

Stichting ESOMAR Charitable Foundation

Financial statements

for the year ended 31 December 2016

Amsterdam 12 June 2017



Management Report

In 2016 the Foundation strengthened several activities and enjoyed an increase in awareness and support from the industry and beyond. These developments provide a promising outlook for the future. The Foundation can continue to execute its activities in partnership with the many stakeholders who have provided both financial support and expertise and will hopefully continue to do so in the years to come.

The ESOMAR Council and the Supervisory Board continue to support and stimulate the Foundation in executing its mission “to use the skills, knowledge and support of the industry to do social good”.

In 2016 we focused on three pillars:

- Education programme
- Better Results programme
- Researchers in need

EDUCATION PROGRAMME

Within the Education programme we divided the activities into 1) training and 2) scholarships.

Training

We rolled out an advanced training programme in Nairobi (Kenya) organised and funded jointly by the ESOMAR Foundation and MSRA – the Kenyan Social and Market Research Association. The goal was to help the Kenyan market research industry develop its mission and ensure that market research has a greater impact on business decisions in Kenya. Thanks to the tireless dedication of our volunteers, Phyllis Macfarlane (ESOMAR Foundation), Meltem Karahan (P&G) and Pervin Olgun (ESOMAR Council and Barem), the programme was a huge success and inspired 46 delegates from 19 agencies.

Another highlight in 2016 was a training programme which took place in Rwanda. This time we trained young entrepreneurs and NGOs. Over 4 days the focus was on delivering business skills to young survivors of the Rwandan genocide as part of The Young Entrepreneurship Training Project (YETP). Our volunteers Phyllis Macfarlane (ESOMAR Foundation) and Will Goodhand (Kantar TNS), were able to deliver marketing and market research skills training, and support the delegates throughout the programme with the development of their business plans.

Another successful training programme in Rwanda provided training in business skills to members of the UK Department for International Development (DfID)'s ELE scheme (Empowering Vulnerable Young Survivors who have left Secondary School to Create, Secure and Sustain Employment).

The NGO training programme in Rwanda included a session of Governance Training to the AERG (Association des Étudiants et Élèves Rescapés du Génocide) Committee/Council and senior staff and a session on meeting management and presentation skills to the SURF Survivors Fund Partners Committee.

All in all, an incredibly inspiring program which provided a variety of learning to participants as well as to our volunteers specifically in their efforts to train NGOs whose main issue is more on governance structure and how to run an NGO. For the first time the ESOMAR Foundation was invited to organise a workshop during the ESOMAR Annual Congress in New Orleans. The theme of the workshop was "The Impact of Social Research". It explored specific methods and solutions which help NGOs better measure and evaluate their work, allowing them to make better informed strategic and operational decisions.

This interactive workshop saw a full room of very engaged and interested participants. The workshop was made possible thanks to senior industry players who presented several interesting case studies as well as a panel of NGOs who discussed their challenges and opportunities and how they deal with them.

Scholarship

In 2016 the scholarship programme took off. With the help and support of

ESOMAR representatives, market research association leaders and universities, we were able to identify five deserving students. The scholarships have been granted in South Africa, Cambodia, Georgia, Guatemala and Kenya and allow these young people to continue their studies at pre and post graduate level and eventually pursue a career in market research. All five students have the right skills, attitude and motivation but primarily they all need financial support as they come from disadvantaged families and financial situations.

Thanks to the generous sponsorship of SSI, WiRe, Unilever and Inizio we have been able to cover the costs of most of the scholarships.

Additional funding has been provided through the Charity Christmas Draw which we held in December 2016. We were overwhelmed by the generosity of the companies and people who donated wonderful prizes and the large number of people in our industry and beyond who bought tickets. We will repeat the draw in 2017 and we hope it will continue to grow bigger each year

BETTER RESULTS PROGRAMME

Paragon Partnerships

A major development for the Foundation in 2016 has been joining the Paragon Partnerships Initiative where the ESOMAR Foundation represents ESOMAR on the committee. The ESOMAR Foundation is leading the Data Collection and Analysis Workgroup.

The Paragon Partnerships has been created to give the research industry a means to help tackle the 17-point plan of the United Nation's 2030 Sustainable Development Goals (SDGs) – End poverty, combat climate change, and fight injustice and inequality around the world.

Paragon brings research companies and their clients together to generate and provide access to quality insights on the issues that the world is facing - helping governments, academics and NGO's around the world to accomplish their goals.



The workgroup led by Phyllis Macfarlane (ESOMAR Foundation) has started working on various actions going from depth interviews, call for volunteers on specific areas (Global Happiness Project and Ethics in Action Programme) and participating in the first UN World Data Summit to be held in 2017. Paragon is a long-term activity which the ESOMAR Foundation is determined to help succeed.

Knowledge sharing

In 2016 we initiated a knowledge sharing activity where the Foundation publishes articles and case studies on our website. 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.

We successfully published 10 outstanding blogs and articles with topics ranging from assisting hurricane victims in Haiti to knowing what people think about the refugee crisis in Hungary.

RESEARCHERS IN NEED

Fortunately, in 2016 we did not receive any specific request for help. However, we are continually on the alert should such situations arise. If you know of situations where the ESOMAR Foundation can be of help in providing support please contact us.

BOARD OF DIRECTORS

This year the Board of Directors has seen some changes with the departure of Kim Smouter, whom we wish to thank for his invaluable contribution and expertise especially in the initial stages of our activities. Kim has been replaced on the Board by Anna Alu, who looks after the day to day management of the Foundation and – together with Angela Canin (Secretary and Board Member),

Phyllis Macfarlane (Treasurer) and myself – supports all the activities. In 2016 we continued to enjoy the support and expertise provided by Pervin Olgun and Pieter Paul Verheggen as our Supervisory Board members

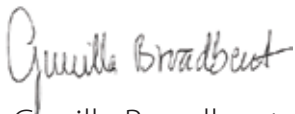
A SPECIAL THANK YOU!

Without the generous help and support of the many volunteers, sponsors, friends, ambassadors and partners, the ESOMAR Foundation could not survive! So, I'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, 12 June 2017

The Board of Directors,



Gunilla Broadbent



Phyllis MacFarlane

ESOMAR Foundation 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 scrutinized by the ESOMAR Foundation's Supervisory Board. When selecting people and entities 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.

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 – 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

Day to Day Management

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.

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 including founding one of the most prominent research companies in Turkey, Barem. Pervin has also held active positions in various social responsibility projects and experience 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 also held the position of Chairman of the Dutch Market Research Association (MOA) for 12 years. He is also a lecturer at the Maastricht School of Management.



Financial Statements

Statement of financial position.

As at 31 December 2016.

In thousands of euro	Note	2016	2015
Current assets			
Cash and cash equivalents	1	20	53
Total current assets		20	53
Total assets		20	53
Current liabilities			
Payables and accrued expenses	2	5	8
Total current liabilities		5	8
Total assets less current liabilities		15	45

Statement of income and expenses.

For the period ended 31 December 2016.

In thousands of euro	Note	2016	2015
Foundation Donations	3		
ESOMAR Endowment		-	35
Corporate Giving		6	14
Individual Giving		3	5
		9	54
Programme expenditure	4	(6)	(2)
Subtotal		3	52
Foundation expenditure	5		
Salaries		(19)	(14)
Sickness benefits		12	-
Social security charges		(4)	
Travel allowance		(2)	
Communications			(3)
Legal and Consultancy fees		(11)	(3)
Other expenses		(9)	(11)
Total general expenditure		(33)	(31)
Net Result		(30)	21

Notes to the financial statements 2016

1 Reporting entity

Activities

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 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 12 June 2017.

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 2016

Current assets

1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

	2016	2015
Bank Accounts	20	53
Total	20	53

Current liabilities

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows, in thousands of euro:

	2016	2015
Creditors	5	8
Total	5	8

Statement of comprehensive income for the period ended 2016

3 Foundation donations

The donations can be specified as follows, in thousands of euro.

	2016	2015
ESOMAR BV Endowment	-	53
Corporate Giving	6	14
Individual Giving	3	5
Total	9	54

4 Programme expenditure

The programme expenses can be specified as follows, in thousands of euro.

	2016	2015
Local initiatives programme	-	(2)
Education programme	(6)	-
Research programme	-	-
Philanthropy programme	-	-
Total	(6)	(2)

The programme expenditure relate to charity grants.

5 Foundation expenditure

The Foundation expenses can be specified as follows, in thousands of euro.

Overhead costs, salaries and social charges	2016	2015
Salaries	(19)	(11)
Sickness benefit	(12)	-
Social security charges	(4)	(2)
Travel allowance	(2)	(1)
Salaries and sickness benefit	(13)	(14)
Other costs	2016	2015
Communications	-	(3)
Legal and Consultancy fees	(11)	(3)
Other expenses	(9)	(11)
Other costs	(20)	(17)
Total	(33)	(31)



DETAILS ON DONATIONS

As mentioned the main source of income for the Foundation has been from the initial endowment from the ESOMAR Society of EUR 125,000. In 2015, the ESOMAR Society gave a further 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 2016 the Foundation also had a number of supporters who have very generously donated money to help further the aims of the Foundation. Donations have been made possible through the yearly Christmas Charity Draw, ESOMAR membership option and sponsorship.

The Foundation board wishes to thank the following people and companies for their support:

People

GIORGI ABRAMISHVILI
FIONA BLADES
GUNILLA BROADBENT
MIKE COOKE
SHANNON DANZY
MARCEL DEKKER
DAN FOREMAN
KATHLEEN FRANKOVIC
JORGE FRECH
OMRI HALEVI
ANDERS HARALDSSON
STEVEN JAGGER
ANDERS KNAPSTEIN
TSE KONG
PHYLLIS MACFARLANE
NIJAT MAMMADBAYLI
L MARTINEZ

ELIJAH MBURU
JUDY MERCADO
MAYA MIDDLEMISS
TARIQ MIRZA
ELENA MOSICHEVA
ESTHER OBERBECK
PERVIN OLGUN
STEFAN PETERSSON
BV PRADEEP
SAISMORN PUNKRASIN
JOKE RUWEN
ANTONIO SALVADOR
JASPER SCHEIR
NIELS SCHILLEWAERT
SERGEY SIBIRTEV
MARTIN SULEX
OLIVER TABINO

MOLLY TELFORD
JOHN TEMPLE
ANNA THOMAS
TODOR TODOROV
MARGO VESKIMAGI
LEONIE VORSTER
MUJDE YILMAN

Companies

A PIECE OF PIE	MRII
AG PLATFORM	MRS
ANSWERQUEST	OMI
AOL	PRZ
ARA RESEARCH	R2 INSIGHTS
ASHARQ RESEARCH CENTER	REAL RESEARCH
BAZIS GROUP	RESEARCH FREEWAY INC
BREEZE LLC	RESEARCH ILLUMINOUS
BROWN-FORMAN	RESEARCH PACIFIC KOREA INC.
CAMBIAR CONSULTING	SEMANTICS MR
CONFIRMIT LTD	SISTEMA CONSULTING
CRITICAL MIX	SMART INDEX
DE BEERS GROUP	SMP RESEARCH SOFTWARE
GB GLOBAL POSITIONING	TARGET SARL
GNOSIS PARTNERS	THE FOURNAISE MARKETING GROUP LTD
INSIGHT ASSESSORIA E PESQUISA LTDA.	THE MICHAEL COHEN GROUP
INSIGHT DOJO	THROUGH THE LOOP CONSULTING LTD.
KREA	UNDERSTANDING EXPERTISE LTD
LEVITICUS DHANGWA	VIACOM MEDIA NETWORKS
M & R - CONSULTORES	WARDLE McLEAN STRATEGIC
MAGUS COMMUNICATIONS LIMITED	RESEARCH CONSULTANCY LTD.
MESH	WINDY CITY
MOTIVACTION	

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



for so generously supporting its activities through their donations.

WHAT WE DO

We have divided our work under three Programmes

Education Programme

Education opens the door to brighter futures. For many people, working in market, social, and opinion research is a fulfilling career choice. However, getting the right education can be very challenging for some due to personal circumstances. Moreover, in some developing countries market researchers may not have access to professional training.

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

This year, the Foundation completed two training courses in Kenya and Rwanda, ran a workshop on The Impact of Social Research and granted five scholarships in South Africa, Kenya, Cambodia, Guatemala and Georgia.

Better Results Programme

Our Better Results Programme is an innovative cross-sector activity where we explore ways to apply market research methodologies and expertise to the non-profit sector's work.

NGOs are facing increasing pressure from donors to measure their results, and show the real impact of their work. More effective ways of measuring results is necessary to help non-profit organisations and funding entities to better plan their projects, improve progress, increase impact and enhance learning.

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.

We work with a Panel of Experts who assess, select and evaluate each project. ESOMAR Foundation coordinates and administers projects and oversees the implementation. Types of projects differ depending on the issue and the type of applicant organisation.

In 2016 the Foundation has joined the Paragon Partnerships Programme to help the UN 17- point plan of 2030 Sustainable Development Goals (SDGs). In addition we initiated a knowledge sharing activity with the purpose of highlighting to NGOs how market research can actively contribute to solving societal issues and help NGOs assess and evaluate their impact on society.

Supporting Researchers in Need

In some countries, asking someone their opinion can be a dangerous and/or a, life-threatening exercise. Market, social, and opinion researchers have been killed, injured, or faced traumatic experiences whilst attempting to capture the views of ordinary citizens. For their families, 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.

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 colleagues throughout the world.



COMPLETED PROJECTS

Training in Kenya

13-14 April

Our brief was to help the Kenyan market research industry develop its work for market research to have greater impact on business decisions in Kenya –covering qualitative and quantitative research, understanding client's business requirements, and reporting for greater influence at senior level.

46 delegates from 19 agency, client, and academic organisations gathered in Nairobi on 13-14 April 2016 for an advanced training programme organised and funded jointly by ESOMAR Foundation and MSRA – the Kenyan Social and Market Research Association.

The ESOMAR Foundation volunteer trainers were Meltem Karahan (P&G), Pervin Olgun (ESOMAR Council and Barem), and Phyllis Macfarlane (ESOMAR Foundation).

All the presenters shared case studies to demonstrate how research adds value, insight and how to report data effectively.

A real highlight of the workshop were the discussions around client demands and to what extent researchers can push back – especially when clients clearly do not understand local culture and practices.

Some nice comments on what delegates particularly liked:

'The use of case studies to demonstrate how insights can be maximised for the company's benefit'

'It was forward looking and focussed on addressing changing industry needs'

'It was a breath of fresh air!'

We are grateful to the MSRA Council for all their support and hard work to deliver such an engaging and worthwhile experience, and to our volunteer trainers Meltem, Pervin and Phyllis for giving their time and expertise so generously. We all hope to continue in 2017!

Training in Rwanda

25-29 July

BUSINESS SKILLS PROGRAMME – YOUNG ENTREPRENEURSHIP TRAINING PROJECT

This was a 4-day programme to deliver business skills to young survivors of the Rwandan genocide. The Young Entrepreneurship Training Project (YETP), which is orchestrated by SURF, aims to eradicate extreme poverty and secure viable livelihoods and empowerment through entrepreneurship training and greater access to capital; enabling young survivors to establish their own businesses and build skills relevant to quality employment. As ESOMAR Foundation's contribution, Phyllis Macfarlane and Will Goodhand (Kantar TNS) trained 24 young entrepreneurs in marketing and market research skills.

Thanks to the expertise of Phyllis and Will, the ESOMAR Foundation was able to deliver the Marketing, Market research skills training, and support the delegates throughout the programme with the development of their Business Plans.

Rwanda is a very small country (the size of Wales) with a population of 12 million, mainly young people, and not a lot of natural resources. The Economy is basically agriculture (84%). The delegates from YETP were in their early 20's, just graduating from college – some with businesses already thought about and set up – some with plans or looking for ideas for their business. Their businesses were mainly agricultural, for example the 3 award winners were:

1. Two girls who were breeding pigs, to sell pork and sausages to hotels and restaurants;
2. A young man who planned to grow mushrooms;
3. Two people who planned to grow bananas.

"We need to remember that they are 'entrepreneurs' not by choice, but out of necessity. It is the most likely way that they can make a living."

What we learnt in Kigali was that many of these young 'entrepreneurs' are planning Primary Sector businesses: ie Growing Mushrooms, Making and selling Pork sausages, Farming Chickens and selling eggs. These are very basic

businesses and so you have to tailor the training to be appropriate for them. There is little concept of value-add, and not a lot of concept of customer service – these were new ideas for them. But useful one's, we think. Nevertheless, by the end of the course you could see the difference in the delegates – they were more confident in themselves.

BUSINESS SKILLS PROGRAMME FOR ELE

This programme was intended to train members of the UK Department for International Development (DfID)'s ELE scheme (Empowering Vulnerable Young Survivors who have left Secondary School to Create, Secure and Sustain Employment). DfID is increasingly acting as an NGO, and is targeting 9,000 vulnerable school dropouts, focusing on women, to improve their lives through Entrepreneurship and job-readiness training, increasing female involvement in local decision-making and increasing the number of female entrepreneurs. Phyllis and Will went to Rwamagana, (about an hour and a half's drive from Kigali) on 28 July to teach 12 young people from ELE about marketing and market research.

These young people were younger and less well educated than the YETB delegates. And with a bit more 'attitude' – they were school drop-outs. Again their businesses were mainly Primary: Beer and Honey, Beans and Maize, Fruits, Avocadoes, Domestic Animal Trading. Or Retail: Cooking Utensils, a Boutique, Shoes, a Pub. Some were just selling their produce in the market.

Half had active businesses, half were at the planning stage. They all gained (and could articulate) some ideas of something that they would do differently as a consequence of the training.

NGO TRAINING PROGRAMME FOR AERG

This was a session of Governance Training to some of the AERG (Association des Étudiants et Élèves Rescapés du Génocide) Committee/Council and Senior staff – the issue here was that the governance approach of AERG has not really evolved – the Committee/Council is still an elected body of Students from the University (mainly second/third year), and they believe that they should be very intimately

involved in the day-to-day management of the organisation – which was probably, quite correctly, the case at the beginning, when they had no permanent staff. But now the organisation is much larger, and has highly qualified full-time specialist staff, who can be safely left to handle the day-to-day management and decisions, so that the Council can focus on developing strategy etc. But the Council still expects to be consulted on quite minor management decisions.

By the end of the training we all had a better understanding of the proper relative functions of the Council and the Staff, which should be helpful going forward.

TRAINING ON MEETINGS MANAGEMENT AND PRESENTATION SKILLS FOR SURF

The SURF Partners Committee, which comprises the heads of all the SURF Partner NGO's, had asked for Training on Meetings Management and Presentation Skills – so we did some standard training, which they said they found useful.

Many aid initiatives are not as effective as they should be because they fail to understand the people they are trying to help – if EF can help NGO's think about their 'customers' in a market research way – understanding what really makes them tick, then we believe we can also help make their interventions more effective. At ESOMAR Foundation we're building a 'body of knowledge' of all the great social research experience we have as an industry. Sharing that expertise with NGO's will help. The training in Rwanda was a 'pilot' for EF.

What we found was that, in Rwanda, the issues for the NGO's are much more about Governance structures, running effective meetings, making effective presentations. They've had a lot of M&E (Monitoring and Evaluation) training from others – it's how to run an NGO that's the issue for them. So, we were useful, but not in a MR sense. This aspect needs more thought and improvements for future actions.



WORKSHOP – The impact of social research

18 September 2016

The ESOMAR Foundation was invited to organise a workshop during the ESOMAR Annual Congress in New Orleans. The theme of the workshop was “The Impact of Social Research”. It explored concrete methods and solutions that help NGOs better measure and evaluate their work, allowing them to make better informed strategic and operational decisions.

This interactive workshop saw a full room of highly interested participants. The workshop was made possible thanks to senior industry players who presented several interesting case studies as well as a panel of NGOs who discussed their challenges and opportunities and how they overcome them.

During the workshop four fascinating projects were presented which had the unique commonality of leveraging market research tools in the service of the public good. As was pointed out during the NGO panel discussion, their success relies on their ability to adapt their service and their language to the needs of the social and public sectors. Speaking to donors and NGOs is a different language, and a different set of priorities than many players on the consumer side are used to. Learning these languages, and recognizing the unique needs of this very important sector is essential for the market research sector to participate in the social changes in the world around us.

Scholarship

Five scholarships have been initiated in 2016, through the commitment, support and generosity of several organisations and supporters.

Recipients

Nicolin Mamuya, student, University of Johannesburg, South Africa.

This scholarship is sponsored by SSI- Survey Sampling International and in

collaboration with SAMRA – Southern African Marketing Research Association.

"I am a hardworking, driven and self-motivated young lady who one day hopes to be a successful Marketing Manager, leader and entrepreneur. I am not fortunate enough to come from a wealthy family which means I fully comprehend the significance of working hard to make it in life".

Nicolin's objective is to become an excellent Marketing Manager specialized in strategy marketing and brand building, her strong ambitions is also represented by the fact that she would like to become an entrepreneur in the field of market research.

Esther Tot, student at the English based Bachelor Degree program in International Business at National University of Management (NUM), Cambodia.

This scholarship is sponsored by WIRe and Unilever

"Winning this scholarship mean so much to me. I am very grateful and happy for your generosity to support my study in order for me to learn and gain more knowledge for a better future, a better life, a better job and especially for becoming a better marketing researcher".

Esther's objective is to become a successful business researcher. Her aspiration is to contribute to making the company she will work with successful and help contributing to its international growth.

Nutsa Kvitashvili, a 3rd year student at Caucasus School of Humanities and Social Sciences in Georgia following the BA Program of Sociology.

This scholarship is sponsored by Inizio, Sweden.

"I'm so grateful to the ESOMAR Foundation and Inizio for your generous support. Thank you very much for awarding me with your scholarship and thank you again for giving me this opportunity. This scholarship was a motivation for me, to keep myself pushing forward and you helped me to believe in myself and be more confident."

Nutsa's aspirations are to keep pushing herself into changes, new environments,

new techniques. It's important to keep moving forward. It's also very important to never stop learning. There are always new skills to learn and new techniques for us to adopt. Learning helps us continually look for ways to improve. It is important to set new goals in life to motivate ourselves.

Maria Paola Loy Villagran, a student at the Master's Degree in Marketing at Universidad Rafael Landívar, Guatemala.

"I am very grateful and blessed for having this new opportunity to continue with my Master studies. I will do my best to become a better professional. Thank you ESOMAR Foundation, for making my dreams come true".

Paola's aspiration is, never stop growing in the professional field of marketing, keep learning, searching for new trends to stay up dated, in order to understand her customers, learn about their needs and help to implement either at work or in her own company the best strategy to increase sales.

A fifth scholarship will be assigned to a young woman student at the University of Nairobi, Kenya.

This scholarship is sponsored by WIRe and Unilever and in collaboration with MSRA – The Marketing and Social Research Association of Kenya.

Paragon

Paragon was created in March 2016 to infuse insights that will help to tackle the 17-point plan of the UN Global Goals - end poverty, combat climate change, and fight injustice and inequality around the world.

A single government or organisation cannot find the solutions to these global challenges. Our only hope is to work in partnership, where everyone plays their part. Governments have the highest quality macro level data about the state of the world, its economy and resources.

NGOs have the most committed and passionate teams working to improve the human condition. Academia has the smartest thinkers capable of analysing the causes of the challenges facing humanity.

Research Companies interact with and analyse the behaviours and opinions of billions of people every year, providing a unique source of insight into the human condition.

Clients leverage that information to sharpen the focus of their sustainability initiatives. Paragon brings them together in partnership: Research Companies and their Clients to generate and provide access to quality insights on the issues that the world is facing, helping Governments, Academics and NGO's around the world to accomplish their goals.

How does Paragon work?

A steering committee made up of clients, research agencies, academics, NGOs and government partners meets regularly to identify opportunities to support NGO's and the UN by doing research which is aligned to the UN Global Goals. The key concept is to add additional questions to either qualitative or quantitative studies which are being conducted by the agencies for their clients anyway.

This will enable the generation of granular data and insights on the issues affecting people around the world, and in their day-to-day lives.

The data will be hosted on a single platform to democratise the information and facilitate a simple and user-friendly access.

The data will be accessible to anyone and everyone who is signed up to the Paragon initiative, allowing them to formulate fact-based programmes for creating a brighter future.



Knowledge sharing

In 2016 we published 10 outstanding blogs and articles showcasing excellent testimonials of research in action. Our thanks go to the authors and their companies who demonstrate their engagement and support of the industry to do social good.

1. Assisting hurricane victims in Haiti
2. Gaining a better understanding of young people in Vietnam
3. Knowing what people think about the refugee crisis in Hungary
4. Preventing trafficking of girls for sexual exploitation in India
5. Encouraging businesses to volunteer
6. Researching the hard-to-reach homosexual community in India
7. Researching the hard-to-survey populations
8. Helping NGOs in Venezuela to measure and engage the audience
9. Developing a new way to collect food security data through mobile phone in the Democratic Republic of Congo
10. Enabling a Full Life to People with a Mental Disability

Looking beyond 2016

The last three years of activities have provided essential learning on where to focus our attention and where best the ESOMAR Foundation can be of help. We have also seen an increased awareness of our industry through more participation, more donations, more support overall. These signs are all very positive and encouraging.

Our ambitions for the coming year are to continue providing training where it is required; support the five students in their studies and look into other countries where we can support young people through scholarships.

A major effort will be put into the Paragon Partnerships initiative project and to create a high level dialogue on the projects related to Paragon. We will strengthen the offer to NGOs of essential knowledge to help them assess and evaluate their impact on society and we will make a special effort to continue the dialogue between the market research industry and the NGO world.

Fundraising remains a top priority for the growth of the Foundation. With the current experience, the consolidation of activities and new opportunities that have been created in 2016 we hope to approach potential partners and patrons with additional sponsorship opportunities and offers. The hope is that these opportunities will help our partners demonstrate that they are responsible companies and have an active stake in doing social good.

Awareness building will also be important as it is essential that all our projects and their results are communicated effectively. This means increasing the amount of channels and forums to ensure engagement of all our stakeholders inside and outside the industry.

Amsterdam, 12 June 2017

The Board of Directors.

A handwritten signature in dark ink, appearing to read 'Gunilla Broadbent'.

Gunilla Broadbent, President.

A handwritten signature in blue ink, appearing to be a stylized 'P' followed by 'MacFarlane'.

Phyllis MacFarlane, Treasurer.

A handwritten signature in dark ink, appearing to read 'Pieter Paul Verheggen'.

Pieter Paul Verheggen, Supervisory Board.



Financial statements
for the year ended 31 December 2016