



# ESOMAR at SIMAR's 30th Anniversary

Joaquim Bretcha

Prague, 25th September 2024

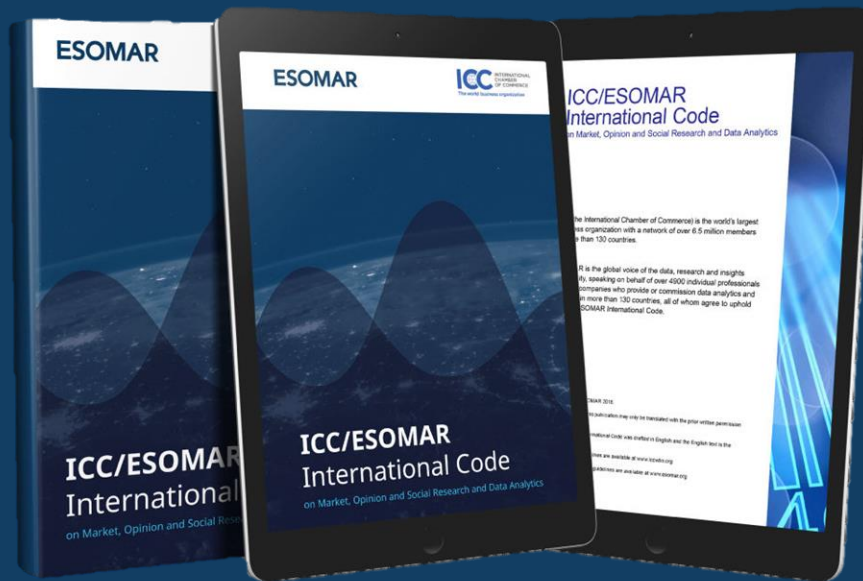


- First **self-regulation Code** created by ESOMAR in 1948.
- ICC/ESOMAR **share joint code** since 1976 because we have **common members who need a single global code**.
- Code sets **essential standards of ethical and professional conduct** and safeguards the right of researchers to seek, receive and impart information
- The ICC/ESOMAR Code helps the **industry benefit from flexibility under data protection legislation** by defining the principles of **transparency, data protection** and **duty of care** in research.



# ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics

Update to the 2016 version



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# Research Got Talent winners 2023

## Czech Republic

Kristýna Karešová

Vít Pavliš

NMS Market Research





ESOMAR

Congress  
2025

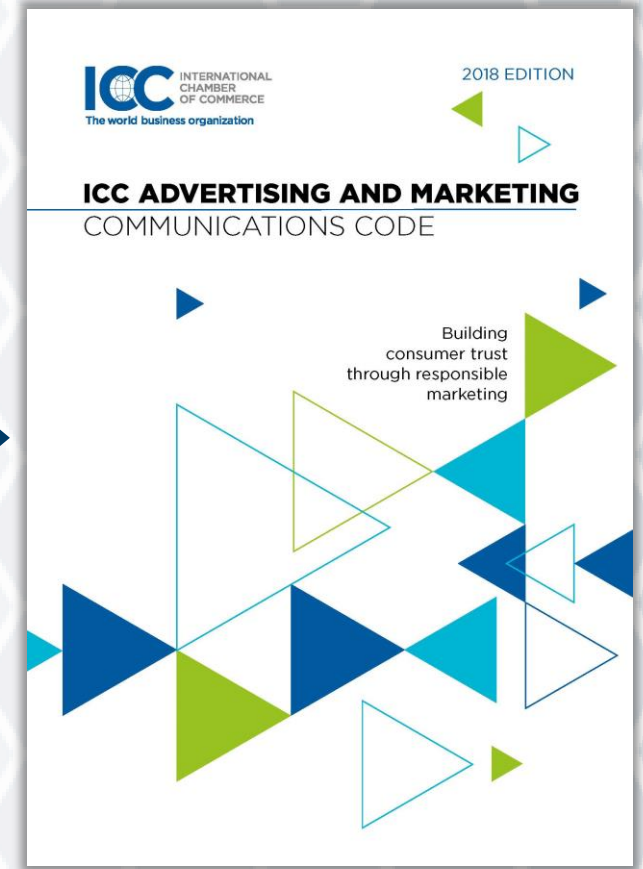
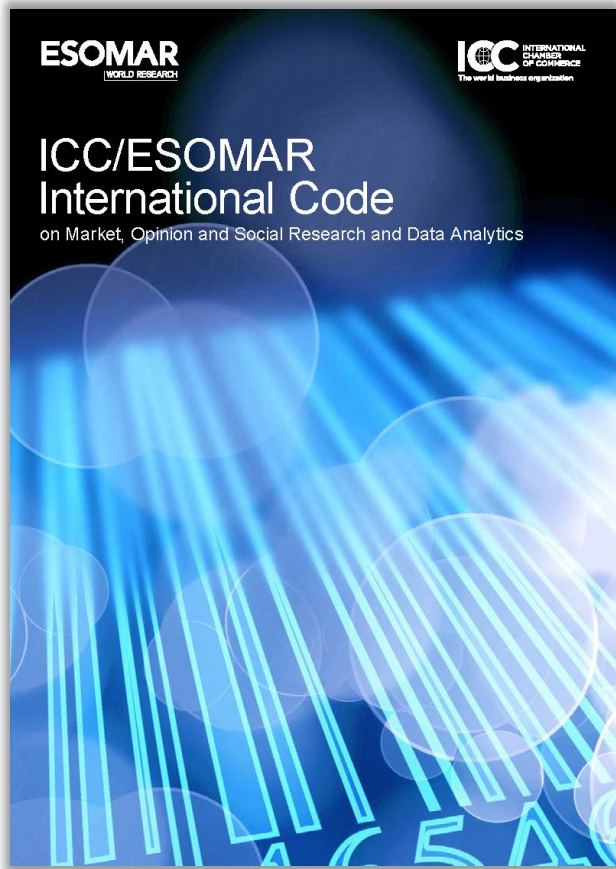
Prague

**SUPER EARLY BIRD**

28 September  
- 1 October



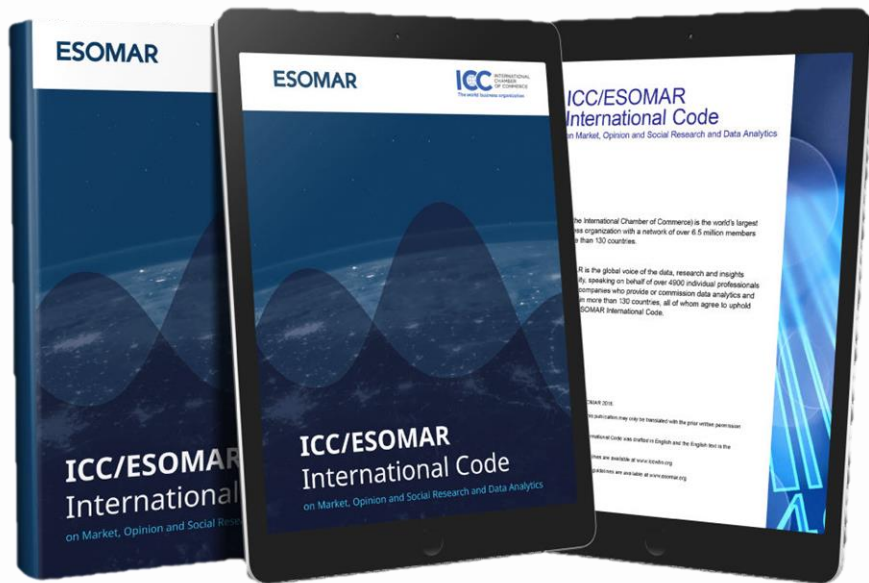




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# Widespread industry adoption

- **Significant Global Reach - c12000 Individuals** from the insights, data and analytics sector
- **c700 Companies Clients** (research buyers)
- **64 Partner Associations - 50 adopted** the code and **14 endorse** the Code alongside their own national code with additional requirements



# 2023

- Appoint Code Revision Working Party
- Review Code environment & changes required, including research definition

Q1

- ICC & ESOMAR members approve revised definition of research

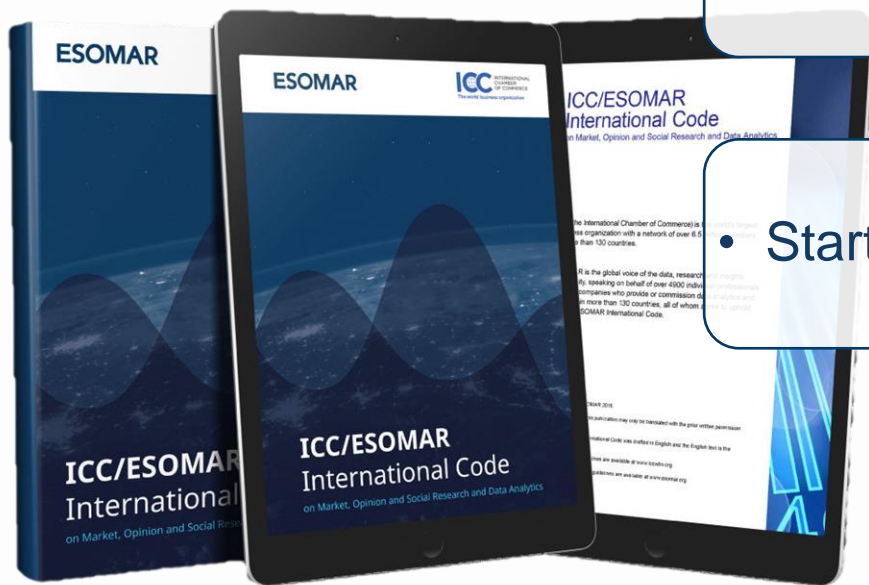
Q2

- Consult associations, ESOMAR members, ICC on which Code areas need updating

Q3

- Start revision based on identified areas to be updated

Q4



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# 2023

## ICC/ESOMAR Code Revision, status

### ICC/ESOMAR Code Revision Group

**Judith Passingham** ESOMAR Professional Standards Committee (PSC) Chair,

**Raimund Wildner** ESOMAR PSC Vice Chair, German association board

**Anders Stenlund** ICC, Managing Partner, AB Stencia

**Axel Tandberg** ICC; Senior Advisor, LW Advisory

**Georgiana Degeratu** Policy Manager, ICC

**Philippe Guilbert** PSC Member; SYNTEC Conseil, France

**Vinay Ahuja** PSC Member; VP, P&G Europe Analytics and Insight, Consumer Strategy

**Melanie Courtright** CEO, Insights Association US

**Kathy Joe** Consultant to ESOMAR PSC

**David Pring** Consultant to ESOMAR PSC

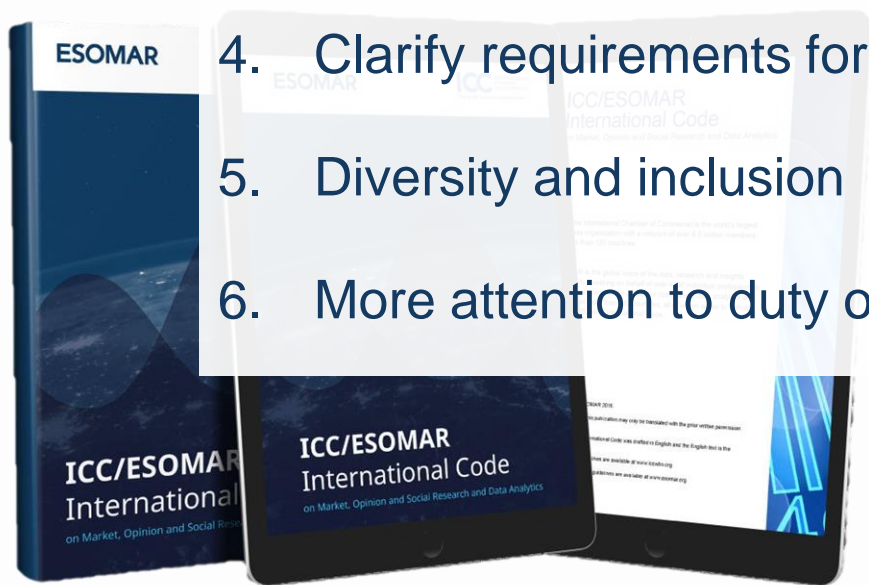


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# 2024 Key issues guiding update of the code

*(from consultation with associations and other)*

1. Growing use of AI and emerging technologies
2. Broadening of the researcher role and disintermediation of the research process
3. Transparency to substantiate results
4. Clarify requirements for primary and secondary data collection
5. Diversity and inclusion
6. More attention to duty of care





# 2024

- Monthly meetings (June was face to face)
- Multiple side meetings between to progress key issues

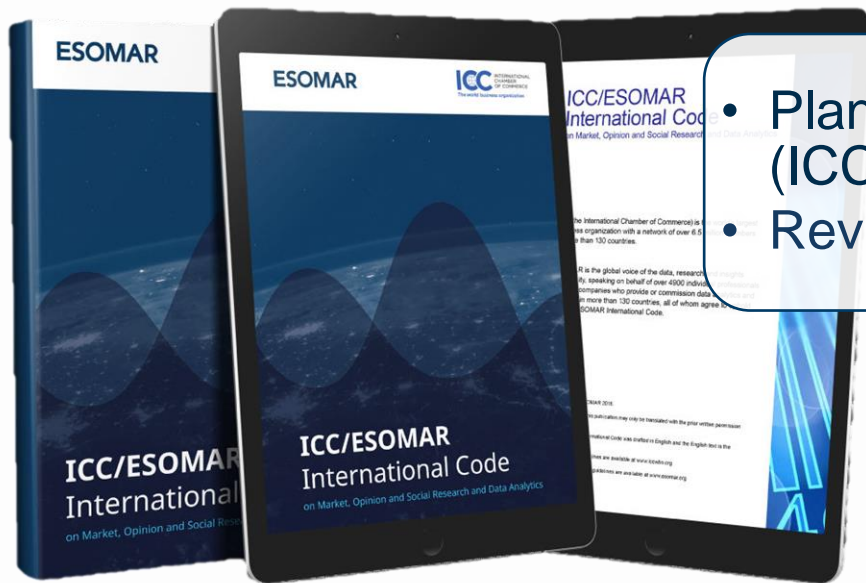
Q1-  
Q4

- Multiple consultations with PSC
- Consultation with ESOMAR's Legal Affairs Committee
- Consultation with ESOMAR's Council underway

Q3

- Planned to go to a general consultation in October (ICC, Associations, ESOMAR members)
- Revise draft accordingly

Q4



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# 2025

- Second consultation of ICC, Associations, ESOMAR members
- Revise draft accordingly
- Second consultation of ICC, Associations, ESOMAR members

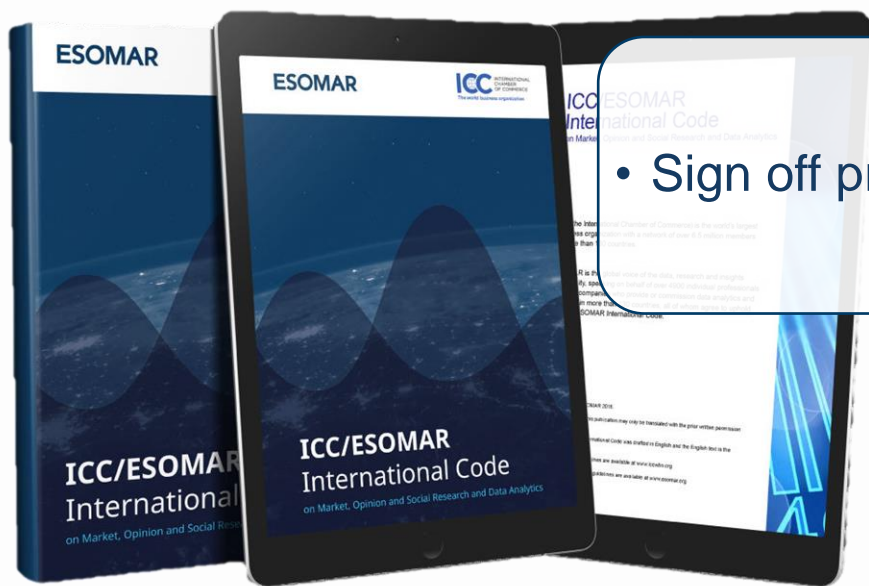
Q1

- Finalise text
- Approval by Code Team, PSC, LAC, ESOMAR Council, ICC Commission Marketing
- Code shared with ESOMAR members with EGM agenda

Q2

- Sign off protocols ICC and ESOMAR

Q3

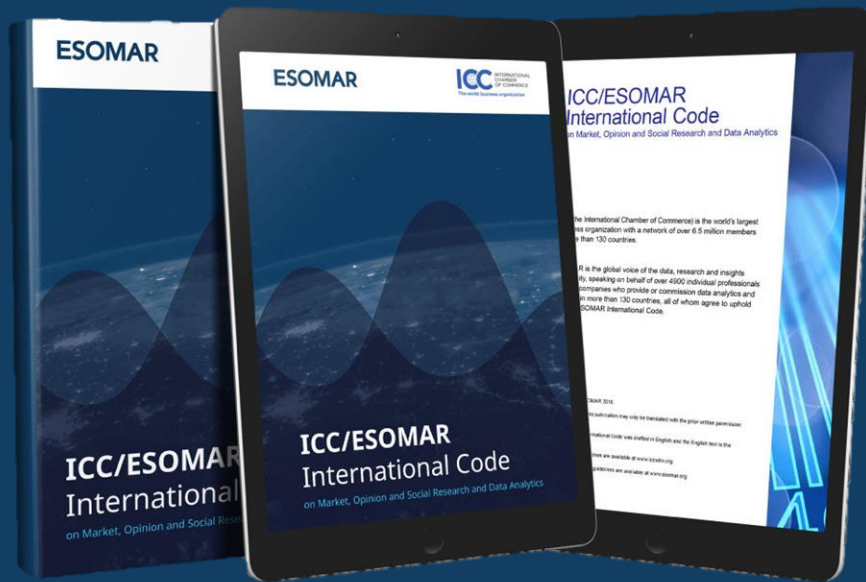


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