# ESOMAR Foundation

## Annual Report 2014-2015

ESOMAR *foundation*

ESOMAR foundation

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# ESOMAR Foundation Vision

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 recognize 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 scrutinized 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.

## Date of launch = 23 September 2013

# FOREWORD

This year has been an interesting combination of good progress and challenges. Much of our time was used to fully incorporate and operationalize the foundation, but we have also seen the completion of several funded projects as well as the implementation of new projects.

We continue to have great support from our stakeholders. The ESOMAR Council has given us financial support and we continue to get very positive feedback from our stakeholders.

In 2014, we conducted out our first capacity building programme in Myanmar. This was the first of hopefully many training programmes that aim to strengthen the capacity of researchers in countries where education is limited. The training was a huge success and a second training workshop was rolled out in August this year. As a result of our education programme, several organisations have asked us to replicate the training in other countries.

Another highlight was our knowledge exchange conference in Brussels discussing how the market research community can support philanthropic organisations in measuring the impact of their work.  The outcome of this conference will set a path for concrete action to improve the state of impact measurement.

We are also happy to see that our first round of grant recipients have completed their projects. During the year we have supported a number of charities that focus on supporting a healthy development and the education of children and young people in Afghanistan, Argentina, Indonesia, and Ethiopia.

This year we welcomed two new members to the ESOMAR Foundation board, Pervin Olgun and Pieter Paul Verheggen.  We are delighted to have them on board and believe that they will add great value to the Foundation.

Looking forward, we have a very exciting year ahead of us. We will continue to develop our strategy and most importantly to raise more funds. I sincerely hope you will follow us on this continued journey to use the strength and power of our industry to achieve social good.

Sincerely,

Gunilla Broadbent
*President*

# The Board

## Gunilla Broadbent
*President*
Gunilla has spent her entire career in international market research. She has lived and worked on many continents (Europe, Asia , North America and Africa ) and she is a former President of ESOMAR. She is the driving force of the founding board of ESOMAR Foundation.

## Phyllis Macfarlane
*Treasurer*
A lifelong Market Researcher – International, Quantitative, B2B – currently working on the GfK Verein's University Cooperation Programme to improve the quality of education in MR in Africa and China– always involved in helping people in the MR business develop to their full potential.

## Kim Smouter
*Delegate for Day to Day Management*
Born from Dutch and Congolese parents, raised in France and USA, Kim has a strong non-profit background having worked for equality advocacy groups and non-profit infrastructure bodies.



## 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. Pervin has also held active positions in various social responsibility projects and has experience serving as board member in leading NGO's.

## Pieter Paul Verheggen
*Representative of the Supervisory Board*
With over 20 years experience in market research, Pieter Paul is currently the CEO at Motivaction. He held the position of Chairman of the Dutch Market Research Association (MOA) for 12 years, and is also a lecturer at the Maastricht School of Management.

# FINANCIALS

# Financial Statements

## Statement of Financial Position

As of 31 December 2014

In Thousands of Euro

| | Note | 2013/2014 |
|---|---|---|
| **Current Assets** | | |
| Cash and Cash Equivalents | 1 | 37 |
| **Total Current Assets** | | 37 |
| **Total Assets** | | 37 |
| | | |
| **Current Liabilities** | | |
| Payables and Accured Expenses | 2 | 13 |
| **Total Current Liabilities** | | **13** |
| | | |
| **Total Assets less Current Liabilites** | | **24** |

## Statement of Income and Expenses

For the period ending 31 December 2014

In Thousands of Euro

| | Note | Actual 2013/2014 | Budget 2013/2014 |
|---|---|---|---|
| **Foundation Donations** | 3 | | |
| Esomar Endownment | | 125 | 125 |
| Corporate Giving | | 1 | 193 |
| Individual Giving | | 2 | 24 |
| | | 128 | 342 |
| | | | |
| **Programme Expenditure** | 4 | (38) | |
| | | (256) | |
| | | | |
| **Subtotal** | | **90** | 86 |
| | | | |
| **Foundation Expenditure** | 5 | | |
| Board Meetings | | (1) | (10) |
| Communications | | (12) | |
| Legal and Consultancy Fees | | (30) | (7) |
| Other Expenses | | (23) | (26) |
| **Total General Expenditure** | | **(66)** | **(55)** |
| | | | |
| **Net Result** | | **24** | **31** |

# Details on operating expenses

The operating expenses for 2013/2014 are EUR 66,000. The bulk of these expenses has come in the form of set-up costs (EUR 30,000.) These fees were higher than anticipated due to the complexity of legally establishing the Foundation. In future, the legal and consultancy fees should be reduced.

The other area of expenditure is Communications (EUR 12,000.) Some of these expenses are also “set up” costs, but moving forward the board does not anticipate a significant reduction in these expenses. To help achieve the long term goals of stability and financial health it is imperative that the Foundation continues the communications campaign to raise awareness of our goals and solicit donations.

## Details on Donations

The main source of income for the Foundation has been the initial endowment from the ESOMAR Society of EUR 125,000. Looking to 2015, the ESOMAR Society has agreed to give an additional endowment of EUR 35,000 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 2013/2014 the Foundation also had a number of supporters who have donated money to help further the aims of the Foundation. The Foundation board wishes to thank the following people for their support:

Francoise Acca
Lee Markowitz
Sandeep Arora
Bridgit Michaud
Enrique Domingo de Blas
Kara Mitchelmore
Gunilla Broadbent
Cristina Paez
Agnes Coulombeix
Gerald Parton
Kimberley Dedeker
Simon Patterson
M.J.W. Dekker
Raymond Poynter
Jeffrey Hunter
Pravin Shekar
Kristin Luck
Frits Spangenberg
John MacCay
Richard Thomson

The Foundation board would also like to thank SGR International for their generous donation.



# Additional contributions received

The Foundation also received a grant from Transnational Giving Europe (TGE), a partnership of leading European foundations and associations that facilitates tax-efficient cross-border giving within Europe. The TGE network enables donors, both corporations and individuals, resident in one of the participating countries, to financially support non-profit organisations in other member countries, while benefiting directly from the tax advantages provided for in the legislation of their country of residence. The grant covers donations given by corporations or individuals in Belgium, Netherlands, UK, France, Germany, Italy, Ireland, Switzerland and Spain.

Through the Foundation’s ongoing partnership with the King Baudouin Foundation in Belgium, the Foundation was also able to gain the equivalent of the 501c3 status in the United States allowing corporations and individuals in this country to have a tax advantage when donating to the ESOMAR Foundation.

The Foundation is able to apply for the grant in additional countries should the need arise.

# WHAT WE DO

## Supporting Education

Education opens the door to brighter futures. However, many people find that getting the right education is impossible due to personal circumstances. 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.

## Supporting Charities

Communities depend on selfless champions to grow and strengthen themselves. 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.

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 Need

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 family, the loss of the breadwinner can be catastrophic.

Sensitive to these circumstances, 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.

## Supporting Philanthropy

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

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.

2014-15

# PROJECTS

## Project Grant to Fundación Tzedaká (Argentina)

€5000,00

### Project background

ESOMAR Foundation awarded its first 2014 Local Initiatives Programme grant to Argentinian charity Fundación Tzedaká. The organization supports Argentinians in poverty, with the help of paid staff and volunteers. The support programme UNI© ensures young people to acquire the tools they need to achieve their life goals and break the intergenerational poverty cycle.

The ESOMAR Foundation grant will support activities which aim to achieve a series of specific goals, including the enabling of university and tertiary studies completion.

### Results

In 2015, Fundacion Tzedaka was able to increase the number of young people enrolled in the UNI program from 93 in 2014, to 104 today. The ESOMAR Foundation grant was used to financially support students, enabling them to complete their degrees or continue their academic education. Eight students, seven women and one man, were able to continue their academic education. These young people, supported through the UNI program, come from economically severe and vulnerable situations, living on an average 10 US dollars per day to cover all of their housing, food, clothing, health care, transportation and educational needs.

*"Gala is 22 years old and still lives with her mother in the suburbs of Buenos Aires. Gala is the breadwinner of the family as her mother suffers from severe health problems. Gala is in her 5th year of her MBA program at University of Buenos Aires, which includes a pre-professional internship at HSBC Bank. She only has three more subjects to pass to get her degree in December 2015. The UNI Scholarship allows her to cover her transportation costs and tuition fees"*

# Operating Grant to Bali Kids (Indonesia)

€5200,00

## Project background

ESOMAR Foundation awarded its second 2014 Local Initiatives Programme of €5200 grant to Indonesian local charity Bali Kids.

Bali Kids is a child centre open to any child registered in Bali's orphanages that need medical attention. Children from the local village projects, whose family hold a 'poor family card', can also receive free treatment and care. The grant provided funding towards a new medical team comprised of a doctor, nurse, and a driver for a year.

## Results

During the year, the medical team travelled extensively throughout Bali to remote villages in the mountains, orphanages and disability centres. The main focus of its work was Health Education, with a focus on HIV prevention and medical treatment for children on site or in their house Clinics. The medical team also assisted with the establishment of an emergency medical link during weekends for children in local prisons. The plan is to help children who reside with their parent inside the prison. Children are allowed to reside in the prisons until the age of two.

During the project period the medical team treated 2,321 boys and 2,684 girls. This included 333 disabled children. Moreover, the medical team educated the 530 children in General Health issues, 670 children in child abuse and bullying, 2,433 children in Environment and health issues.

*"Dr. Wijaya assisted with the establishment of an emergency medical link during weekends for our local prison. The plan is to help children who reside with their parent inside the prison. Children are allowed to reside in the prisons here until the age of two. Medical care is normally only available through the authorities Monday to Friday. We will fill the gap when an emergency arises"*



# Project Grant to New Hope (Sweden)

€5000,00

## Project background

ESOMAR Foundation awarded its third 2014 "Local Initiatives Programme" grant of €5000 to Swedish charity New Hope to support the basic education programmes for one year of the PREI Effort for Those Who are in Need (PEFAN) Centre, a child and youth-focused development organization in Ethiopia. The objective of PEFAN is to give orphaned children a start for a better life by providing them with a good education.

Initially financed by the travel industry, New Hope, each year finances up to 15 different projects around the world. Projects range from supporting schools, health clinics or children's homes to provide food, shelter, or education for children.

## Results

During last year PEFAN took on another eight children who have been tested positive with HIV. Due to the high costs for medical care and treatment of these children the cost for running the centre this year went up significantly. With the support from ESOMAR Foundation, PEFAN was able to provide care for these children as well as paying the regular school fees and other social activities for the children in the centre. So far this year, 5 boys and girls sat for their national exam and passed. They will now continue their studies at universities in Ethiopia.

# Training in Myanmar I

In 2013 the Foundation was approached by Myanmar Marketing Services Association (MMSA) who wanted support to run a Training programme for researchers in Myanmar. This resulted in a five-day course covering the basics of Market Research in August 2014 with 55 local researchers from all Myanmar agencies attending the workshop.

The workshop was organized and funded as follows: the MMSA covered all local costs; ESOMAR Foundation covered the basic travel costs of the volunteers, and the volunteers donated their time, organized the agenda etc. It was the partnership between the local association and Foundation that made it work well. Feedback from the attendees was very positive.

The training event was an important pilot for the Foundation and shows how ESOMAR Foundation can work as a facilitator between the Market research industry and the wider community finding projects, arrange funding and identify the right professionals to carry out the work.

*"In Myanmar, we do really need to build up our capacity quickly as the country has just opened up, many international companies have come in, and the research industry has boomed. The clients are demanding high quality service. As the country has more or less been closed to the world during the past 50 years, we have had limited international exposure and have grown up in a closed environment with poor quality education. HR is a big issue for the sustainable growth of local research agencies. But, being from a poor country, we can't afford to go to the trainings or seminars held around the world."* MMSA Board Member



ONGOING
# PROJECTS

# Training in Myanmar (Myanmar II)

After much positive feedback from the first training program in Myanmar, the Foundation and MMSA decided to roll out a second workshop building on the first. The second training programme, Myanmar II, comprised two three-day workshops focusing on qualitative research and quantitative research.

The same funding model and volunteers were utilized as in 2014.
41 local researchers and observers from the Yangon University attended the qualitative workshop where emphasis was put on practical work to embed the skills of qualitative data-collection and analysis.

*"Highly engaging lectures. Very memorable learning experience"*
*"Everything was perfect, but I want to learn more and more"*

A follow-up project has been initiated for the participants so that they can continue to develop their new skills.

The second workshop was attended by 27 local researchers and observers. Again, emphasis was placed on actually conducting the analysis during the class. Feedback was very positive...

*"My work will improve in future as I use concepts from this course"*

A follow-up project utilizing genuine Myanmar data has been initiated to embed the skills. Again, it was the partnership between the parties that enabled the programme to be delivered successfully. The students are very enthusiastic that the training should continue.

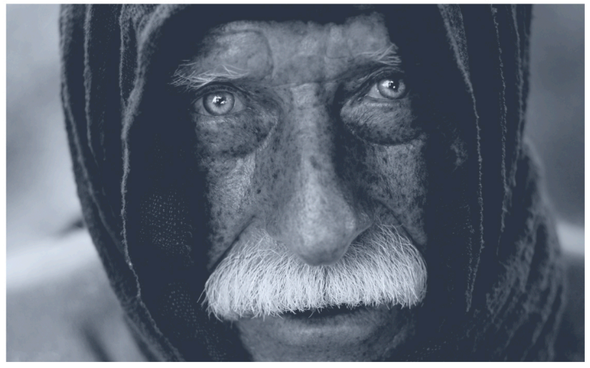


# Local Initiative Grant awarded to: Clowns Sans Frontiers

ESOMAR Foundation awarded its fourth 2014 Local Initiatives Programme a €5000 grant to French charity Clowns Sans Frontiers which will support psycho-social research into the charity's effect on children suffering from Post Traumatic Stress Symptoms. The research will take place in Chad. Clowns Without Borders organisations are dedicated to performing arts in areas of crisis. Artists and project leaders work in partnership with INGOs, local NGOs and UN agencies.

*"We thank the French market research community for nominating us for this grant. The money will go toward psychosocial research in Chad, which is a new project aimed at helping Central African refuges"* *Sebastien Bris*

# Local Initiative Grant awarded to: Italian Council for Refugees



The Italian Council for Refugees (C.I.R.) was awarded a grant of €5000 which has been earmarked to support the organisation's awareness-raising activities of the challenges facing refugees moving from Africa to the coasts of Italy. C.I.R. provides direct services to over 100,000 individuals including legal, psychological, medical, and social assistance as well as housing and work-integration assistance.

# ESOMAR Foundation Knowledge Exchange Conference in Brussels

The measuring of results and impact has moved up on the philanthropic sector's agenda in recent years, as there is greater scrutiny of how funds are being spent. NGOs and donors invest considerable resources to demonstrate impact more clearly, but in spite of this the effect of impact is consistently poor. Given the knowledge and skills of the market research industry, the Foundation is dedicated to finding a bridge between the two sectors so as to exchange knowledge and find ways for the market research industry to contribute towards greater efficiency in the philanthropic community. On this topic, the Foundation arranged a one-day conference in Brussels where representatives from both sectors were invited. The purpose of the conference was for both sectors to gain a better understanding of each other's work and to identify potential areas of collaboration.

The focus of each discussion centred around both the needs of the philanthropic sector and various solutions to how the market research industry may be able to respond to particular challenges. For example, how can the market research industry help measure impact? How can differing market research methods be used to measure effectiveness with regard to philanthropic activities? How can key constraints and issues be identified?

## Results

The outcomes of these conference discussions will be used as a starting point to develop an alliance between the two sectors. Already, this has resulted in promising exchanges. Several NGOs are aiming to improve the reach of existing performance-measurement programmes and offer support to the design and execution of pilot partnership projects, demonstrating to donors the value of financially supporting the bridge-building effort.

# The future of the ESOMAR Foundation

Last year's activities have shown that we have an important role to play in the wider community. Looking ahead we see three areas of activity which we will focus on in 2015/16. Our top priority is to raise more funds. In order to do this however, we need to build a portfolio of projects to demonstrate our capabilities and ideas, as most donors are only willing to fund very specific projects.

We will develop a fund-raising strategy for the coming year which will target donors both within and outside the market research community. In order to do this, we also need to sharpen our message and show results of our activities to date. By utilising a full-time employee we will raise awareness, increase our presence in different forums and actively reach out to stakeholders.

We will continue to grow our Education programme. As mentioned above, we have been approached by several organisations asking us to replicate the training programmes in other countries. We will apply a cost-efficient model by initiating a 'Students help Students programme', aiming at increasing the involvement of young people in the delivery of our education programmes.

We believe our Philanthropic programme has great potential to support civil society's understanding of its beneficiaries and the impact of its work. Our conference this year served as a good starting point for continued knowledge-exchange and piloting projects to test our ideas over the coming months. As a result of the conference we are currently pursuing several opportunities whilst we continue to identify suitable partners to work with. At the same time, we will develop the resources to start building a portfolio. For example, we plan to start building a database of ESOMAR Volunteers – people who are willing to give their time and expertise to different types of projects.

Join us as we continue this exciting journey representing the philanthropic desires of the research industry and the professionals who make up this unique sector.

*Find out more by visiting:*
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