

ESOMAR
foundation

Making a Difference

**ANNUAL REPORT &
FINANCIAL STATEMENTS 2020**

STICHTING ESOMAR
CHARITABLE FOUNDATION

ESOMAR Charitable Foundation Annual Report

What a year! Probably the toughest any of us have experienced in our lifetime, so the first, and most important thing to say, is I hope you and your family are OK? If not, we are here to help if we can – please just get in touch.

On behalf of everyone at ESOMAR and the Foundation, I also wanted to extend a heartfelt **THANK YOU** to everyone who has volunteered their time, energy, and ideas, and/or donated financially during the year. You have helped us, educate, celebrate, and promote the ways market research can help charities, in **Making a Difference** to those who need it most.

It has not been easy, but with your help and generous donations, we have been able to achieve a fair number of significant things during the year, as our industry's contribution to building a better world:



- 6 Research scholarships** for disadvantaged students in Africa, Asia and LATAM
- 6 Research-skills webinars** to over 750 attendees working in the charity sector
- 3 Research Making-a-Difference winners** in our Making-a-Difference Competition
- 4 Research-Got-Talent winners** celebrating young researchers from 4 countries
- €2K Researchers-in-Need funding** to help those affected by the crisis in Lebanon
- €55K Funds Raised** to enable the Foundation's continued work in the coming year

Research scholarships

Thanks to WIRe, Unilever, and Sapio Research, we have been able to fund 6 research scholarships for disadvantaged students in Africa, Asia, and LATAM. Here's what Chamari Jeewanthi Hapuarachchi, the recipient of a scholarship for a BSC in Marketing, in Sri Lanka, shared in her blog:

"Due to the growth of obesity and overweight in Sri Lanka, I conducted my research study based on the impact of fitness -health-related social media group engagement on healthy food choice and physical fitness. I want to thank very much the ESOMAR Foundation for the kind support I received to complete my higher education. Your scholarship helped me to undertake my academic activities I so much wanted!"

Research-skills webinars

Thanks to our amazing organiser Phyllis Macfarlane (a founding Board member), sponsor Toluna (another Board member, Frederic-Charles Petit's Company), and the presenters, who donated their time, energy, and knowledge, we were able to provide 6 advanced research webinars to more than 750 people working in charities. For example:

A study on the relationship between well-being and socio-environmental practices in Chile

Macarena Guajardo (Fundación Basura) and Dilek Ozler (Johnson & Johnson), presented the results of a study developed by Fundación Basura and GFK, into the socio-environmental practices carried out by people in Chile, and their relationship with common well-being, placing special emphasis on the role municipalities play as promoters of these practices at the community level.

Research Making-a-Difference winners

Thanks to all the charities and researchers who submitted their terrific work on how market research has helped charities help others, we were able to throw a spotlight on 3 particularly inspirational examples:

1. ***Good Health and Well-Being***, by Çigdem Penn [Xsights], Elif Elkin [Abdi Ibrahim Otsuka Ilaç] and Haldun Soygur, MD, PhD [Federation of Schizophrenia Associations] with the brilliant case-study "Public Perceptions of Schizophrenia". The study demonstrated the need for creating a difference to stop the

stigmatisation of mental health patients, a corporate social responsibility perspective – through the collaboration of a pharmaceutical company an Non Governmental Organisation and a Research Company. Their project stirred a nation-wide interest and awareness in mental health in Turkey.

2. ***Providing earning capability and opportunity to rural women***, by Indu Upadhyay, of Ipsos India and Sheela Iyer from Light of Life Trust India. They are the winners of Making a Difference – Gender Equality (SDG #5). The study touched the lives of typical rural Indian women, it aimed to understand the social norms, practices and relations and reveal the reasons that prevents them from achieving economic advancement. It identified ways in which the leading local NGO – The Light of Life Trust (LOLT) – ‘can address these barriers and increase women’s enrolment in its program as well as successful transition to employment’. We certainly believe the project made a difference since it helped women fulfil their foremost aspiration of achieving greater financial security! Not only did Indu and Sheela put together an extraordinary case-study but an amazing presentation as well.
3. ***How market research created words and changed worlds***, by Mariam Ghabrial from Marketeers Research and Johnathan Crickx from UNICEF Egypt delivered an exceptional presentation. This is a story of how effective market research contributed in making a groundbreaking difference, changing laws and altering perceptions. The audience was shocked to hear that before the campaign there wasn’t even a word for bullying in Egyptian Arabic. A diligent mission that would have never been possible without UNICEF as well as national and creative partners.

Research-Got-Talent winners

Thanks to ESOMAR, the Australian Association of Market and Social Research; the Peruvian Association of Market Research Companies; the Online Market Intelligence in Russia; SIMAR, the market research association of Czech Republic and the Market Research Society of India, we were able to bring this initiative to the global stage. After rigorous local competitions, a winner team was selected from each participating country, and the overall winner was the MediaCom Knowledge Team Russia composed of Anna Medvedkova & Olga Kotelnikova and Anna Makarova, Elena Onischenko, Alexander Matushko and Ilgiz Haziev.

Researchers-in-Need funding

After the explosion at the Beirut port that claimed the lives of over 200 people, injured over 6,500 and left 300,000 residents with devastated dwellings, we ran a fund raising campaign (€1,820) for researchers and their families in Beirut, to make a small contribution to help them.

Funds Raised

Thanks to the generosity of ESOMAR members’ donations, and our sponsors, we were able to raise €55,250 during the year. Due to the difficulties everyone has felt due to the pandemic, we decided to change the opt-out Foundation donation on membership renewal, to an opt-in donation. We realise this is likely to reduce the Foundation’s member-donations for the coming year, but felt it was the right thing to do, and hope if you’re reading this, you are able to continue supporting us with any donation you are able to afford.

Making a Difference in 2021

In addition to continuing all the activities reviewed above, we are working on a number of new 2021 initiatives to help charities in Making a Difference to those who need it most:

International roll-out of the Public Perceptions of Schizophrenia project. Frederic Petit is leading the global rollout, in the UK, South Africa, India and USA, of the public attitudes to schizophrenia survey, created by Çigdem Penn [Xsights], Elif Elkin [Abdi İbrahim Otsuka ilaç] and Haldun Soygur, MD, PhD [Federation of

Schizophrenia Associations] – one of our 2020's competition winners. The results will be presented at this year's ESOMAR Congress.

Charity of the Month case study inspiration. A volunteer team at System1 have turned the last 4 year's of Making a Difference submissions, into 1-page informative, inspirational case studies. We hope, this will be the beginning of an ever-increasing, free-to-access database, to help charities learn and be inspired about how market research can help them help others. We will be asking every Foundation donor, if they can contribute a case study from the charity they personally support, to increase the influence and impact of the database with charities around the world.

A brighter, simpler and more impactful website. A volunteer team at System1 have created a new, brighter, and hopefully more compelling Foundation website www.esomarfoundation.org Please do visit, give us your feedback, and get involved.

Researchers-In-Need. Already this year, we have run two fund raising campaigns for researchers-in-need:

Marita Schimpl's [moving article](#) captured the need for our help best, 'When I moved to Myanmar 9 years ago research talent was hardly existing. Young people worked hard to acquire necessary skills and absorbed all the trainings given to them – incl by the ESOMAR Foundation. All of us, including our clients, should stay committed to them and show that they have a future economy to believe in, that we stand with them. 2 months into the coup the safety and financial situation has deteriorated massively for most but especially for field staff, and Research Executives. If these people were the only breadwinner within their family their situation will become very difficult, as there is hardly any paid work'. [Please visit our Myanmar Researchers-In-Need page](#), where you can share messages of support, ideas, and contribute to a researchers-support fund. Thanks to Behaviorally, who raised €2,000 for the cause.

India is in the midst of a devastating second wave of the pandemic, which is personally impacting many colleagues in our industry. Thanks to SampleCon, who have initiated THE HEART OF INSIGHTS: INDIA INITIATIVE fundraiser. Through a partnership with the American Association of Physicians of Indian Origin, this 2-week industry-wide campaign will focus on raising funds to purchase oxygen concentrators and other medical equipment desperately needed in India to combat the COVID crisis. A \$500 donation will purchase one oxygen concentrator. The Heart of Insights initiative has already donated 21 oxygen concentrators – will you help us increase this number? [Please visit our HEART OF INSIGHTS: INDIA INITIATIVE page](#), where you can share messages of support, ideas, and contribute to a researchers-support fund.

THANK YOU for helping in Making a Difference.

Amsterdam, 12.07.2021

The Board of Directors,

President,
John Kearon

Statement of financial position

As at 31 December 2020

In thousands of euro

	Note	2020	2019
Current assets			
Cash and cash equivalents	1	130	137
Total current assets		130	137
Total assets		130	137
Current liabilities			
Payables and accrued expenses	2	(3)	(3)
Total current liabilities		(3)	(3)
Total assets less current liabilities		127	134

Statement of income and expenses

For the period ended 31 December 2020

In thousands of euro

	Note	2020	2019
Foundation Donations	3		
ESOMAR BV Endowment		-	-
Corporate Giving		16	49
Individual Giving		25	64
		41	113
Programme expenditure	4	(1)	(4)
Subtotal		40	109
Foundation expenditure	5		
Salaries		(40)	(40)
Sickness benefits		6	-
Social security charges		(7)	(8)
Travel allowance		(2)	(4)
Communications		(2)	(3)
Legal and Consultancy fees		(2)	-
Other expenses		-	(5)
Total general expenditure		(47)	(60)
Net result		(7)	49

Statement of the financial position as at 31 December 2020

Current assets

1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2020	2019
Bank accounts	130	126
Other assets	-	11
Total	130	137

Current liabilities

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2020	2019
Creditors	3	3
Total	3	3

Statement of comprehensive income for the period ended 2020

3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2020	2019
ESOMAR BV Endowment	-	-
Corporate Giving	16	49
Individual Giving	25	64
Total	41	113

4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2020	2019
Local initiatives programme	-	-
Education programme	(1)	(4)
Research programme	-	-
Philanthropy programme	-	-
Total	(1)	(4)

The programme expenditure relates to charity grants.

5 Foundation expenditure

The Foundation expenses can be specified as follows:

In thousands of euro

Overhead costs, salaries and social charges	2020	2019
Salaries	(40)	(40)
Sickness benefit / N.O.W.	6	-
Social security charges	(7)	(8)
Travel allowance	(2)	(4)
Salaries and sickness benefits	(43)	(52)

Other costs	2020	2019
Communications	(2)	(3)
Legal and Consultancy fees	(2)	-
Other expenses	-	(5)
Other costs	(4)	(8)
Total	(47)	(60)