

# Conference on Giving More for Research in Europe

## Viewpoint from the European University Association

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## Brief Profile of the EUA

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- Established in 2001 in Brussels
- 750+ University Members
- 34 National Rectors' Conferences Members
- Independent Voice for the University Sector

# Starting point for EUA Views on Philanthropic Funding

- **The Glasgow Declaration (April 2005)**  
Third EUA Convention of Higher Education Institutions  
« Strong Universities for a Strong Europe »

## **On funding, the Declaration stated:**

« Universities are working to diversify their funding streams. They are committed to exploring combined public/private funding models and to launch a structured and evidence-based discussion within EUA and with stakeholders. »

# The Context of Philanthropic Funding of University Research

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- It should be developed as an integral part of the university's overall strategy for diversifying its fundraising
- It should re-enforce, therefore, the university's « institutional fundraising culture »
- While, at the same time, it should help to manage successfully the multiple research interests and needs of faculties and departments

# EUA Follow-Up on Glasgow Declaration on Diversifying of Funding

## Three Main Events

Uppsala Conference on Research in European Universities:  
Strategies and Funding, 20-22 October 2005

Istanbul Workshop on Fundraising for European Universities:  
Exploring Options, 17-18 February 2006

Hamburg Conference on Funding Strong Universities:  
Diversification, Student Support and Good Governance,  
30 March – 1 April 2006

## Key Messages from Uppsala Conference

- Greater partnership (joint understanding) should be fostered between private foundations and public research funding agencies (e.g. research councils)
- Public funding must provide core support and infrastructure for university research
- Dialogues should be strengthened between foundations and universities on research capacity needs, e.g. transdisciplinary research
- Private funding raising requires different strategies for the partners: foundations, donors and university/business enterprise collaborative research
- **Building trust** lies at the centre of such strategies

## Key Messages from Istanbul Workshop

- The Workshop provided an initial opportunity to debate the « Giving More For Research Report » with Universities
- Institutional Fundraising Culture has to be fostered by the University leadership. Establishing a Development Office or fundraising manager without such leadership will fail.
- Fundraising Culture has to engage the whole institution drawing upon respective expertise in faculties, departments and administration
- Define Mission Profile and target fundraising accordingly
- Creating a « Donor Culture » starts with nurturing students, and then developing alumni activities and services



## Hamburg Conference on Diversification of Funding, Student Support and Governance

- The future mix and balance between public and private funding for **teaching and research**.
- The impact of student fees on access and the need for student aid schemes.
- The diversification of funding resources and the need to generate sustainable revenue streams.
- The institutional requirements for transparency, accountability and governance for managing increasingly diverse funding sources.
- The role of private investment in the changing patterns of University-State relationships.



# Sustainability of University-Based Research

- Universities need to develop full economic cost models
- Requirements:
  - ✓ Sound governance, management and accounting systems at university level
  - ✓ Commitment to support full research costs by national and European funding agencies (N.B. Private Foundations tend to only support direct costs of research projects)
  - ✓ Endorsement and promotion of good practices across Europe (e.g. the Responsible Partnering Guidelines for research collaboration between industry/business enterprises and universities launched at the European Business Summit this month by EUA, EIRMA, EARTO and ProTon Europe)

## EUA Possible Contributions to Conference Follow-Up

- To further encourage and support fundraising/donation culture as a strategic issue for its university membership
- To seek to contribute to the debate on tax reforms and legislation to foster further philanthropy and donations for higher education and research (through its national rectors' conference membership)
- To promote good practices of fund raising from private funding sources, alumni communities etc
- To undertake « benchmarking » exercises on the instruments and management of private fundraising activities, including such issues as use of ethics committees etc