

# “Creating impact through philanthropy: a Nordic perspective” – key findings

Key findings from in-depth interviews with over 40 philanthropists across Denmark, Finland, Norway and Sweden. The study is published by UBS and authored by researchers from the Swedish Entrepreneurship Forum.

### Motivations & Influences

Philanthropic interests are driven by a personal connection to the issues

Family involvement important despite a culture of individualism

A welfare state under increasing pressure

An understanding that all citizens are responsible for society and the environment

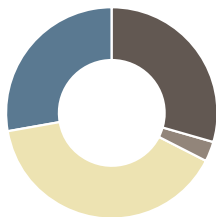
## Strategies & approaches

### More strategic, focused, professional and collaborative

Collaborations with other philanthropists and organizations

- Never: 30%
- Rarely: 3%
- Sometimes: 40%
- Often: 28%

(N=40)

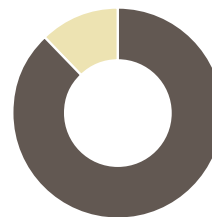


### Increasingly holistic and impact-driven

Evaluation of philanthropic engagement by respondents

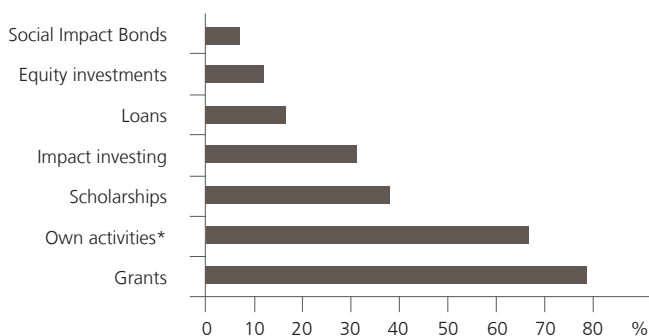
- Yes: 88%
- No: 12%

(N=40)



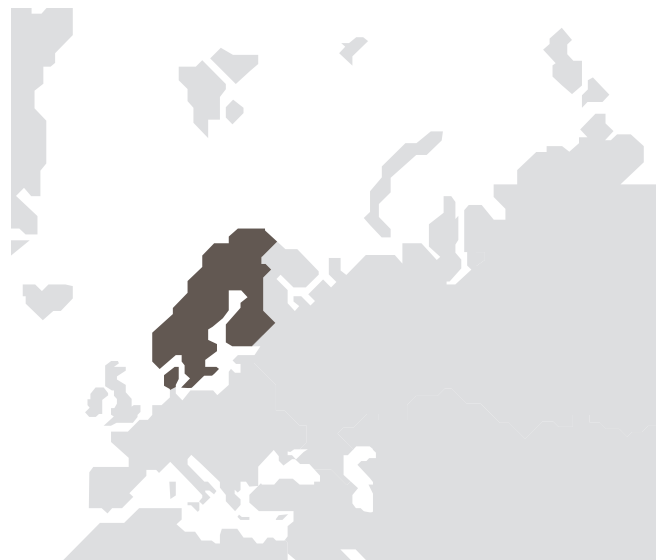
### Different organizational forms and innovative financing methods are on the rise

Financial mechanisms in use by philanthropists



\*Own activities includes many different undertakings such as organizing seminars and conferences, competitions, awards, impact hubs or science parks

**Note:** Respondents could provide multiple answers. (N=40)



## Priorities

### Scientific research and care for children and youth dominate

Area	Ranked number one (%)	Supported (all areas, irrespective of importance) (%)
Academic research	38	43
Children and youth	16	43
Social Care	13	35
Education	13	38
Arts and culture	9	50
International	6	30
Environment	3	23
Healthcare	3	15
Sports	0	18
Religion	0	0
Policy	0	3
Emergency preparedness	0	0

**Note:** The first column shows how many respondents indicated one area as the most important (N=28). The second column measures how many respondents support each area irrespective of the importance attributed. Here more than one area is allowed, hence each respondent can choose more than one alternative (N=40). The areas are selected from the Swedish income tax law for foundations.

### A primarily domestic affair

#### Geographical focus of activities

	Share (%)
My (and my family's) immediate community /city of living	20
Outside my city but within the municipality	12
Outside my municipality but within my country	71
Internationally	59

**Note:** Respondents could give more than one reply. (N= 40).

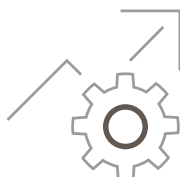


## Future outlook

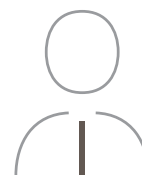
Philanthropy is set to grow but can be supported through:



Improved tax and financial incentives



Streamlined government procurement processes



More role models speaking up

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