

2013

ANNUAL *report*



ESOMAR
foundation }



Foreword

Launching the ESOMAR Foundation has been an amazing and very gratifying experience.

We have been honoured and inspired by the enthusiastic and heart-felt response we have received from the research community who have wholeheartedly supported our desire to “do good” and use our expertise to help “make the world a better place.”

It has been a privilege to meet with so many devoted people and to hear their stories of how their organisations have been able to inspire and help people in need around the world. So far we have been able to help support charitable organisations in Afghanistan, Argentina, Indonesia and a Swedish charity operating in Ethiopia.

We have our first educational seminar scheduled for Myanmar in August this year and hope that this is just the beginning of our community of talented researchers “giving back to society” and helping to train future generations of researchers in countries where there is limited or no formal education for researchers.



A programme that I am particularly excited about is the Philanthropy programme. We're planning an event to bring the philanthropic sector together with the market, social and opinion research community, exploring working together to support and help the philanthropic sector. Measuring effectiveness is a huge challenge and helping donors decide/assess impact is another big challenge that we researchers could have a say in.

I am looking forward to the coming year and the challenges we are going to face but without your support - both your willingness to donate your time and your financial support - we are limited as to how much we can do. We are looking forward to hearing from you in the near future.

Sincerely,

Gunilla Broadbent - *President*



Our Vision

ESOMAR Foundation is a young foundation channeling 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 has to offer to those striving to achieve these goals on a global level. We bring volunteers and resources together to execute projects and provide financial support.

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 the market, social, and opinion research sector.

Founded 23 September

2013

The Board



Gunilla Broadbent President

Owner of GB Global Positioning and former President of ESOMAR, Gunilla hails from Sweden and has 30+ years of international market research experience. She is the driving force of the founding board of ESOMAR Foundation.



Phyllis Macfarlane Treasurer

A lifelong market researcher with experience in quantitative, B2B and international research, Phyllis is leading efforts to improve the quality of education in market research through GfK's CSR Project, and additionally supports other professionals to reach their full potential.



Kim Smouter Delegate for Day to Day Management

With Dutch and Congolese roots, Kim was raised in France and the USA. Former Secretary General of the European Network of National Civil Society Associations, Kim has previous experience in the fields of equality, education, anti-poverty, and non-profit infrastructure.



Angela Canin Secretary

Born in South Africa, Angela is ESOMAR's Senior Development Manager and Editor of *Research World*. She is responsible for ESOMAR's major innovative projects including its professional development programmes for the next generation of market researchers.



Tatiana Barakshina Representative of the Supervisory Board

Tatiana has experience in B2B international research. During 2006 she co-founded an independent research agency, Bazis IG. As of 2009, Tatiana became the first-ever Russian member elected to the ESOMAR Council, later being appointed as a Representative of the Supervisory Board.



David Smith Representative of the Supervisory Board

David Smith has 25 years of marketing intelligence experience, most recently as CEO of a UK top ten market research agency. David holds a PhD in Organisational Psychology from the University of London.



Financial Statements



Financial position as at 31 December 2013

In thousands of Euro

2013

Non-current assets	
Intangible assets	
Tangible fixed assets	
Total non-current assets	
Current assets	
Donations	
Prepaid expenses and other receivables	
Total receivables	
Cash and cash equivalents	
Total current assets	
Total assets	
Current liabilities	
Payables and accrued expenses	17
Total current liabilities	17
Total assets less current liabilities	(17)
Financed by: Foundation's reserves	17

Income and expenditure (29 October - 31 December 2013)

In thousands of Euro

2013

Foundation Donations	
Corporate Donations	
Individual Donations	
Programme expenditure	(1)
Total income less programme expenditure	(1)
Non-programme expenditure	
Board meetings	(1)
Communications	(3)
Legal and Consultancy fees	(7)
Other expenses	(5)
Total non-programme expenditure	(16)
(Deficit)/surplus for the period	(17)

Supporting...

Education

Education opens the door to brighter futures. For many people, working in market, social, and opinion research is a fulfilling career choice.



However, many people find getting the right education impossible due to personal circumstances.

This year, the Foundation has had the privilege of launching its first pilot scheme in Myanmar looking to provide access to affordable training on the basic methodologies of market, social, and opinion research.

We support innovative projects that break down these barriers and give a chance to the current and future generations of market researchers coming from all walks of life.



Charities

Communities depend on selfless champions to grow and strengthen them.

We believe in these champions' power to make a difference. Facilitating links between these champions and the world of market, social, and opinion research can help enrich social action at the local level.

This year, the Foundation has had the privilege of awarding 5 grants around the world under this programme.



We provide operating and project-based financial support to local charities across the world, helping them to achieve their objectives one community at a time.



Supporting...

Researchers

In some countries, asking someone their opinion can be a dangerous, life-threatening exercise.

Market, social, and opinion researchers have been killed, injured, or faced a traumatic experience in the line of duty whilst attempting to capture the views of ordinary citizens. For their families, the loss or injuries of the breadwinner can be catastrophic. The Foundation is grateful not to have had to make grants available under this programme this year but remains vigilant to the needs of our counterparts throughout the world.



We answer the call of those families that face economic hardships as a result of their family member having worked in the field of market, social, and opinion research. We provide emergency financial support to research families in need.



Philanthropy

Market, social, and opinion researchers are experts at collecting information, analysing and condensing it into advice to decision makers. It's at the heart of what we do.



This year, the ESOMAR Foundation launched, alongside its new website, a new resources library cataloguing best practice of market research in helping to create and measure the effectiveness of campaigns of public general interest.

We recognise that the non-profit sector faces challenges in ensuring that its resources have the most impact, or demonstrating that the causes they advocate have public backing. We initiate projects that facilitate exchanges between these two worlds, allowing our shared expertise to work in concert and ensure social change happens more effectively.



€3000,00 *Myanmar*

Education Programme

- ESOMAR Foundation in partnership with the Myanmar Marketing Services Association delivered a 5-day pilot capacity building scheme for the country's research community.

"I am so proud to be hosting this first ESOMAR Foundation training event and to have brought this in partnership with the ESOMAR Foundation to our market. Our market researchers really need this training for the quality of the profession"

- Anna Khin Khin Kyawt, President, MMSA

Over 50 researchers received training from 4 of the Foundation's expert training volunteers who assembled a made-to-measure training package for participants.



€5000,00 *Argentina*

Charities Programme

- ESOMAR Foundation awarded its first 2014 Local Initiatives Programme grant to Argentinian charity *Fundación Tzedaká*.

"We are grateful that ESOMAR Foundation selected us, turning into a partner with whom we can make possible that vulnerable youths in Argentina get an opportunity in their lives." - Damian Mindlin, President, Fundación Tzedaká



The grant supports UNIC®, a programme giving disadvantaged young people the tools to acquire a tertiary education and transition from school to work, whilst fostering the values of solidarity and social justice.

Skateistan

Operating Grant

€1000,00 *Afghanistan*

Charities Programme

- The Foundation presented its first Local Initiatives grant to Oliver Percovich, ESOMAR Congress 2013 Keynote and Executive Director of award-winning NGO, *Skateistan*.

“...this generous grant will help us to continue providing new life opportunities to some of the hardest to reach girls and boys...” - *Oliver Percovich, Executive Director, Skateistan*

Using skateboarding as a tool for empowerment, *Skateistan* connects youth in Afghanistan and Cambodia to education through the sport of skateboarding. Over 50% of the students are street- working children and 40% of those attending the organisation's schools are girls.



Bali Kids

Operating Grant

€5200,00 *Indonesia*

Charities Programme

- ESOMAR Foundation awarded its second 2014 Local Initiatives Programme grant to Indonesian local charity *Bali Kids*. The grant, of €5200 has been earmarked to support the *Bali Kids'* medical programmes helping increase access to medical care for disadvantaged children.

“Education and health is a wonderful gift to give children.”
- *Nyoman Kusala, Managing director, Bali Kids*



Bali Kids opened in April 2004 offering a clean, safe environment for special medical care for orphans and disadvantaged families in and near Bali. The Foundation's grant provided financing towards a new medical team composed of a doctor, nurse, and a driver for a year.

New Hope

Project Grant

€5000,00 Sweden

Charities Programme



- New Hope was awarded the third 2014 Charities Programme grant. The grant will support the basic education programmes of the PEFAN Centre in Addis Adaba for one year.

"We are very happy and proud to receive this grant...now 25 children at the PEFAN center in Addis will be able to go to school for another year!" - Elisabet Lanz, President, New Hope

Initially financed by the travel industry, New Hope finances up to 15 different projects around the world each year. New Hope has no salaried employees and relies solely on volunteers, guaranteeing a high degree of involvement and low overheads. New Hope's projects support schools, health clinics and children's homes, providing food, shelter and education for children.



Fundraising

for Esomar Foundation

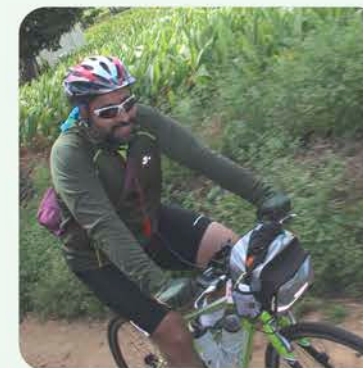


€1000,00 India

Charities Programme

- In support of the activities of the ESOMAR Foundation, Treasurer Pravin Shekar took up the challenge in December 2013, cycling 1000km in 8 days across the plains and mountains of his home state, TamilNadu in India.

"...ESOMAR has been founded to help researchers in need. Assistance includes professional development, training, technology and money" - Pravin Shekar, Treasurer, ESOMAR



"It is our job as custodians of the industry to stand together, in support of the wider community. To do our bit to secure our future and that of future researchers, insight managers, brand creators, data scientists. I believe in the cause of the ESOMAR Foundation and am doing this cyclothon to raise awareness about the Foundation and to collect donations and pledges."



Best-practice library

on research and philanthropy

Philanthropy Programme

- The best practice library initiative of the ESOMAR Foundation seeks to raise awareness of existing research projects and papers demonstrating real-life practical examples of the use of market, social, and opinion research in support of philanthropic and public benefit activities. To date, several papers have been published on the ESOMAR Foundation website, with others planned through 2014-2015. Examples include:



LEGALLY BROWN

By Ainslie Williams and Sofia Khayech

A case study of how popular culture can be used to overcome dangerous sun exposure behaviour amongst teens. The study explores how leveraging components of pop culture can not only produce a better research process but also solidify insights and strategic direction for youth focussed health campaigns.



RESEARCHING THE UNRESEARCHABLE

By Nick Johnson and Nicola Peckett

A case study of how research helped Samaritans in their campaign to reduce suicide amongst at-risk men. Through a partnership involving Network Rail and the British Transport Police, research helped inform an ad-campaign that spoke to the target audience helping to reduce suicide rates during the project period.

The Future of ESOMAR Foundation

Goals:

- **Increasing our operational capacity**

With a small budget, our desire to “do good” outweighs the resources we have available and therefore a major push to increase fundraising and monetary contributions into the Foundation’s core programmes will be a top priority for the Foundation.

- **Seminar for the Philanthropy Programme**

During Q1-2015, we plan to organise our first event, aiming to inspire new partnerships between philanthropy, the non-profit, and market research sectors to address the challenge of effective measurement of philanthropy and social action.

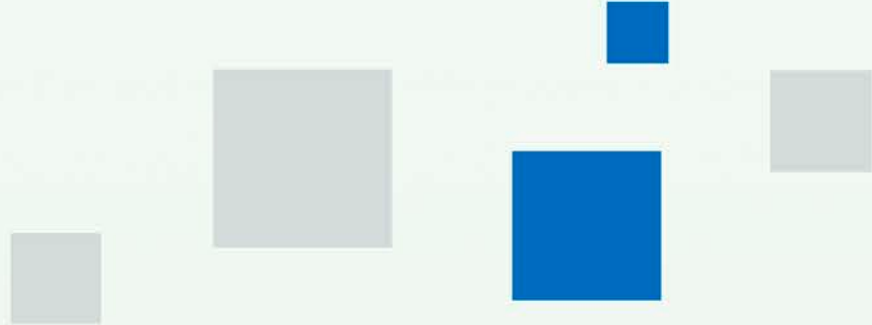


- **Pursuing our contributions under the Charities Programme**

We hope to further increase the number of charities and researchers supported. Eligible countries will continue to be aligned to the ESOMAR Society’s global and regional events.

- **Deepening the Education Programme**

The pilot training scheme will be evaluated and fine-tuned. We hope to replicate it in other emerging markets, increasing access to training in areas where economic barriers make training unaffordable. We also plan to initiate the “Students Help Students” programme to involve the next generation of researchers.

A series of five squares of varying sizes and shades of blue and grey, arranged in a diagonal line from the top left towards the center of the page.

be
the difference!

**Donate and keep the
Foundation going.**

*Support ESOMAR Foundation by Donating directly
on our website at esomarfoundation.net. Your
donations are vital to allow us to carry out our
vision and mission.*

ESOMAR FOUNDATION

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Find out more by visiting...
esomarfoundation.net

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Stay in touch