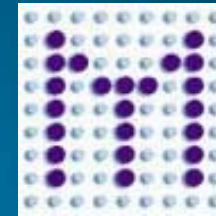


Presenters:

Barry Ryan, Director of Policy and Communication (UK)

Andrew Cannon, President (Finland)



efamro's mission is to:

- Influence legislation and public opinion in favour of research
- Promote best practice
- Enforce compliance with the principles of international standards
- Advise the European research industry
- Publish information about the European research industry
- Support national associations in business issues

National standards to ISO

- Development of a single market for research, post-1992
- Developed EMRQS - Efamro Market Research Quality Standard
- Proposed creation of International Standard
- Provided financial support for Spanish secretariat
- Leading to ISO 20252

Public Affairs

- We have been working with the European Commission since May 2009 on the revision of the Data Protection Framework
- We secured a number of changes to the final proposal that were favourable to research.
- We continue to lobby the Parliament and Council of Ministers.

National Legislation

- Following a request from a member association, we provided a detailed analysis of the implementation of the ePrivacy Directive's new rules on cookies in 5 EU member states.
- The national association was then able to use this information when lobbying their national parliament to ask for an exemption for market research from the rules.

The Growth Imperative

Clients

Large
company

Small
company

Large
company

Small
company

Large national association

Small national association

efamro

GRBN

Examples of efamro's work on behalf of national associations...

- Data protection legislation
- Self-regulation



EUROPEAN COMMISSION

Brussels, 25.1.2012
COM(2012) 10 final

2012/0010 (COD)

Proposal for a

DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

on the protection of individuals with regard to the processing of personal data by competent authorities for the purposes of prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, and the free movement of such data

{SEC(2012) 72 final}
{SEC(2012) 73 final}

Examples of national association's work on behalf of members...

- Representation
- ISO 20252
- Events

***The growth opportunities
(and the challenges we need
to overcome) and what we
can do about them***



CC Micky Aldridge

“Google Makes Their Market Research Play: Now What?”

30th March 2012
Greenbookblog.org

“A Google spokesperson told VentureBeat that it’s too soon to speculate on the long-term status of the product. ***“Right now, our focus is on rolling this out and seeing how it can help companies and publishers meet their business objectives,”*** the spokesperson said.”

Venturebeat.com

“Insight”

“Better Decisions”

“Quicker growth”

“Competitive advantage”

Engaging stakeholders for growth

- Respondents
- Employees
- Educators
- Legislators
- Clients



Thank you!
Barry Ryan
Andrew Cannon