



Promoting Cooperation, Strengthening Networking

CSI is closely connected with civil society actors in Germany – new partnerships emerge



For six years, CSI has offered demanding educational programs for further training in the field of social investment, providing skills that distinguish the leaders of today's society. In addition, we give time and space to reflect upon old ways and to open new doors. For the EXPERT-Trainings in the fall/winter of 2014, CSI has found strong partners that offer fresh perspectives on familiar topics. Together, we want to immerse deeper in the practice of specific topics and simultaneously develop new target groups.

The first pillar of the department for teaching is the professional Master in Nonprofit Management and Governance. With ten modules derived from a variety of disciplines, it is the most extensive continuing education at CSI. The second pillar are the executive trainings. These compact and very practical programs have been extended since last year. The portfolio of executive trainings includes diverse seminars and workshops on numerous topics that meet the individual objectives, prior knowledge and expectations of their participants.

For the EXPERT-Trainings in the fall/winter of 2014, we have further developed our offerings and adapted them to the needs of our participants. Our aim is a more practical approach, followed by immediate application and deeper networking. From our experience,

we know about the relevance of cooperation with key civil society actors. Cooperation with a variety of partners as well as network building and management across sectors are increasingly of interest at CSI. As we encourage more practical relevance in our masters program, we also strengthen this aspect in our EXPERT-Trainings.

Thus, the planning for our new EXPERT-Trainings is currently at full speed, as we offer for the first time in September 2014 a cooperation event on the following topics: "Social Entrepreneurs" with Stefan Schwall (apeiros) and Mural Vural (Chancenwerk); "Campaigning for Change – campaigns as strategic conflict-resolution" with Andreas Graf von Bernstorff; as well as "Social Innovation" in cooperation with the DO School Hamburg. In addition, the Fundraising Academy acts as a partner in two events. No other dynamic has as drastically changed the third sector as much as the introduction of professional fundraising.

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Editorial

Dear Readers,

For all of us at the CSI the professional qualification of Third Sector staff has always been a strategic priority. We are busy offering our Master program increasingly in single modules with a clear content profile as well as developing executive training seminars in English. We are aiming at flexible solutions in the interest of our participants. Have a closer look at our programmes! A second strategic pillar of CSI efforts since our foundation has been the European perspective. We have been addressing research issues in a comparative European dimension and with partners in many European countries for years. This effort has now culminated in having been granted the ITSSOIN project in the FP 7-Program of the European Union as coordinating institution. Previously we have worked on social innovation already with our partners in projects such as TEPSIE and INNOSERV.

For the first time we ran a summer school on social investment and social innovation at the North Caucasus Federal University at Stavropol in the Russian Federation, in cooperation with MitOst e.V. and the BMW Foundation Herbert Quandt. We could see the 30 participants work intensively with us at the frontiers of civil society and see how encouraging international cooperation can be in such a context. We conclude one or the other manuscript during these sunny summer days, among others a reference book on Social Return on Investment with our partners at the Vienna Economic University.

We wish you good recreation during the vacation season in order to be well prepared in autumn when we will offer you new publications for further reading.

Dr. Volker Then





Experts for Professionals

Successful social entrepreneurs learn from the new CSI training format

With BASIC-Trainings, we offer the possibility to become fundamentally familiar with relevant topics. The ADVANCED-Trainings are for participants to apply specific methods and skills directly to their own projects. Our EXPERT-Trainings offer specialized knowledge for professionals.

The EXPERT-Trainings particularly target already established decision-makers in the Third Sector as well as emerging executives with years of experience in this field. From our experience in both research and consultations, we know the specific demands of social investment – especially at the management level. Despite full commitment to their work, decision-makers often lack the time and environment for the essentials: comprehensive reflection, systematic analysis and collegial development of their projects. For this reason, CSI offers workshops on the most relevant topics in this area, allowing for individuals to exchange important questions at the expert level.

The EXPERT-Trainings provide leaders in the field of social investment with knowledge that enables them to refine and develop their organization in very specific areas. Our spring 2014 programs "Social Investment & Impact" and "Foundation Strategies for Impact" already received great interest. Lessons from specialists in their respective fields were made clear through illustrative case examples from practice and deepened

by vital discussions. The topics of the day were taken up again at dinner and discussed further through this informal framework. Through these enriching and fruitful dialogues, the CSI team has come to get to know the exciting participants of the EXPERT-Trainings and experienced their valuable input. We thank the participants and look forward to a productive working atmosphere also in the future.

Further information can be found on the CSI teaching website under:
www.csi.uni-heidelberg.de/lehre/training

Tine.Hassert@csi.uni-heidelberg.de

Dates of the Trainings

Entrepreneurs in Social Context:	11.-13.09.
Campaigning for Change:	19.-20.09.
Foundation Strategies for Impact:	13.-15.11.
Social Investment & Impact:	27.-29.11.
Social Innovation:	6.-8.10., 27.-29.10., 24.-26.11.

Register Now!

Masters: A new year starts

A few places are still available, and we look forward to others interested. The initial phase starts in the beginning of September.

Shortly before the application deadline for next year's Masters in Nonprofit Management & Governance, it is already clear that we can welcome a very interesting group again.

Meanwhile, corresponding to the diversity of our participants, we can offer better opportunities to network with each other professionally as well as more informally outside of the course curriculum, for example, through our "fireside chats", network meetings with mentors, alumni and representatives of relevant organizations. Also, contacts made during the study are becoming increasingly important for the later career. Through the specialized courses offered during the study program, valuable connections between academic research and organizational practice are linked.

Those interested can apply for the next school year. Information can be found at:
www.csi.uni-heidelberg.de/lehre/zu-lassung

Tobias.Vahlpahl@csi.uni-heidelberg.de

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For several years, there has been a close connection between the CSI and the Fundraising Academy gGmbH in Frankfurt, a well-known institution in the field of fundraising. Thus, the CSI is working with the advisory board of the academy and Volker Then, known to many graduates as the Head of the Examination Board. By focusing trainings on young fundraisers and by years of consulting experience, the Academy has improved its quality of fundraising. Consequently, the Academy has also improved structural ma-

agement, investment provisions and set up new offices. It has also created a basis for understanding the sector and setting standards for it – also at the international level. It demonstrates a process that is continuously evolving. Since their inception, CSI and the Fundraising Academy have both contributed significantly to the changes in the nonprofit sector in Germany. They combine more than structural logic of teaching and consulting in their respective core areas. They particularly promote the

professionalization of fundraisers and nonprofit executives. The numerous ties between CSI and the Academy are now more apparent through the EXPERT-Trainings framework. Through this shared cooperation, we hope to make trainings more accessible to a larger, more targeted audience.

Tine.Hassert@csi.uni-heidelberg.de
Carsten.Eggersgluess@csi.uni-heidelberg.de



„It's so in!“

CSI coordinates European research project on social innovation

How can organizations and engaged citizens promote social innovation? The CSI coordinates a new European research consortium project to investigate the potential impact of civil society.

Researchers of eleven scientific and governmental institutions from nine countries examine the social effect of the Third Sector and civic engagement. The results should lead to recommendations both for policy and practitioners for promoting innovation in Europe. Beginning in March 2014, the European Union funds the project "Impact of the Third Sector as Social Innovation" (ITSSOIN) for over a period of three years.

The Third Sector, which is neither assigned to the market nor the state, includes voluntary organizations, charities, foundations, social enterprises and non-profit organizations: "These forms are equally as important parts of European societies as civic activists", explains Dr. Georg Mildenerger from CSI. As part of the ITSSOIN project, academics

examine whether and how these groups contribute to new approaches for solving social problems. A recent example of successful social innovation that organizations and activists from the Third Sector triggered is the formation of energy co-operatives that pushed forward the Energiewende policy agenda, or the German transition towards renewable energy.

"Our research project is based on the assumption that the Third Sector is better equipped than the state or private sector to produce and drive social innovation", explains Dr. Mildenerger. "Third Sector organizations are affiliated with different interest groups, they encounter social problems in their everyday work and can draw on a range of creative influences through volunteers". To test this hypothesis, academics examine the effect of the Third Sector on social innovation across various fields. These include art and culture, social services, health care, environment and

sustainability, consumer protection, labor market integration as well as social environment and regional development. The research project should show how societies modernize through civic engagement and self-organization in various European countries.

In addition to CSI, academic and governmental institutions from the Netherlands,

ITSSOIN.eu
Social Innovation & Civic Engagement

Great Britain, Italy, Denmark, France, Czech Republic, Spain and Sweden are participating in the project.

More information: <http://itssoin.eu>

Georg.Mildenerger@csi.uni-heidelberg.de

Economic Foundations of Social Innovation

Double Objective: Research goals are innovative measures against social exclusion

With "Creating Economic Space for Social Innovations" (CrESSI), CSI is part of a new project within a larger European network.

Under the auspices of the Skoll Centre for Social Entrepreneurship at the Saïd Business School (University of Oxford), we will examine over the next four years which economic foundations are needed to develop innovative social projects. Based on an analysis of why EU citizens are marginalized and deprived of socio-economic opportunities, we explore how policy and (civil) society can improve the lives of the most marginalized. To this end, we have developed a qualitative and quantitative research design for how social innovations

can address social exclusion. Theoretical foundations include among others: the Capability Approach, as introduced by Amartya Sen; the Social Grid Model, as introduced by the German sociologist Jens Beckert; as well as the Analytical Model of Power Structures in Society, as developed by the historical sociologist Michael Mann.

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Creating Economic Space for Social Innovation

Within this project, CSI is responsible for the coordination and implementation of several

case studies as well as for the investigation of social innovation life cycles.

The goal of this project is to extend previous research results in order to increase the understanding of which social innovations are promising for socio-economic inclusion and what is the most effective model for supporting policies of EU member states and the EU Commission in order to strengthen the development of sustainable economies and reduce inequality and socio-economic exclusion.

Further information: www.sbs.ox.ac.uk/ideas-impact/research-projects/cressi

Thomas.Scheuerle@csi.uni-heidelberg.de
Gudrun.Schimpf@csi.uni-heidelberg.de



Intensive Exchange: CSI-Expertise in the German Bundestag

Academics from Heidelberg and Berlin provide figures of volunteer services

The project "Incoming" provides the first results on voluntary services in Germany. Topics include, for example, the motivation of volunteers. The project will run until 2015 and is funded by BMFSFJ.

On May 4th, Julia Eberhardt and Hanna Hielscher were invited as experts on the topic of internationalization of volunteer

services BFD, FSJ/FÖJ to a subcommittee on civic engagement at the German Bundestag. Important interim results of the project are as follows: Roughly 600-800 volunteers from abroad complete a year of voluntary service in Germany each year. This is an ex-

pected, yet satisfactorily high number. Nevertheless, there are always problems: Organizational difficulties are visible in VISA procurement as well as the lack of possibility for preparation and follow-up of the volunteers in their homeland. The potential commitments of volunteers in organizations are as diverse as their motivations, which extend from the search for meaning to more pragmatic and very specific professional interest. In the next phases of the project, the motivations of the host organisations will be of particular interest.



Julia.Eberhardt@csi.uni-heidelberg.de

Personalia

Gudrun-Christine Schimpf (Dr. phil., Universität Heidelberg, 2004) is employed as a researcher at CSI since February.



She works primarily on the project "CrESSI". Before that, she spent several years freelancing for various cultural, educational and research institutions.

Among other things, she supported CSI and the College of Jewish Studies in the research project "Jewish Philanthropy". Furthermore, she was employed by the Working Group for Modern Social History in Heidelberg.

Gudrun-Christine Schimpf received her doctorate at the University of Heidelberg and has a Magister in History and political science. During her studies, she spent two semesters abroad at the University of Kentucky (USA), where she devoted herself to cultural history and gender studies.

Her doctoral thesis, "GELD MACHT KULTUR. Kulturpolitik in Frankfurt am Main zwischen Mäzenatentum und öffentlicher Finanzierung, 1866-1933", was awarded the Otto Borst Prize in 2005. Dr. Schimpf's main research interests are in the field of urbanization history of civic engagement and gender research.

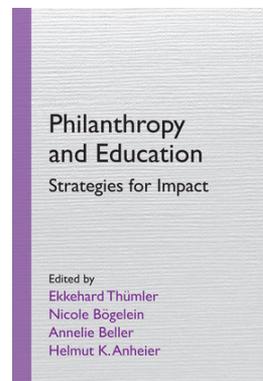
Better schools through innovative niches

Results from "Strategies for Impact in Education" published

The education sector is one of the most significant fields of activity for both European and American foundations. A recent study by the University of Heidelberg investigated the effectiveness of projects that want to improve learning for children and young people both within and outside of schools. Funded by the Mercator Foundation, the results of this project are available under the title, "Philanthropy and Education: Strategies for Impact".

niches" that are also well developed and durable. Whether foundations, state actors or non-profit organizations support such niches is of less importance.

The study further proposes to consider alternatives for cooperation with schools. This is an important strategic option, as for foundations that are active at the margins of large state systems it is often much easier to achieve detectable social impact.



From six case studies of European and American programs, this study makes concrete proposals for how foundations can achieve the aforementioned goals. It notes a need for strategies that are tailored to solutions for very specific problems in the education sector. Successful projects have a particularly high experimental proportion because innovations cannot be planned. New approaches are regarded as working hypotheses that must be tested according to the realistic conditions of education systems.

Thümler, Ekkehard; Bögelein, Nicole; Beller, Annelie; Anheier, Helmut K. (Hrsg.) (2014): Philanthropy and Education. Strategies for Impact. Basingstoke: Palgrave Macmillan.

The desired effect is only achieved when projects are operated in secure "innovative

Ekkehard.Thuemler@csi.uni-heidelberg.de

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