

## COMMUNICATION ON ENGAGEMENT (COE)

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**Period covered by this Communication on Engagement** [Ideally the two years prior to this report]

From: 30 July 2015

To: 29 July 2017

### Part I. Statement of Continued Support by the Chief Executive or Equivalent



22<sup>nd</sup> May 2017

Antonio Guterres  
Secretary-General  
United Nations  
New York, NY 10017  
USA

To our stakeholders:

I am pleased to confirm that the Marketing & Social Research Association reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Althea McCourt', written over a horizontal line.

Althea McCourt  
Chairperson MSRA

## Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

The Marketing & Social Research Association (MSRA) is a professional body established in 1998 to provide a forum within which research practitioners can work together in a spirit of cooperation, support and mutual goodwill to ensure professionalism in the industry.

### **Vision:**

To provide a platform to bring together professionals interested in building a world class research industry in Africa

### **Mission:**

MSRA exists to meet the professional needs of members through:

- Growing a wide based membership that is inclusive and participatory
- Disseminating and upholding best practice (both local and international)
- Making available relevant information, knowledge and education
- Living the code and embracing self-regulation

MSRA has 16 corporate members and slightly more than 30 individual members.

### **In support of the Global Compact:**

**1. MSRA Organized learning and dialogue events, workshops and training for their members on the UN Global Compact and specific topics relevant to corporate sustainability. This is highlighted in the below listed activities:**

#### **1.1. MSRA Code of Ethics**

MSRA launched its Code of Ethics on the 30<sup>th</sup> of July 2015. This Code is a value based behavioural code that will bridge the gap of 'Ethical conscience' and 'personal integrity'. It is aimed at establishing common and acceptable standards of practice and behavior in the industry. The launch was only the beginning of a journey towards creating an environment conducive to producing quality research produced with a high level of integrity.

#### **1.2. MSRA Ethics Champions Training**

MSRA conducted ethics training to a group of 20 ethics champions representing 11 MSRA corporate members on the 29<sup>th</sup> of April 2016. The training was aimed at sensitizing these on the MSRA code of

ethics, its objectives and Implementation and to equip them in their roles as Ethics champions within their agencies.

### **1.3. MSRA Member Agencies Ethics Training & Signup**

12 MSRA Corporate members (Strategic research Ltd, Ipsos Ltd, Consumer Options Ltd, Infinite Insight Ltd, GFK Retail & Tech Ltd, Consumer Insight Ltd, Digital Divide Data Kenya Ltd, Youth Dynamix Ltd, Kantar Millward Brown, Research Solutions Africa Ltd, Infotrak Research & Consulting Ltd and Kantar TNS) conducted ethics trainings & signups within their agencies in the months of Oct 2015 – April 2016.

### **1.4. Commitment Initiatives**

MSRA awarded ethics compliance certificates to all its 12 corporate members that participated in all the above.

## **2. MSRA engaged their members in collective action efforts on Global Compact related issues as highlighted below:**

**2.1.** MSRA representatives attended the 2016 Global Compact Annual General Meeting.

**2.2.** MSRA participated in the Business Ethics and Integrity Compliance Training.

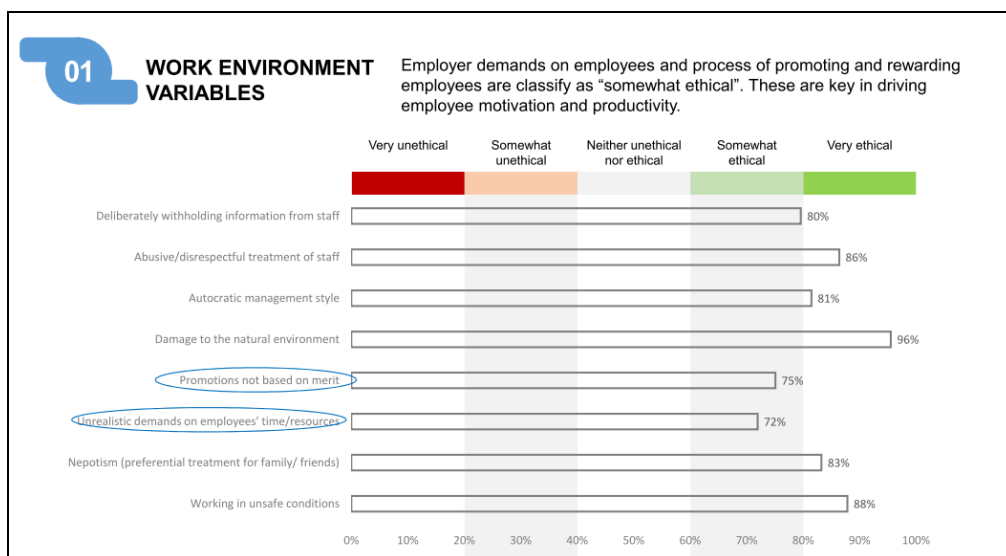
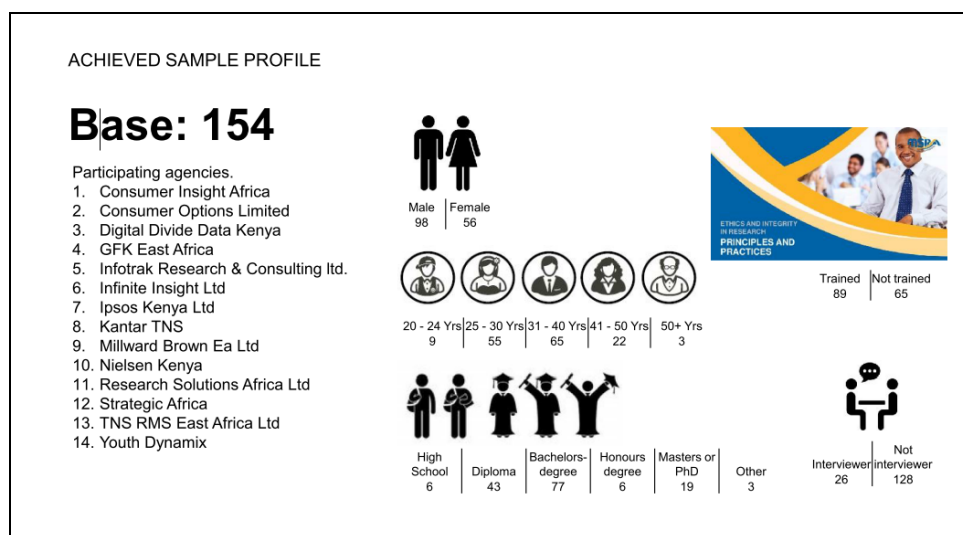
### Part III. Measurement of Outcomes

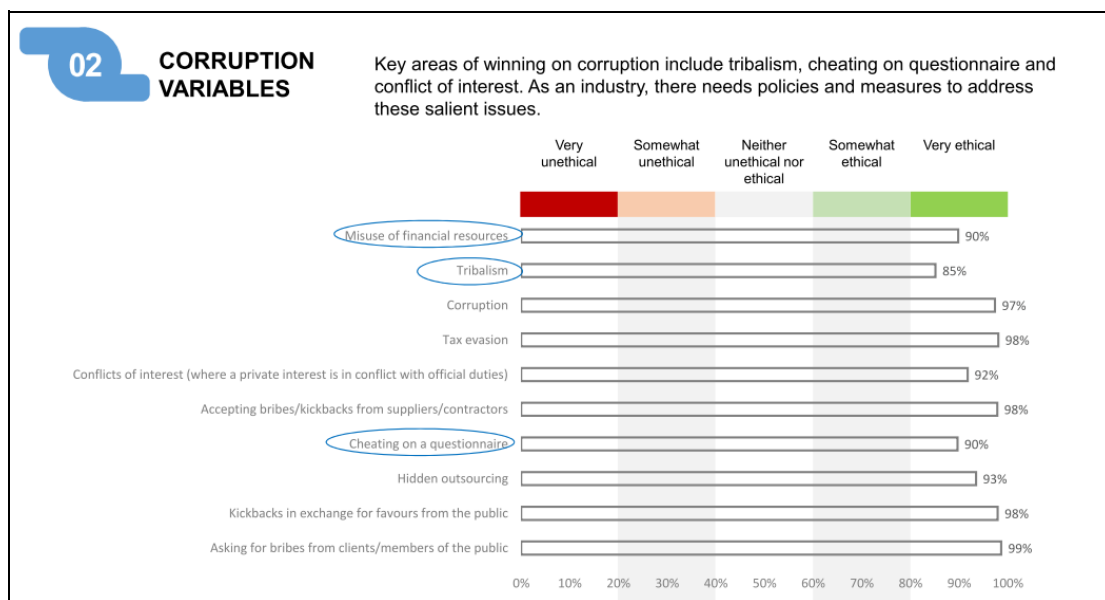
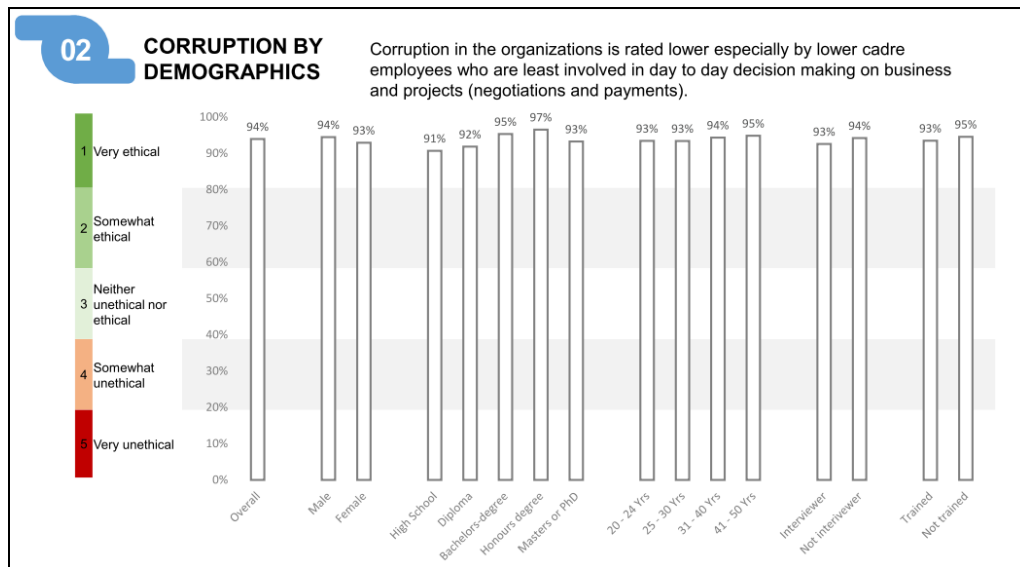
Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

MSRA conducted ethics training to a group of 20 ethics champions representing 11 MSRA corporate members on the 29th of April 2016.

12 MSRA Corporate members conducted ethics trainings & signups within their agencies in the months of Oct 2015 – April 2016.

In November 2015, MSRA invited people working in MR industry in Kenya to participate in an online survey aimed at determining the relevance and current state of ethical practice in the marketing and social Research profession. The survey was conducted online with 154 participating members and highlighted the below:





Based on the findings of the survey the below assumptions were made:

### EMPLOYEE TRAINING

Ethics trained respondents have consistently ranked the variables lower indicating that the more the people understand the issues the more they are observant.

### GENDER SCORES

Female respondents have some aspect of negativity to ethics. This means there could be gender imbalance concerns or they feel their issues are not addressed adequately.

**WORK ENVIRONMENT**

Across the variables, this is the one most respondents ranked lowest. A need for us to relook the work life balance, promotional methods and systems in place.

MSRA still aims to conduct more ethics trainings and assessment this year in its bid to improve the quality and standards of the Market & Social Research industry in Kenya.