



European Fundraising Association



## 15<sup>th</sup> Annual EFA Skillshare Programme, Zurich, 26-27 September 2024

### SHAPING THE FUTURE OF FUNDRAISING IN EUROPE: TECHNOLOGY, TRENDS & THE POLITICAL LANDSCAPE

**Venue:** KULTUR PARK, Pfingstweidstrasse 16, 8005 Zurich  
(Items on the programme may change)

#### THURSDAY, 26 SEPTEMBER (Meeting room: Room 12, 1<sup>st</sup> floor)

- 13.00-13.30 *Light lunch for AGA participants (EFA members only) – in the Foyer outside Room 12*
- 13.30-17.30 **EFA ANNUAL GENERAL ASSEMBLY AND EFA MEMBER WORKSHOP**  
*(EFA members only) in Room 12*
- 17.30-19.30 *Free time to have a drink together, or go back to your hotel*
- 19.30 **EFA SKILLSHARE DINNER**  
**LaSalle Restaurant & Bar, Schiffbaustrasse 4, 8005 Zürich**

#### FRIDAY, 27 SEPTEMBER (Meeting room: Saal, ground floor)

- 08.45-09.00 *Arrival*
- 09.00-09.10 **WELCOME AND ACKNOWLEDGEMENTS**
- 09.10-09.45 **RESPONSIBLE FUNDRAISING: ETHICAL PRINCIPLES AND THEIR IMPLEMENTATION IN FUNDRAISING**  
**Hanspeter Bigler**, Chair, Swissfundraising  
Hanspeter Bigler will present the ethical principles for responsible fundraising established in Switzerland based on broad research, providing tools for their implementation and sharing challenges in working with them.
- 09.45-10.15 **20 YEARS OF FUNDRAISING EDUCATION IN SWITZERLAND: REFLECTING ON THE PAST, SHAPING THE FUTURE**  
**Prof Dr Leticia Labaronne**, Academic Director, Master Programme Fundraising Management, ZHAW  
**Fabienne Schmidli**, Director, Diploma Programme Fundraising Management, ZHAW  
Reflecting on two decades of fundraising executive education at ZHAW Zurich University of Applied Sciences, the presentation highlights key milestones, addresses current challenges and emerging trends as well as discusses visions for further advancing the fundraising profession.

10.15-10.30 *Networking break*

10.30-11.45 **EU CONTEXT – EUROPEAN POLITICAL ENVIRONMENT**

**Sergey Lagodinsky**, Member of the European Parliament (joining online)

**Yvette Kleekamp**, Public Affairs, Goede Doelen Nederland

**Esther Meester**, Senior Legal Advisor, European Center for Not-For-Profit Law

What consequences will the reshuffle of the European Parliament have for European civil society? What impact will the new balance of power have on the European cross-border associations directive, particularly with regard to the tightening of regulations on money laundering and the fight against terrorism (AMLA)? How can we organise ourselves within EFA and within our national context to defend the non-profit sector specificities, fundraising and philanthropy? We will be answering these questions with the support of our panel of experts.

11.45-12.35 *Lunch and networking break*

12.35-15.00 **EUROPEAN TOUR – EFA MEMBERS SHARE THEIR PERSPECTIVES ON ONE OF TWO TOPICS**

**PART 1: HOW POLITICAL CHANGES INFLUENCE FUNDRAISING**

This session will explore how the political landscape across European countries is influencing and reshaping the future of fundraising.

*Break*

**PART 2: AI INSIGHTS – CURRENT IMPLEMENTATIONS AND STRATEGIES**

This session will provide insights into how different countries are integrating AI into their fundraising efforts, highlighting both successes and obstacles.

15.00-15.15 **CLOSING REMARKS**