

ESOMAR
foundation

Making a Difference

**ANNUAL REPORT &
FINANCIAL STATEMENTS 2021**

STICHTING ESOMAR
CHARITABLE FOUNDATION

ESOMAR Foundation 2021 Annual Report

I'm never sure how many people read our Annual Report but thank you for being one of them ☺

Let me start with a heartfelt **THANK YOU** to the volunteer ESOMAR Foundation Board members, along with every researcher and company who have generously contributed their time, energy, ideas, and money, helping our industry **Making a Difference** to those in need.

In truth, we'll never be able to do enough, but I hope everyone involved feels thanked and positive about what we've achieved together in 2021 and planning for 2022, on a volunteer basis and limited budget.

2021 Making a Difference



€12K Fund raising for Researchers-in-Need in Lebanon, Myanmar

3 Making-a-Difference winners in our Making-a-Difference Competition

1 Mental Health project with a 2020 winner on global attitudes to schizophrenia

1 Research seminar & workshop for charities for those working in the sector

2 Research scholarships for disadvantaged students in Sri Lanka

€??K Funds Raised to enable the Foundation's continued work in the coming year

€10,000 for Researchers-in-Need

Myanmar Unrest €8,000 raised thanks to the generosity of ESOMAR members, WIRe, researchers from APAC, and Behaviorally. The money to help our Myanmar colleagues in their hour of need were distributed in the form of funding access to the University of Georgia online research courses, at a special low price, thanks to the generosity of the University. In addition, the MYANMAR Market Research Association conducted a survey on the state of Covid in Myanmar since there was no official information about it (results were presented at an online event. We wanted to give hope and paid work to those working in research who are at the bottom income-wise with no savings in this difficult economic environment (field and data colleagues).

Marita Schimpl, the ESOMAR representative in Myanmar who led the initiative, wrote a very moving piece including a powerful video 'They Don't Really Care About Us' created by the protesting students, on the importance of supporting researchers in the country. Here's an excerpt:

"The Research Industry that was built during the last decade is at the edge of a dangerous cliff. When I moved to Myanmar 9 years ago marketing and 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".

Beirut Explosion €4,000 raised thanks to the generosity of ESOMAR members. 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 for researchers and their families in Beirut. The money to help our colleagues in Lebanon is being distributed in the form of funding access to the University of Georgia online research courses, at a special low price, thanks to the generosity of the University

3 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 inspirational examples:

1. **Supporting the financially excluded** by Jasper Grosskurth, Dalberg Research Kenya & the Bill&Melinda Gates Foundation. The Human Account is a six-country multi-method research project designed to be a catalyst for new product development serving the financially excluded. The measure of success was the degree to which others worked with the data – which is publicly available – examples are given of utilisation in India, Myanmar, Tanzania, Kenya, Nigeria by many different bodies.
2. **Period poverty and its effect on young women** by Kate Whiffen and Priya Minhas, Opinium & Melanie Thienard Plan International. This tackled the 'toxic trio' of issues that make up period poverty – lack of access to products, inadequate education and societal stigma – in order to empower young people into successful adulthood. The research has gained

widespread media coverage in the UK and globally – specifically the work on the period emoji reached 4 million people on social media. Further, the research programme has changed the narrative in the UK by quantifying the extent of period poverty and its impact, and influenced policy makers and other key organisations to introduce policy changes.

3. **Understanding child trafficking and Commercial Sexual Exploitation of Children in West Bengal, India** by Sanghamitra Mazumdar, Seefar & Malvika Dwivedi, Sattva Consulting & My Choices Foundation. The research resulted in the launch of the Safe Village Programme in three districts of West Bengal in February 2021. The campaign aims to improve knowledge and internalisation of key risks associated with CT/CSEC, and to promote the role that children, families and the wider community, can play in ending CT and CSEC.

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 Mental Health global expansion project with a 2020 Making-a-Difference Winner

Thanks to Frederic Petit (Board member) and the time, effort, and financial generosity of Toluna, we were able to internationalise the inspiring work of Çigdem Penn [Xsights], Elif Elkin [Abdi İbrahim Otsuka ilaç] and Haldun Soygur, MD, PhD [Federation of Schizophrenia Associations] – one of our 2020's Making-a-Difference winner, on 'Public Attitudes to schizophrenia'. Thanks to the generosity of Toluna and our donors, we were able to replicate the study in Brazil, France, India, South Africa, UK, USA.

A Research seminar & workshop for charities

Phyllis Macfarlane (a founding Board member), ran a special session for NGO's attending Congress to listen to the Social research session, '[The Public Superheroes](#)', and then participate in a workshop. It involved 7 great case studies on how research is used in the not-for-profit sector, and to discuss their specific research 'issues'. The ones who accepted our invitation were a mix of local and international representatives from local and international charities and organisations. The purpose of the workshop was firstly to understand the research issues of NGOs' and secondly to work out how we, as ESOMAR Foundation, could help.

As always the results were unexpected and fascinating! We learned their main issue is communication – though there are some research gaps that we could definitely help them to change the culture quickly. We also learned how difficult it is to change culture quickly – even armed with great research. How it works better to start with examples that people can identify with – rather than trying to stretch them too far. So if you want to change traditional attitudes to girl's opportunities (education/marriage etc) sometimes it works to start with more general stories about children's aspirations including boys. A great example was a story about a boy whose father was a wrestler and wanted the boy to follow in his steps – but the boy wanted to be a ballet dancer. Or changing the emphasis of Family Planning communications onto men rather than women – the benefits to them – spend more time with your children when they need you, have more resources for each child, it's better for your wife not to have a baby every year, etc. – works better than communicating to women.

We learnt, if you want breakthrough, it sometimes works to be shocking – turn something on its head – do the opposite of the expected. We also shared the work that System1 has done which shows that Charity Advertising is mostly ineffective – because donors/NGO workers demand heavy messaging, when what is required for maximum effectiveness, is emotion. We also learnt there is a shortage of research expertise and capacity in developing markets. By training individuals as quant and particularly qual interviewers we can benefit NGOs' and also give skills to individuals to develop their work and career opportunities.

2 Research scholarships

Thanks to WIRe, Unilever, and Sapio Research, we have been able to fund [2 research scholarships](#) for disadvantaged students in Sri Lanka. 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!"

Raising Funds

Thanks to the generosity of ESOMAR members' donations, and our sponsors, we were able to raise €12K to support some of the above initiatives. We hope if you're reading this, you're able to support us with any donation you are able to afford. We have also created a brighter, simpler and more impactful website, www.esomarfoundation.org created by a volunteer team at System1. Please do visit, give us your feedback, and get involved.

Making a Difference in 2022

We welcomed two new Foundation Board members; Steve Phillips, founder and CEO of Zappi, and Corrine Moy, ESOMAR Council member, and Global Marketing & Data Science VP at GfK. We're enormously grateful for their generous commitment of time and energy to making a difference.

For 2022, our volunteer Board members have agreed to be Ambassadors for the four key areas that we hope, with our research coalition-of-the-willing to help make the world a better place:

1. **Researchers in need**, led by Anna Alu (we've already raised €14,500 for Ukrainian researchers in need)
2. **Sustainability**, led by Steve Philips, who's encouraging the industry to sign the Net-Zero pledge
3. **Education**, led by Phyllis Macfarlane, Sonia Whitehead, and Corrine Moy
4. **Mental Health**, led by Frederic Petit

THANK YOU for Making a Difference.

Amsterdam, June 2022

The Board of Directors



President,
John Kearon

Statement of financial position

As at 31 December 2021

In thousands of euro

	Note	2021	2020
Current assets			
Cash and cash equivalents	1	88	130
Total current assets		88	130
Total assets		88	130
Current liabilities			
Payables and accrued expenses	2	-	(3)
Total current liabilities		-	(3)
Total assets less current liabilities		88	127

Statement of income and expenses

For the period ended 31 December 2021

In thousands of euro

	Note	2021	2020
Foundation Donations	3		
ESOMAR BV Endowment		-	-
Corporate Giving		1	16
Individual Giving		4	25
		5	41
Programme expenditure	4	(2)	(1)
Subtotal		3	40
Foundation expenditure	5		
Salaries		(41)	(40)
Sickness benefits		3	6
Social security charges		(2)	(7)
Travel allowance		-	(2)
Communications		(1)	(2)
Legal and Consultancy fees		(1)	(2)
Other expenses		-	-
Total general expenditure		(42)	(47)
Net result		(39)	(7)

Statement of the financial position as at 31 December 2021

Current assets

1 Cash and cash equivalents

Cash and equivalents can be specified as follows:

In thousands of euro

	2021	2020
Bank accounts	87	130
Other assets	1	-
Total	88	130

Current liabilities

2 Payables and accrued expenses

The payables and accrued expenses can be specified as follows:

In thousands of euro

	2021	2020
Creditors	-	3
Other Accrual and payables	-	-
Total	-	3

Statement of comprehensive income for the period ended 2021

3 Foundation donations

The donations can be specified as follows:

In thousands of euro

	2021	2020
ESOMAR BV Endowment	-	-
Corporate Giving	1	49
Individual Giving	4	64
Total	5	113

4 Programme expenditure

The programme expenses can be specified as follows:

In thousands of euro

	2021	2020
Local initiatives programme	-	-
Education programme	-	(1)
Research programme	-	-
Philanthropy programme	(2)	-
Total	(2)	(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	2021	2020
Salaries	(41)	(40)
Sickness benefit / N.O.W.	3	6
Social security charges	(2)	(7)
Travel allowance	-	(2)
Salaries and sickness benefits	(40)	(43)

Other costs	2021	2020
Communications	(1)	(2)
Legal and Consultancy fees	(1)	(2)
Other expenses	-	-
Other costs	(2)	(4)
Total	(42)	(47)