

An aerial photograph of a large group of children, mostly of African descent, gathered in a circle on a dirt ground. They are wearing various colorful clothing, including blue, green, yellow, and red. Some children are looking up at the camera, while others are looking down or towards each other. The children are of various ages, from young children to teenagers. A large, semi-transparent white circle is overlaid on the center of the image, containing the text.

# ESOMAR *foundation*

Making a Difference

## ANNUAL REPORT & FINANCIAL STATEMENTS 2019

STICHTING ESOMAR  
CHARITABLE FOUNDATION



## Management Report

ESOMAR Foundation, the charity arm of ESOMAR, is a charity helping other charities make more of the tremendous contribution good market research can make to their vital work. We educate, celebrate and promote the ways how great market research can make a difference. Best of all, **we do it all for free**, as our industry's contribution to building a better world.

Across the world we are working together with a growing network of partners from the data, insight and research industry to bring about transformational change for Not-for-Profit organisations, their work and beneficiaries. In 2019 the ESOMAR Foundation intensified the dialogue with NGOs by providing essential knowledge so to help them assess and evaluate their impact on society. The Foundation provided the platform and facilitated the exchange of information between the NGO sector and the market research industry.

We have focused our resources on fostering connections between the two sectors by bringing together their representatives, awarding scholarships, celebrating the best of research and expanding our programmes. We have 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 our 'Coalition of the Willing' members. The quality and dedication of our extended network of supporters has helped us deliver existing work effectively and develop new projects, extending our good reputation. The ESOMAR Council and the Supervisory Board continued to provide support and advice in pursuing the Foundation's mission "to use the skills, knowledge and support of the industry to do social good".

We know the work we do is even more relevant than when the organisation was founded. We continue to deliver high-quality work that is valued by the NGO sector and by the market research community in contribution to development cooperation between the two industries.

Over the next few pages, you can read about the exciting steps our programmes have taken in 2019 to support individuals and Not-for-Profit organisations throughout the world. From our training activities, the continuation of the scholarship grants and the Making a Difference competition to the recently launched Research Got Talent Initiative, our activities are taking significant steps towards catalysing cooperation between the data, insight and research industry with the non profit sector.



## EDUCATION PROGRAMME

### Free Making a Difference Research Tutorials for Charities and Not-for-Profit organisations

The ESOMAR Foundation is aware of the learning opportunities ahead for Not-for-Profits. Embracing qualitative methods to improve the impact of their activities would no doubt improve their ability to reach their goals. With the knowledge and support of the many qualified researchers in this discipline, the ESOMAR Foundation has built an offer of online trainings (webinars) to advance knowledge for Not-for-Profits and to showcase the outcome of great research.

In 2019, we have continued building our Making a Difference Research Tutorials to advance the research knowledge of charities in this discipline and to showcase the positive impact of great research. Some of the world's best, shared how good, low-cost research can dramatically improve charities' and non profit organisations fundraising and impact.

Each tutorial showed Charities how best to use a specific technique to make a real difference in achieving their goals. Above all, the ESOMAR Foundation webinars are completely free, recorded and accessible online as a source of advice and inspiration.

The 2019 webinar series was designed to offer insights and showcase advanced research techniques used to improve Not-for-Profit organisations work. Market research in the private sector grows increasingly sophisticated as researchers and insight professionals develop more advanced analysis techniques and use new data sources and technologies to understand customer behaviour and target communications to individuals.

In this series of webinars, ESOMAR Foundation aimed to inform Not-for-Profit organisations about these advanced research techniques in order to help them use research more effectively in their programmes.

The series of webinars gathered under the title "Research Knowledge for Not-for-Profit organisations - Advanced Research and Insights" and focused on the following subjects:

- Segmentation
- Advertising Effectiveness for Not-for-Profit organisations
- Communications in Research
- Measuring the Imagination
- Standing out from the Crowd – NGO Marketing and Semiotics

In the first webinar of the series, Sema Sgaier of Surgo Foundation demonstrated the effective use of segmentation, as an aspect of research and explained the fantastic value it can bring to the global development sector.

In the second webinar of this series on Advanced Research techniques, we discussed Advertising Effectiveness for Not-for-Profit organisations with Will Goodhand from System1 Research. It was a truly unique opportunity to learn about the potential for advertising – and overall communications effectiveness – for every Not-for-Profit organisation.

The 3rd webinar zeroed in on the often-overlooked ingredient of every successful research project: communications. The webinar featured Kai Jimenez, long-time communications professional now with the United Nations Population Fund (UNFPA).



The series continued with a webinar focused on a new way of thinking: using the imagination of your audience to get them to really understand what you want to achieve and be inspired to help you. The science of imagination. Our speaker, Leigh Caldwell, founder of Irrational Agency, demonstrated how to use System 3 as a new way for NGOs to change minds and raise money.

The 5th and last webinar centered on marketing and semiotics for Not-for-Profit organisations. The webinar gave listeners an overall understanding of an interesting form of research called semiotics. With semiotics, you can address large audiences with culturally appropriate messages. During the conversation, Dr. Rachel Lawes brought some insights into the challenges of marketing for NGOs, defining in particular challenges of communication, of differentiation and of understanding donor motivation.

The webinar series was a big hit and inspired over 1000 registrations. The ESOMAR Foundation counted on the expertise and dedication of Phyllis Macfarlane, Treasurer of the ESOMAR Foundation. Our thanks go to the 6 speakers for making this online-training series a success!

### Research for Charities Seminar

At ESOMAR Foundation we're convinced that every Not-for-Profit organisation can benefit from research, can do their job better by understanding the people they're trying to help more deeply, and that research really can make a difference for everyone. To convince them, we have invited NGOs and charities to a complimentary session at the ESOMAR Congress in Edinburgh to learn and experiment how research could help them do their work better. We had a mix of local and international representatives from local and international charities and organisations. The event was very successful and attendees had the chance to meet organisations who have done research which worked for them, as well as other local NGOs, plus professional researchers that were part of the ESOMAR Congress.

The seminar began with a panel session and Q&A on what research can do for NGOs and how it can be done cheaply and effectively. The event had small interactive group sessions at which together (expert researchers, experienced NGOs and those who were not convinced) challenged each other, brainstormed, and found solutions for their problems. After the networking lunch, everyone in the audience moved to the ESOMAR Congress to attend the ESOMAR Foundation Making a Difference Session during which were presented the 4 winning case studies.



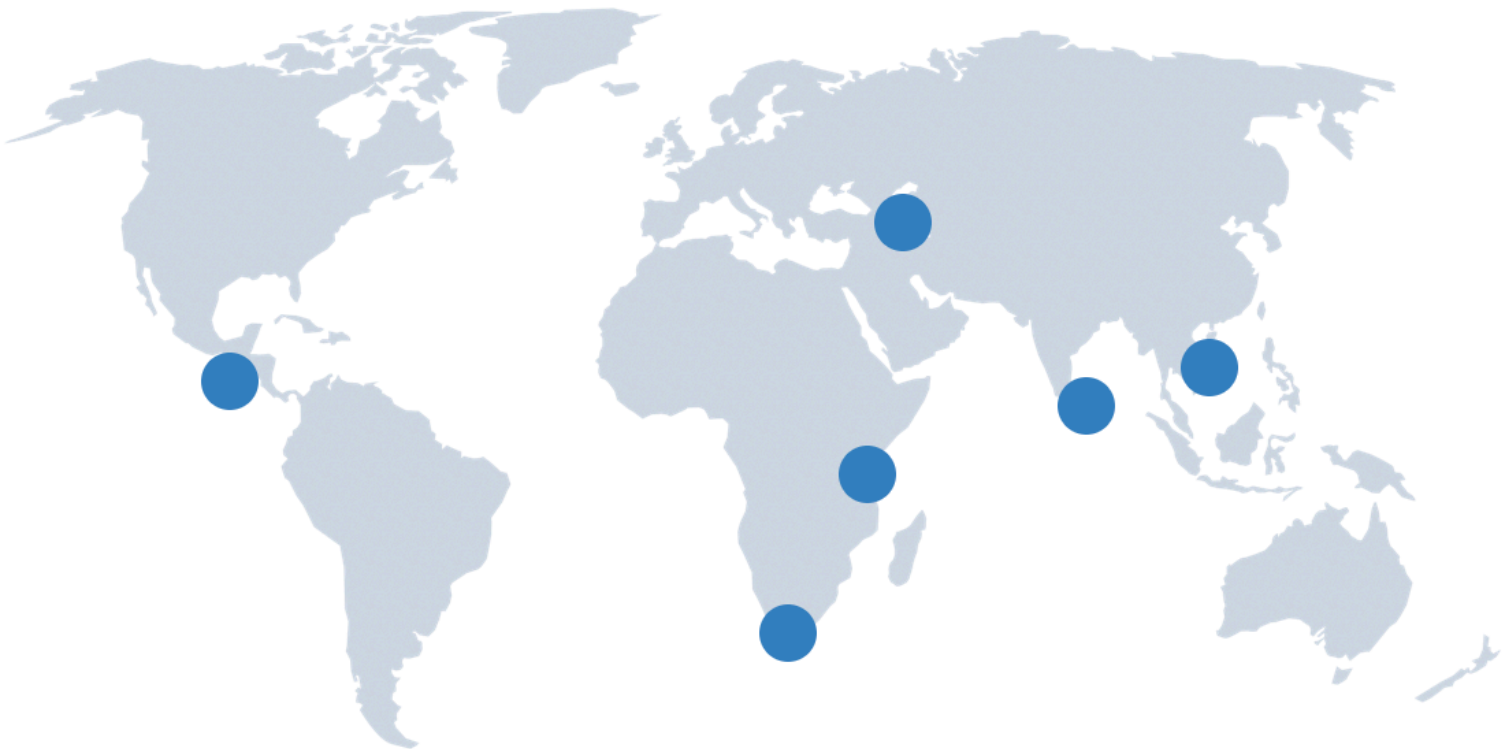
## Scholarships

*"To this day, I am amazed at how I landed (got awarded) this scholarship. Every time I try to explain the steps I took to interested parties, the unmerited favor that was poured out on me, words fail me. All I am is grateful and forever indebted to ESOMAR Foundation. **THANK YOU!** You have **UPGRADED** my life to another notch, I might (if God so wishes) be a manager soon and all to a girl under 30 years. It is a great achievement but it has been work. I am so happy now for the panicky days, the unsure days, the joyous days, and the days I was so overwhelmed but I have now come out on top."*

Innocent Rwamba Nyaga who graduated the MS in market research at the University of Nairobi, Kenya

The scholarship programme - which started in 2016 - has been granted to 7 deserving students in South Africa, Cambodia, Georgia, Guatemala, Kenya and Sri Lanka. Providing financial support to 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. 2019 marked the graduation of Innocent Rwamba Nyaga (Kenya) who completed the MS in Market Research at the University of Nairobi as well as 2 new scholarships benefiting two deserving students entering into a market research-related field of study in Sri Lanka. Both students are enrolled at the University of Sri Jayewardenepura, Sri Lanka.

We wish to thank WiRe, Unilever and Sapio Research for their wonderful support in granting these scholarships!





## **BETTER RESULTS PROGRAMME**

### **Making a Difference Competition**

Making a Difference competition is the centre-piece of the Foundation's 'Better Results' Programme. It highlights and promotes how the best of research has made a significant difference to Not-for-Profit Organisations (NFPs) and celebrates the ways in which our community of the research willing has helped make the world a better place.

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.

For the second edition of the ESOMAR Foundation "Making a Difference" Competition we had an overwhelming response and four winners were chosen by the expert jury. For this edition, the judges considered projects that made the biggest difference to the most important issues of our time, as identified by the UN SDGs. The best case studies were selected under the following categories:

#### **Making-a-Difference – Good Health and Well-being**

##### **Towards an open-defecation-free, clean India**

Saptarshi Guha, Kantar, India

NFP Swachh Bharat Mission (SBM) Grameen, Govt of India

*Perhaps not for the squeamish, this study demonstrated the need for long term monitoring and measurement to measure progress – cultures are not changed over-night – this is a 5-year programme! And also the requirement for on-going qualitative work and ethnography to overcome barriers to adoption – which change over time.*

#### **Making-a-Difference – Peace Justice and Strong Institutions**

##### **Social media first: leveraging digital platforms to strengthen the political participation of Nigerian youth**

Anu Mohammed, BBC Media Action, Nigeria

NFP BBC Media Action

*An excellent demonstration of how to use social media to engage youth in a subject that they were really quite apathetic about. Let's face it – it's difficult to engage young people in politics and voting in European countries – much more so in countries where the political climate is extremely challenging!*

#### **Making-a-Difference – Gender Equality**

##### **Breaking the Silence: Uncovering the Truth about Gender-Based Violence in Mongolia**

Nastasha Francesca Jimenez, UNFPA, Mongolia

NFP United Nations Population Fund

*This was an extremely large and high-quality study designed to demonstrate the reality of a subject that no-one wants to acknowledge or talk about in Mongolia. In fact, the lack of information meant that most people could deny it existed!*

#### **Making-a-Difference – Quality Education**

##### **Study of young people with dyslexia – challenges and needs in the Danish education system**

Rie Schmidt Knudsen, Epinion, Denmark

NFP Egmont Foundation



*Which showed that Dyslexia, if not diagnosed early, and supported well throughout the education system, can lead to very poor life outcomes – even in a country like Denmark! Everyone deserves a quality education – people with dyslexia have the same levels of intelligence as everyone else – so the fact that they tend to do less well in life, means there is a failure somewhere in the education system, which should be addressed.*

The winners together with their NFP counterparts were invited to present their case-studies at a special ESOMAR Foundation session during the Annual ESOMAR Congress which took place in Edinburgh in September 2019. The session included the four winner presentations followed by a panel discussion and the award giving. The Making a Difference session was a real success on site and on broadcast. In summary, an excellent, thought-provoking and inspiring session which demonstrated the real value that research can bring to the Not-for-Profit sector in all areas of life.

The warmth and interest received from the audience validates our belief that promoting the use of research is the right thing to do, to make the world a better place.

Among the competition entries there were a number of them which deserved a commendation for their excellent approach, here are the commended case studies:

**Lives matter: A heuristic approach to prevent child mortality in rural India**

Pallavi Dhall, Kantar, India

**A market research approach to understanding and reaching high-risk men in South Africa with HIV testing and linkage to treatment**

Shawn Malone, Population Services International (PSI), South Africa

**Driving Change in Behaviour Management**

Karan Sabnis, Kantar, India

**Government Policies for the Disabled vs. the Ground Reality**

Divya Meenakshy Harish, Brandscapes Worldwide, India

**How Research Proves a Difference was Made**

Will Goodhand, Survivors Fund SURF, United Kingdom

**Identifying nudges for the growth of women in Bhap, Rajasthan**

Madhur Mohan (Kantar) & Niyati Taggarsi (Ormax Consultants), India

The ESOMAR Foundation wishes to thank all those who participated in the competition. We aim to promote and highlight the excellent case-studies – to encourage the use of more insightful and inventive research for massively increasing the overall impact of market research in building a better world!





## Research Got Talent Initiative

ESOMAR and the ESOMAR Foundation launched an exciting new project focused on engaging youth to address prominent social issues using research.

The Research Got Talent Initiative was pioneered by MRSI and MRSHK Associations in India and Hong Kong and saw great success in connecting a range of stakeholders and ultimately showcasing the positive impact of the insights sector. Through the Initiative, Associations can engage with Charities and Non-Governmental Organisations (NGOs) to address the issues they might be facing when running their projects and operations.

By taking this initiative to the global level, the ESOMAR Foundation aims to encourage the participation of young researchers in practical market research projects and to present an opportunity for local Associations around the world to demonstrate the talent in our profession.

Participation in the Research Got Talent Initiative will also foster closer cooperation with ESOMAR members, potential members, local Charities and NGOs, for the purpose of tackling meaningful social issues among local communities. The initiative commenced at the local level, where one winner will be selected and entered into the global competition. The global competition winners will take the stage at the 2020 ESOMAR Insights Festival and have the opportunity to showcase their project in front of the most relevant actors in the Market Research industry.

## Knowledge sharing

The number of blogs and articles showcasing excellent testimonials of research in action increased again in 2019. 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. Among them there was a number of entries from the Making a Difference Competition which were recognised by the jury for their excellent approach.

Topics of the articles range from offering a voice to world's children to successful parenting in rural India, government policies for the disabled, awareness of HIV Epidemic, measuring the nature of violence against women to mental health of people in Africa, behind the scenes of grand street movements and combating child trafficking.

1. Breaking the Silence: Uncovering the Truth about Gender-Based Violence in Mongolia
2. Persevering until the end
3. The True Added Value of Data Philanthropy
4. Driving Change in Behaviour Management
5. Communications in Research – Part1: Work Your Advocacy
6. Communications in Research – Part2: Tell Your Story
7. Successful parenting – Harnessing aspirations to save lives in rural India
8. Cracking the Gender Code. A 20-year longitudinal study in 6 months
9. Government Policies for the Disabled vs. the Ground Reality
10. Identifying nudges for the growth of women in Rajasthan, India
11. BREAKING THE CYCLE – Increasing uptake of HIV testing, prevention and treatment among young men in South Africa



12. Changing Global Consumer Habits for a Healthier Planet
13. Safe Village Programs – Preventing Child Trafficking in Rural India
14. Financial Segmentation in Brazil's base of the pyramid
15. "For every child, every right"
16. Big Data Big Debate: How to handle 5 million plus verbatims in just 2 weeks?
17. Why Don't We Talk About This? Why Kenya needs to start talking about mental health
18. My Year's Trifactor!

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

## Charitable actions

**A Lasting, Living Relationship.** It's been over three years since ESOMAR Foundation's project in Rwanda, where Foundation volunteers joined with those from SURF Survivors Fund charity to train Rwandan genocide survivors in business skills. Since our visit to Rwanda in 2016 we have joined our efforts with SURF to help the Iwacu widows' cooperative who make beautiful handmade jewellery. We made a commitment to help this enterprise which provides livelihoods and a respite from trauma for women who continue to suffer horrendous effects from the 1994 genocide. This year's ESOMAR Congress was no exception, having a sale of the widows' handmade jewellery. Will Goodhand, SURF trustee and long term ESOMAR Foundation supporter: "It's a great privilege to help in meeting this necessity, enabling progress - and being able to keep doing this through selling the widows' jewellery at Congress."

**Charitable Bike Ride.** To raise awareness, funds and engagement from the research industry, the ESOMAR Foundation decided to run a fundraising campaign to support three market research hopefuls pursue their studies during the ESOMAR Congress that took place in Edinburgh.

To get into the ESOMAR Congress spirit, the ESOMAR Foundation offered to all the congress delegates and the local community alike the opportunity to network before the main event through an exciting fundraising charity bicycle ride in the surroundings of beautiful Edinburgh. This inaugural fundraising charity bike ride was an activity where charitable fundraising, sporting excellence and healthy living are combined to create a unique experience for everyone involved.





## LOOKING BEYOND 2019

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

**Aim:** *To secure funding to support the delivery of our projects and to increase the organisation's financial security.*

ESOMAR Foundation is a charitable Foundation representing the Market, Social and Opinion Research industry. Our industry has a wealth of knowledge and experience that can be applied to every aspect of society to ensure a more transparent, reliable and sustainable world. The ESOMAR Foundation functions as a facilitator. We identify organisations and match their needs with the appropriate resources and competencies within our industry. Our goal is to help all non-profit organisations as well as other stakeholders to use the market research industry's expertise to make their work more effective.

2019 has been a remarkable year for the Foundation, together with your help we have achieved so much. Our "Coalition of the willing" supporters is growing fast with members from all corners of the world. In 2019 we have received support from 1712 patrons from over 40 countries. In 2020 and beyond we will continue the annual 'Making a Difference' Competition and the educational webinar series dedicated to Not-for-Profits and working towards implementing the new Research Got Talent Initiative wherein young researchers have the opportunity to implement a project to address issues encountered by Non-Governmental Organisations (NGOs). We are looking to continue organizing the Research for Charities seminar and implement other educational face to face events dedicated to NGO representatives. The Foundation aims to increase the involvement of ESOMAR members and coalition of the willing supporters in its activities.

Starting with the end of 2019, the COVID-19 pandemic has changed, and will continue to change, the world in an unprecedented way. Charitable organisations across disciplines and sectors are facing unforeseen challenges during the pandemic, the impacts of which will likely be lasting and ESOMAR Foundation makes no exception.



Unfortunately, the total income of the ESOMAR Foundation is expected to drop by 50% in 2020, compared to the expectations – a very significant reduction but not sufficient to pose a threat to the going concern status of the Foundation due to our low fixed costs. Therefore, the Board of Directors is of the opinion that ESOMAR Foundation has adequate resources to continue in operational existence for the foreseeable future. The Board of Trustees has identified no material uncertainties that cast significant doubt about the ability of ESOMAR Foundation to continue as a going concern.

For all our initiatives we work with partners and sponsors. Partners are usually companies with an interest in providing their expertise and support. Partners support our activities financially, get involved in projects, dedicate their time to speak or write an article in order to help NGOs develop their skills and expertise.

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, 15.07.2020

The Board of Directors,  
President,

John Kearon



On behalf of the Supervisory Board,

Kristin Luck





## OUR ORGANISATION

### 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.

The ESOMAR Foundation has ANBI ('Algemeen Nut Beogende Instelling') status, meaning that the Foundation is recognised by its objective to improve the well-being of the general public.

**Date of launch** = 23 September 2013



## BOARD OF DIRECTORS

During 2019, the ESOMAR Foundation Board conducted twelve regular meetings. These meetings focused on the Foundation programmes, activities and strategy as well as financial and activity reports. Members of the Board were regularly consulted by the Programme Coordinator on issues related to their individual areas of expertise.

At the first ESOMAR Council meeting of 2019, Nijat Mammadbayli was appointed Council Representative to the ESOMAR Foundation board. The decision was made unanimously by the ESOMAR council members. He replaced Pervin Olgun, who held the position of Representative of the Supervisory Board previously.

In April 2019 Frédéric-Charles Petit, CEO of ITWP Group, Founder and CEO of Toluna, CEO of Harris Interactive Europe has taken yet another challenge and has joined the ESOMAR Foundation Board. Sonia Whitehead, Head of Research at BBC Media Action, agreed to join the ESOMAR Foundation board in July 2019. Frédéric and Sonia having both full board member appointments.

## THE BOARD

### President

#### John Kearon

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

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

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.

#### Frédéric-Charles Petit

Frédéric is an industry visionary and speaks often among industry leaders about the transformation of market research, impacts of automation and more. As CEO of ITWP, Frederic leads a staff of more than 1,400 spanning 24 offices and 5 continents as Toluna and Harris Interactive Europe.

Frédéric holds a Master's degree in comparative jurisprudence from New York University and a diploma in advanced studies in international economic law from the Sorbonne in Paris (D. E. A.). He practiced as a French lawyer in the corporate department of Allen & Overy's Paris office, before establishing Toluna in May 2000.

#### Sonia Whitehead

Sonia Whitehead is the Head of Research at BBC Media Action, the international charity of the BBC that uses media to inform, connect and empower people around the world. She has worked there for 12 years and has



specialised in conducting media research to develop content and evaluate its impact. This work has ranged from understanding people's perceptions of climate change across Asia and exploring gender-related issues with people living in conflict in Syria, Afghanistan, Darfur and Somalia. Before that Sonia worked in market research both in the UK and India.

## Representatives of the Supervisory Board

### Kristin Luck

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 organisation with over 3,000 members globally. WIRe facilitates education, entrepreneurship and other career development goals for women.

### Nijat Mammadbayli

Nijat is a young and ambitious Senior Analyst specializing in consumer research in FMCG and Telecom.

By having international mind-set (born in Azerbaijan, lived in the Netherlands, South Korea, and the UK) and being multilingual gives him a better perspective in working with different cultures and mindsets.

## Personnel

### Razvan Bondalici

#### Programme Coordinator

Razvan has extensive experience in designing and organising various events and projects in business and not-for-profit environments in a collection of countries from 4 different continents. While his sports background combined with the event management experience taught him to be an excellent team player, the project writing and trainer work developed him as a self-motivated independent worker.

## Coalition of the Willing

The quality and dedication of our extended network of supporters has helped us deliver existing work well and develop new projects, extending our good reputation.

The ESOMAR Foundation has built a Roster of Experts with experienced people from all parts of market social and opinion research. We draw on our Roster of experts for technical assistance and advice (primarily for our Better Results Programme.) In 2019, members of our coalition of the willing have contributed to our webinar series, Research for Good Seminar, Research Got Talent Competition as well as other local initiatives. We are continuously looking to create a broad and diverse pool of skilled professionals and are always interested in applications from all over the world.

The ESOMAR Foundation received an outstanding support for its programs and activities thanks to the financial contributions as well. These were represented by donations from ESOMAR members. Individual spontaneous initiatives and donations have also contributed towards supporting all the initiatives which have been implemented by the Foundation in 2019.





## Partnerships

**Aim:** *To strengthen the existing partnerships across the Market Research Industry and Not-for-Profit sector.*

Much of our work is delivered in partnership with other international organisations. ESOMAR Foundation's partnerships are growing within the ESOMAR membership and in the not-for-profit sector leading to better ways of working through sharing knowledge and skills and increased cost-effectiveness.

In 2019 this included:

Healthy Priorities project with Fine Research Latin America and Save the Children Colombia that had a purpose to assist their mission in Venezuela, which was giving support to people leaving the country through the Colombian border. As a side benefit the consortium obtained information on the healthcare priorities within the whole region. Project that was about to prove extremely valuable in the Covid19 context.

Local Research Associations: 6 local Market Research Associations registered for the inaugural edition of Research Got Talent: Australia (AMSRO), Russia (OIROM), Peru (APEIM), Canada (CRIC), Czech Republic (SIMAR), India (MRSI). Research Got Talent award competition, focused on encouraging young professionals to use research to address prominent social issues. By taking this initiative to the global level, ESOMAR aims to encourage the participating of young researchers in practical market research projects and to present an opportunity for local Associations around the world to demonstrate the talent in our profession.



### **Paragon Partnerships**

One of the most important relationships we have as ESOMAR Foundation is with Paragon, 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). EF is a member of Paragon. Paragon Partnerships was launched in 2016, by Stan Sthanunathan of Unilever, in response to the UN's 17th Sustainable Development Goal (SDG) – the call for private sector partnerships to help the UN achieve the Sustainable Development Goals (SDG's) by 2030. The ESOMAR Foundation supports the Paragon Partnership - ensuring that this very important MR Industry initiative provides powerful data and insights to Governments, the UN, NGO's and other non-profit agencies to enable them to deliver the UN's 2030 Sustainable Development Goals.

In May 2019, Phyllis Macfarlane, ESOMAR Foundation founding board member and treasurer was invited to be a judge of the UN SDG Action Awards at the UN SDG (Sustainable Development Goals) Festival in Bonn, Germany.

### **Communications**

Through our communications outreach, we strive to be accessible to a wide audience, reaching diverse groups in society, and including those who would otherwise not be addressed by a particular content. Engaging in dialogue is a must in order to tackle cooperation between the market research and non profit sectors. Our press and marketing work is focused on industry awareness and reaching a wider audience.

### **Social media**

Social media is an increasingly important tool for sharing the mission and vision of our Foundation, creating a greater impact for our activities as well as engaging wider audiences. We have increased our responsiveness towards the online community and created more interaction with our audiences. Our website is hosting a collection of research testimonials and continues to be a popular way of showcasing valuable work done towards solving societal issues to a wider audience.

The Foundation's Facebook page is focused on promoting our participatory programmes and events. Since this approach was implemented, we have seen a big increase in followers and engagements (likes, shares, comments etc.). Our Facebook page still has the biggest pool of followers from all our social networks.  
<https://www.facebook.com/esomarfoundation>

Since the initiation of the ESOMAR Foundation, Twitter was designed as a portal focused on sharing all our latest news, including interesting articles, announcements but also sharing opportunities from around our network. Partners in our research networks actively approach us to help them share and disseminate content. The platform is also used as an instant method of communication when offering live updates from events. <https://twitter.com/ESOFound>

We are posting news catered towards an audience of business professionals via LinkedIn on the ESOMAR Foundation page and the ESOMAR – official group . <https://www.linkedin.com/company/esomar-foundation>

The fastest growing social network in terms of engagement and followers, been proven to attract the younger generation. <https://www.instagram.com/esofound/>



## Statement of financial position

As at 31 December 2019

In thousands of euro

	Note	2019	2018
<b>Current assets</b>			
Cash and cash equivalents	1	137	82
<b>Total current assets</b>		<b>137</b>	<b>82</b>
<b>Total assets</b>		<b>137</b>	<b>82</b>
<b>Current liabilities</b>			
Payables and accrued expenses	2	3	-
<b>Total current liabilities</b>		<b>3</b>	<b>-</b>
<b>Total assets less current liabilities</b>		<b>134</b>	<b>82</b>



## Statement of income and expenses

For the period ended 31 December 2019

In thousands of euro

	Note	2019	2018
<b>Foundation Donations</b>	3		
Esomar Endowment		-	50
Corporate Giving		49	22
Individual Giving		64	52
		<b>113</b>	<b>124</b>
<b>Programme expenditure</b>	4	(4)	(16)
<b>Subtotal</b>		<b>109</b>	<b>108</b>
<b>Foundation expenditure</b>	5		
Salaries		(40)	(25)
Sickness benefits		-	-
Social security charges		(8)	(5)
Travel allowance		(4)	(2)
Communications		(3)	(8)
Legal and Consultancy fees		-	(6)
Other expenses		(5)	-
<b>Total general expenditure</b>		<b>(60)</b>	<b>(46)</b>
<b>Net result</b>		<b>49</b>	<b>62</b>



## Notes to the financial statements 2019

### 1. Reporting entity

#### Activities

The consumer insights industry has a wealth of knowledge and experience that can be applied to every aspect of society to ensure a more transparent, reliable and sustainable world and the Foundation brings volunteers and resources together to execute projects and provide financial support to help charities and NGO's achieve their aims. The Foundation helps non-profit organisations measure results and improve their performance. It also trains and supports market researchers in countries where education is scarce and provides financial support to researchers and their families who are in need of financial help.

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 July 2020.

#### 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 2019

### Current assets

#### 1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2018	2018
Bank accounts	126	82
Other assets	11	-
<b>Total</b>	<b>137</b>	<b>82</b>

### Current liabilities

#### 2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2019	2018
Creditors	3	-
<b>Total</b>	<b>3</b>	<b>-</b>

## Statement of comprehensive income for the period ended 2019

#### 3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2019	2018
Esomar BV Endowment	-	50
Corporate Giving	112	69
Individual Giving	1	5
<b>Total</b>	<b>113</b>	<b>124</b>



#### 4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2019	2018
Local initiatives programme	-	-
Education programme	(4)	(6)
Research programme	-	-
Philanthropy programme	-	(10)
<b>Total</b>	<b>(4)</b>	<b>(16)</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>2019</b>	<b>2018</b>
Salaries	(40)	(25)
Sickness benefit	-	-
Social security charges	(8)	(5)
Travel allowance	(4)	(2)
<b>Salaries and sickness benefits</b>	<b>(52)</b>	<b>(32)</b>

<b>Other costs</b>	<b>2019</b>	<b>2018</b>
Communications	(3)	(8)
Legal and Consultancy fees	-	(6)
Other expenses	(5)	-
<b>Other costs</b>	<b>(8)</b>	<b>(14)</b>





## DETAILS ON DONATIONS

The ESOMAR Foundation saw a fantastic financial boost thanks to the contribution of the coalition of the willing represented by donations from ESOMAR members. Individual spontaneous initiatives and donations have also contributed towards supporting all the initiatives which have been implemented by the Foundation in 2019.

2019 was the first year when our activities were entirely supported by our 'Coalition of the willing' supporters. Donations received from the coalition of the willing supporters sustained the growth of the Foundation and ensured the stable implementation of the activities.

Any surplus as a result of lower expenditure than income is temporarily added to our reserve and is then used for purpose-related activities in the following year(s). In pursuing our ambition and commitment to be self-funded, we are working on new opportunities to achieve mixed income streams, ready to grow over the coming years.

The Foundation Board wishes to thank the following people and companies for their support. Please visit [www.esomarfoundation.org](http://www.esomarfoundation.org) for a full list of our 'Coalition of the Willing' supporters.

Without your generous help and support, the ESOMAR Foundation could not survive! So, we would like to take this opportunity to warmly and sincerely send you our appreciation for ensuring that together we can pursue our mission of contributing to a better world.

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

Toluna 



SAPIO  
RESEARCH 

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



# ANNUAL REPORT & FINANCIAL STATEMENTS

## FOR THE YEAR ENDED 31 DECEMBER 2019

Legal Form: Stichting ESOMAR Charitable Foundation.  
Atlas Arena, Hoogoorddreef 5, 1101 BA Amsterdam, The Netherlands.

[www.esomarfoundation.org](http://www.esomarfoundation.org)  
[info@esomarfoundation.org](mailto:info@esomarfoundation.org)

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