

KEY FIGURES 22ND FINANCIAL YEAR

Funds totalling CHF 15.0 million (2018: 15.2; 2017: 14.7) were used for the Foundation's activities. CHF 13.9 million (14.2; 13.7) were channelled into direct and implementation grants for 80 (71; 72) support projects. Of these projects, 16 (19; 25) were < CHF 50,000, 63 (51; 46) between CHF 50,000 and CHF 500,000 and 1 (1; 1) > CHF 500,000. Total foundation expenditure amounted to 6.9% (6.7; 6.9) of the funds used, of which 2.1% (2.3; 2.3) were administrative expenses and 4.8% (4.4; 4.6) were direct project expenses for the themes supported. Foundation assets as at 31.12.2019 amounted to CHF 132.4 million, incl. donation Dr. Ursula Brunner (128.2; 149.5). In the year under review, a net portfolio performance of 13.2% (-4.81; 8.55) was achieved with a largely passive asset allocation.

TRANSPARENCY

The website grstiftung.ch presents the foundation's policy and strategy (target domains, areas of activity), openly discloses the support criteria and provides information on procedures. The following information is given for every project supported: project managers, total funding amount, abstract, project status and results. The foundation's performance is documented by details of financial data, funding volume and investments.

MANAGEMENT

BOARD OF TRUSTEES: Prof. Dr. Roland Siegwart (since 2012, Chairman), Prof. Dr. Monika Bütler (since 2017, Deputy Chairwoman), Prof. Dr. Elgar Fleisch (since 2018), Prof. Dr. Martin Fussenegger (since 2019), Dr. Katja Gentinetta (since 2013), Prof. Dr. Jean-Marc Piveteau (since 2018), Prof. Dr. Marcel Tanner (since 2016); **EXECUTIVE TEAM:** Dr. Pascale Vonmont (CEO/Director), Dr. Marco Vencato (Deputy Director), Jacqueline Grollimund (Project Monitoring/Controlling), Corinne Burkhardt (Management Assistant/Back Office), Alina Huonder (student assistant); **COMMITTEES AND ADVISORY BOARDS:** Chairman's Committee, Nomination and Finance Committees, various ad hoc committees, Venture Kick strategy board, First Ventures jury, Microbials jury, Publications Committee.

PUBLISHING DETAILS The present short report by the foundation's management is also available in German and French. The full annual report of the board of trustees in accordance with Swiss GAAP ARR 21 can be downloaded. – Zurich / Basel, March 2020

GOOD GOVERNANCE

Gebert RUF Stiftung complies with the Swiss Foundation Code, is a member of SwissFoundations and works closely with the University of Basel's CEPS (Center for Philanthropy Studies). The board of trustees carries out an annual risk assessment of all foundation activities. An internal control system (ICS) is used for this purpose.

EXTERNAL UNITS

INVESTMENT CONCEPT: ECOFIN Portfolio Solutions AG, Zurich; **FUND MANAGEMENT:** GAM Investment Management (Switzerland) Ltd. Zurich; Lombard Odier Asset Management (Switzerland) SA, Zurich/Petit-Lancy; **ASSET MANAGEMENT:** State Street Global Advisors (SSgA), Boston (global equities and bonds); Syz Asset Management SA, Zurich (CHF bonds); 50 % each: Allianz Global Investors GmbH, UK Branch, London, and Barings LLC, Springfield, USA (global corporate bonds); **CUSTODIAN BANKS:** State Street Bank GmbH, Munich, Zurich Branch; Banque Lombard Odier & Cie SA, Geneva; Rahn+Bodmer Co., Zurich (donation); **DIRECT INVESTMENT:** Margebeli JSC, Georgia (private equity); **INVESTMENT CONTROLLING:** ECOFIN Investment Consulting AG; **ACCOUNTING:** Bourcart Treuhand AG, Basel; **AUDITORS:** Copartner Revision AG, Basel; **SUPERVISORY AUTHORITY:** Swiss Federal Supervisory Board for Foundations, Berne.

BRAINFOOD – WHAT PEOPLE LIKE



KNOWLEDGE CREATES PROSPERITY

Science communication that reaches as many people as possible is becoming increasingly important for Switzerland as a knowledge hub. This is because it creates the necessary legitimacy for the key sources of Swiss wealth: education, research and innovation (ERI). These are not only the growth drivers of a robust economy, they also enable society to use new technologies in an informed way. Science-based thinking and acting are prerequisites for addressing the urgent challenges of our time across a broad spectrum of society.

It is therefore the central task of any knowledge society to carry into the future as many people as possible at all levels of the value chain. For this to happen, science communication needs to be more attractive, more entertaining and more original going forward. If the ERI sector, as a key political priority, is to remain capable of reaching a majority of the population, a form of science communication that both creates trust and has a broad impact is crucial. By helping to finance and hence promote Switzerland's role as a knowledge hub, science communication safeguards the country's prosperity.

THE FORMULA: SCIENTAINMENT

Drawing on the largely university-based discipline of science communication, a steadily growing industry is engaged in the transfer of knowledge to the public domain. Communication departments are today's prime producers of science news. They have witnessed a rapid rise in the last twenty years. Their message delivery formats have become more varied as a result: In addition to daily news production, children's universities are now as much a part of the communication offering as are science cafés or science slams. Studies show, however, that activities of this kind mainly reach those who are already interested anyway. What would be needed though is to get through to all population groups. This can be achieved with «Scientainment». And what if the borders between science communication and PR, between clarification and glorification become blurred? No big deal.

Gebert RUF Stiftung commits CHF 1.5 million annually to closing this funding gap. Under the heading of «Scientainment» it promotes projects for low-threshold science communication. Since 2013 there have been forty of them, ranging from the beacon project «Wissensseite 20 Minuten», the «Science&Fiction» youth festival and the «ScienceBooster» crowdfunding channel to «Camp Discovery» and the multimedia science reports from young people for young people. Presenting relevant topics in attractive formats via strong channels, Scientainment projects link science and entertainment under the motto «Taking science to the people».

THE POTENTIAL OF DIGITAL FORMATS

Social media are radically changing communication habits and media use: Facebook, Twitter and YouTube enable the rapid spread of an infinitely large number of animated messages to a vast target audience that is predefined as required. All of Switzerland's higher education institutions and more and more researchers are using social networks to address their followers directly without having to go through the traditional mass media. This allows a direct dialogue, which is the desired aim.

Excluding science journalism is not without problems either though: its role with regard to the sciences is vital and critical to a democratic society. Disruption in the media landscape is hitting science journalism especially hard, but new formats such as higgs.ch and heidi.news have emerged which combine the advantages of new social-media communication with the watchdog function of the traditional media. Gebert RUF Stiftung supports such initiatives in order to more effectively harness the new digital possibilities to disseminate knowledge. This is particularly true of science podcasts, a new funding priority of Gebert RUF Stiftung to be launched jointly with media partner Ringier in 2020.