

# Stichting ESOMAR Charitable Foundation

## **Financial statements**

**for the year ended 31 December 2017**

Amsterdam, 1 June 2018



## Management Report

In 2017 the Foundation focused attention on creating a high-level dialogue with NGOs in view of providing essential knowledge so to help them assess and evaluate their impact on society. This has been made possible through the effort the Foundation has made in continuing the dialogue between the data, insight and research industry and the NGO world.

We continued to provide training and scholarship support and stimulated donations through sponsorship and specific activities which engaged the market research industry and beyond.

At operational level, the Foundation was able to achieve a good number of results, with the help and support of volunteers. However, plans had been made to hire a programme coordinator provided that financial means were available to sustain this additional cost.

The ESOMAR Council and the Supervisory Board continued to provide support and advice in pursuing the Foundation mission “to use the skills, knowledge and support of the industry to do social good”.

In September 2017 John Kearon was elected as the new President succeeding Gunilla Broadbent who had covered this role since the creation of the ESOMAR Foundation in 2013 and has been the driving force of the founding board.

In 2017 we continued to focus our activities on three pillars:

1. Education programme
2. Better Results programme
3. Researchers in need

The ESOMAR Foundation also continues to work closely with the PARAGON Partnerships initiative - the Market Research Industry’s response to the UN’s call for help from the private sector to help achieve the 2030 Sustainable Development Goals (SDG’s).

## EDUCATION PROGRAMME

### Training

On 21-23 November, the ESOMAR Foundation organised a programme of training sessions including qualitative and quantitative advanced research training, a special session on the future of market research and a knowledge forum for senior industry leaders. The full programme was funded jointly by the ESOMAR Foundation and SriLankan Market Research Association. The goal was to help the SriLankan market research industry develop its mission and ensure that market research has a

greater impact on business decisions in Sri Lanka. The ESOMAR Foundation could count on the expertise and dedication of Phyllis Macfarlane, Treasurer of the ESOMAR Foundation and Global Training Programme Manager at GfK, Dilek Ozler, Sr. Consumer & Market Insight Manager, People Data Center & Unilever Executive Coordinator of the Paragon Partnership and Sajeevani Hewage, Consumer & Market Insight Manager, Unilever Sri Lanka who volunteered time and efforts to ensure the Foundation could provide learning skills to researchers who do not get easily access to training. The programme was a huge success and inspired over 100 participants.

Our thanks go to The Sri Lankan Market Research Association, Himalee Madurasinghe, ESOMAR Representative and CEO Kantar Sri Lanka; Roshani Fernando, COO at Quantum Consumer Solutions for making this ESOMAR Foundation training session a success!

## **Scholarship**

The five scholarships which were started in 2016 continued also in 2017. The scholarships have been granted in South Africa, Cambodia, Georgia, Guatemala and Kenya and are supported by the generous sponsorship of SSI, WiRe, Unilever and Inizio. Providing financial support to five students coming from disadvantaged family circumstances allows them to continue their studies at pre and post graduate level and eventually pursue a career in market research.

Additional funding has been provided through the Charity Christmas Draw which we held in December 2017. Also in 2017 the generosity of companies and people who donated prizes and the large number of people in our industry and beyond who bought tickets surpassed what we had achieved in 2016. We wish to thank them all for their wonderful support!



## **BETTER RESULTS PROGRAMME**

### **Making the World a Better Place**

Our Better Results Programme saw a fantastic boost thanks to the contribution of an inspiring session that the ESOMAR Foundation organised during the ESOMAR Annual Congress in September in Amsterdam. The session titled ‘Making the World a Better Place’ aimed at debating some ways forward to help tackle societal issues. It focused on ESOMAR Foundation’s objective to help the Development Aid Sector use research more, and more *effectively*, to achieve ‘better results’, and the Paragon Partnerships’ objective to help the UN to ‘leave no-one behind’.

The objective of this session was to showcase the work we have done so far, as ESOMAR Foundation and Paragon, to demonstrate the real difference that good market research can make to aid programmes, in the hope that other NGO’s can learn from these examples.

Highlights from the session were four presentations demonstrating the cases where market research applied at its best provoked results for the NGOs that had decided to rely on it. They were:

Hannah Surabhi, of My Choices Foundation, India, who showed – research had informed the actions they took all the way through their programme to prevent sex-trafficking in India – had they done what they originally intended they would not have achieved anything. In fact, had they not had Final Mile’s insights they would have run with a campaign that likely would have done more harm than good.

Georgina Day, of Street Invest, and Flora Somogyi, of Big Sofa, who told how they collaborated to create a remarkable video : ‘I am One in a Million’ from qualitative research findings – with the objective of changing the public perception of Street Children – to humanise them.

Sonia Whitehead of BBC Media Action discussed various aspects of her collaboration with media partners to reach more than 200 million people – they work large-scale, mainly in fragile states, to achieve governance, health and resilience outcomes.

Alexis Le Nestour who described the journey that Save the Children and ESOMAR Foundation/Paragon are on to find ways to research complex issues like Adolescent Girls’ Diet, and Child Marriage, and Attitudes to Beast-Milk Substitute.

In summary, the session was able to show several excellent examples of how Qualitative research had made the difference between success and failure and how research can change perceptions.

The Market Research Industry can make the world a better place by helping the UN monitor progress on the 2030 SDG’s and by helping the Development Aid sector do the right things to change lives. The ESOMAR Foundation and Paragon are working together for this.

## **Advertising Campaign**

To raise awareness, funds and engagement from the research industry, the ESOMAR Foundation decided to run its first advertising campaign, armed with a generous gift of online banner advertising space from AOL’s own Foundation Oath for Good.

We focused the campaign on an inspiring case study from My Choices Foundation, on how a better understanding of the causes of sex-trafficking in India could help tackle the issue.

Their work represented research at its best. We translated its nuanced and complex findings into a campaign that would grab people emotionally and raise both awareness and money.

The campaign was created free of charge by System1 Agency. AOL then donated \$115,000 worth of media space to make sure that it was seen across the world.

The campaign gained over 30m impressions and 20K clicks. A result which was achieved for the first time since the Foundation was created. Though it did not produce new donations we believe that it helped tremendously raising awareness of the importance of good research for good purposes.

## **Knowledge sharing**

In 2017 we published 12 outstanding blogs and articles showcasing excellent testimonials of research in action. These articles explore ways to apply market research methodologies and expertise to the non-profit sector's work and help them improve their performance through better results measurement. The purpose is to highlight to NGOs how market research can actively contribute to solving societal issues.

Topics of the articles range from changing perception of street children to transforming LGBT opponents into allies, issues of perceptions of refugees, measuring the nature of violence against women, helping charities to improve their fundraising, improving lives of mentally disabled people, combating extreme poverty.

Our thanks go to the authors and their companies who demonstrate their engagement and support of the industry to do social good.

1. "I am one in a million" – changing the public perception of Street Children
2. Transforming LGBT opponents into allies
3. Turning a corner on negative perceptions of refugees in Europe
4. Look beyond numbers: we need to know why change happens
5. Measuring the nature and scale of violence against women in the EU
6. Shedding Light on the Digital Grey Areas of Teen Dating Violence: Co-Creation Research
7. A Less Charitable Cashless Society? – Tapping Into New 'Tap To Give' Technology
8. New Generation Data Solutions to Understand True Attitudes toward Global LGBTI Human Rights
9. Telling: helping charities to improve their fundraising
10. It's all in a name: The power of case studies in inspiring action
11. Enabling a Full Life to People with a Mental Disability
12. When market research helps combat extreme poverty

## **RESEARCHERS IN NEED**

In 2017 there were no specific requests for help, which is good news! We keep an eye on what's going on and where we need to intervene. If you know of situations where the ESOMAR Foundation can be of help in providing support please contact us.

## **BOARD OF DIRECTORS**

2017 saw the appointment of John Kearon as its new President. He succeeded Gunilla Broadbent who has covered this role since the creation of the ESOMAR Foundation in 2013 and has been the driving force of the founding board.

The ESOMAR Foundation wishes to warmly thank Gunilla for her dedication and for her belief that through the Foundation the wealth of knowledge and experience that is represented in the market

research industry could be applied to every aspect of society to ensure a more transparent, reliable and sustainable world. Gunilla has ensured a smooth introduction of the Foundation into the world of philanthropy and has run the Board of Directors with commitment and enthusiasm.

The ESOMAR Foundation welcomes John Kearon and wishes him all the best in his new role. John, together with the other Members of the Board (Phyllis Macfarlane, Angela Canin and Anna Alu') takes over responsibilities for setting and achieving the objectives and policies of the ESOMAR Foundation.

The Supervisory Board has also seen the departure of Pieter Paul Verheggen and the arrival of Kristin Luck who together with Pervin Olgun will continue to provide support and expertise to the Foundation. We wish to thank Pieter Paul for the time and effort he has dedicated to the Foundation and we welcome Kristin on board!



## **LOOKING BEYOND 2017**

### **Making a Difference to Not-for-Profits**

The Foundation is still small and runs almost exclusively on a volunteer basis. So to maximise its impact with limited resources, in 2018 and beyond we've decided to focus the Foundation on 'Making a Difference' to Not-for-Profits. To this end, we've created an annual 'Making a Difference' programme, culminating each year at the ESOMAR Congress, with a celebration of the ways in which our community of the research willing has helped make the world a better place.

The competition is the centre-piece of the Foundation's 'Making a Difference' programme. It highlights and promotes how the best of research has made a significant difference to Not-For-Profits (NFP).

### **Raise awareness of the impact of great research on Not-For-Profits**

Currently, many Not-For-Profits see research only in terms of population level facts and figures on poverty, sanitation, medicine, education etc. They are mostly unaware of the immense value that great qualitative, ethnographic and new research methodologies can have on improving the effectiveness of their work. Our hope is through the ever-increasing database and promotion of 'Making a Difference' case studies, we can encourage usage of more insightful and inventive research and massively increase the overall impact of market research in building a better world.

Our hope for the coming years, is by securing the Foundation's funding, focussing on helping Not-for-Profits and creating a large 'community of the research willing', that together we can build and extend the impact of the Foundation's tremendous work to date, in building a better world.



## A SPECIAL THANK YOU!

It goes without saying that we could not survive without the generous help and support of the many donors, volunteers, sponsors, friends, ambassadors and partners that demonstrate how much they care for us! So, we'd like to take this opportunity to warmly and sincerely THANK YOU ALL for ensuring that together we can pursue our mission of contributing to a better world.

Results so far are encouraging! With the help of our wonderful industry, we look forward to continuing to grow and achieve even better results in the years to come!

Amsterdam, 1.06.2018

The board of Directors,

John Kearon



Phyllis MacFarlane



On behalf of the Supervisory Board,

Pervin Olgun



Kristin Luck



## **ESOMAR FOUNDATION VISION**

ESOMAR Foundation believes that a fair, just and peaceful society is deserved by all and recognises the immense promise that the research community offers to those striving to achieve these goals on a global level. We bring volunteers and resources together to execute projects and provide financial support to help and support charities and NGO's to achieve their aims.

ESOMAR Foundation is managed by an experienced Board of directors. The Board of Directors reports to the ESOMAR Council and Supervisory Board. When selecting charities for financial support, the ESOMAR Foundation calls upon independent juries of experts

## **GOVERNANCE**

The ESOMAR Foundation has a two-tier board structure: the Board of Directors and the Supervisory Board.

The Board of Directors is responsible for setting and achieving the objectives and policies of the ESOMAR Foundation, including managing its assets and determining the causes eligible for funding. It meets regularly to discuss the projects submitted for funding as well as other strategic decisions.

The Board of Directors is accountable to the Supervisory Board. The Supervisory Board supervises and advises the Board of Management and safeguards the original objectives of the Foundation.

The members of the Board of Directors and the Supervisory Board do not receive compensation from ESOMAR Foundation.

**Date of launch** = 23 September 2013

## THE BOARD

### John Kearon

#### President

John's role in conceiving and leading BrainJuicer Group PLC, now System1 Group PLC, made him Ernst & Young's 'Entrepreneur of the Year', the ARF's Gold Award for Research Innovator and four times winner of 'Most Innovative Market Research Company'. As one client commented, "John's a mix of Richard Branson and Colin Firth, with a healthy dose of Monty Python thrown in". A popular speaker at industry events and winner of many awards, including two ESOMAR prizes. John believes that Understanding the human condition, to better the human condition is essential for making the world a better place.

### Phyllis Macfarlane

#### Treasurer

A lifelong Market Researcher – International, Quantitative, B2B – currently working on GfK's CSR Project to improve the quality of education in MR in Africa – always involved in helping people in the MR business develop to their full potential.

### Anna Alu

#### Day to Day Management

Anna is Senior Consultant – Developments at ESOMAR. Born in Italy, Anna applies to the ESOMAR Foundation her knowledge and skills built over many years of playing a pivotal role in broadening and enhancing the worldwide events calendar and leading several key projects at ESOMAR.

### Angela Canin

#### Secretary

Angela is the development manager at ESOMAR and the editor of Research World magazine. Born in South Africa she has a deep appreciation of the non-profit world and is thoroughly enjoying the opportunity to give back to society.

### Pervin Olgun

#### Representative of the Supervisory Board

A first mover in the Research industry in Turkey, who has dedicated her career to the establishment and growth of the industry including founding one of the most prominent research companies in Turkey, Barem. Pervin has also held active positions in various social responsibility projects and experience as board member in leading NGO's.

**Kristin Luck**

**Representative of the Supervisory Board**

Kristin Luck is a serial entrepreneur and a globetrotting internationally recognised keynote speaker on technology and innovation.

In 2007 Kristin founded Women In Research, a not-for-profit organization with over 3,000 members globally. WIRe facilitates education, entrepreneurship and other career development goals for women.



## Statement of financial position

As at 31 December 2017

In thousands of euro

	Note	2017	2016
<b>Current assets</b>			
Cash and cash equivalents	1	22	20
<b>Total current assets</b>		<b>22</b>	<b>20</b>
<b>Total assets</b>		<b>22</b>	<b>20</b>
<b>Current liabilities</b>			
Payables and accrued expenses	2	(1)	5
<b>Total current liabilities</b>		<b>(1)</b>	<b>5</b>
<b>Total assets less current liabilities</b>		<b>23</b>	<b>15</b>

## Statement of income and expenses

For the period ended 31 December 2017

In thousands of euro

	Note	2017	2016
<b>Foundation Donations</b>	3		
Esomar Endowment		-	-
Corporate Giving		19	6
Individual Giving		3	3
		<b>22</b>	<b>9</b>
<b>Programme expenditure</b>	4	(9)	(6)
<b>Subtotal</b>		<b>13</b>	<b>3</b>
<b>Foundation expenditure</b>	5		
Salaries		-	(19)
Sickness benefits		-	12
Social security charges		-	(4)
Travel allowance		-	(2)
Communications		-	-
Legal and Consultancy fees		(3)	(11)
Other expenses		(3)	(9)
<b>Total general expenditure</b>		<b>(6)</b>	<b>(33)</b>
<b>Net result</b>		<b>7</b>	<b>(30)</b>

## Notes to the financial statements 2017

### 1. Reporting entity

#### Activities

ESOMAR Foundation is a young foundation channelling the strength and resources of the market, social, and opinion research community to achieve social good.

We believe that a fair, just and peaceful society is deserved by all and recognise the immense promise that the research community offers to those striving to achieve these goals on a global level. We bring volunteers and resources together to execute projects and provide financial support to achieve these goals.

ESOMAR Foundation is managed by an experienced board of directors. The activities are scrutinised by the ESOMAR Foundation's Supervisory Board. When selecting charities for financial support, the ESOMAR Foundation calls upon independent juries of experts emanating from the non-profit sector and market, social, and opinion research sector.

#### Registered office

ESOMAR Foundation was founded in 2013. The registered office of the Foundation is in Amsterdam, the Netherlands. Operations are managed from the office, which is located at Atlas Arena, Hoogoorddreef 5, 1101 BA Amsterdam, The Netherlands.

### 2. Basis of reporting

#### Statement of compliance

The accompanying financial statements have been prepared on the basis of historical cost in conformity with the provisions of Title 9 of the Netherlands Civil Code, Book 2. The financial statements are presented in Euro thousands and rounded as such. They are prepared under the historical cost convention.

The financial statements are prepared by the Board of Directors and authorised for issue on 1 June 2018.

## **Functional and presentation currency**

The financial statements are presented in Euro thousands and rounded as such, which is equal to the functional currency.

## **Estimates**

When preparing the financial statements, the management, according to the general principles, make several estimates and assumptions that help determine the amounts in the financial statements. The actual results may deviate from the estimates made.

## **3. Significant accounting policies Foreign currency transactions**

Transactions in foreign currencies are translated to the functional currency at exchange rates at the dates of the transactions.

## **Cash and cash equivalents**

Cash and cash equivalents comprise cash balances.

## **Recognition of Income**

This represents donations received from both companies and individuals.

## **Expenditure**

Expenditure is directly allocated to activities and general expenditure.

## **Income tax**

No tax is due on the result of the Foundation, as the activities are tax exempt in The Netherlands.



## Statement of the financial position as at 31 December 2017

### Current assets

#### 1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2017	2016
Bank accounts	22	20
<b>Total</b>	<b>22</b>	<b>20</b>

### Current liabilities

#### 2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2017	2016
Creditors	(1)	5
<b>Total</b>	<b>(1)</b>	<b>5</b>



## Statement of comprehensive income for the period ended 2017

### 3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2017	2016
Esomar BV Endowment	-	-
Corporate Giving	19	6
Individual Giving	3	3
<b>Total</b>	<b>22</b>	<b>9</b>

## 4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2017	2016
Local initiatives programme	-	-
Education programme	(9)	(6)
Research programme	-	-
Philanthropy programme	-	-
<b>Total</b>	<b>(9)</b>	<b>(6)</b>

The programme expenditure relates to charity grants.

## 5 Foundation expenditure

The Foundation expenses can be specified as follows:

In thousands of euro

<b>Overhead costs, salaries and social charges</b>	<b>2017</b>	<b>2016</b>
Salaries	-	(19)
Sickness benefit	-	12
Social security charges	-	(4)
Travel allowance	-	(2)
<b><i>Salaries and sickness benefits</i></b>	<b>-</b>	<b>(13)</b>

<b>Other costs</b>	<b>2017</b>	<b>2016</b>
Communications	-	-
Legal and Consultancy fees	(3)	(11)

Other expenses (3) (9)

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**Other costs (6) (20)**

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**Total (6) (33)**

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## DETAILS ON DONATIONS

The main source of income for the Foundation has been from the initial endowment from the ESOMAR Society of EUR 125,000. In 2017, the ESOMAR Society decided to give a further endowment of EUR 50,000 to fund a Programme Coordinator to further grow the Foundation and ensure a steady stream of donations.

The focus of the Foundation in the coming years will be to increase the amount of donations coming into the Foundation beyond the endowment from the ESOMAR Society.

Looking at 2017 the Foundation also had a number of supporters who have very generously donated money to help further the aims of the Foundation. Donations have been made possible through the Christmas Charity Draw, ESOMAR membership option, sponsorship and individual spontaneous initiatives and donations (a which have contributed to keeping the organisation alive and supporting all the initiatives which have been run and initiated in 2017. We would like to mention two specific initiatives which have raised funds for the Foundation:

System1, the global marketing research and advertising company, who took part in 'Making a Difference' mile, dressed as Santa's to raise money for the ESOMAR Foundation. In total 75 staff from System1 ran in the charity event, with the company sponsoring each runner, bringing the total funds raised to €4,250

ENI Recruitment who donated 1% of all their permanent placement billings from 1 November 2017 to 14 February 2018 to the ESOMAR Foundation raising €1,873.

The Foundation Board wishes to thank the following people and companies for their support:

### People

Tarek Ammar	Linda Henshall	Craig Pagett
Gunilla Broadbent	Daniel Letfield	Rachael Popoola
Rhiannon Bryant	Aurelio Lopez	Joke Ruwen
Mike Cooke	Gaytan	Jasper Schier
Emma Cumber	Phyllis Macfarlane	Manohar Shetty
Marcel Dekker	Lynda Manning	Ivor Stocker
Lisa Elder	Heather McRae	Anton Sutyagin
Dan Foreman	Sheni Medani	Todor Todorov
Kathy Frankovic	Tariq Mirza	Pieter Paul
Caroline Frankum	Tariq Mizra	Verheggen
Jorge Frech	Silke Muenster	Leonie Vorster
Will Goodhand	Denise O'Reilly	
Phil Hearn	Esther Oberbeck	

## Companies

ADN	Lightspeed
Al-Mobtakiron Al-Awael CO. Ltd (first-pioneers llc)	Market Focus International
Altria Client Services	Mercaplan
Asia Marketing Research	MESH
Bazis Group	MRII
Blackbox Research Pte Ltd	Offerwise
Brandstrat SA.	OMI
Breeze LLC	Parc Enterprises LLC
Brown-Forman	Prediki Prognosedienste GmbH
Clear Seas Research	Primer Research Inc.
Cooltool	Research Freeway Inc
D3 Systems Inc.	Research Pacific Korea Inc.
De Beers Group	SAM International GmbH
ENI	SAMRA - The Southern African Marketing Research Association
FENESTRA OK	Smart Index
Fine Research Panel	SMP Research Software
GB Global Positioning	Standard Chartered Bank Wholesale Bank Client Research and Service Excellence
Gnosis Partners	Survey Launch Co.
IMP	SurveyUSA
Inizio	System1
ISM Global Dynamics	Telford Market Research
Join the Dots (Research) Ltd	
Keen as Mustard	
WIRe	

Stichting ESOMAR Charitable Foundation

The Future Place

The Understanding &  
Insight Group

THREE

TNS

TNS SIFO

Unilever

University of Georgia

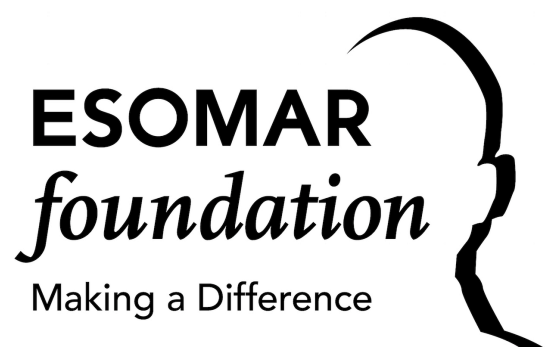
VALOIS

Wardle McLean Strategic  
Research Consultancy Ltd.

**Last, but not least, the ESOMAR Foundation wishes to thank warmly**



**for so generously supporting its activities through their donations.**



Financial statements  
for the year ended 31 December 2017