



CHARITY RATING®  
KONFERENS 2006

## Charity Rating Conference 2006 - an open dialogue on the possibilities in the non-profit sector

Monday December 4th 2006 at Clarion Hotel Stockholm, Skanstull

Welcome to the first of Charity Rating's annually returning conferences. We want to offer a meeting place for everybody with an interest in the non-profit sector. The aim is to put responsibility on the agenda and to create an understanding for each others reality, needs and involvement. A possibility to influence and develop the future of the non-profit sector.

### Short background on our speakers

**Mikael Ahlström** founded Procuritas in 1986 as the first private equity firm in the Nordic region with a focus on buy-outs. In 2004, Mikael took the initiative to establish Charity Rating, a non-profit organization with the aim to increase the donor's will to give and to increase the possibilities for the donated means to reach the final destination as untouched as possible. Mikael is chairman in Charity Rating's board and a member of INSEAD's International Council.

**Elisabet Andersson** has during her six years as Secretary General of SOS-Children's Villages Sweden, taken the organization through a process of change which has led to great success. Elisabeth has worked in SEB for many years and has held positions as head of sales, head of office, head of customer service and has also worked with management development and running projects for the group board.

**Marie Boris-Möller** holds the position as head of communication at Charity Rating with international management and project experience primarily within marketing and PR for cultural and humanitarian questions. Head of sponsoring at the Swedish post, head of marketing at Kunskapshammen Emotion, external relations Tekniska museet and initiator to the project "Dalai Lama's Perspective" in 1996 when Dalai Lama visited a full Globen.

**Sasja Beslik** is head of responsible investments at Banco Fonder. Sasja has previously worked as CSR consultant for many Swedish and international companies and the World Bank. He has worked both in field with social revision in China, Russia and Africa, and theoretically with building CSR structures in large groups. He has a background as freelance journalist and war correspondent in Kosovo.

**Anna Breman**, PhD & Researcher at Stockholm School of Economics. Anna defended her thesis on private giving to non-profit organizations in 2006. Anna has worked for the World Bank and WTO and has also done research at Harvard University, USA. Has co-operated with many organizations in her research, e.g. Stiftelsen för Insamlingskontroll, SOS-Children's Villages, Diakonia and Cancerfonden.

**David Brocklebank** is CEO of GuideStar UK and has fifteen years of work-experience from the IT-sector. David was previously partner in an incubator with focus on start-up and development of operations within the technical field.

**Tiziana Dearing** is Executive Director of Hauser Center for Non-Profit Organizations at Harvard University, USA. Tiziana has a Master in Public Policy from Harvard's John F Kennedy School of Government and has previously worked as a consultant for NGO's and businesses. She specializes in strategy development and implementation, executive decision making and coaching. She is active in the social debate and can be heard both on radio and TV.

**Lennart Eriksson** is Director at Star of Hope and has been active in the non-profit sector all his life. In 1979, he took the initiative to the founding of the charity organization Star of Hope. A large part of Lennart's work consists of travelling and visiting the organization's partners around the world. He is also operationally responsible for development and daily practice within Star of Hope.

**Mats Georgson** PhD, Consultant and founder of Nordic Brand Academy. As branding consultant in his own business, Goergson, Mats works with branding strategies and daily challenges facing many international firms. He is also senior master at the Institute for applicable communication knowledge, GI and IHR. Mats defended his thesis in market communication at the University of Connecticut, USA.

**Charlotte Petri Gornitzka** is Secretary General of Save the Children Sweden and chairman of Save the Children Alliance. Previously, Charlotte has worked as head of information and assisting Secretary General of the Red Cross. She has also worked as a management and communication consultant at Askus for ten years and is involved in questions concerning ethics, responsibility and CSR.

**Nigel Harris** is CEO of New Philanthropy Capital (NPC), UK since 2004. Nigel has established NPC's research capacity, marketing and sales strategy and reference group work with both sponsors and non-profit organizations. Nigel has a background in the investment bank Schroders and was previously a consultant at Tearfund, a fund for international development work.

**Per-Ola Karlsson** is CEO and partner at Booz Allen Hamilton with responsibility for the Nordic region and leader of the firm's Organization and Change Team in Europe and the Middle East. During his twenty years as a consultant he has primarily worked with supporting clients in developing strategies and programs. He has worked within the energy sector, transportation and production industry with pharmaceutical techniques and private equity.

**Laurent Leksell** is a working board member and previously CEO of Elekta AB (1972-2005). Laurent holds positions in the boards of many businesses quoted on the stock exchange and is, since 2005, chairman of Stockholms Stadsmission. Elekta is an international pharmaceutical group which develops and sells advanced clinical solutions, information systems with full coverage of cancer treatment and treatment of illnesses of the brain.

**Frida Rengstedt** works as charity controller and project manager at Star of Hope. Frida has a master of international economics with focus on Spanish and control and has lived abroad for long periods of time, e.g. in Ethiopia, Nicaragua, South Africa and Spain. She has experience of both field and commercial work. Since 2005 she works on the project "Quality proofed aid".

**Thomas Sundén** is CEO of Charity Rating and has experience of start-ups, board and management missions within both the private and the non-profit sector. Thomas was previously CEO of the magazine Situation Sthlm and chairman of the non-profit organization Situation Sthlm.

**Malin Tappert** works as head of information and company relations at Volontärbyrån and has previously worked on information-related questions both in Sweden and abroad. For the last few years Malin has worked in Brussels, dealing with communication and research on citizen's involvement in questions concerning the EU. Malin has also been involved on a non-profit basis in the youth organizations PeaceQuest and LSU and has especially focused on inter cultural meeting with eastern Europe.

**Claes Trollestad** is one of the founders of Etikakademien where he is part of a group of researchers, consultants and writers who for many years have done research and work on ethics in private, governmental and non-profit organizations. Claes is University lecturer in the science of philosophy of life at Uppsala University. He defended his thesis, "Humanity in leadership education", in 1995 and was a guest researcher at University of California, Santa Barbara (UCSB) in 1995/1996 with focus on the philosophy of staff management.

**Johan Åkerblom** has been head of information at Sida for ten years and has a background as a communication consultant private business. Today he mainly works with Sida's relations with Swedish firms.

#### Moderators

**Annika Dopping** is a TV-journalist and communicator who specializes in humanitarian questions. Annika has, among other things, made around 70 TV-shows and worked on many conferences.

**Kattis Ahlström** is editor-in-chief of the magazine Icakuriren. She is a journalist with many years experience at the Swedish television where she, among other things, has worked with fund raising evenings for Radiohjälpen. Furthermore, she works for BRIS and as a goodwill ambassador for the UNFPA.

**Jonna Jacobsson** is an organization consultant in her own firm, Sustain AB. Since many years, she supports businesses and organizations in valuing processes connected to the brand, organizational development and strategies.

**Marianne Wilöf** is a journalist with focus on pharmaceutical questions and science.

#### Participants in the panel

**Marianne Nivert** is chairman of Save the Children Sweden, chairman of the Swedish post and previous head of group of Telia. Marianne was also involved in the investigation of the Tsunami reports.

**Robert af Jochnick** is active as private sponsor, among other things through the creation of Jochnick Foundation where he is also chairman. Furthermore, he is one of the founders of Oriflame.

**Ulf Kristersson** is a right wing politician in Stockholm city council, dealing with social issues. Ulf has a political background as chairman of Moderata Ungdomsförbundet (the youth section of the largest right wing party in Sweden) between 1989-1991, member of the Swedish parliament 1991-1992 and city councillor of financial issues in Strängnäs 2002-2006. Ulf has previously been chairman of Adoptionscentrum, head of communication at Adcore and head of marketing at Timbro.

**Erik Brandsma** is head of CSR-questions at E.on and E.on AG's head quarters in Germany. He is originally from Holland and has previous experience of work for the UN's commission for sustainable development, New York, OECD in Paris and a Master in Natural Resources management.

# Program

Moderator: Annika Dopping

## Morning: 9.00 – 12.00

Bankettsalen, B12 Ground floor

- **Opening**  
Mikael Ahlström, initiator and chairman  
Charity Rating
- **Changing roles in society**  
Tiziana Dearing, Executive Director Hauser Center for Nonprofit Organizations, Harvard University

From a global perspective and with private engagement in focus, Tiziana will give us an insight of the changing roles in society. The speech will start from a historical perspective describing the size, focus and development of the non-profit sector. To describe the changes of society Tiziana will use the development of the liberal democratic society. Successively the presentation is moved over to the convergence of roles between the private, non-profit and public sector to describe how we should look upon private engagement and the development of the non-profit sector.

- **Corporate Social Responsibility**  
Claes Trollestad, Docent Etikakademin

Why do firms get involved in so called ethical questions? Do strategic or moral motifs lie behind? Do good firms also suffer from moral muteness? Are firms morally responsible? Can non-profit work and social responsibility be incorporated with a firm's mission? In his speech, Claes will refer to recent research, practical experience and a recently held management seminar on "Profitability and ethics", held by Etikakademin.

## Break

- **Interaction between official and private means**  
Johan Åkerblom, former head of information Sida

Johan will bring up Sida's role as a support for Swedish aid organizations in their work to reduce need and to build sustainable development together with sister organizations all over the world. For every crown collected, a Swedish organization can receive nine crowns from Sida. Johan will talk about what demands are put on an organization in order to receive financial support from Sida. Among other things, this involves the Swedish government's aid goal: Contribute to the creation of means for poor people to improve their living situation.

- **Case Study UK**  
Nigel Harris, Executive Director New Philanthropy Capital

Nigel Harris will give a presentation of New Philanthropy Capital (NPC), a non-profit organization with its base in Great Britain. NPC has since the start in 2001 provided advice about efficient giving to private donors and sponsors. NPC will give advice about £10m private giving and benefits this year and has published approximately twenty reports. Furthermore, the organization has done research on how structural issues within the non-profit sector might be solved. Nigel will talk about the non-profit sector in Great Britain, the reasons for the creation of NPC and how NPC do their research.

## Lunch, Clarion Hotel: 12.00 – 13.00

## Afternoon: 13.00 - 14:30

### Workshop I, II and III

The afternoon session contains three parallel workshops with several speeches and questions for common evaluation.

#### Workshop I: Non-profit organizations

Bankettsalen, B1 Ground floor

- **The reality of non-profit organizations**  
Elisabet Andersson, Secretary General SOS-Children's Villages Sweden

Elisabet will bring up the contrasts one faces when working in a non-profit organization – the difficulty in one day being in Africa, visiting families where the parents are dying from aids and the next day being in charge of a professional organization. Yet another point being touched upon during the speech is the common view of SOS-Children's Villages as a charity organization where the staff should work, if not for free, then for a very small pay. Even though the largest non-profit organizations today work in a very professional manner with important and difficult questions that require competent staff.

- **Fund Raising – how does one know what works best**  
Anna Breman, PhD & Researcher Stockholm School of Economics

Anna will bring up questions concerning what affects us in the will to give money to charity, how non-profit organizations can secure long-term projects and make us more generous and how one can know what fund-raising campaign is the most efficient. She will also mention ways in which to test and evaluate fund-raising campaigns, and talk about what knowledge is available about what works and what does not.

- **The importance of follow-up and evaluation of results**  
Lennart Ericsson, Director and Frida Rengstedt Controller Star of Hope

Why is follow-up and evaluation of results important for the non-profit sector? Lennart and Frida will talk about the work that Star of Hope does to quality prove aid by applying result oriented principles. The importance of result oriented control will be treated from different perspectives; givers', receivers' and organizations'. In order to reflect the global debate, reflections represented in academic literature will be put forth. Furthermore, the discussion will treat why result oriented control is not applied to a greater extent amongst non-profit organizations, and mention some of the reasons for why this might be so.

#### Workshop II: Individuals

Conference room C10, First floor

- **The need for independent transparent information**  
David Brocklebank, Executive Director Guidestar UK

A civil society cannot achieve its potential unless the work of its institutional actors is revealed accurately and completely to the full range of their stakeholders and the public. This presentation will stress the importance of transparency for progress in civil society development.

- **Why do Swedish people give?**  
Marie Boris-Möller, Head of communication Charity Rating

What makes us give? Marie will bring up different perspectives on giving – who gives, how and when? What underlying factors affect us to give? In this context, results from a recent report made by Ipsos, will also be presented.

- **Swedish peoples' will to give**  
Malin Tappert, Head of information and company relations Volontärbyrån

Sweden is one of the five countries in the world where more than half of the population is involved in the non-profit sector. Volontärbyrån wants to stimulate the commitment to the non-profit sector by setting up contact between people who want to get involved. In four years Volontärbyrån has provided more than 9300 voluntary contacts to more than 580 non-profit organizations. During the seminar new trends within the non-profit sector both for individuals and firms, will be presented

### Workshop III: Firms

Bankettsalen, B2 Ground floor

- **Social commitment in private business – purpose & need**  
Laurent Leksell, working board member Elekta

Laurent Leksell will discuss the motifs and the use for firms to get socially involved in the community. How can the interaction between firms and non-profit organizations develop and benefit from an active Corporate Social Responsibility (CSR).

- **Brand connection to CSR (Corporate Social Responsibility)**  
Mats Georgsson, PhD & Brand consultant Nordic Brand Academy

Mats will talk about in what way CSR is believed to become more important but how, in order to make business work in amore systematic manner, there is need for proof that doing good is lucrative. The annual study Rep Trak, shows that the Swedish population's general expectations on businesses' societal responsibility increases rapidly. This study, which is conducted in many countries in parallel, shows that Sweden is yet far behind in the development. Furthermore, Mats will bring up whether or not people's claimed involvement in CSR-related questions actually results in action. Does a brand gain from putting resources into CSR?

- **Partner hood with non-profit organizations & CSR from an investor's perspective**  
Sasja Beslik, Head of responsible investments Banco Fonder

Sasja will, among other things, bring up Banco's co-operation with non-profit organizations since 1992. What is the situation today – what challenges, and possibilities are there in the future? How do we see non-profit organizations' role in the debate on firms responsibility for the environment and mankind?

- **The drive behind a firms commitment**  
Per-Ola Karlsson, CEO Booz Allen Hamilton

Today many firms are actively involved in non-profit work and the expectations for the future are that the number will continue to grow. Where and wherefore does the firms commitment spring from? What positive effects does it bring? In Booz Allen Hamilton, like in many other firms, the social commitment is not formed from the top. Rather, it is the will amongst the staff to support and improve the world around, which drives the involvement. To actively participate in non-profit work gives the staff a possibility to give something back, to develop knowledge, widen perspectives and feel pride.

### Break

### Closing session: 15.00 – 16.00

Large Conference Hall, Ground floor

- **The future of non-profit organizations**  
Charlotte Petri Gornitzka, Secretary General Save the Children Sweden

Charlotte will talk about what one thinks of when questions concerning the non-profit sector are dealt with. Is it about voluntary, non-paid and deserving work or is it about professional work for a non-profit cause, about creating a better society? Giving increases and commitment to the sector takes on new forms. New actors enter the scene with new solutions. The social responsibility of the private sector increases but also the involvement of new actors with new demands and terms. Charlotte will also bring up the influence of people like Richard Branson and bill Gates. She that potential tax relieves in Sweden will lead to more role models of the same kind.

- **Funding success – more means to more people**  
Thomas Sundén, CEO Charity Rating

Thomas describes how successful organizations and projects can be given attention and power to grow. The private involvement is large and has a potential to continued growth. At the same time, the private sector's interest is growing which is something that puts new demands on the non-profit organization's work and follow-up. In order to lead this new interest in the right direction there is need for a greater understanding of the non-profit sector and how the individual organization fits in to society. The speech will describe how information, analysis and evaluation help more means reach more people.

**Panel debate: 16.00 - 17.00**

- How are possibilities for development of the non-profit sector created?

The debate will bring up relevant questions and also treat subjects which appear during the day.

Members of the panel - Marianne Nivert (chairman of Save the Children Sweden), Robert af Jochnick (chairman of Jochnick Foundation), Ulf Kristersson (city councillor in Stockholm with focus on social issues Stockholm) and Erik Brandsma (CSR Manager E.ON Nordic)

**Closure of the day: 17.00– 18.30**

Mingle, wine, snacks and entertainment