

Introducing

IPSOS EUROPEAN PUBLIC AFFAIRS

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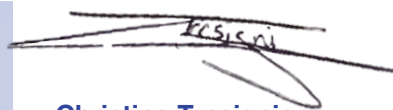
WELCOME TO IPSOS EUROPEAN PUBLIC AFFAIRS

The Ipsos European Public Affairs team is privileged to play a role in some of the most important and interesting research studies taking place in Europe (and beyond), in partnership with clients such as the EU institutions and agencies, international organisations, NGOs and academia.

Our clients have always needed research evidence of the upmost quality as a basis for confident decision making – whether that be in relation to the development of policy, the prioritisation of spending, or the creation of effective communications. At the same time, their needs are rapidly evolving: A host of new and complex challenges – ranging from the threat of global pandemics to environmental crises, evolving geopolitical tensions, and the unknowns of generative AI – combined with the polarisation of opinions and disinformation, make having access to an accurate, real-time understanding of citizen (and businesses) opinion more critical than ever.

The Ipsos European Public Affairs team, in its composition, structure and operational approach, is squarely focused on delivering this understanding and helping our clients to make better, faster decisions.

We hope you enjoy learning more about the team and we look forward to working with you.

A handwritten signature in blue ink, appearing to read 'Christine Tresignie', with a stylized flourish underneath.

Christine Tresignie

Managing Director

Ipsos European Public Affairs

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WHO WE ARE



250

local offices

90

countries

5.000

clients

Over

70.000

projects per year

Ipsos

Ipsos is the third largest market and public opinion research company in the world with 250 locally incorporated offices across 90 countries.

Each year, the company conducts c70,000 projects for some 5,000 clients across the public, private and third sectors. Ipsos is at the forefront of developing innovative research solutions to meet clients' needs for accurate up to the minute and insightful evidence. This includes identifying new technological opportunities and establishing how these could be adapted to help clients, without compromising on quality and integrity. This focus on progress has seen the company retain the rank of #1 most innovative full-service research agency in the Word in Greenbook's Research Industry Trends (GRIT) report for four consecutive years.

Public Affairs

Public Affairs is the largest of Ipsos' Service Lines, with a remit for providing social and opinion research and advisory services to clients, large and small, throughout the world, including national governments and agencies, inter-governmental organisations, political parties, NGOs and academic institutions. Globally it comprises some 1,000 staff who are methodological and public policy research experts with advanced degrees in fields such as psychology, sociology, political science, public policy analysis and statistics.



Ipsos European Public Affairs

The European Public Affairs (EPA) team is an expert centre in pan-European and global research and advisory services, dedicated to meeting clients’ evolving information needs. Critical to the success of our multi-country studies are the three foundational pillars of our approach:



Centralised management

We have centralised processes for sampling and questionnaire design, project coordination and oversight, quality assurance, data editing/processing, and analysis and reporting. This ensures speed and efficiency in delivery, as well as cross-national consistency and comparability.



Glocalism

We leverage Ipsos’ strong local presence and access, combined with its unparalleled global infrastructure, including state-of-the-art technology and operational process (covering sampling, software development, survey scripting, translations, a global CATI network, data processing, advanced data analysis and data visualisation).



Policy understanding

We are deeply familiar with the key policy themes shaping debate in Europe and beyond, including the environment and sustainability; technology and digitisation; political values and democratic engagement; public health and wellbeing; and the economy. For us, researching these themes effectively means placing consumers and other stakeholders at the centre to really understand how they view, or are affected by, policies or debate.

Research topics and methodologies



Elections & Politics



Business & the Economy



Environment & Sustainability



Public Health & Wellbeing



Society & Equal Opportunities



Technology & Digital



Multi-country Design & Operations



Quantitative Methods & Analytics



Qualitative & Deliberative Methods



Behavioural & Communications



Policy Department & Evaluation



Advisory Services

Expert centres

We ensure the consistent application of methodological rigour and best practice to identify optimal research solutions, whether in the form of large-scale surveys, qualitative or deliberative approaches, behavioural analysis, social media monitoring or advanced statistical techniques. We stay abreast of emerging technologies and techniques, such as generative AI, neuroscience and VR, to understand how these might add value to our work.

A SELECTION OF OUR CLIENTS

European Institutions & Bodies



European Agencies & Supervisory Authorities



European Organisations, Associations & Parties



International Organisations & Academic Institutions



KEY EU PROGRAMMES

The ECB Consumer Expectations Panel Survey:

Tracking economic sentiment to inform decision-making



EUROPEAN CENTRAL BANK

This programme aims to provide the ECB with up-to-the-minute, high frequency information on the economic perceptions and financial behaviour of consumers across 11 countries in the euro area. The survey is conducted on a monthly basis among a specially recruited representative panel, comprising some 19,000 members. The panel

comprises two main samples: a probability sample, which in principal should be representative of the target population, and a non-probability sample drawing on existing online panels of survey respondents.

Topics covered include views on inflation, the housing market, credit accessibility, income, consumption, the labour market, and economic growth.

We capture and analyse the data with speed, to ensure that the ECB

has access to the most current trends. The hundreds of thousands of interviews conducted to date have helped ensure that the voice of euro area households feeds into the Bank's wider economic and monetary analysis.

Detailed summaries of the [monthly findings](#) are published on the ECB's website.

[Read more](#)



Flash Eurobarometer

Providing up-to-the-minute evidence for EU policy development



Flash Eurobarometer is a series of ad hoc public opinion surveys conducted across the EU Member States, on behalf of the EU institutions agencies and bodies. As the name suggests, the surveys are carried out over a short timespan in order to provide an almost instantaneous snapshot of public opinion on immediate questions or concerns.

Each survey focuses on a specific topic relevant to the activities of the European institutions. Past topics have ranged from consumer behaviour, health and social issues, to technology and

the environment. The surveys are conducted by phone or online among representative samples of respondents from all EU Member States, or with specific groups within the EU population.

In the past three years, Ipsos EPA has conducted more than 65 Flash Eurobarometer surveys in total, helping to inform decision-making on key issues of the day.

Flash Eurobarometer surveys are published on the European Commission's general Eurobarometer website:

[Read more](#)

CASE STUDIES

Helping EU-OSHA Understand Workplace Safety and Health Risks



The European Survey of Enterprises on New and Emerging Risks (ESENER) is an extensive recurring survey that looks at how European workplaces manage safety and health risks in practice. The questionnaire focuses on general safety and health risks in the workplace and how these are managed; psychosocial risks, such

as stress, bullying and harassment; drivers of and barriers to OSH management; as well as worker participation in safety and health practices.

Managers and health and safety representatives in more than 40,000 businesses/organisations across 30 countries (EU27 + Iceland, Norway and Switzerland) take part in the survey. These interviews are complemented by secondary analyses involving a series of in-depth studies that focus on specific

topics to help better understand the main findings.

ESENER is critical in helping EU-OSHA assess the extent to which the EU legislative framework is promoting effective workplace risk management, and in informing campaigns to promote healthy workplaces.

[Read more](#)

Monitoring the Consumer Environment Across the EU



The Consumer Conditions Survey assesses consumers' attitudes, behaviours and experiences with respect to domestic and cross-border trade, as well as other, related themes. Key topics include consumer confidence and

knowledge, online purchasing behaviours, product safety, as well as experiences of unfair and illicit commercial practices (such as pressure selling and targeted advertising).

The survey is conducted by telephone among representative samples of the adult population in each of the 27 European Union Member States (EU27), as well as Iceland and Norway. In each country, 1,000 interviews are

conducted, except in Luxembourg, Malta, Cyprus and Iceland, where the sample size is 500.

The European Commission's Directorate-General for Justice and Consumers uses the survey results to keep track of the evolving consumer landscape in the EU and to develop evidence-based consumer policy.

[Read more](#)



Determining Optimal Disposal Markings for Single-Use Plastics



This research was aimed at testing how consumers engaged with different arrangements of disposal marking on various single use plastic products (SUPs) – including cups, wet wipes, sanitary items,

and cigarettes – and which of the arrangements were most effective in encouraging the appropriate disposal of the items.

We ran an online behavioural experiment in six EU countries (Belgium, Bulgaria, Greece, France, Hungary and Sweden) among a total of 6,000 participants. We also ran laboratory-based experiments in two of the countries (Belgium and Bulgaria).

Based on the findings, the European commission defined the marking variants, or pictograms, that have to appear on the four single-use plastic product categories in all EU member states (for more information see [Directive \(EU\) 2019/904](#)).

[Read more](#)

Identifying Target Audiences for EU Communication



For policy communication to be meaningful, it should engage with citizens on a personal level. This first-of-its-kind pan-European audience segmentation sought to identify cohesive audience segments to which European Commission communication could be targeted, and specifically

communication on policies and achievements related to Next Generation EU.

The analysis was based on an online representative survey of almost 24,000 adults across the EU. A cluster analysis identified six robust audience segments based on citizens' values and political attitudes. The segments were further profiled based on their media usage, the sources that guided their opinion formation on EU issues, and their green and digital priorities for the EU.

The analysis was presented by the Directorate-General for Communication and Ipsos EPA at the 2023 EuroPCom conference, to inform discussions among communication professionals on the challenges and opportunities of values-based (vs. socio-demographic) segmentations for messaging and media buying strategies.

[Read more](#)

Engaging Citizens in the Redesign of Euro Banknotes



EUROPEAN CENTRAL BANK

This fascinating study was commissioned to inform the first full redesign of euro banknotes in two decades. The objective was to understand the public's preferences on potential themes (and associated motifs) for the future notes.

We conducted 84 focus groups across 21 European countries (the then 19 euro area countries, plus Bulgaria and Croatia). In each country, four focus groups were conducted, stratified by age group and configured to be broadly representative of the national populations on other demographic and attitudinal variables.

Based on the findings and subsequent input from the ECB

Theme Advisory Group, the ECB's Governing Council arrived at a shortlist of themes for the future banknotes. It then invited Europeans to give their views on these themes via a survey on the ECB website.

[Read more](#)

Understanding Young Europeans' Online Consumption Behaviour



This research sought to understand how young people behave online in terms of Intellectual Property Rights (IPR) and the respect they show to IPR. Specifically, it explored the main drivers and barriers to acquiring digital content and physical goods from both legal and illegal sources, as well as factors

that might impact this behaviour in the future.

We ran an online survey among more than 22,000 young people aged 15-24 across the EU. The survey was complemented with follow-up online communities among a selection of the survey respondents in four Member States (Germany, the Netherlands, Poland and Spain), to provide richer insights into young people's behaviour, at a time when online commerce and digital consumption

had been increasing significantly.

The work provided the EUIPO with important insights to help stakeholders, policy makers, as well as educators and civil society organisations, shape awareness-raising initiatives to support informed choices among young consumers.

[Read more](#)

Helping to Shape the Future of the Direct Selling Industry



In today's rapidly evolving consumer landscape, the world of direct selling is changing like never before. This repeat survey sought to investigate real-life experiences of direct selling, to inform efforts to support and empower European direct sellers and direct selling companies in their work.

The survey was conducted online across 12 European countries (Czechia, Estonia, France, Germany, Italy, the Netherlands, Latvia, Lithuania, Poland, Slovakia, Spain, and Sweden), and disseminated via direct selling companies or national direct selling associations affiliated with either Seldia or Direct Selling Europe (DSE). A total of 25,896 direct sellers took part.

The understanding gained from the survey – including in relation to direct sellers' backgrounds,

their motivations for choosing the work, and day-to-day rewards and challenges they encounter – will be key to shaping the future of the direct selling industry and helping to foster a thriving entrepreneurial ecosystem.

[Read more](#)

Supporting the Drive Towards Sustainability in the Food Supplement Sector



The International Alliance of Dietary and Food Supplement Associations (IADSA) commissioned us to conduct research aimed at measuring the sector's preparedness regarding sustainability requirements. We conducted a survey among supplement companies, in 25+ countries across the globe (including in Africa, Middle East, Asia, Australia, New Zealand and South West Pacific, Central and South America, Europe and North

America). In total, more than 300 companies took part.

The findings showed that the sector recognised the importance of environmental sustainability and was gradually adapting its strategy and processes accordingly. At the same time, smaller companies in particular often faced obstacles to progress, including the costs and a lack of government support.

We presented the findings at IADSA's annual conference, to help stimulate discussion of next steps.

As IADSA's Executive Director commented: *"This is about us all making sure that, as a sector, we are*

properly engaged in sustainability and doing what we can, within the resources available, to keep making progress."

[Read more](#)

Informing Global Policy Efforts to Promote Green Behaviours



This study was designed to deliver new insight on households' behaviour regarding the environment and sustainability, to help identify optimal policies for promoting greener behaviours and types of financial incentives

that might be most effective in this regard.

We ran online discrete choice experiments among a total of 17,722 households across nine OECD countries – Belgium, Canada, Israel, France, the Netherlands, Sweden, Switzerland, the United Kingdom and the United States – investigating behaviour in the domains of energy, transport, waste and food systems.

The OECD has published the findings in a comprehensive report, aimed at providing a unique source of empirical evidence to inform policy efforts to shift to more sustainable consumption patterns.

[Read more](#)

Measuring the Shadow Pandemic: Violence Against Women During Covid-19



This survey was designed to provide a better understanding of the 'shadow pandemic' and provide much-needed data on violence against women (VAW) and women's safety, both in public and private spaces.

The survey ran in 13 countries globally (Albania, Bangladesh,

Cameroon, Colombia, Côte d'Ivoire, Jordan, Kenya, Kyrgyzstan, Morocco, Nigeria, Paraguay, Thailand and Ukraine) among a total of 16,154 females. To address the challenge of data collection during periods of lockdowns and restricted mobility, a telephone methodology was adopted, coupled with strict safety and ethical protocols. The study findings confirmed that COVID-19 had resulted in a significant increase in violence against women, negatively affecting women's feelings of safety and their mental health. The data are

being used to inform policymaking, service-provision and advocacy by global, regional and national stakeholders, governments and civil society organisations.

[Read more](#)

SUBSCRIBE TO THE EUROPEAN PUBLIC AFFAIRS DIGEST!

To ensure that our studies have maximum utility among decision makers, scholars and everyday curious minds alike, we discuss some of the many learnings emerging from these studies in our regular EPA Digest. Each digest focuses on a specific theme and includes articles with both a topic and methodological focus, as well as latest relevant publications and other output from across Ipsos. Click on the links below to learn more or to subscribe.

[Learn more](#)[Subscribe](#)

MAKING A DIFFERENCE IN THE WORLD: OUR WORK IN ESG

Ipsos strives to ensure that, in everything we do, we are having a positive impact on our planet, the communities in which we live and operate, and our team. The company is an Advanced Level UN Global Compact member, and Ecovadis has awarded us the “gold” ranking it attributes to the top 5% of ESG performers. The Climate Disclosure Project (CDP) places us at the “management” level in terms of action against climate change.



E Environment: Reducing our impact on the planet

We monitor our greenhouse gas emissions, based on the Bilan Carbone methodology, with the objective to reduce to 2.05 tons of CO₂ by employee in 2023. We continue to reduce our carbon footprint with -31.6% vs 2020. In 2023 we joined the Science-Based Targets Initiative (SBTI), which provides an independently verified pathway to companies towards net zero. Already our scope one, scope two and travel-related carbon emissions by employee have been cut by half since 2019. We are now engaging our supply chain to address their own emissions, which form the largest part of our indirect (scope three) carbon footprint – and will be key to achieving our objectives.

S Social: Caring for our people and communities

Our employee engagement rate stands at 79%, significantly above the industry benchmark of 72%. Our Gender Balance Network is focused on building a more diverse and equal company and creating an environment where everyone can reach their highest potential. We also recently launched “Belong”, our global Diversity and Inclusion initiative, to ensure all our colleagues can be themselves at work and feel they belong.

We are committed to giving back to communities in which we operate. Since its creation in 2014, the Ipsos Foundation has supported over 100 educational projects in 43 countries, benefiting thousands of children and young people. We are mobilised with the Tent Partnership for Refugees to promote social integration through employment, and since 2018 have recruited over 100 refugees worldwide.

G Governance: Ensuring effective oversight

Ipsos is an active member of ESOMAR, which, through its Code on Market and Social Research drawn up jointly with the International Chamber of Commerce, sets out global regulatory and ethical guidelines.

Personal data is managed with great care and in compliance with applicable laws, privacy regulations and professional standards. Data Protection Officers are present at Group level and in each country in which Ipsos operates ensuring the compliance with the latest regulation (e.g. GDPR).

We undertake regular assessment of subcontractors and suppliers. Their contracts include inclusion clauses committing to the UN Global Compact principles.

YOUR KEY CONTACTS IN EPA

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