



# Mapping the Philanthropic (Swiss) Landscape through big-data

Lucia Gomez Teijeiro & Giuseppe Ugazio

Behavioural Philanthropy Lab

Geneva Finance Research Institute & Geneva Center for Philanthropy

University of Geneva

**GENEVA FINANCE**  
RESEARCH INSTITUTE

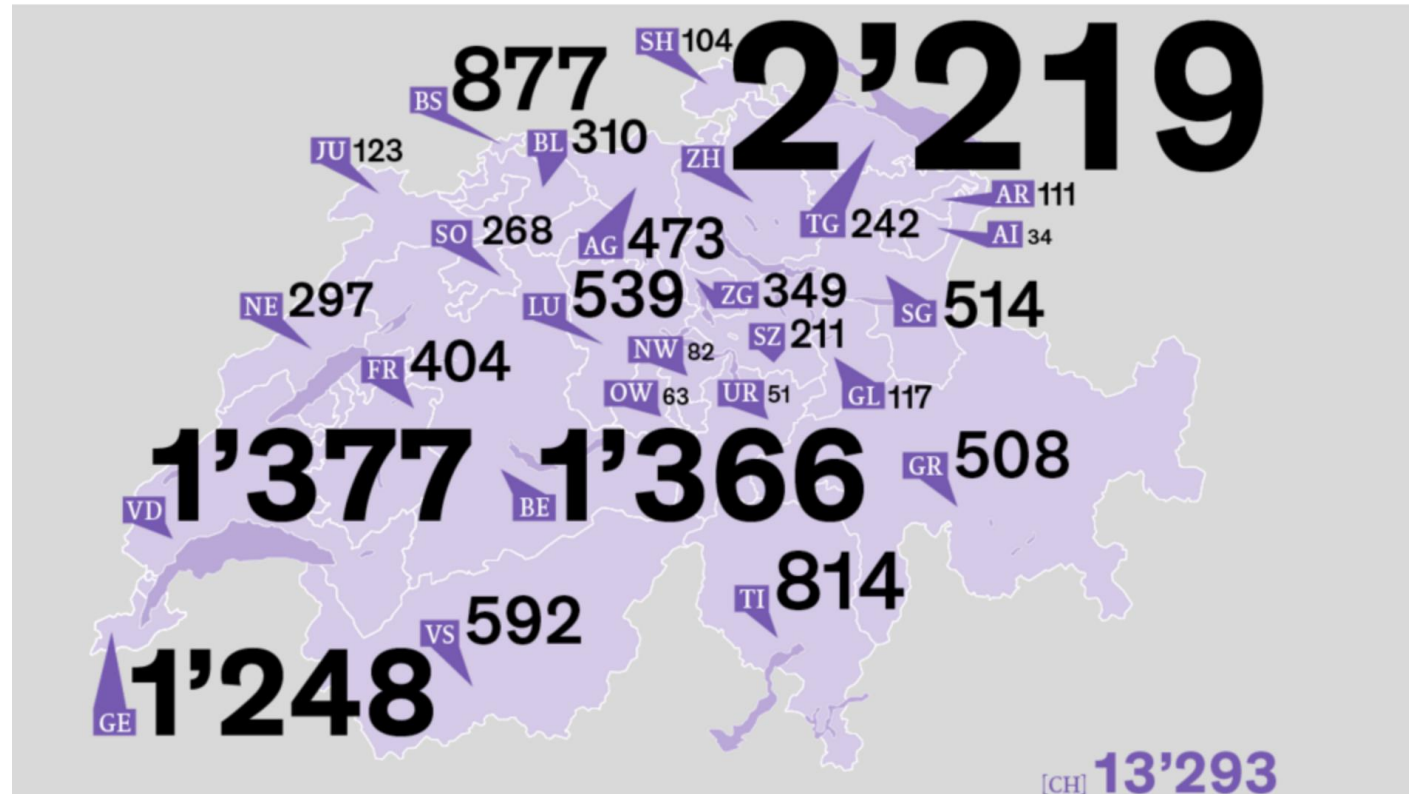


**UNIVERSITÉ  
DE GENÈVE**

GENEVA CENTRE  
FOR PHILANTHROPY

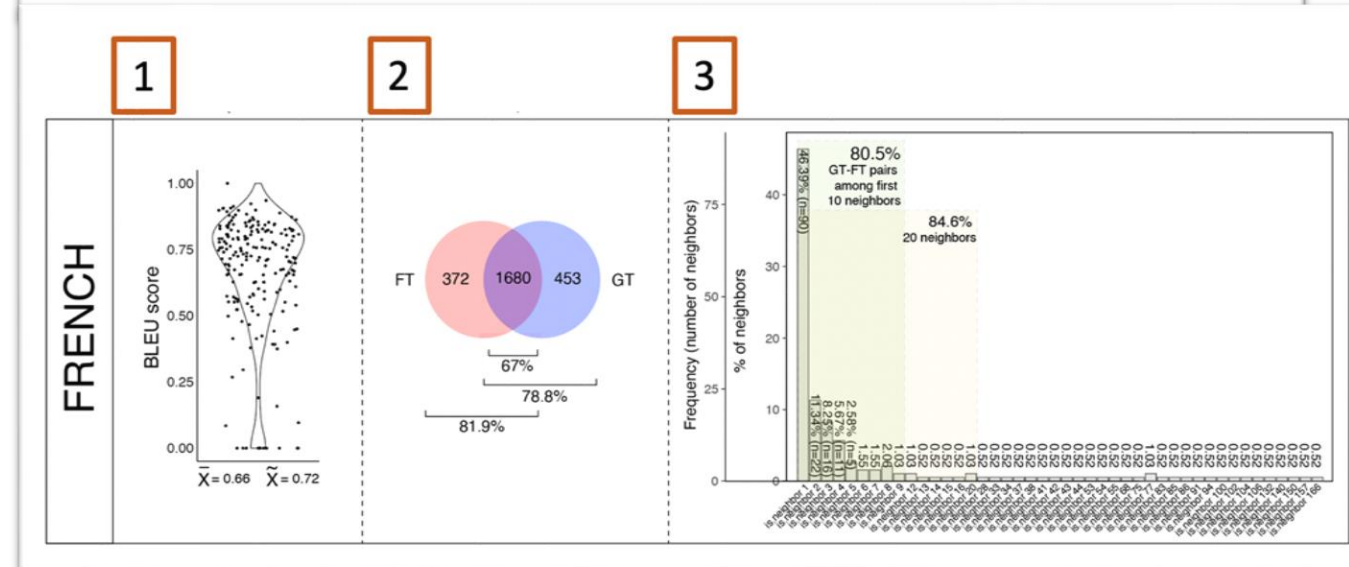
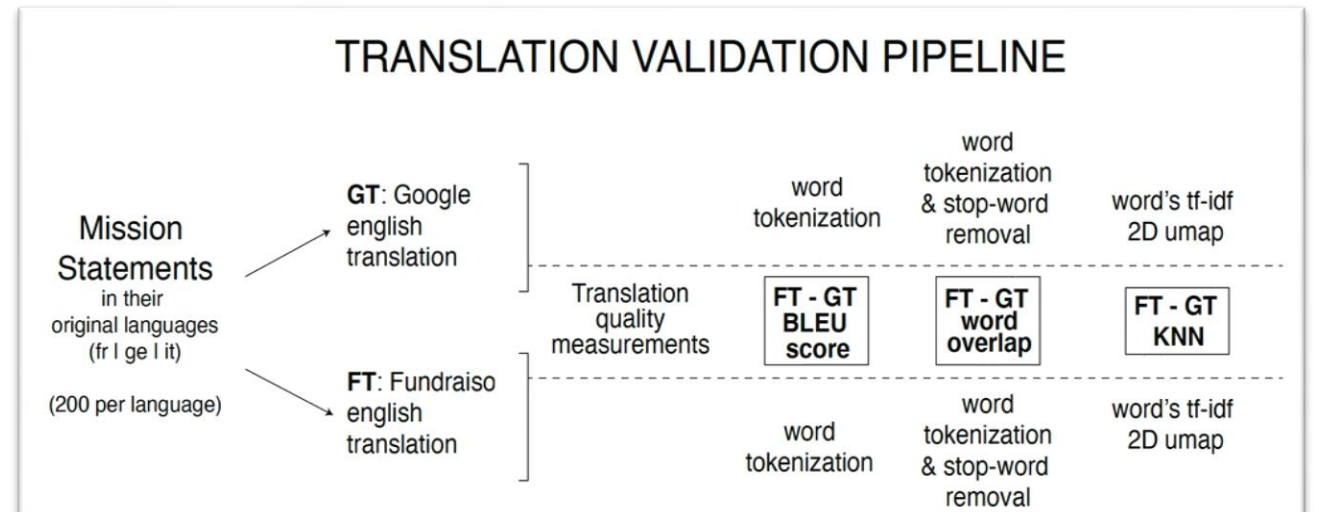
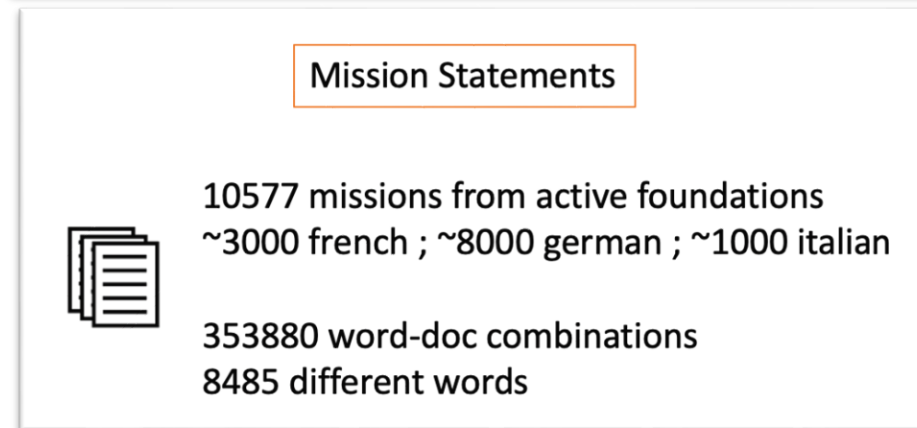
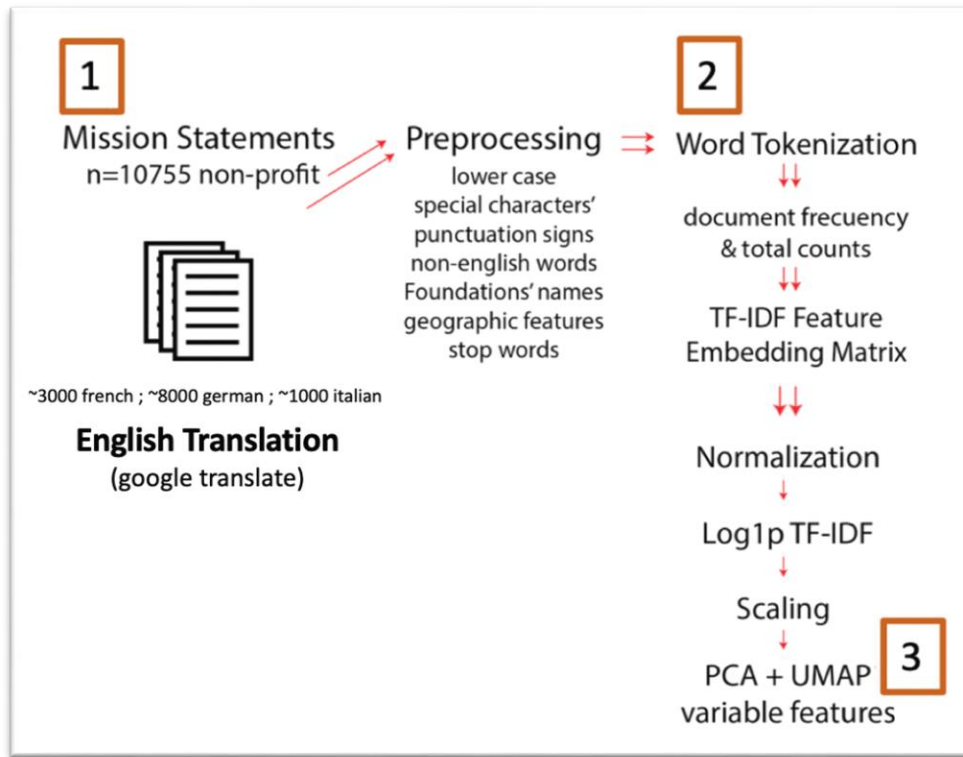
# Philanthropy in Switzerland

In Switzerland there are over 13.000 Philanthropic Organizations (POs)



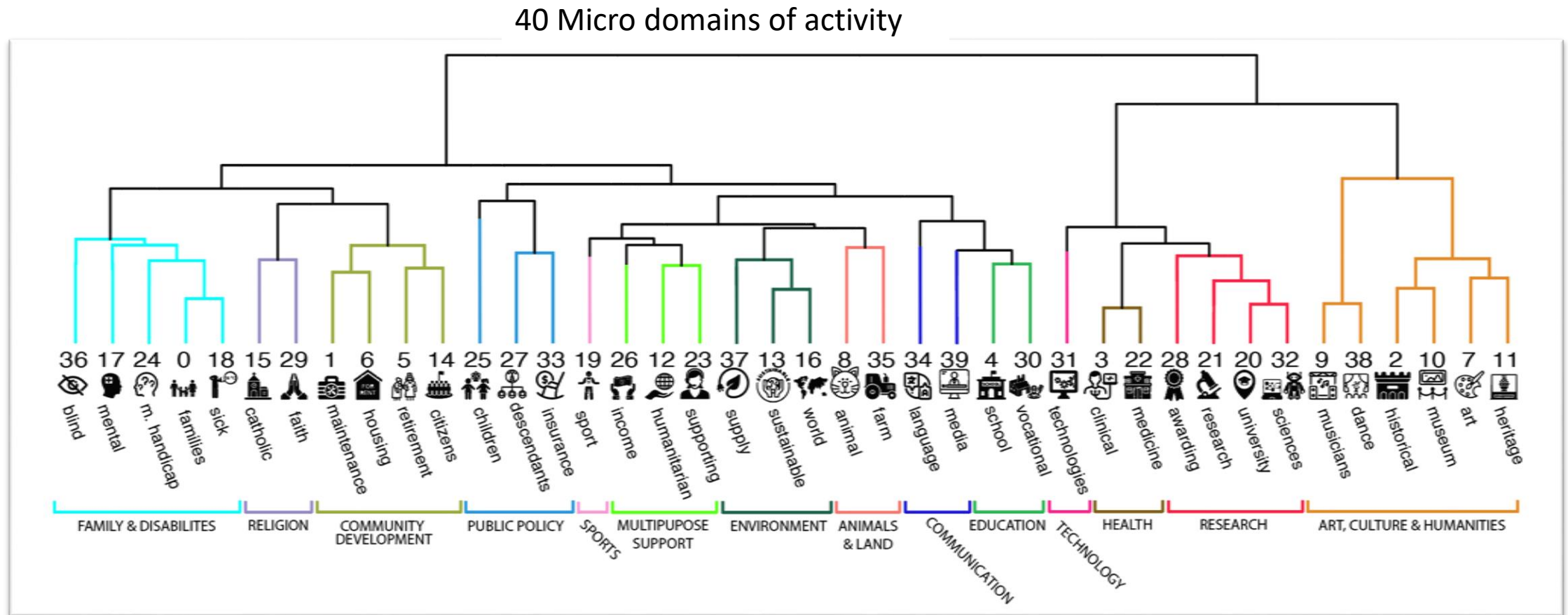
No existing comprehensive database of these POs

# Natural Language Processing to make sense of Philanthropy Big Data – 3 step Translation Validation and preprocessing

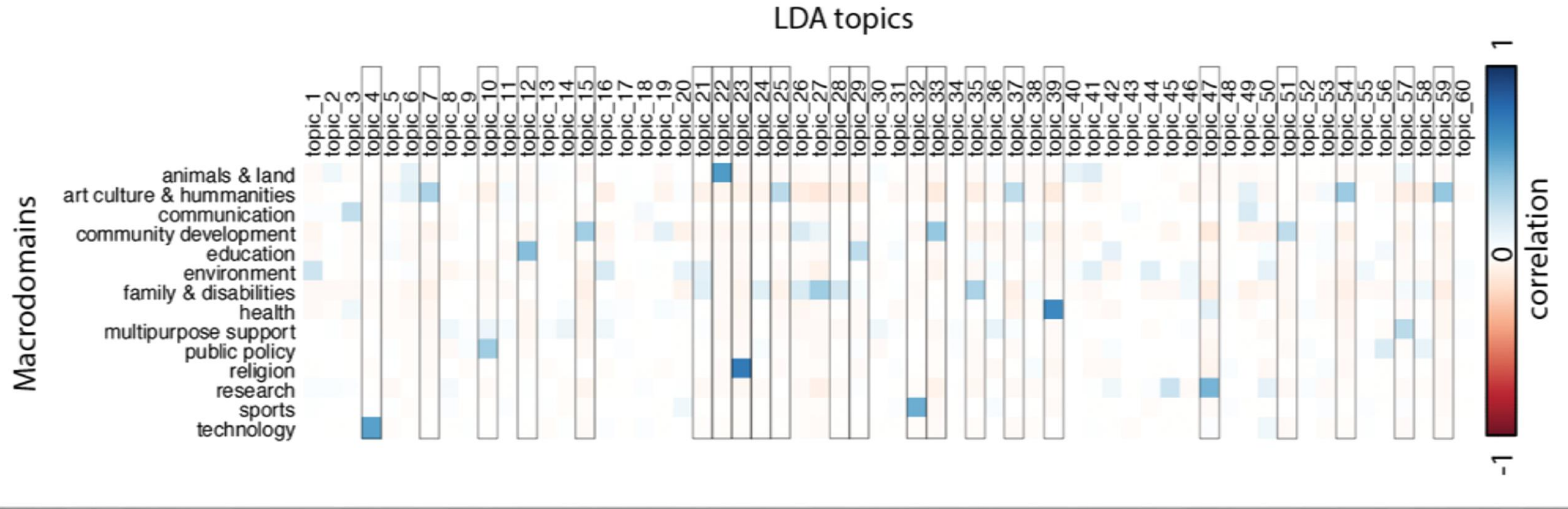


1, 2, &3 confirm validity of translation, better than human (Google report, accessed June 2021)

# Identifying Type of Activity Clusters with UMAP + Louvain



# Probabilistically Assigning POs to Activity Areas through LDA



Example:



1° - 66% LDA topic 12 – education macrodomain

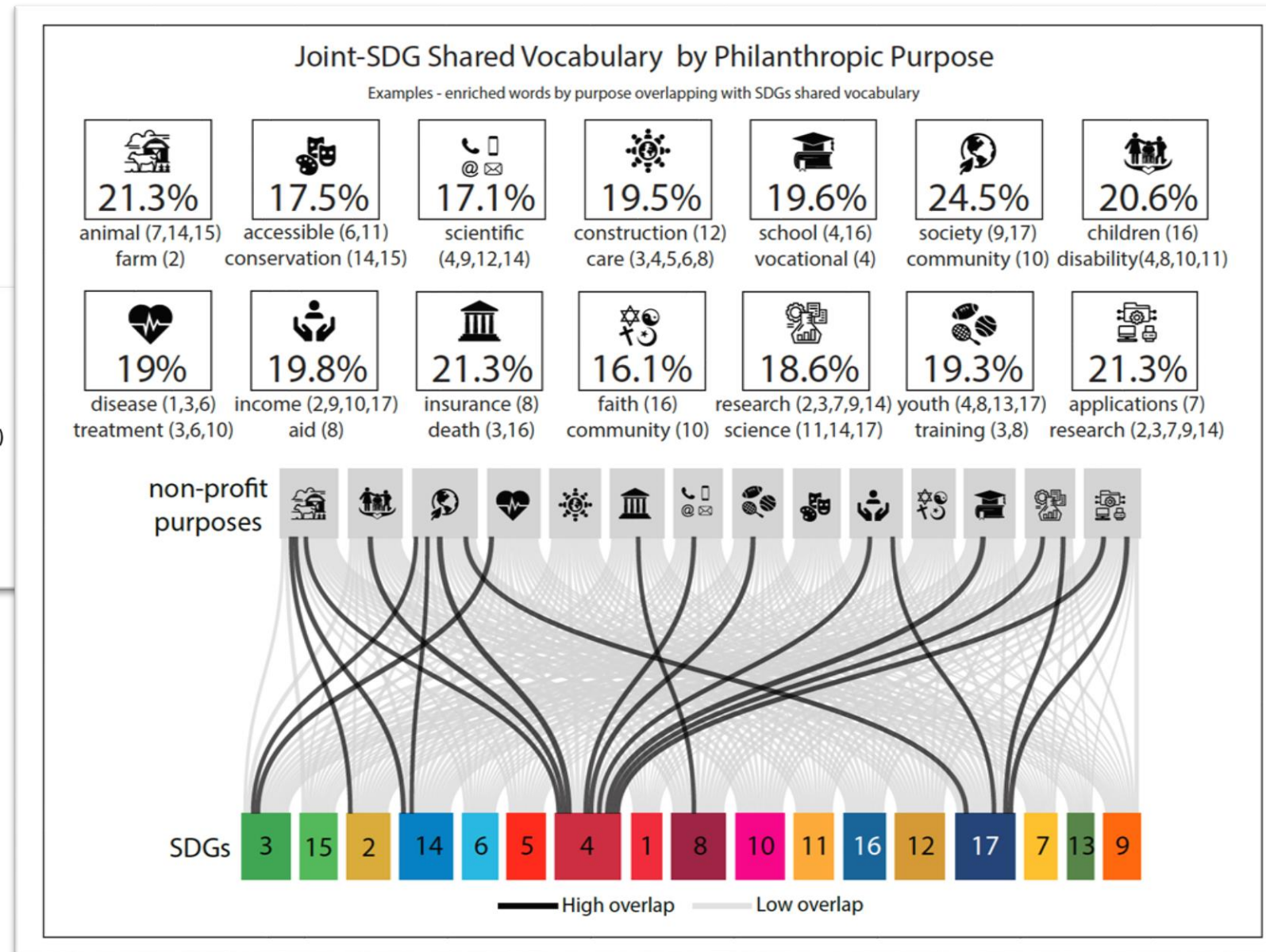
2° - 25% LDA topic 21 – family macrodomain



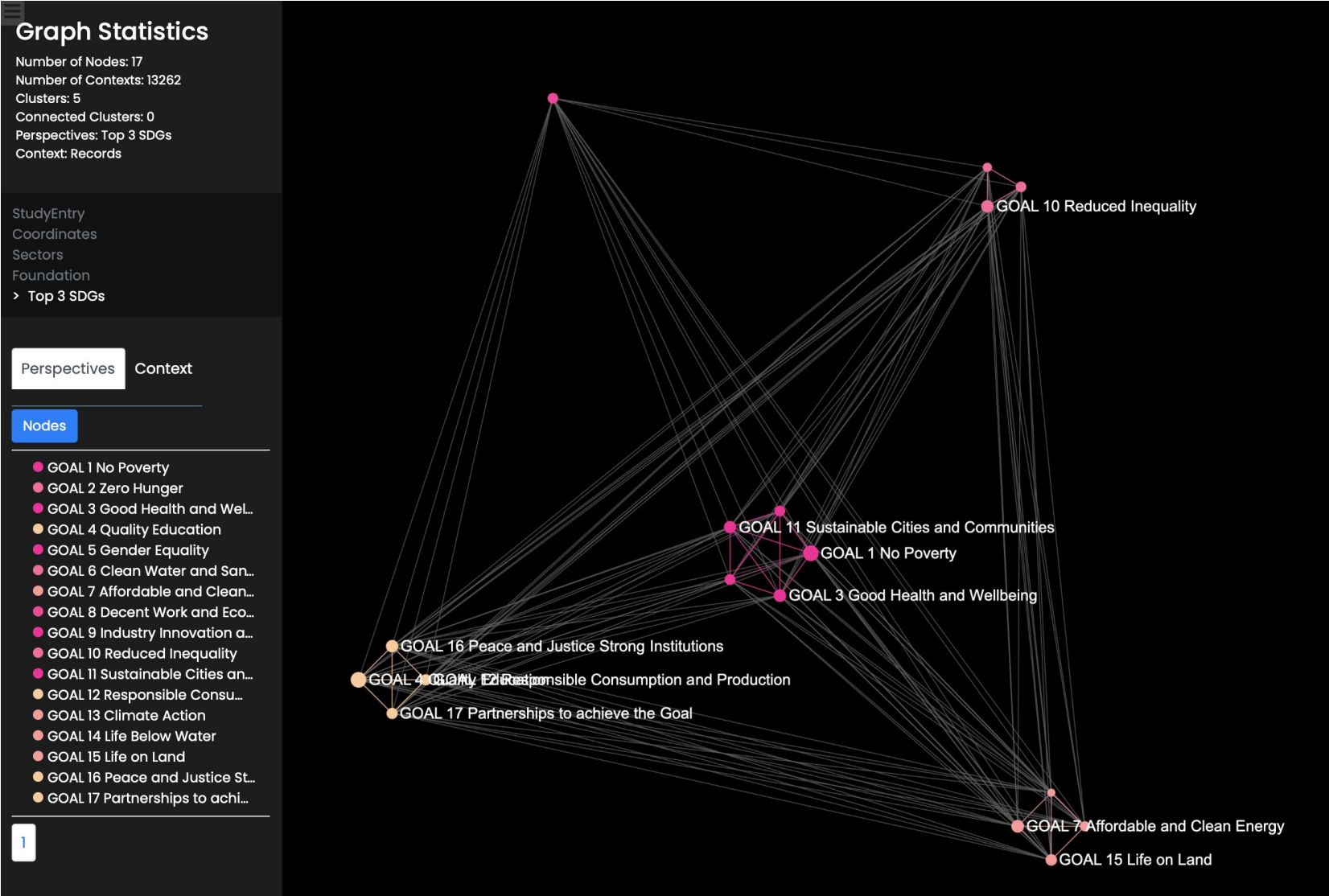
# Matching POs Activity and the SDGs – supervised learning

## 5 topic-specific lexicons

- Basic emotions lexicon (NRC)
- Nonbasic Positive emotions lexicon (collab with Florian Cova, CISA)
- Moral foundations lexicon (MFD)
- Innovation lexicon (collaboration with Thomas Straub, GSEM)
- SDG lexicon (UN website contents)



# Visualizing Potential Collaborations



# Know more & Get Involved at the Behavioral Philanthropy Lab



<https://www.unige.ch/BehavioralPhilanthropyLab/en/>

[Giuseppe.Ugazio@unige.ch](mailto:Giuseppe.Ugazio@unige.ch)

[lucia.gomez@unige.ch](mailto:lucia.gomez@unige.ch)

## Thanks!