



## ESOMAR FOUNDATION EDUCATION PROGRAM 2025

### Bringing New Talent into Market Research Online Awards

The ESOMAR Foundation is excited to launch the **2025 Education Program**, designed to bring fresh talent into the global market research and insights industry, particularly from [developing economies](#). This initiative aims to attract individuals from diverse disciplines who may not have previously considered a career in market or social research.

#### Objective:

The program seeks to offer up to **100 awards** annually for the [University of Georgia's Certificate of Market Research](#). **These awards are specifically targeted at young talent (ages 20-25) from low- or middle-income countries, with a focus on individuals from socio-economically disadvantaged backgrounds.**

#### How It Works:

The awards will be assigned to individuals who meet specific criteria, including educational background, employment history, and financial need. The program will be promoted through universities, chambers of commerce, and NGOs, with an emphasis on broadening the talent pool beyond the traditional research sector. Candidates will be expected to apply online, with a streamlined, easy-to-review selection process.

#### Key Goals:

- **Diversity and Inclusion:** We aim to bring new perspectives to the industry by engaging individuals from diverse backgrounds, helping grow the industry in emerging markets.
- **Industry Development:** By equipping candidates with the skills needed in research and data analysis, we hope to support their employment either directly in market research or in roles where these skills are valuable.
- **Program Expansion:** If successful, we plan to expand the program, adding additional modules focusing on social research and research in developing markets.

#### Selection Criteria:

- Nationals from low- or middle-income economies
- Age 20-25
- Proficiency in English
- Financial need
- A strong interest in market research and its applications
- References from teachers, professors, or employers

This program not only supports individual career development but also contributes to the global growth of the market research industry, promoting more inclusive, diverse talent in the field.

Be part of a transformative journey in the world of research and insights. For more information on eligibility and the application process:

**[APPLY TODAY](#)**