he has continued to work as a Research Fellow, Lecturer and Visiting Professor of Econometrics. From 2008 to 2011, he was head of the joint research programme "Employment and Development" of the World Bank and the Institute for the Future of Work (IZA). He is Professor of Econometrics at the University of Mannheim, Director of C4ED in Switzerland and Germany, affiliated Professor of J-PAL (Poverty Action Lab, MIT) and Research Professor of Innovation for Poverty Actions (IPA). His main areas of research are methods for impact evaluation and applied impact evaluations, in the fields of labour market, poverty, education, health, climate change and agriculture, in countries across Africa, America, Latin America and Asia. He has conducted impact evaluations for national and international organisations and governments, including SDC, GIZ/KfW, IFAD, ILO, UNICEF, UN Climate Fund (Green Climate Fund), UN World Food Programme (UN-WFP), World Bank, and the International Initiative for Impact Evaluation (3ie).

Dr. Alexandra Avdeenko is Research Director of the Center for Evaluation and Development (C4ED) in Germany. She heads the departments Knowledge Transfer and Management and Cooperations with Foundations and NGOs as well as multiple research projects for ACTED, UNICEF, and the World Bank in Africa and Asia, for example in Ethiopia, India, Indonesia, Pakistan, and Sudan.

PoCs:

Prof. Dr. Markus Frölich: markus.froelich@unisg.ch, froelich@c4ed.org, Hajo Benning: (benning@c4ed.org), Clara Nonnenkamp (nonnenkamp@c4ed.org)