

Geneva Agape Foundation
Strategy 2021-2024

What is Geneva Agape Foundation (GAF)?

The Geneva Agape Foundation (GAF) is a global not-for-profit foundation based in Geneva Switzerland. GAF aims at living love (Agape) in a professional and practical way through values-driven entrepreneurship, innovative philanthropy and values-driven investments. GAF acts as innovator, incubator and facilitator to transform lives and society with Agape love. The three programmes are summarized in the motto: Innovate – Care – Invest.

This GAF Strategy 2021-2024 is built on, and in continuity with the GAF Strategy 2017-2020. At the same time, it further expands the objectives geographically: the outreach includes, in addition to China, South and East Asia with emphasis on the China/Asia-Africa relations. Focus is placed on values-driven entrepreneurship through trainings, research and publications. Multilateral engagement with partner networks and UN institutions will be strengthened. GAF has “Special Consultative



United Nations Office,
Geneva



Dr Nicoleta Acatrinei
Executive Director



Prof. Dr Christoph Stueckelberger
Co-Founder and
President

Status with the United Nations Economic and Social Council **ECOSOC**". Based on this strategy, sector policies on trainings, partnerships, communication and special projects will be available. The Annual Work Programmes concretize the strategy.



You Can **Innovate**



Values-Driven
Entrepreneurship

You Can **Care**



Philanthropy
Research
Publications

You Can **Invest**



Values-Driven
Investments



GAF Objectives and Origin

GAF Statutory Objectives

The Geneva Agape Foundation GAF is focused on values-driven entrepreneurship, innovative philanthropy, and values-driven investments:

The GAF Statutes in “*Art. 2, Purpose*” states:

“¹The purpose of the Foundation is to support non-profit programmes and projects in the following areas and fields:

- | globally, including Switzerland;
- | especially in the field of Christian faith, ethics, education, environment, health, art, access to online resources and technology, and related fields;
- | especially through Globethics.net Foundation and its partners.

²The purpose is also to raise funds for the goals (alinea 1) of the Foundation.

³The Foundation is exclusively non-profit in nature and shall not engage in any for-profit activities except for raising funds for the Foundation.”

The **Geneva Agape Foundation** is name and programme:

- | **Geneva** stands for global responsibility - the top centre of international organizations (UN and NGO), business and philanthropy, also called ‘common good and trust valley’.
- | **Agape** means holistic love and stands for sharing, justice, freedom, fairness, investing in the needy and caring for the earth.
- | **Foundation** stands for credibility, professionalism, community-orientation, transparency and accountability to the donors and the public.



GAF Origin and Vision

The Geneva Agape Foundation GAF was the initiative in 2014 of its founder Prof. Dr. Wantian Cui, professor of economics and entrepreneur in China. It was supported from the inception by Prof. Dr. Christoph Stückelberger. GAF was created as a think tank on philanthropy, a not-for-profit bridge between China and international efforts, and a foundation for values-driven entrepreneurship. Wantian Cui is a successful Chinese entrepreneur, co-founder of Bringspring, the information technology services company listed in one of the major Chinese stock exchanges. Cui is also professor of economics at Liaoning University in Shenyang, China. His heart is committed to morality, ethics and

social charity. His vision and dreams for ethical entrepreneurship and philanthropy are shared by Prof. Dr Christoph Stückelberger, a professor of ethics at universities on three continents. Stückelberger has founded and leads several foundations in Switzerland; he is an expert in foundations and public-good projects management. Cui and Stückelberger thus joined hands, and together initiated and established in 2014, the Geneva Agape Foundation (GAF) in the heart of the “Public-Good Valley” among the most representative and significant international organizations. This human-centered international ecosystem is the most adequate for a non-profit organization such as GAF to develop programs and activities in service to humanity

in the spirit of agape-love. GAF builds bridges between sectors and actors in order to collaboratively promote values-driven economy and development. GAF was established at its Founding Assembly on 10 March 2014 in Geneva. It is the first foundation established in Geneva, to be initiated by a Chinese individual. The Geneva Agape Foundation is registered as a Swiss foundation and is tax exempt.



Cooperation: Four Hands-Four Continents



Context: COVID-19



Today's world is characterized by contradictory and conflicting tendencies: globalization and protectionism, wealth creation and the growing gap between poor and rich, climate dangers and the trend towards green economy, threatening terrorism and international joint conflict resolution, internet connectivity and cybercrime, lack of values and the thirst for values, secularism and increased religiosity, social needs and increased philanthropy – and above all the threats of the COVID-19 pandemic. As a result, the world is facing unprecedented disruptions in healthcare and the economy, in addition to financial volatility, digital transformation, political crises, people's movements and social unrest, mental sickness, professional challenges and religious conspiracy attitudes. Despite all this, there are signs of international solidarity, speed in research and medical products like vaccines, and new ways of online communication. Consequently, an increased awareness and a new understating of how humanity is one while being multiple emerges, alongside the need to cooperate and collaborate in order to successfully maneuver all these new challenges which present new opportunities.

Needs: Leadership



In global perspective, the pathway to a humane society are manifold: from economic growth to political stability, from physical and mental health to cultural identity, from access to knowledge to education, from the need for orientation and security to values and virtues, from spiritual needs to caring communities, from clean air and water to a sustainable environment, from training and reskilling to employment and equality.

The global community of governments agreed on 17 Sustainable Development Goals (SDGs) to answer these human needs.

The Geneva Agape Foundation (GAF) focuses on a couple of these needs: education and support of professionals, ethical and spiritual orientation, security by belonging to community, caring for the environment and climate adaptation, etc. In all this, committed and values-driven leadership is needed!

With continuing economic development of the emerging economies, there is an increasing demand for charity services. The pandemic, which caused heavy state indebtedness has led to new needs for private philanthropy to counter some of the heavy disruptions in personal lives and society. Today, China is home to



Transformative Entrepreneurship



the second-highest number of billionaires, behind only the US. China's charity developed substantially in recent years, not only due to the donations of wealthy people, but also mass-spending via social media charity campaigns. Transparency and trust improved as a result of philanthropy laws and standards. The same can be observed in many Asian countries, the Middle East and in Africa where philanthropy by wealthy Africans substantially developed and charity laws improved. Cooperation with donors is an opportunity for GAF in its philanthropic trainings and outreach.

Theory of Transformation: The Assumption, how values-driven transformation can happen and how GAF can contribute.

In this context, GAF acknowledges the new needs in the post-Covid era for its targeted audiences, the entrepreneurs, the charities, and the social impact investment. We are convinced that all three GAF programmes can contribute to the betterment of humanity and solutions with substantial impact. In order to contribute to this transformation, we need to ask: How can GAF be effective and impactful?

And who are drivers of the transformation that will meet these needs?

Four main sectors are agents of transformation: public sector (governments, politicians), private sector (entrepreneurs), education sector (teachers, students, researchers) and civil society sector (media, associations for culture, sports, religions, social engagement etc.).

The Geneva area of Switzerland is the most concentrated area of large public organizations. Geneva is the “Public Good-Valley” (in comparison to Silicon Valley, the global centre for technological in-

novation and its blockchain equivalent, the Crypto-Valley, located in Zug, Switzerland). In Geneva, United Nations organizations and many other public organizations are concentrated into a small geographic area facilitating collaboration and partnerships thanks to a public galaxy of talents, management experience and knowledge of public good. These provide excellent resources for developing countries. The Geneva Agape Foundation with its headquarters in Geneva can contribute to this environment and bring added value to its target groups.



The Geneva Agape Foundation (GAF) experiences and assumes that entrepreneurs are key drivers of transformation through innovation, investments, and leadership in China, in Africa and in the world. The best approach is to work in close cooperation with the public, educational and social sectors. Transformation can be effective through entrepreneurial research and action within the enterprises, in society by philanthropy and in economy by investments. Key for a good, sustainable transformation are values and virtues which serve as orientation and benchmarks. GAF empowers entrepreneurs in these goals and through them, other change makers are empowered.

Vision



Where we want to be

We aim at living love in a practical and professional way so that our dream becomes true: We dream of and envision a world where lives and society are transformed by love (agape); where the gap between poor and rich is reduced, the environment is protected, conflicts are solved in peace, and decisions and actions are driven by values and virtues. This mission of love in the world is more necessary than ever — a result of COVID-19 fragilizing humanity and increasing dependence between people and countries.

GAF through Agape builds bridges and addresses these needs in a more interdependent and global way. Love is the source of empathy and compassion, a

balm on an open wounded world; and it became the sine qua non to adequately respond to the needs of humanity.

Love is proactive, doesn't wait, and it goes where it is most needed. It shapes synergies between the various audiences by steering new collaborations, encounters, and relationships, favouring trust. Love — it's the glue, the facilitator and the builder of bridges able to enhance cooperation, innovation and, in the end, leads to a flourishing society.

In this sense, one can ask: What are the most resourceful tools that can be designed and shared with those who greatly need them? What are the most rich and relevant Christian teachings that can be drawn upon to implement such a vision?



Mission



In these uncertain times, one value and virtue is to offer hope. What does “the Christian Hope” mean in the COVID-19 era? Next to the Christian virtue of love also stands patience, which is a critical skill to have in crisis time. Therefore, we can highlight those Christian virtues that are more than ever the necessary ingredient and medicine in an unsecure and uncertain world. GAF understands its contribution to society through five key missions.

What we do

so that the dream becomes true

1 We focus on Values-driven Entrepreneurship, Innovation in Philanthropy and Values-driven Investments.

2 We empower Values-driven (Christian and other faith-based) Entrepreneurs as key drivers of innovation and transformation in companies, in philanthropy and in society;

3 We act as Innovator, Incubator and Facilitator (mainly as a think tank for research, empowerment and cooperation, less as implementer),

| for Values-driven Entrepreneurship inside the companies and their responsibility in society, so that the values are implemented in a coherent way.

| for Innovative Philanthropy Leader-

ship, so that the philanthropy dream and commitment of entrepreneurs becomes true.

| for Values-driven Investments so that investments in business and in the not-for-profit sector serve the needy and support the values.

4 We cooperate with partners in China and internationally in a multi-stakeholder way, so that mutual learning, synergies and greater impact become true. We connect entrepreneurs and NGOs within China and internationally;

5 We promote values-driven transformation, based on (Christian) values, in the personal, economic, environmental, public, academic, cultural and religious sector; we thereby support online efforts in the cyberspace such as online libraries.



Values



What guides us

in implementing the mission

Love	True love is the highest value
Sharing	The benevolent loves others as oneself
Non-violence	Making transformation in soft and persistent way, like water
Responsibility	Knowledge, values and action go hand in hand
Inclusiveness	Respecting diversity and including the needy
Justice	Fairness and equality incl. gender-equality
Thankfulness	We love because we are loved and blessed (by God)

Principles



How we implement the mission

- | Transparency and Openness
- | Simplicity and Easiness
- | Relaxation and Happiness
- | Professionalism and Quality
- | Cyber-technology and Innovation
- | Efficiency and Impact
- | Loyalty and Legality
- | Integrity and Honesty

The vision, mission and values can be summarized in the slogan:

**Innovate – Care – Invest
by Values-driven Entrepreneurship**

Focus



Geographic Focus

GAF offers the services on all continents, but particularly in:

- | Global Programs
- | China
- | Africa
- | South East, South and Central Asia
- | Selected institutional partners wherever appropriate

GAF is committed to build values-driven bridges:

- | Between China and Africa
- | Between Europe and Africa
- | Between Europe and China
- | Within East Asia
- | Along the Belt and Road Initiative



Sustainable Development Goals



Thematic Focus

GAF supports programs mainly in the following fields:

- | Values-driven Entrepreneurship, along supply chains
- | Ethics
- | Education
- | Environment
- | Health
- | Spirituality (Christian and other faiths)
- | Responsible Business
- | Values-driven Art and Music
- | Access to Online Resources and IT technology
- | Artificial Intelligence, Digital Transformation and Religion



GAF is committed to the Sustainable Development Goals (SDGs) of the United Nations for the period 2015-2030. Humanity must undertake enormous efforts to reach the goals, especially with the setbacks due to COVID-19. All GAF activities aim to demonstrate their contribution to one or several SDGs and measure their impact in a quantitative, but mainly qualitative way.



GAF is especially focused on contributing to SDGs 3, 4, 5, 8, 12, 16, 17.



Target Groups and Beneficiaries

The main target group of GAF are:

- | Entrepreneurs and managers of small and medium enterprises (SMEs), with a focus of young entrepreneurs and values-driven, faith-driven (Christian) entrepreneurs.
- | Entrepreneurs as investors or external actors who invest in the assets and companies of entrepreneurs.
- | Entrepreneurs related to associations of faith-based business leaders, in order to learn from one other by exchange.

The support target groups of GAF are academics, business practitioners and networks:

- | **Academic research and teaching institutions** in the focus countries/regions that provide a solid, research-based fundament for decisions, trainings and actions.
- | **Practitioners** (professionals and volunteers) in business as entrepreneurs, managing staff, and board members in social projects, in education, in churches and their diaconal projects, and in fundraising where awareness for philanthropy and investment practices is raised.
- | **Networks** of academics and professionals that enlarge expertise and scale up outreach and impact.

The beneficiaries of GAF are direct and final:

- | **Direct** beneficiaries are the target groups previously mentioned.
- | **Final** beneficiaries are those who benefit from the decisions and services provided by entrepreneurs, academics, practitioners, and networks such as employees, the needy in social projects, and the state for tax income etc.
- | A special emphasis is placed on certain final beneficiaries, namely disadvantaged and innovative persons among youth and weak groups. This means that GAF serves (as mentioned in the mission statement above 3.2) mainly as incubator, innovator and facilitator but often not as direct implementer of programs with the final beneficiaries..



Services: High Quality

GAF particularly engages in the following scope of services:

Training:

GAF delivers trainings in entrepreneurship, philanthropy and values-driven impact investments. Certifications are considered.

Conferences:

GAF offers international online and onsite conferences and events for raising awareness and networking. Designing tools and processes: GAF designs custom-made tools and processes for various partners in the development of strategic activities in value-driven entrepreneurship activities, philanthropy and social impact investment.

Selection:

GAF supports select projects to define goals, partners and networks.

Facilitation:

GAF facilitates projects through connecting with partners.

Project Management:

GAF offers project design, management and execution for non-profit, private sector and academic projects.

Consulting:

GAF provides services/planning on how to set up philanthropic activities.

Reporting:

GAF guarantees the delivery of reports on impact and audited finance.

Investments:

GAF offers connections to values-driven, impact-oriented investment partners especially in Africa and Asia for enabling sustainable development.

Tax Deductibility:

GAF gives advice on legal and tax issues related to philanthropy.



Objectives and Activities 2021-2024

Programme 1 | Values-driven Entrepreneurship

Objective

GAF empowers entrepreneurs and acts as innovator, incubator and facilitator for transformative values-driven entrepreneurship within the companies and in society in order to implement the values in a coherent way. GAF provides knowledge, research, publications and training to values-driven entrepreneurs in the focus regions to reach the objective.

Activities

Trainings on values-driven business, SDG-related supply chain management, for entrepreneurs and leading staff, with online and campus modules, standardized for scaling up and used in different contexts. Trainings are offered in partnership with GAF partners such as Climate Alliance Africa (GIZ), Green Entrepreneurship (CIBE China/Norwegian partner), Ethically Aware Supplier Induction EASI (TEI, South Africa), CSR in Supply Chain Europe-Africa (EU Commission, new legislation 2021), FaithInvest trainings, Uniapac trainings, KBC China trainings, sustainable fashion and others. Certification of trainings will be considered.

Conferences

Organize an annual international conference and eventually regional conferences, virtual and physical, in cooperation with GAF partners, for mutual learning and support.

Networking

Create an online GAF community focused on problem-solving issues. Connecting faith-driven entrepreneurs within and between the target countries.

Access to information

With specialized online collections in the Globethics.net online library platform e.g. Online China Christianity Collection, Socialist Values Collection, Confucian Ethics Collection, RelArt Collection).

Research

on values-driven entrepreneurship for modules, practical cases; historical and comparative studies; update of directory of associations of faith-based entrepreneurs (or respective yearbook about trends); translations of respective books to and from Chinese and other languages.

Publications

on research results, among others in GAF Agape Series, in average at least two publications per year.

Mandates

for assessments, surveys, certificates, in cooperation with external experts and GAF partners



China, Course for entrepreneurs on Chinese Culture and Christianity



Objectives and Activities 2021-2024

Programme 2 | **Philanthropy-Research-Publication**

Objective

GAF acts as innovator, incubator and facilitator for transformative (present or future) philanthropy leaders (values-driven entrepreneurs, foundation managers, church leaders, volunteer leaders). GAF promotes venture philanthropy. GAF as think tank provides knowledge, research, publications and trainings in the focus regions and abroad to reach the objective.

Activities

- | Consultancy and training for selection, strategic positioning and project management of new foundations and new philanthropy projects in the focus regions, where possible in relation to the trainings of the programme above on values-driven entrepreneurship.
- | Research on innovative philanthropy relevant for entrepreneurs, in cooperation with research institutions/partners in focus regions.
- | Publications: publish research results as a report on innovative philanthropy relevant for the target group.
- | Conferences: offer virtual or physical events in cooperation with partners and trainings.
- | Platform: offer a platform, e.g. webinars and online forum, to support entrepreneurs as donors and regularly update them and listen to their suggestions and needs.



Kenya, Water Supply



China, Broken Wings Project



Objectives and Activities 2021-2024

Programme 3 | Ethical Investments

Objective

GAF acts as innovator, facilitator and bridge for ethical investments. GAF provides knowledge, research, publications, trainings and links to SDG-related investment opportunities through partner institutions.

Activities

- | Offer consultancy on values-driven impact investing, in cooperation with and supporting partners such as OikosInvest and FaithInvest.
- | Establish criteria and ethics committees for ethical rating of companies in the universe of the existing investment funds.
- | Provide information on ethical investments among GAF partner entrepreneurs.
- | Participate and contribute to ethical investment conferences for entrepreneurs, NGO leaders and social project leaders.
- | Offer a values-driven investment conference together for entrepreneurs, NGO leaders and social project leaders.



China, Food Processing Company



Walk the Talk International Online Investment Conference, Jan 2021



Organizational Structure of GAF

Headquarter in Geneva

GAF Board of Foundation

Executive Director

Programmes and Projects

Partnerships and Communication

Finance and Administration



Finances

Funding Sources

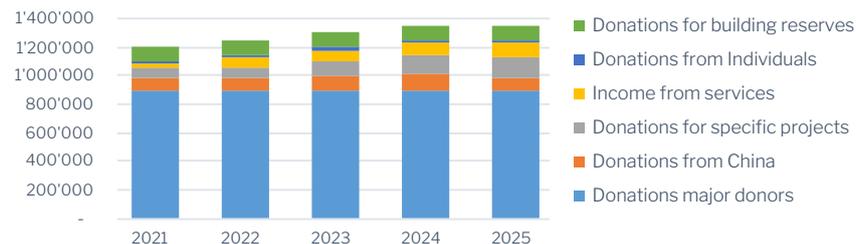
Income for GAF comes from various sources:

- | Donations from institutions and private persons. Donations are received as general contribution to all programmes or ear-marked for specific projects.
- | Income from services such as trainings.
- | Income from investments (when foundation capital is built).

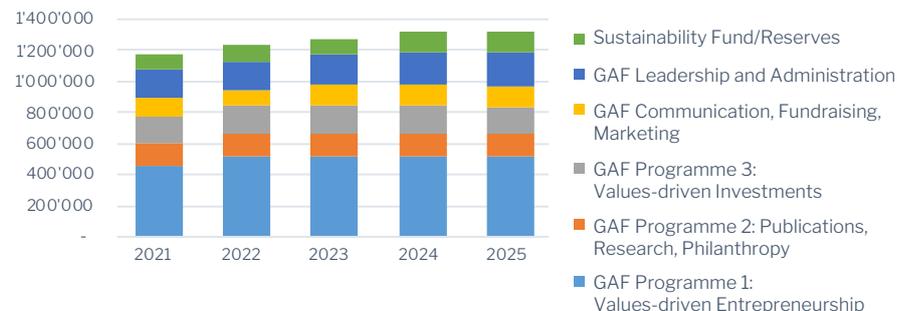
Interested potential donors are invited to contact the GAF Director Dr. Acatrinei acatrinei@gafoundation.world or GAF President Prof. Dr. Stüchelberger stueckelberger@gafoundation.world.

Financial Plan 2021-2024 (in CHF)

Income 2021 to 2025



Expenses 2021 to 2025



Partnerships: Creating Synergies

GAF generates efficiency and synergies by networking and cooperation with partners and project implementers such as entrepreneur associations, academic research institutions, UN agencies, national development agencies, NGO networks and others (see selected list on p. 23).

Partnerships are based on the following goals and principles: We cooperate with partner organisations with the goals to

- | create synergies with other values-driven partners
- | search complementarity in skills and outreach
- | increase impact through joint projects and actions.

We cooperate with partner organisations based on the principles of

- | mutual respect
- | shared values
- | cooperation, not competition
- | openness to other faiths and convictions
- | fair sharing of benefits and burdens
- | keeping promises by delivering what was agreed.



Strategic partners

Liaoning Agape Foundation, China

Globethics.net, Switzerland/global

FaithInvest, UK/global

Amity Foundation, China

Global Network partners

Uniapac, global

World Evangelical Alliance Business Council, global

Academic Partners

Keller Center at Princeton University, USA

Academy of Religions, Minzu University, Beijing/China

Center for the Study of Religion and Business Ethics of Renmin University, China

Christian Art and Literature Study Center of Beijing Normal University, China

Institute of Sino-Christian Studies, Hongkong

Kingdom Business College, China

NGO Partners

Sustainability Council, Austria

The Ethics Institute TEI, South Africa

Vietnam HOC Studies, Vietnam

Lavington United Church, Kenya

Business Partners

Bringspring Science and Technology C.,Ltd., China

Love Harmony and Trust Investment Company, China

See the updated full list of partners here:

<https://gafoundation.world/en/partners>



*We have a dream
Superpowers cooperate
Suspicion is converted to trust
Escalation is turned to de-escalation
Domination is replaced by participation
Innovation is balanced with conservation
Competition is combined with cooperation
Extremism is defeated by respect of opposites
Power and leadership are executed with integrity
The Golden Rule of reciprocity becomes true
Self-confidence is balanced with modesty
Soft water is stronger than hard stones
Freedom and justice kiss each other
Hate is transformed into love
Death is integrated into life
Love never ends
We have a dream*

Prof. Dr Christoph Stückelberger
Co-Founder and President of GAF



Geneva Agape Foundation



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