



Everyone wins

Study confirms positive effects of workplace childcare



Companies are increasingly investing in workplace childcare options. The CSI conducted the first comprehensive analysis of the effectiveness of such facilities. The focus of their study was the workplace childcare centre at BASF SE. According to the study's findings, the public sector, parents, and company all benefit from workplace childcare centres, albeit to different degrees.

The CSI conducted a study on the effects of workplace childcare on behalf of and in cooperation with BASF SE and educcare Bildungskindertagesstätten gGmbH, in order to study the impact that workplace childcare, offered by private childcare providers, has on large corporations.

By applying the Social Return on Investment method (SROI), the CSI was able to examine and identify which social, economic, and business outcomes were connected with the childcare centres and what kind of societal relevance this investment has. When private contributions to public welfare are seen as a "social investment", they generate a return for the investor, but also for society as a whole. The study allows for the social returns of the three main stakeholders, namely business (market), parents (private households), and public sector (state), to be analysed separately, in order to determine future incentives for investment.

The study's method enables the social return on workplace childcare to be determined for the first time. Other companies can apply this method to their own situation and objectively determine the extent to which they stand to profit. This methodological tool can also be of interest for communities. They now also have a solid decision-making basis from which they can examine specific investment incentives in the field of workplace childcare. This is another important result of the study.

In the aforementioned case study, the main beneficiary of company childcare was the state, particularly at the local level. For every euro invested, the state yielded a return of nearly six euros. This profit consisted of additional tax revenue, additional contributions to social security and savings on parental allowance. Parents also greatly benefited from the opportunity have their children taken care of at on-site day care centres. The study shows that parents who use the examined day care centre at BASF SE, spend an average of three months more at work than parents whose children are cared for differently. These parents earn

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Editorial

Dear Readers,

The CSI has been present at Berlin for almost five years. On the occasion of the appointment of its academic director Helmut Anheier as Dean of the Hertie School of Governance CSI opened its own small office in the capital. In the meantime it has grown to twelve team members working at the Mercator Centre Berlin of Stiftung Mercator at the Hackescher Markt in the heart of Berlin. Working in the heart of Berlin helps us a great deal to communicate the results of our research in the midst of public policy and civil society discourses. The Berlin office also facilitates our research cooperation, so far primarily with the Hertie School of Governance, but in future also with institutions like the Wuppertal Institute based in the same building. Just a few weeks ago we could welcome members of German parliament – the Bundestag – as well as numerous participants from civil society and corporate backgrounds to a panel discussion of the result of a social impact study of in-house childcare of a major German company, namely BASF SE.

Our mission to work for a strengthened civil society with qualified staff, involved volunteers and high-capacity organizations remains unchanged: in 2014 we increase our executive training programme on issues such as foundation strategies, impact measurement, social innovation or social entrepreneurship. Most of these seminars are held in English as a reflection of the European scope of our work beyond our research.

Yet again, enjoy reading our CSI Report, with best wishes,

Volker Then
Helmut K. Anheier
Stefan J. Geibel





The CSI's Offers for extended Education are growing

New seminar and various customised offers improve the CSI course selection

Social innovation will become a key topic in our new course selection. The CSI also offers solutions tailored to particular organisations and companies.

You are looking for managerial training opportunities in the nonprofit sector? The CSI has developed its Executive Training programme to include a variety of diverse topics, varying in complexity, which will correspond to the

goals and needs of its participants' individual projects. In addition to the Master programme "Non-profit Management & Governance" (NPMG), established just over six years ago, the department has further expanded and developed its set of training and extended education offers. The Executive Training – EXPERT programme offers extended training to established executi-

ves in one of the CSI's core themes and provides opportunities for an intensive exchange with experienced CSI colleagues and renowned practitioners of the field. Furthermore, the seminar content can be directly tailored to your own organisation. Both, the workshop on Social Investment & Impact as well as the one on Foundation Strategies for Impact were already carried out successfully in 2013. The EXPERT programme

will offer a new seminar on Social Innovation in the fall of 2014. This seminar will focus on understanding the processes of social innovation, the distinction of dissemination strategies, as well as the influence of various factors. In September, the Social Entrepreneurship workshop will be presented for the first time in cooperation with the successful social entrepreneurs, Stefan Schwall (apeiros) and Murat Vural (Chancenwerk).

with the partner organisations. This allows the CSI to offer an even more comprehensive range of learning opportunities. Our customised programmes and consulting services will ensure that your individual needs related to themes, intensity and duration are met.

Tobias.Vahlpahl@csi.uni-heidelberg.de
Tine.Hassert@csi.uni-heidelberg.de



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The practical relevance of this programme will be herewith emphasised. The thematic extension of the most internationally aligned EXPERT programmes will advance the dialogue between current research and practical application.

We have long been offering customised solutions that completely align in-house training

Calendar

The next dates for seminars and study programmes are:

Executive Training – EXPERT
Social Investment & Impact:
20-22 March 2014, 27-29 Nov. 2014
Foundation Strategies for Impact:
27-29 March 2014, 13-15 Nov. 2014
„Soziales Unternehmertum“ (German):
11-13 September 2014
Social Innovation: Fall 2014
Contact:
Tine.Hassert@csi.uni-heidelberg.de

Masterprogramme NPMG
Consultation for the Master's programme is by appointment. You can apply to the 2014/15 winter semester from now until 15 July, 2014.
Contact:
Tobias.Vahlpahl@csi.uni-heidelberg.de

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considerably more due to their increased work hours and ability to return to the workplace sooner. This translates into a very positive SROI. Particularly surprising, is that the investment in on-site childcare resulted in a positive Return on Investment for BASF SE as well. This means that even from a purely economic standpoint, it is worth investing in a company childcare centre. This is an unexpected result, especially when one considers that 77% of the total cost is borne by BASF SE.

of stakeholders. The proven results represent a future investment incentive that should be taken seriously in politics.

In addition to the positive economic results, the company also experiences social benefits: increased employee motivation, satisfaction with the childcare situation, and a stronger commitment to the company are additional outcomes that arise from on-site childcare.

The summary paper, as well as the full text on the study of the effects of workplace childcare, can be accessed at the following websites:

www.csi.uni-heidelberg.de/downloads/Ergebnispapier.pdf

www.csi.uni-heidelberg.de/downloads/Effekte-Betrieblicher-Kinderbetreuung.pdf

Carsten.Eggersgluess@csi.uni-heidelberg.de

The findings of the study suggest that regulatory policy can achieve the best quality and quantity of childcare through the cooperation



Foundations: Benefactors, Service Providers, Consultants?

New project dedicated to the positioning of German foundations

An interdisciplinary research group from the CSI and the Hertie School of Governance analyses the relationship between foundations on the one hand, and the economy, state and civil society, on the other.

"When, for instance, talks are interrupted in official diplomacy as in the case of the escalation of a political conflict, foundations are in a position to continue the dialogue," said Klaus Wehmeier, Körber Foundation.

Statements like these, coupled with the increase in numerical strength of the philanthropic sector, as well as the increasing political attention they receive, illustrated for example by the Volunteering Support Act adopted in 2013, emphasise the increased interest in foundations' activities. At the same time, scientific studies offering further insight into the operation of foundations are missing. The project aims to make a contribution to close this gap in research.

"Foundations are exciting because they convert economic capital into social or cultural capital," says Clemens Striebing, political scientist and staff member of the project.

What kind of tasks do foundations fulfil in the various fields of activity? Janina Mangold, political scientist responsible for the field of science and research, says "Research supporting foundations are an integral part of higher education. Their precise role, positioning and contribution remains to be further discovered." In relation to the project, the question, "What

kind of influence do social relations have on exchange and innovation among foundations?", especially interests cultural scientist, Petra Scheunemann. Furthermore, she would like to know, "What kinds of promising methods and good-practice examples exist?". Sociologist Sarah Förster asks, "Do foundations in the social field attempt to deal with specific problems that are not considered enough by for instance, state institutions?"

The seven-member research group, headed by Prof. Dr. Helmut K. Anheier, seeks to find answers to these and other related questions. Keeping a bird's eye view on the research activities of the group, coordinator Dr. Nina Kolleck aims to support and hold the individual spheres of activity together.

The research project will examine the social, educational, scientific, artistic and cultural activities of foundations. Social scientist, Julia Brix, will research an important interdisciplinary topic related to advocacy. Regarding the topic "Advocacy via foundations", Julia Brix is particularly interested in the increasing professionalization of foundations in the field of advocacy, despite there being a simultaneous increase in the disagreement and inconsistency surrounding what advocacy actually involves. The research project will be supported by the Hertie Foundation, Robert Bosch Foundation, Stiftung Mercator, Fritz Thyssen Foundation, as well as the Volkswagen Foundation.

Petra.Scheunemann@csi.uni-heidelberg.de

Why Berlin?

At the heart of politics and civil society – three questions for the CSI Berlin office.

Why does the CSI have an office in Berlin?

The CSI carries out research with practical applications. We want our insights to further help decision-makers in politics, administration and civil society. Berlin is well-suited for this. In Berlin, we explore topics that are closely linked to politics. Having now grown to a team of twelve, the expansion of our Berlin team shows that there is a need for these activities.

How does it look in practice?

Since the foundation of the Berlin office in 2010, we have presented various findings dealing, among other topics, with social entrepreneurship and the German Federal Voluntary Service, to the sub-committee on civic engagement at the German Bundestag. Policy papers were published and numerous conferences, parliamentary evenings and discussions were held. At the end of January, for example, we discussed the impact of corporate childcare centres on society, with members of parliament, business representatives and practitioners (see main article).

Where should the focus lie in the coming years?

The emphasis will remain on civil society issues, such as the impact of foundations and the importance of civil society for reform. Furthermore, we would like to convey how social innovations are created and how they can help to shape and solve societal challenges, such as the consequences of an aging society.

Sebastian.Wehrsig@csi.uni-heidelberg.de



The staff of the Berlin office: Stephan Stahlschmidt, Sebastian Wehrsig, Rabea Haß, Hanna Hielscher, Clemens Striebing, Janina Mangold, Dennis Klink, Sarah Förster und Petra Scheunemann (l. to r.). Not in the picture are Ekkehard Thümler and Mattia Nelles.



Working better together?!

Putting public-philanthropic partnerships to the test

Successes and failures in attempts at education reform have many causes. The project identifies mechanisms that play a role in the success or failure of partnerships.

Partnerships between private and public actors are increasingly regarded as important in both research and practice when it comes to dealing with complex social problems. As a result, diverse partnerships between foundations and the government, dealing with various issues, have emerged in Germany. Foundations hope to gain sustained and widespread support for their projects, while governments value the innovative impulses that can arise from philanthropic partnerships. However, little is known about the landscape of these partnerships in education,

their success factors, as well as the problem-solving potential of such forms of cooperation.

The project 'Public-Philanthropic Education Partnerships' deals with these issues, based on the analysis of selected projects in the field of education in Germany. Drawing on scientific case studies, relevant players, processes and structures are studied in depth. This way it will be possible to provide first reliable answers to the above mentioned research questions. In doing so, we rely on extensive preparatory work from the CSI project 'Strategies for Impact in Education'.

On the one hand, the aim is to develop practical knowledge and expertise relevant for both sides of educational partnerships. On the other

hand, the goal is to advance the international scholarly debates on the effectiveness of private-public partnerships, as well as on the role and contribution of foundations in the field of education.

The project lasts from March 2013 to August 2014. It is funded by the Robert Bosch Foundation.

For more information, please contact Ekkehard Thümler and Mattia Nelles. Ekkehard Thümler has conducted two major research projects on philanthropic strategies for impact; Mattia Nelles is a graduate from Zeppelin University.

Ekkehard.Thuemler@csi.uni-heidelberg.de



Contact Berlin

The CSI Berlin Office is located in the Mercator Centre Berlin of the Stiftung Mercator.

It is cross-section among science, politics and civil society. If you would like to receive information regarding events or wish to drop by, please register with us in advance.

Centre for Social Investment
Sebastian Wehrsig
Neue Promenade 6
10178 Berlin
Telephone: +49 (0)30 2345 87 54
Sebastian.Wehrsig@csi.uni-heidelberg.de

Why isn't everyone becoming an "enraged Citizen"?

Research cooperation explores the disengagement of citizens

Castor transports and Stuttgart 21 – People take to the streets for what they believe in. One part of the population however, remains at home. What is behind this disengagement?

Under the heading "Why isn't everyone becoming an "enraged citizen?", three political scientists Rabea Haß, Hanna Hielscher and Dennis Klink investigate interpretative patterns of non-activity.

The project aims to gain an intensive, qualitative insight into citizen perspectives on political topics marked by transformation, such as the fields of energy, infrastructure and urban policies. At the same time, the empirical research project aims to reveal interpretive patterns of individuals' (non-) actions, by citizens personally experiencing challenges in their living conditions. To this end, the two doctoral candidates Haß and Klink rely on qualitative social research, which they also use in their doctoral research on military sociology and corporate responsibility.

Different citizens protest publicly against infrastructure and construction projects, when their own living environment is directly affected. Nevertheless, it has been proven that a large number of directly affected people show little or no interest in becoming active, even though their circumstances would suggest otherwise. So why do certain people become active and others not?

The question is relevant not only from a scientific perspective, but also politically. „Being non-active" should not be equated with having „no opinion" on a controversial topic. This can be confirmed by Hanna Hielscher, based on her practical work as a youth advisor. As a result, politicians are faced with the challenge of capturing the interests of diverse groups of the population. They also need to involve citizens in the decision making process who, for various reasons, are not taking a clear stance.

Hanna.Hielscher@csi.uni-heidelberg.de
Dennis.Klink@csi.uni-heidelberg.de

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