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While much international attention focuses on how to mitigate climate change, adaptation to climate change is arguably the more pressing concern for the world's poorest citizens. Finding ways to help communities in the developing world both mitigate and adapt to climate change is thus a key challenge for global philanthropy. Fortunately, strategies that accomplish both of these goals at once – generating what are known as “co-benefits” – are starting to emerge. This issue of *Global Giving Matters* looks at two, led by the Good Energies Foundation and the Green Belt Movement.

Global Giving Matters presents best practices and innovations in philanthropy and social investment around the world.

It is an initiative of The Synergos Institute's Global Philanthropists Circle under the direction of Adele S. Simmons, President of the Global Philanthropy Partnership, and Beth Cohen, Senior Director, Global Philanthropists Circle. Neil Carlson is the lead features writer.

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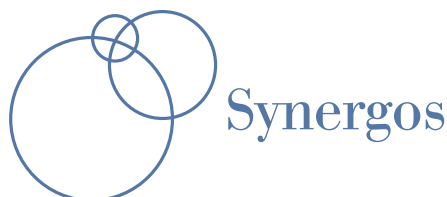
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Seeking synergy: Funding climate change mitigation and adaptation

In the debate over how best to address global warming, the consensus among scientists, policy-makers, and environmental activists is that solutions must incorporate both mitigation – reducing carbon emissions – and adaptation – helping communities cope with the current and future effects of climate change. Yet in the run up to the Copenhagen climate change summit in December 2009, public discourse has focused largely on mitigation – and even more narrowly on the issue of carbon reduction targets. Will developing countries – particularly Brazil, China, India, Mexico, and South Africa – eventually agree to binding targets for reducing emissions? Does the Waxman-Markey bill recently passed by the US House of Representatives go far enough in calling for a 17% reduction in 2005-level emissions by 2020 – and will the bill be watered down, or killed, in the US Senate? Are bilateral negotiations between China and the United States laying the foundation for a multilateral agreement in Copenhagen, or are the world's two largest carbon polluters merely looking to sidestep the deep cuts the rest of the international community insists upon?

While mitigating climate change is the key long-term issue, adaptation is arguably the more pressing concern for the world's poorest citizens. Simply put, climate change disproportionately affects the world's poorest, particularly those in least-developed countries. According to a 2008 United Nations Development Programme report, drought-affected areas in sub-Saharan Africa could expand by up to 90 million hectares. Likewise, melting glaciers in the Himalayas and Andes are changing water flows, threatening to undo decades of agricultural progress in Asia and Latin America, undermining food security and threatening human health. By 2080, an additional 1.8 billion people could be living in regions where water supply is scarce, and the number of people affected by malnutrition could rise to 600 million. Meanwhile, the **Intergovernmental Panel on Climate Change** projects that rising sea levels will inundate 20 percent of Bangladesh, flooding coastal areas and raising salinity in croplands, imperiling the livelihood of 37 million people.

Since 2002, the world's richest countries have pledged nearly \$18 billion to various bilateral and multilateral climate change funds and projects, including the **World Bank** and the **Global Environment Facility**, the funding arm of the **United Nations Framework Convention on Climate Change**. Yet, a recent analysis conducted by the *Guardian* (UK) found that less than 10% of the money promised by rich countries to help poorer countries adapt to global warming had actually been delivered. According to the report, published this past March, just \$900 million has been disbursed. More importantly, the main policy instrument being advanced to help countries mitigate the impact of climate change is climate insurance. Yet, while climate insurance may help poor countries buy food when crops fail or re-build communities devastated by floods, hurricanes, or other climate-driven disasters, it does little to help people cope with the day-to-day realities of climate change.

Finding ways to help communities in the developing world both mitigate and adapt to climate change is one of the key moral, political, and economic questions of our time – and one of the principal challenges for global philanthropy. Fortunately, strategies that accomplish both of these goals at once – generating what are known as “co-benefits” – are starting to emerge. Donors, policymakers, and NGOs are developing new models and strategies that cut across

issue areas, bringing together the fields of public health, education, economic development, environmental conservation, and energy access. Yet ensuring that the world's poorest citizens benefit from strategies that blend co-benefits will require innovation and advocacy: innovation to identify replicable models and operationalize them as quickly as possible; advocacy to ensure that public policies and funding mechanisms support integrated action at a scale commensurate with the challenge.

Solar power: Reducing carbon supports health, education, and development

According to the United Nations, 1.6 billion people lack access to electricity. Many turn to wood for cooking and kerosene for lighting. But cutting wood for stove fuel saps the soil's ability to hold water, creating arid soil and taxing water tables. Meanwhile, kerosene is expensive to buy, dirty to burn, and hazardous to human health. That's why the **Good Energies Foundation** (www.goodenergies.com/foundation/), the corporate foundation of **Good Energies**, a New York-based private equity firm specializing in renewable energy, has made the elimination of kerosene lighting one of its top priorities.

Since the early 2000s, the Good Energies Foundation has partnered with German-based **Stiftung Solar Energie** (Solar Energy Foundation), which uses the **King Baudouin Foundation USA** as its local fiscal agent, to bring low-cost solar power to Rema, a village of 3,000 in the rugged Mida region of Ethiopia. Located about 140 km north of Addis Ababa, 90% of Mida's residents live through subsistence farming amidst steep, arid canyons. Through contributions from Good Energies and other donors, the Solar Energy Foundation and its local partners have equipped the village with solar panels, batteries for energy storage, and LED lamps. Most systems were installed in families' huts, but public institutions – an orthodox church and three mosques, a clinic, the village school, and the police and local administrator's office – also got power. To date, the project has installed over 3,000 solar home systems across Ethiopia. Although the project started out with a model based on subsidizing capital costs – with villagers making small payments towards the eventual cost of replacing batteries – the group uses a revolving credit facility, a model that will help accelerate growth into other areas of the country without making the systems unaffordable to the poor.

“Our goal is to focus on energy access and poverty alleviation,” said Good Energies' CEO **Richard Kauffman**, who spoke with members of Synergos' Global Philanthropists Circle in May at a learning forum on climate change and poverty. “We are focused on practical solutions, and we recognize that there are various other co-benefits as well.”

Since the average lamp burns 70 liters of kerosene every year, producing about 160 kg of carbon dioxide, the Rema project prevents 368,000 kg of carbon emissions each year. Students can now study after sundown by the cool glow of LED lights. Tea shops can do more business now that their hours of operation extend into the evening. Meanwhile, solar-powered water pumps, installed last year, have obviated the daily four-hour trek many women had to make, down steep canyon walls, to fetch water from the valley below. The village's solar-powered disinfection system ensures that the water is safe and clean, and solar-powered refrigerators ensure that the local clinic has safe, cool medicines – all at a much lower cost than kerosene.

The key to Rema's success with solar power has been local control. While the first phase of Rema's solar installation was overseen by staff members from the Solar Energy Foundation, long-term sustainability depends on local know-how. In 2007, Rema became home to the **International Solar Energy School**, which provides a comprehensive six-month technical training course to Ethiopian electricians. By investing in local know-how, the project ensures its

sustainability and lays the groundwork for continued expansion. “The idea is that the graduates will go back into their home regions, where they can work with the Solar Energy Foundation – or become solar entrepreneurs in their own right,” Kauffman said.

In addition to Rema, there are three other solar service centers in various parts of Ethiopia. The four centers provide installation and ongoing servicing of local systems. Two more centers are scheduled to come online over the next 18 months.

The Green Belt Movement: Fighting poverty and environmental degradation

The **Green Belt Movement** (www.greenbeltmovement.org) is a leading example of how local communities can integrate mitigation and adaptation. Founded in 1977 by **Wangari Maathai**, the Kenyan environmental activist and 2004 Nobel Laureate, the Green Belt Movement began with the simple recognition that poverty, environmental degradation, and lack of women’s rights were inseparable. Over the past 32 years, the Green Belt Movement has planted over 40 million trees, mainly through its network of 6,000 community-based nurseries, which are run

mainly by poor rural women around Africa.

“The women of the Green Belt Movement have learned about the causes and the symptoms of environmental degradation,” Maathai said in a 1994 speech at Harvard University. “They have begun to appreciate that they, rather than their government, ought to be the custodians of the environment.”

The Green Belt Movement is a case study in co-benefits. Planting trees preserves soil while also providing shade and firewood. Trees reduce aridity and help trap water in the soil, thus increasing crop yields and improving food security. And the process of organizing that women to do planting increases civic participation and helps empower women. “Through the Green Belt Movement, soil erosion has been reduced in critical watersheds, thousands of acres of biodiverse-rich indigenous forest have been restored and protected, and hundreds of thousands of women and their families are standing up for their rights and those of their communities to live healthier, more productive lives,” Maathai said.

But the real impacts of the Green Belt Movement are most evident at the local level. In rural villages throughout Africa, women are responsible for cooking meals

The Co-Benefits of Action

Strategy	Co-Benefits
Solar Panels for Rural Villages	<ul style="list-style-type: none"> Improved health from safe, refrigerated vaccines Improved child and maternal health as battery-powered headlamps for midwives improve birth outcomes Lower levels of soot carcinogens from kerosene lamps Reduced carbon emissions vs. transporting and burning kerosene Less soot and particulate matter Students can study at night Teachers have more hours to prepare Lower amortized energy costs Increased trade from shops staying open at night
Forest Preservation and Sustainable Agriculture	<ul style="list-style-type: none"> Planting trees leads to improved soil fertility, higher crop yields, and better nutrition Increased habitat and biodiversity = ecotourism opportunities Organizing and teaching forestry skills = civic engagement Carbon trading = increased income Trees act as carbon sinks, removing carbon and mitigating global warming

and harvesting firewood. As trees are felled for firewood, women have to travel further from their homes to collect wood, which means that they have less time to care for their children and tend to their crops, not to mention engage in politics or get an education. Yet, according to a recent study by the Nairobi-based **World Agroforestry Centre**, Kenyan farmers who plant an average of 500 fodder trees are able to provide high-quality feed to their livestock, thus increasing their farm income by \$95 to \$120 per cow per year.

As **Wanjira Mathai**, the Green Belt Movement's Executive Director and daughter of Wangari Maathai, explains, helping women see the connections between poverty and environmental degradation is key to the Green Belt Movement's model. Whenever the Green Belt Movement begins work in a village, they begin with a seminar called "Know Yourself." Trainers first ask women to identify their problems, a question that invariably yields a litany of complaints: not enough money, bad crop yields, sick children, a paucity of firewood. Then women are asked to identify where their problems come from. In most cases, women begin by blaming others – the government, their husbands, colonialists. But eventually they begin to see their role: how cutting trees increases evaporation and creates aridity; how monocrop farming requires expensive chemical inputs; and how all of these phenomena are tied together. "After three days of meetings," Mathai explains, "women understand that they have a role to play." And that role is to plant trees and care for their environment.

By allowing women to embrace their own agency, the Green Belt Movement has become a force for democratic reform in Kenya and a clarion voice for sustainable economic development worldwide. In 1989, the Movement was instrumental in halting President Daniel Moi's plans to build a 62-story office building – featuring a four-story statue of Moi himself – in Uhuru Park, the largest public park in Nairobi. Wangari Maathai directly lobbied the British government to cut off financing, a move that provoked a crackdown by Moi. Protests erupted when Maathai was jailed but, when the tear gas had cleared, project financing was withdrawn and the park had been preserved.

"The former government was completely against the Green Belt Movement and our work of mobilizing women into groups that could produce seedlings and plant them," Maathai said. "The government was also against the idea of educating and informing women. It didn't want citizens to know that sometimes the enemy of the forests and the environment was the government itself, which was supposed to be protecting the environment."

Taking co-benefits to scale

Both Maathai and Kauffman are optimistic about the impact their work is having on local communities. But both note that far more needs to be done in the philanthropic and policymaking communities to take projects like theirs to scale. Kauffman, for instance, makes a persuasive case for linking the fight against global warming to the politics of energy access. "A lot of governments are more interested in looking at issues of global warming than they are at looking at equity in terms of access to electricity. But there are companies coming online that are looking at delivering small-scale solar power at a remarkably low cost." And that, he continues, could be revolutionary. "We're talking about providing a two-watt panel and a few LED lights for around \$12. That's affordable, even to the very poor."

Meanwhile, Maathai notes that the Green Belt Movement's goal of planting 1 billion trees worldwide is already benefitting from the emerging market for carbon offsets – yet another example of how climate change mitigation and adaptation dovetail. In 2006, the Green Belt Movement signed an agreement with the World Bank's **BioCarbon Fund** to reforest 1,876

hectares of land within the Mount Kenya and Aberdares region of Kenya. Under the agreement, the BioCarbon Fund will purchase 375,000 metric tons of carbon offsets between 2007 and 2017, with a call option to buy 150,000 more.

“We have set some building blocks with this pilot project,” Maathai said. “We hope that we are showing the way for many other organizations in Africa and beyond to follow.”

The reforestation will bring important environmental benefits by reducing the erosion process, protecting water sources, and regulating water flows. Plants and fauna, primates, and birds, will also benefit from the re-introduction of a wide range of natural tree species. Meanwhile, community forest associations (CFAs) will employ local residents to plant and tend the seedlings during the first two years, thus stimulating the local economy. Likewise, CFAs will be allowed to extract honey, deadfall firewood, and medicinal goods from the forest.

For philanthropists, the challenge will be to find and support innovative work. Part of this challenge involves scaling up what works. In a 2006 organizational update, for instance, Wanjira Mathai pointed to the success of the Green Belt Movement’s Billion Trees Campaign as a sign that the international community is slowly moving in this direction: “The launching of the Billion Tree Campaign in November during the Climate Change Conference in Nairobi was a great success. To date, individuals and institutions around the country have committed to plant over 123 million trees.”

But innovation also requires breaking down the barriers between various issue areas and developing funding models that integrate grantmaking, social investment, and policy advocacy. “The combination of microfinance and renewable energy is a really important enabling innovation,” Kauffman said. **SELCO India**, another social investee of the Good Energies Foundation, was a pioneer in the financing of solar power through micro-credit. “It was challenging at first, because many microfinance institutions are cash-flow lenders, not asset-based lenders, but now that SELCO and others have shown that this can work, we’re hoping that microfinance can help low-cost solar projects become more sustainable.” Kauffman points to **ARC Finance** and **Micro Energy Credits Corporation** as two pioneering intermediaries in the financing field. (Indeed, by using revenue from carbon offsets for forest preservation in local communities as capital for low-cost solar systems, Micro Energy Credits’ model gets a double bang for the buck.) “These companies may not be viable as straight commercial investments – yet. But there is definitely room in this space for philanthropic venture capital to help get them there.”

Kauffman insists that the elimination of kerosene lighting is an attainable goal within the next fifteen years. “By our estimate, providing a 50-watt system – enough to power lights, a radio, and, possibly, a small television – to the 1.6 billion people who currently lack access to electricity would cost roughly \$150 billion. That’s less than the size of the AIG bailout.” Kauffman likens the challenge of low-cost solar to disease eradication. The key, he continues, is finding the right combinations of technology and financing – along with the right management teams – and then scaling them up. “What’s so exciting is that there is a finite number. We can foresee the elimination of kerosene lighting in 10-15 years if we shine a spotlight on it.”

Blue Planet Run fosters peer learning and cooperation on safe drinking water

The last time *Global Giving Matters* caught up **Jin Zidell** was in January 2007 as he and his **Blue Planet Run Foundation** (www.blueplanetrun.org) prepared to launch Blue Planet Run 2007, the world's first global relay run to raise awareness and funds for safe drinking water projects worldwide.

The Run, with 20 elite runners representing 13 nationalities, and sponsored by **Dow Chemical**, was a tremendous success. It began in June 2007 at the **United Nations** in New York City and covered 15,200 miles through 16 countries over the next 95 days. The event generated 1,200 news stories, over 600 million impressions, and crowds around the globe, making it the single largest event ever focused on safe drinking water. *National Geographic* magazine concluded, "The Blue Planet Run demonstrates the triumph of humanity over complacency. Proper funding and collective commitment can make safe drinking water a universal reality."

A 240-page book *The Blue Planet Run Book*, was published to continue the momentum. The book is filled with striking photography of worldwide water conditions, alarming statistics, profiles of Blue Planet Run 2007 participants, and inspirational stories of "water heroes." Created by **Rick Smolan** with an introduction by **Robert Redford**, *Blue Planet Run* puts a human face on the water crisis and was the featured book at the **Chicago Field Museum's** recent major water exhibit.

While the Blue Planet Run Foundation's initial focus was on raising awareness for safe drinking water, Zidell realized that his organization could also play a role in helping connect and leverage the resources and ideas of the myriad groups and individuals working on the global water crisis.

The **Peer Water Exchange (PWX)** – www.peerwater.org – an online platform to foster collaboration, raise funding for high-potential projects, and share experience and project data – is Blue Planet Run's answer to this challenge. This global online network aims to:

- Connect people working on water and sanitation projects at the grassroots level to the other actors in order to empower their initiatives and increase capacity through a collaborative process of peer review and project monitoring.
- Generate an open, growing database of sustainable water solutions, including project descriptions, challenges, impact, and lessons learned in order to promote replication, success, and increased funding.
- Leverage information among funders, researchers, scientists, and service providers in order to increase the cost effectiveness and sustainability of providing safe water for all.

One initial example of PWX's work is fostering a relationship between a water group in Nicaragua and a social development NGO in India about how to tackle arsenic water contamination. These sorts transparent information exchanges will enable participants to learn of pitfalls to avoid and of what approaches are most likely to have significant impact.

Since its inception, PWX has grown to 58 water funding and implementing members, ranging from small grassroots groups to some of the world's largest water organizations. It has helped enable 214 sustainable water and sanitation projects, bringing safe drinking water to 250,000 people in rural areas of the developing world.

Originally funded only by Blue Planet Run, the network has recently opened up to other funders seeking a ready source of high quality water projects that have been vetted by experienced water groups. Organizations also may guide their funds to specific projects based on geography, water program type, or other criteria. Blue Planet Run has just implemented its first PWX partnership with a major charitable trust. It hopes to work with other organizations interested in leveraging the PWX network to further their own development strategies and speed the creation of sustainable safe drinking water worldwide.

Jin Zidell, a member of Synergos' **Global Philanthropists Circle**, remains committed to working with the global community to create real, sustainably provided, safe drinking water and give people the ability to transform their lives. As he puts it, "Safe drinking water enables people to take their first step up the ladder out of poverty to community health, social and economic development."

Global Giving Roundup

Overviews of news and best practices around the world and links to learn more about them

Links to websites with more details are available at the online edition of Global Giving Matters at www.globalgivingmatters.org

Forbes recognizes philanthropists across the Asia/Pacific

In their third annual issue of "Heroes of Philanthropy," *Forbes* magazine published their second list of 48 leading givers from Asia. Instead of focusing only on the biggest donors, the list includes philanthropists who deserve acknowledgement for more than the volume of their giving. In recognizing four people from each of the twelve countries, *Forbes* hopes to encourage others, from the region and worldwide, to continue giving in spite of the global financial crisis. Among the 48 is **Cherie Nursalim** of Indonesia, a founding member of Synergos' **Global Philanthropists Circle**, who is recognized for her work in education, addressing disabilities, disaster relief, and conservation. Another, **Manuel V. Pangilinan** of the Phillipines, chairs the Bayanihan Center, which provides cultural and vocational activities for Filipino domestic workers. (*Forbes*, March 16, 2009)

Third Global Social Innovators Forum to be held in Singapore

Global Philanthropists Circle Members **Cherie Nursalim** and Enki **Tan** are featured speakers at the **Global Social Innovators Forum (GSIF)** – www.socialinnovatorsforum.org), to be held in Singapore's Social Innovation Park from October 1-3. The event, now in its third year, aims to bring together a community of influential minds from the public, private and nonprofit sectors to seek opportunities to build a more inclusive and sustainable world. The 2008 event attracted over 50 speakers and more than 300 delegates from 22 countries. The theme for GSIF 2009 is "Collaborative Innovations: Investing in Team Earth & an Inclusive World." Other key speakers include **Tim Ferguson**, Executive Editor of *Forbes*, and **Peter Seligmann**, Chairman of Conservation International. Conservation International is a co-organizer of the event.

AlvarAlice Foundation connects microcredit to peace

Earlier this year, the **AlvarAlice Foundation** (www.alvaralice.org) of Colombia convened an **International Symposium on Microfinance as a Tool for Peacebuilding** in Cali, Colombia. The event explored how microfinance can be used to strengthen recovery from conflict in Colombia and other parts of the world. Traditionally, microcredit has been used as a strategy mainly in places with relatively stable economics, and not often considered in conflicted or recent post-conflict situations. But speakers at the symposium shared examples of how microcredit can work in such difficult contexts, and can, in fact, support peace by offering stable jobs and income to help people break cycles of conflict and overcome entrenched social divides. Equitable societies make retribution less likely. A highlight of the event was a plenary session

during which **Alicia Meneses**, a microentrepreneur who earns a living selling empanadas on the street in Cali, had a frank exchange with Colombian President **Alvaro Uribe** about how critical access to credit is to businesspeople like her, and the need for more support for micro-credit in their country. The symposium brought together over 2,000 participants from 19 countries and, due to extensive media coverage, significantly raised the profile of microfinance in Colombia. The AlvarAlice Foundation is chaired by **María Eugenia Garcés**, a member of Synergos' Global Philanthropists Circle. (AlvarAlice/Synergos report, July 2009)

Shakira focuses on children in Colombia

Since the beginning of her career, pop-star **Shakira Mebarak Ripoll** has worked to improve the well-being of children in her home country of Colombia. Two years ago, Shakira, along with other Ibero-American singers, formed an organization called **ALAS** ("wings" in Spanish), which uses the influence of their fame to advance the cause of early-childhood development. Shakira works to link her pop celebrity linked with big business to address issues relating to government assistance for the young and poor in Latin America. Shakira describes her motivation for these efforts, "I grew up in the middle of a severe social crisis, left and right wings fighting with each other, people in the middle caught in the crossfire. I've seen millions of people displaced in Colombia. But I've also seen that, in countries like mine, when a child is born poor, he will die poor, unless he receives an opportunity. That opportunity is education. It's that helping hand that they're looking for." (*New York Times*, June 7, 2009)

New Americas Business Council looks at reconciliation and peace

Global Philanthropist Circle member **Emilio Azcárraga** launched an initiative that led to the creation of the nonprofit **Americas Business Council** (ABC). The organization, which is now supported by numerous well-known business leaders, aims to provide a forum to exchange ideas and solutions about the issues affecting Latin America. Azcárraga, who is CEO of Televisa, says "Today, in the midst of this landscape of crisis, it is more important than ever to open avenues of dialogue and windows of communication that allow us to find common solutions, for this crisis is not Mexico's problem, or Brazil's, or the United States.' It is a global problem requiring joint efforts." The ABC plans to focus on three key issues in the region: reconciliation and peace, sustainable development and the environment, and philanthropy. This year, the ABC's first event, the **Reconciliation Forum**, brought together luminaries such as Nobel Peace Prize laureates **Desmond Tutu** and **Mikhail Gorbachev**, **Luis Moreno-Ocampo** of the International Criminal Court, experts from around the world, business people and activists. By building a community of young leaders in the region, the ABC hopes to create partnerships that will help to solve problems in Latin America. (*PODER*, June 2009)

Jeff Skoll works to address urgent threats

With an initial donation of \$100 million, **Jeff Skoll**, the first president of eBay and Founder and Chairman of the Skoll Foundation and Participant Media, created the **Skoll Urgent Threats Fund** in April. The new foundation will be led by **Larry Brilliant**, former head of Google's philanthropic enterprise, and will work to combat urgent threats, such as water shortages, pandemics, and the Middle East conflict. Skoll explains, "In the last five years or so, certain issues have emerged very clearly that, if we don't get ahead of them soon, all of the other things we're trying to do, whether improving the lives of women or preservation of species or girls' education, won't really matter." In the past, Skoll has used a variety of approaches to address social problems, including film production and support of entrepreneurs. The new fund plans to use these methods and others to address crises. (*New York Times*, April 15, 2009)

European foundations raise the bar for philanthropic work

In March, the **European Foundation Centre (EFC – www.efc.be)** brought together more than 35 foundation representatives in Brussels to discuss ethics in philanthropy. The event focused on the 2007 EFC **Principles of Good Practice**, which describe seven values that European foundations should follow during operation. In light of difficult economic circumstances, many organizations have become less accountable, and the EFC made a point to emphasize the necessity of adhering to good practice standards. In April, the **Transatlantic Taskforce on Development** published a report emphasizing the need for new leadership and partnerships in global development. The group, formed in March 2008 by the **Swedish Ministry of Foreign Affairs** and an EFC member organization, **The German Marshall Fund of the United States**, organized a meeting of a diverse group of government, civil society, and private-sector professionals to focus on four priority challenges in development: growth, democracy, and security; climate change; food security; and effective support for development. **Jim Kolbe**, a Senior Transatlantic Fellow describes their efforts: “While there is no panacea for stimulating development, especially in today’s challenging global environment, we hope this report will help provide a roadmap for new ways of working together in partnership, and new policy areas to pursue.” (German Marshall Fund press release, February 2009)

Leading funders join together to help businesses in the developing world

The **Aspen Network of Development Entrepreneurs (ANDE)**, which includes 35 leading funders, such as **Google.org**, **The Rockefeller Foundation** and the **Bill & Melinda Gates Foundation**, announced their plan to invest more than \$750 million dollars to help small- and medium-sized businesses in the developing world. Over the next five years, the group of foundations and for-profit social venture funds, hope to help entrepreneurs that are too big for microfinance loans, but too inexperienced for mainstream bank loans. **Chris West**, Director of the **Shell Foundation**, one of the members of the network, describes, “An entire segment of entrepreneurs in the developing world – those with small, growing businesses – are seen as too risky an investment by local banks... without access to business skills training and finance these companies hit a glass ceiling, and Africa misses out on a major engine of economic growth.” (*Philanthropy UK*, March 27, 2009)

Entrepreneurship in the Philippines examined in the US

In January, more than a hundred Filipinos and Filipino-Americans convened at the **Asia Society** in New York City to discuss social entrepreneurship and strategic philanthropy in the Philippines. **Victoria Garchitorena**, President of **Ayala Foundation USA**, and community leaders **Loidas Nicholas Lewis** and **Diosdada Banatao**, led a panel discussion on the experiences of Filipino social entrepreneurs, people who try to raise revenue through capitalist business techniques, and the challenges they face. The individual foundations of the three speakers work to improve the educational system in the Philippines through interventions, ranging from technology-driven instruction to traditional scholarship programs. One program organized by the Ayala Foundation, the GILAS project, aims to provide computers and internet access to all the 6,400 public high schools in the Philippines. (*The Manila Mail*, February 27, 2009)

Athletes who make a difference

The three-day **Beyond Sport Summit**, an event designed to celebrate, promote and drive forward sport-led social change, convened in London in July. The Summit brings together those who are using sports as a vehicle to create social change and influencers from the world of business, government and federations whose attitudes and decisions can have substantial impact. Among the many speakers was Olympic gold medalist, **Ian Thorpe**. After retiring from swim-

ming in 2006, the Australian native turned to philanthropy. Through his charity, the **Fountain for Youth**, Thorpe is now focused on health and education projects in indigenous communities in Australia's remote Northern Territory. "There are people in Australia who suffer from illnesses at the same rate as people in the developing world," describes Thorpe, "Australia is a rich country so I don't find that acceptable. We have the means to fix these problems but it's not happening." Another speaker, retired NBA player, **Dikembe Mutombo**, is also using his stardom to make a difference in his home country, the Democratic Republic of the Congo. Through his effort and support the first modern, well-equipped hospital was built in the country's capital, Kinshasa. Furthermore, Mutombo works to encourage others to get involved in philanthropic giving and hopes to use his voice to encourage the Western world to increase assistance to lesser developed nations. (BBC, July 15, 2009)

South Korean president gives back

Lee Myung-bak, President of South Korea, announced in July that he will donate \$26 million to create a scholarship fund for needy students in South Korea. President Myung-bak had promised to donate a majority of his personal wealth during his 2007 election campaign, and is now establishing the **Lee Myung-bak and Kim Yoon-ok Foundation** to carry out his pledge. Having personally overcome difficult economic circumstances, Mr. Lee hopes that this scholarship fund will provide other poor South Koreans with the same opportunity: "I know that the best way for me to pay back such kindness is to give back to society what I have earned." The president also donates his \$11,000 monthly presidential salary to charities for the poor. (*New York Times*, July 6, 2009)

Tough economic conditions call for increased CSR

Synergos Global Philanthropists Circle member **Felipe Custer** and **Andrew Mack**, his colleague at AMGlobal Consulting, published an article entitled *Working smarter: the need for a new CSR in our changing economy*. The authors encourage companies to increase investment in corporate social responsibility (CSR) and reassess company policies to better utilize the advantages of invested time and money. In light of current economic troubles, companies throughout the world are choosing to allocate fewer dollars to CSR. Mack and Custer challenge this trend and explain that by increasing CSR spending, companies will be able to enjoy future economic success: "What makes a community better can also make a better business." In today's competitive market, they say, companies must form strong and trusting relationships with employees, shareholders, and customers. (*Development Exchange*, February 20, 2009)

India's uneven tradition of philanthropy

In "Where Are India's Great Philanthropists?," the *Daily Telegraph's* **Dean Nelson** explores the charitable shortcomings of India's wealthiest people. Despite the country's standing as the world's second fastest growing economy with some of the greatest management talent and richest men, Nelson and Congress Party leader **Sonia Gandhi** point out the country's consistently inconsistent commitment to philanthropy. Gandhi blames a lack of vision on the part of Indian business moguls, who are still focused "on the bottom line rather than those at the bottom of its huge heap." Nelson offers a hopeful view, recounting meeting three elderly men for whom philanthropy was based firmly in the Hindu beliefs and ethics of **S.K. Mitra**, who stated that to be reincarnated into a better life required serving the poor in one's current life. The three men showed Nelson their new ashram, a state-of-the-art hospital providing free medical treatment to the needy, and gave him hope that "As India takes on its growing responsibilities as the world's first soft superpower, its billionaires must, as Sonia Gandhi and S.K. Mitra have suggested, look within as well as beyond." (*Daily Telegraph*, July 28, 2009)

Resources & Links

Activities, websites and other cutting-edge information for global givers

Links to websites with more details are available at the online edition of *Global Giving Matters* at www.globalgivingmatters.org

Philanthropy Action provides space to discuss philanthropy

Philanthropy Action (www.philanthropyaction.com), an online publication launched two years ago under the umbrella of **Geneva Global** (www.genevaglobal.com), a leading international philanthropic advisor, was created to be the first publication that concentrates exclusively on poverty-focused philanthropy. Now that it has gone independent, Editor-in-Chief **Tim Ogden**, and Managing Editor **Laura Starita**, are continuing to discuss poverty, but hope to scale-up past efforts. The publication's coverage of the philanthropic sector now includes both blog posts and more detailed pieces taking the form of reported articles, interviews with subject matter experts, book reviews, and editorials. Recent topics have included merit salaries for teachers, the pros and cons of foundations existing in perpetuity, and some of the sites material has been re-published in other news outlets, including *The New York Times*.

Alliance magazine examines philanthropy and democracy

The June issue of *Alliance* magazine looks at progress toward democracy around the world in the 20 years since the fall of the Berlin wall, and the roles philanthropy has played and can play in building civil society and nurturing democracy. Articles in the issue look at a variety of countries around the world, and also point to the need not only to strengthen institutions (both public and private nonprofit) but also the role of citizens themselves. As guest editor **Georgie Shields** puts it, there may not have been sufficient effort made in “building an informed, aware, active citizenry that can hold its government accountable.” Alliance has also added a new section – “Latest from Alliance” to its website (www.alliancemagazine.org) in order to provide readers with breaking news in between its electronic bulletins and magazine issue.

Your Ideas Wanted

Global Giving Matters aims to present information on best practices and innovations in philanthropy and social investment around the world. We encourage you to send us:

- Ideas about issues or people you would like to learn more about
- Examples of your own philanthropy
- Comments about this issue.

Write to us at comments@globalgivingmatters.org.

Global Giving Matters does not present solicitations of support for particular initiatives or organizations.

The Synergos Institute
51 Madison Avenue 21st
Floor
New York, NY 10010
USA
tel +1 212-447-8111
fax +1 212-447-8119
www.synergos.org