

MCA

A POSITIVE FORCE
FOR THE ECONOMY

Consulting excellence from Ipsos MORI

Ipsos MORI

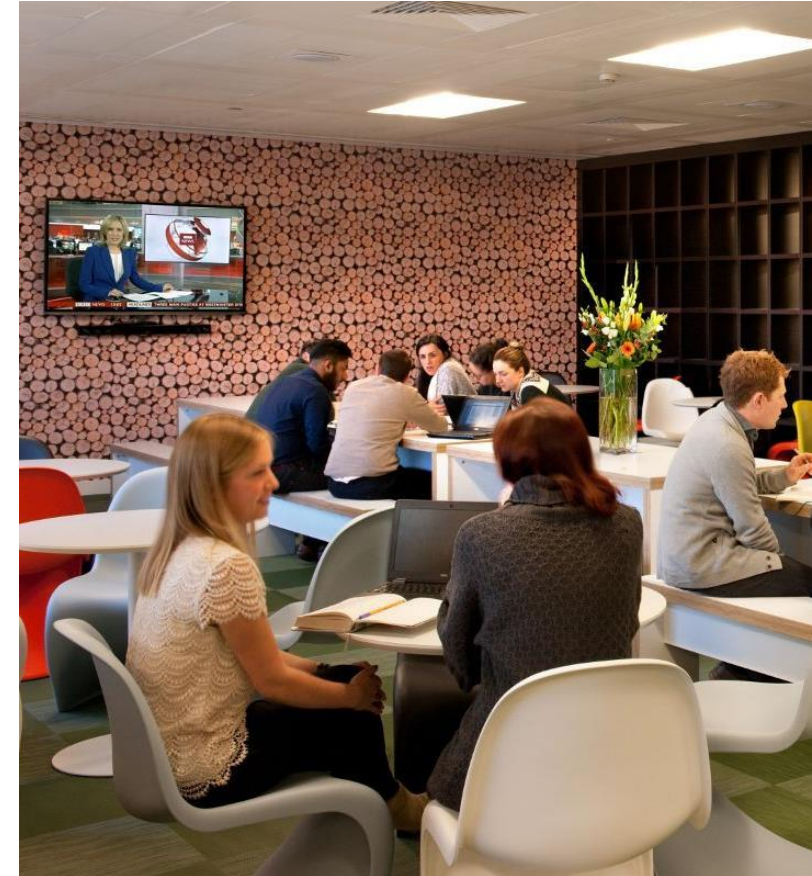


Introduction & consulting information

In our world of rapid change, the need for reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information but also turn it into actionable truth.

This is why we have embedded consulting excellence within our offer, as seen with our award-winning Strategy3 team. Doing so has allowed us to help our clients in instances where research alone is not the answer. Our consultants approach challenges in a strategy-led way, using insight as the basis for impactful recommendations.

Ultimately, this gives us the unique ability to help our clients find impactful solutions that cut through the complexity of their challenges. All of this means that our clients can act faster, smarter and bolder.



Client Service & Value

Our mission is to help our clients understand society, markets and people.

Ipsos delivers information and insights that make our complex world easier to navigate, enabling better decisions for our clients worldwide.

Ethical Behaviour

We demonstrate the highest ethical standards and principles.

We are independent, objective experts delivering reliable information to our clients under some of the most rigorous and robust quality standards in the industry.



Professional Development

The Ipsos MORI ambition for our learning and development is to offer the best training in the industry.

The Ipsos Academy, a key element of our People Deal, encourages individuals to take every opportunity to enhance their learning and career development, enabling them to be the best version of themselves.

Diversity & Inclusion

At Ipsos, we believe that an inclusive and diverse environment benefits us as individuals and as an organisation.

We want to be as diverse as the people and issues we research, to better reflect and understand the world, and ultimately deliver better research and insight to our clients.

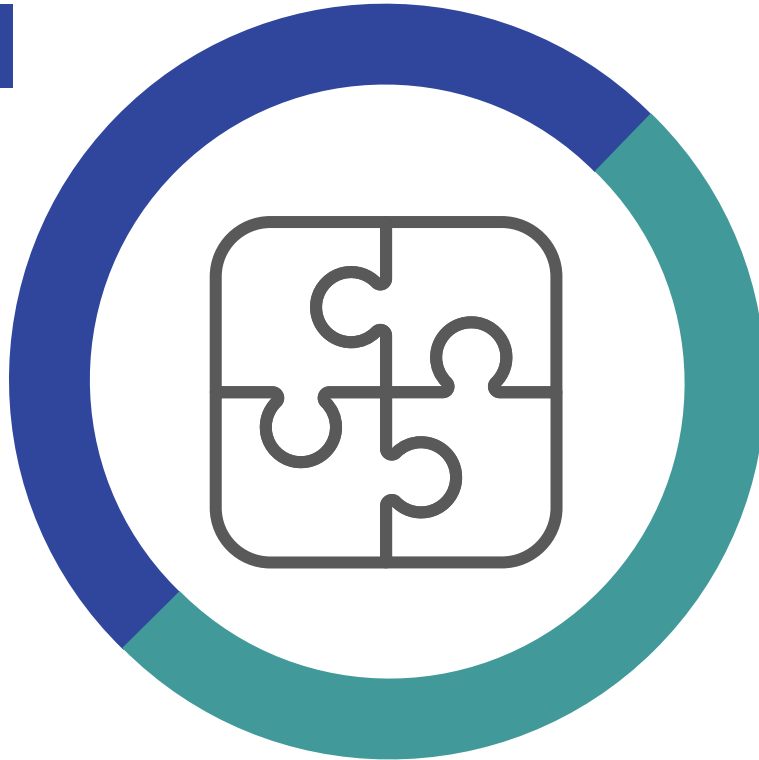
Client Service & Value

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets and people.

To do this, we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.



We have a **dedicated team** of Senior Directors to bring multi-disciplinary expertise to the partnerships between Ipsos and our clients. Our aim is to create value for the organisations we work with, delivering impact and influencing business decision-making.

We do this by bringing the right mix of leading approaches, fresh thinking and great minds from across Ipsos and then drive business outcomes that understand our clients' commercial context and ensure our work answers the 'so what'?

Our Operational Principles

Security



Leading in the field of quality and reliability and at the forefront of data protection requirements

Simplicity



A clearly articulated portfolio of services, which we deploy individually and collectively to efficiently address clients' key business challenges

Speed



Agile approaches and technologies to ensure fast, reliable results

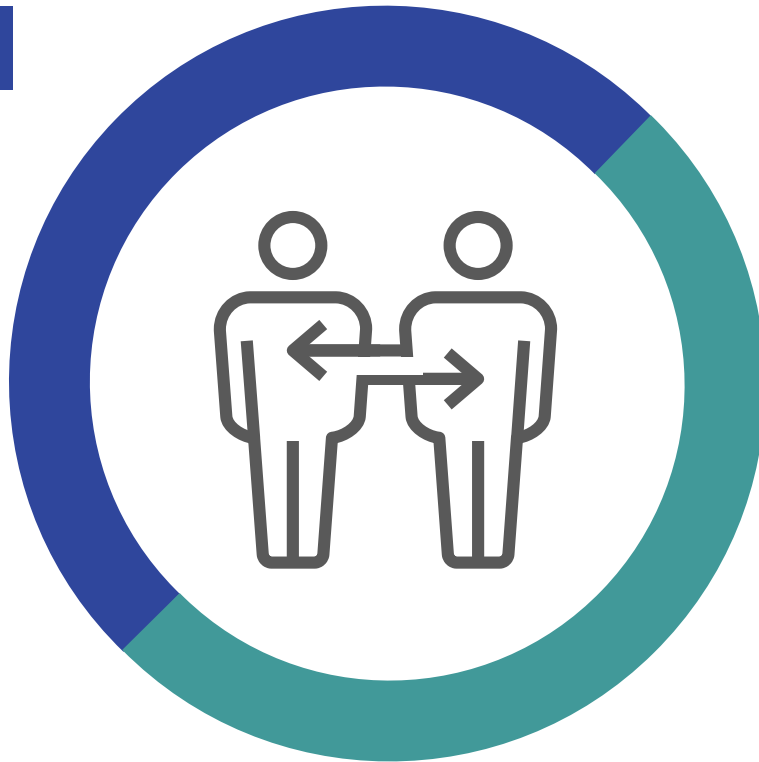
Substance



Our offer is grounded in science, enables the integration of different data sources and is enhanced through our advisory services.

Ethical Behaviour

Ipsos' Code of Conduct puts ethical behaviours at the heart of what we do and outlines the various policies and procedures that we have in place to ensure compliance not only with laws and the highest industry standards, but also with our own values as a leader in the field of market research.



This includes global policies on:

Ipsos is a party to the UN Global Compact



Health & Safety



Equal Opportunities policy



Whistle-blowing



Anti-Corruption



Data Protection & Privacy



Integrity of project & financial records



Political Contributions & Government relations



Professional Development

People are the very heart of our organisation and we passionately believe that the learning, growth and development of each individual within Ipsos MORI is fundamental.

We focus on providing our employees with the best quality and range of development opportunities available from the Ipsos MORI Academy in the following areas:



Management & Leadership development

Recognising the vital and influential role of managers as people developers and equipping them with the skills to guide, support and lead towards improved business performance



Personal development

Focusing on vital skills that apply across all aspects of working life



Technical development

Supporting the growth of technical skills



Research development

Developing and refining research industry 'craft' skills



Client development

Providing the foundations for successful relationships



Our Performance Management framework is intended to support the business in achieving its objectives by supporting managers and employees throughout their career.

We actively encourage training for all our team, in the last 12 months team members have been on various internal and external development courses including Marketing Week's mini MBA in marketing or University of Cambridge Executive Education.

Every team has a Partner level and Engagement Lead, as well as Consultants – part of their role is to coach and develop management consultancy capabilities, whilst other specialists develop brand or industry expertise across the team and wider business.

Curiosity is one of our values and is integral to the organisation and our ethos. Every employee is given two Curiosity Days a year to spend furthering their knowledge in an area that is relevant to their clients, themselves or the wider business.

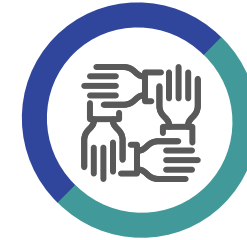
Inclusion & Diversity



Ipsos MORI stands together with all victims of brutality, discrimination and injustice. There should be no place for racism, prejudice or hatred to hide – in our business or in our society.

This belief is shared across our entire firm which represents over 120 different ethnic groups, nationalities and cultural identities, in 90 different countries around the world. Ipsos is stronger because of the diversity of its people, which lets us better understand people, business and societies.

As an organisation we are committed to inclusion, fairness and equality which is why we created Belong, our Inclusion and Diversity programme.



Driving Inclusion... in our business

Our cross company Belong network, which includes a dedicated HR Inclusion and Diversity lead, works to ensure we more fully represent the communities we research, at all levels of the organisation and to identify and address areas for improvement - such as recruitment, reward, progression and culture – creating an environment where everyone feels welcomed and valued.

Our active employee-led networks feed into the Belong programme.

- Gender BALANCE Network
- Ipsos MORI Pride
- Parents' and Carers' Network
- Race, Ethnicity and Cultural Heritage (REACH) Network
- Menopause Group
- Neurodiversity group
- EU employees Network

in society

We are committed to using our skills productively to highlight prejudice in society and as part of this commitment we have created a self-funded Ipsos MORI Inclusion & Diversity (I&D) Research Programme.

The programme has four aims:

1. Develop proprietary research to contribute to the public debate on diversity & equality in Britain today
2. Help facilitate I&D research outside the Ipsos research programme
3. Internally influence our I&D research practices
4. Commercial engagement

The first part of this programme saw us partnering with DIAL Global, UN Global Compact, UpReach and EY to produce [a ground-breaking report on diversity in the senior ranks of the UK's leading institutions](#).

and in our work for our clients

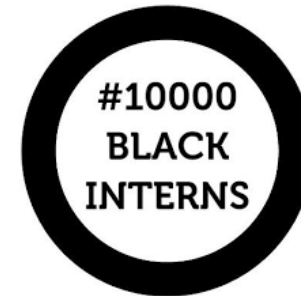
We have extensive experience in conducting diversity and inclusion research for clients, ensuring it is done sensitively, compliantly and insightfully.

Ipsos MORI has demonstrated expertise in all facets of Inclusion and Diversity. In the last 12 months we have conducted sensitive research on inclusion and diversity topics for clients including Compass, GSK Vaccines, HSBC, The Fawcett Society and agencies of the UK Government.

We also advise clients on how to ensure all their research is inclusive. We have run several webinars and training sessions within large global organisations on this topic.

Our Inclusion and Diversity Pledges

We have signed up to



Standards and Accreditations



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos MORI was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



MRS Company Partnership – By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



Fair Data – Ipsos MORI is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.



Data Protection Act – Ipsos MORI is required to comply with the Data Protection Act; it covers the processing of personal data and the protection of privacy.

THANK YOU.

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Managing Partner