

Dear Colleagues

Our latest update covers the General Meeting in Nice with details of the next meeting due to be held in March 2015, results from the **efamro** Moodindicator project, an update on **efamro** lobbying within Europe and nationally by member associations, the latest on ISO, and the latest news on how **efamro** and GRBN are promoting your associations' members, as well as details of upcoming events.



## Nice General Meeting

In September the second EFAMRO General Meeting of 2014 took place with a healthy turnout from 10 member countries. The one-day meeting covered a wide range of topics, concentrating on two main themes: EFAMRO initiatives that member associations can leverage to increase their membership value; and broader industry initiatives, which support and promote the research sector. On value, the General Meeting discussed the ISO for digital analytics and web analyses, supporting members to find additional income resources and how EFAMRO might broaden corporate involvement in EFAMRO.

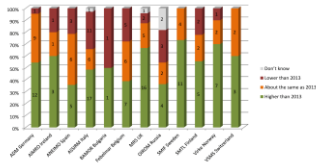
Broader industry initiatives included an update on EFAMRO's public affairs activities in conjunction with ESOMAR, including encouragement and advice for national associations to undertake domestic representation on data protection; **GRBN's** latest activities including a 'sneak peak' of the latest wave of the Personal Data Survey and an update on the EFAMRO Moodindicator.

Before the close of the meeting, Dan Foreman and

Finn Raben (ESOMAR) joined the General Meeting to update EFAMRO member associations on its planned activities.

The next General Meeting will take place in Amsterdam, a convenient and affordable European destination, on 27th March 2015. There will be a dinner on the evening of 26th. Please confirm with **Jan Oostveen** if you plan to attend.

Thinking about the year ahead, do you think your research revenues will be higher than, lower than, or about the same as 2013? (By association)



## Business Boost for some of Europe

The latest EFAMRO Moodindicator results, for Q1 2014, have been released, showing that the attitudes within the research industry continue to improve in some, but not all, EFAMRO countries. Confidence in the year ahead is strongest in the UK, Germany and Sweden with the majority having positive attitudes for research revenues in the year ahead, whilst southern European countries are noticing some improvement in the negative trend. The EFAMRO results are similar to the EU Economic Sentiment Indicator (ESI) which assesses general business sentiment across Europe.

### Moodindicator Slides



## Protecting Research in Europe

Following the European Parliament elections in May, the process of appointing a new Commission is being finalised, with Jean-Claude Juncker, the European Commission President-elect, having to re-consider the composition of his team and allocation of portfolios, following one of Juncker's nominees, Slovenian ex-PM Alenka Bratušek, pulling out.

With the new Commission close to being finalised and the new Parliament in place, EFAMRO, working with ESOMAR, is actively contacting MEPs and Commission officials, re-asserting the research concerns over the proposed changes to data privacy. In concert with this, national associations have been making the case for research with their governments over the last few months.

Our goal remains to preserve use of personal data for research purposes which EFAMRO believes is best achieved by the resumption of the text proposed by the European Commission in 2012.

At the EFAMRO General Meeting, members discussed the implications for research should the current representation activity result in no change to the current position. The main problem areas are public records and passive data collection techniques, such as web and device tracking and social media monitoring; whilst more traditional research techniques would be

relatively unaffected by the proposed changes. In October **MOA** held a preparatory meeting for the Justice and Home Affairs Council. Based on the EFAMRO/MOA position paper, the Socialist Party has asked whether the Dutch government is willing to support the interests of the research industry. The Dutch Secretary of State of the department of Security and Justice, Mr Teeven, stated that he is very unhappy about the current proposals regarding research. The Dutch government wants to do everything to support the position of scientific research and - together with some other countries - will put forward proposals to the European Commission to change the current proposals. Several other EFAMRO associations are undertaking contact to achieve similar aims, including MRS in the UK.

We are encouraging all EFAMRO members to contact their national governments and make the case for research. If you require assistance with this please contact **Debrah Harding**.



### Viennese ISO Waltz!

The first meeting of the ISO Technical Committee, chaired by EFAMRO General Board member and **ADM** representative Erich Wiegand, to discuss the proposed standard for Web Analyses took place in Vienna on September 29 and 30.

This important initiative, which is being financially supported by EFAMRO, and EFAMRO members MOA and ADM, is now well underway. One important development from the Vienna meeting was the expansion of the scope of the proposed standard, with it now covering digital analytics in addition to web analyses.

The next ISO meeting is due to take place on 16-17<sup>th</sup> April 2015 in Berlin.

Separately it has also been agreed that the ISO for access panels, **ISO 26362: 2009**, will be updated and the process for this will commence shortly.



## Your *efamro*: onwards and upwards

In October, Barry Ryan, EFAMRO's Policy and Communication Director, left his post to take up a position with the American Express global privacy team. EFAMRO is working with MRS to seek a suitable replacement.

In the meantime, Debrah Harding, MRS' Chief Operating Officer and EFAMRO Vice-President, will provide cover for EFAMRO's policy and communication activities.

Debrah joined MRS in 1999 and established MRS's Standards and Policy department. Prior to Barry's recruitment, Debrah undertook all of MRS's public affairs activities. Debrah was one of the original team who negotiated the research sector's position, both in the UK and Europe, when the previous round of data protection discussions took place.



## GRBN Gets Up Close and Personal

The **Global Research Business Network** (GRBN), with research partner Research Now, is completing its latest wave of the GRBN Trust & Personal Data Survey, covering countries in Asia-Pacific. The survey has now been conducted in 24 countries and the results will be showcased at the Insight Innovation Exchange (IIeX) event in Sydney on 4-5 December 2014. A detailed report is due in 2015, meanwhile snippets of data are being released over coming weeks. For Europe, the results show some clear differences between European attitudes to personal data, which should be of interest to EFAMRO member associations and your members. Watch out in the coming weeks for more information!

On the operational front, Andrew Cannon, EFAMRO's President, has been retained as GRBN's part-time Executive Director, whose role is to fully leverage GRBN to the benefit of all its member associations, including EFAMRO members. Andrew's focus will be on GRBN's strategic initiatives:

- ⇒ Improving researchers knowledge and skills
- ⇒ Developing industry insight
- ⇒ Strengthening national and global data projection and promotion of research



## See you in Munich!

EFAMRO will be presenting at the **Research & Results 2013 market research event** in Munich on 22<sup>nd</sup> October. Together with EFAMRO member ADM, plus BVM and ESOMAR, we will be discussing the potential implications of current European discussions on data protection legislation. Debrah Harding will be speaking on behalf of EFAMRO, exploring the future 'must-haves' for the research suppliers of tomorrow.

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European Federation of Associations of Market Research Organisations, Overtocht 29, 2411 BS Bodegraven, The Netherlands (Registered office). KVK 40537552. VAT NL 8099 49 830 B01