

# Canadian Research Insights Council

## Le Conseil de recherche et d'intelligence marketing canadien

### THE CANADIAN RESEARCH INSIGHTS COUNCIL (CRIC) AND ESOMAR ANNOUNCE STRATEGIC PARTNERSHIP

**25 February:** The Canadian Research Insights Council (CRIC) and ESOMAR, the global voice of the data, insights and research industry, has today announced a strategic partnership aimed at ensuring the continued integration of Canadian researchers into the global insights' community.

As part of this partnership, CRIC will adopt a localised version of the most recent ICC/ESOMAR Code of Conduct and global standards. CRIC Board Member Nik Nanos (Chair of Nanos Research) is leading a Board Committee to "Canadianize" the standards.

CRIC also will have a seat on ESOMAR's Professional Standards Committee, along with the full support of ESOMAR's Advocacy and Standards teams to ensure continuity of the ethical and practical data collection standards required in the region. This is yet another board position for CRIC and follows on an earlier announcement that it had been invited to take a seat on the Board of the Market Research Institute International (MRII), the preeminent provider of market research education globally.

CRIC and ESOMAR will establish a pathway to migrate former MRIA individual members into ESOMAR, providing Canadian researchers with the knowledge and thought leadership opportunities inherent in ESOMAR's global networked community of insight professionals. ESOMAR and CRIC will also ensure the continued value and relevance of the Certified Marketing Research Professional (CMRP) designation.

Barry Watson, Chair of CRIC commented: "Alliances are important in today's environment. Cementing our already excellent partnership with ESOMAR gives CRIC a formal presence in the global marketplace. It also provides a solution for individual research practitioners in Canada that want to follow world-leading standards, have access to great networking opportunities, and a globally recognized pathway for professional development."

Finn Raben, director general at ESOMAR commented: "This partnership highlights ESOMAR's commitment to providing support to market researchers across the globe. The partnership between CRIC and ESOMAR will help to ensure that marketers around the world continue to maintain the high standards of ethical collection, use and storage of data, as well as providing support to all market researchers across Canada."

CRIC was formed in 2018 and represents the majority of the research agencies in the Canadian marketplace.

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*About CRIC:* CRIC is an association of Canada's leading research organizations formed in 2018 with a mandate to develop and approve market and research standards and supportive programs; provide effective promotion and advocacy for the market and insights research industry; serve as a source of information for the industry; and be a forum for collective industry action.

*About ESOMAR:* ESOMAR is the global voice of the data analytics, research and insights community, speaking on behalf of over 6000 individual professionals and more than 600 companies who provide or commission data analytics and research in more than 130 countries, all of whom agree to uphold

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the ICC/ESOMAR International Code. Together with national and international research associations, ESOMAR promotes professional standards and self-regulation for the insights sector and encourages, advances and advocates for the role and value of data analytics, market and opinion research in illuminating real issues and bringing about effective decision-making. The ICC/ESOMAR Code and all ESOMAR guidelines are available on [www.esomar.org](http://www.esomar.org).

**For more information on CRIC:** Visit [www.canadianresearchinsightscouncil.ca](http://www.canadianresearchinsightscouncil.ca) or contact Greg Jodouin, Government Relations and Public Affairs at [gjodouin@paceconsulting.ca](mailto:gjodouin@paceconsulting.ca)