

GLOBAL CIVIL SOCIETY RADAR

Because in today's world, context is everything.



GlobeScan's RADAR is an annual research and advisory program that has been tracking public opinion trends across 20 countries since 1997.

Each year, we conduct 20,000 in-person and telephone interviews with scientific samples of citizens on topics that are highly relevant to the strategic needs of civil society organizations and philanthropic foundations (please see page 2 for topics and countries covered).

For the first time in 2016, the GlobeScan Foundation is offering **Civil Society RADAR** – an interpretive strategic briefing package of RADAR insights and counsel tailored to the needs of global civil society organizations.

A Civil Society Renaissance?

The UN's launch of the Global Goals (Sustainable Development Goals) is a potential game-changer for Civil Society. GlobeScan's RADAR research suggests that civil society organizations have major leadership opportunities due to high trust levels and issue constituencies like never before. But all this comes with significant risks.

Leadership organizations need a solid basis for developing successful strategies, campaigns and communications as well as help in building internal alignment and consensus.

Civil Society RADAR provides:

- An objective, evidence-led understanding of the context around your issues and campaigns
- Decade-long tracking of global trends to understand societal shifts affecting your strategy and plans
- Country and region-specific results to help tailor local strategies
- Insights and advice to inform communications and campaigns
- Authoritative metrics that engage internal and external stakeholders to help build alignment
- Strategic insights and seasoned advice by our senior team
- Opportunities to add customized questions at additional cost

ABOUT GLOBESCAN



Since its founding in 1987 (as Environics International), GlobeScan has been at the forefront of global public opinion polling, including our on-going 12-year partnership conducting the annual BBC World Service Poll on topical issues, conducting the first two World Economic Forum (WEF) Polls while also polling for the World Social Forum in Porto Alegre, conducting our 30-nation Millennium Poll in 1999 (with the Conference Board and the Prince of Wales' Business Leaders Forum), and conducting our own annual syndicated 20-country polls (now called Radar) since 1997.

Today, **GlobeScan Incorporated** delivers evidence-based strategic counsel and global stakeholder research and engagement for a balanced clientele of global companies (including Unilever, IKEA, Disney), multilateral agencies (like the IMF, UNICEF, Asia Development Bank) and international civil society organizations and philanthropic foundations (including Oxfam, Amnesty, ICRC, Gates Foundation).

Our new **GlobeScan Foundation** applies our social science solutions to support progressive organizations working to achieve a sustainable and just world for all. In addition to the Civil Society RADAR, we are launching the first annual global Survey of the Poor and a global Hope Index.

Membership Costs and Benefits

Civil Society RADAR memberships are available at a not-for-profit rate of \$15,000 US per year.

A RADAR membership includes a customized strategic briefing of results relevant to your organization via video-conference, sets of PowerPoint charts of all results, full country-by-country data tables, and a local area license for posting on your Intranet.

Members can also add customized proprietary questions to our next annual survey at additional expense.

CONTACT



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TOPIC LIST

Issues Tracking

- Top of mind most important **national** and **global** problems
- Seriousness of environmental issues (climate change, air pollution, water shortages, depletion of natural resources, loss of species, auto emissions, water pollution, GMOs and overpopulation); technology as a solution to climate change
- Awareness of United Nations' Sustainable Development Goals (SDGs)
- Views on global citizenship

Trust in Institutions

- Trust in NGOs, large charitable foundations, global/national companies, government, media, scientific and academic institutions, the UN, trade/labour unions, religious groups/churches

Expectations of Civil Society/NGOs

- Drivers of positive and negative trust in NGOs
- Support/opposition for NGO activity across 10 areas of action
- Impact on NGO reputation when they partner with business
- Level of support for NGOs and donations to poverty alleviation and environmental causes
- Support for political protesters

Segmentation Analysis

- Findings broken out by global citizens and civil society financial supporters
- Analysis of GlobeScan's four consumer segments for better targeted by civil society organizations: highly committed *Advocates*; style and social status seeking *Aspirationals*; price and performance-minded *Practicals*, and less engaged *Indifferents*.

Corporate Purpose

- Most purposeful brands
- Drivers of brands with purpose
- View on proportion of brands that are purposeful
- Level of support for brands with purpose
- Employee views on effectiveness of their companies in communicating purpose
- Investor views on profitability and purpose

Corporate Responsibility

- Support for government regulation to ensure corporate responsibility
- Impact on corporate reputation when they partner with NGOs
- Interest in learning more about corporate responsibility
- Views on level of honesty of companies in communicating corporate responsibility
- Impact of corporate responsibility on employee motivations and loyalty
- Case study: How Volkswagen's diesel emissions scandal has been judged by American consumers

Industry Sector Reputation

- Trust in 12 industry sectors: food, IT, oil, financial, media, tobacco, auto, pharma, mining, beer, chemical and mobile
- Reputation drivers for top-of-mind brands and industry sectors

PARTICIPATING COUNTRIES

ARGENTINA

AUSTRALIA

BRAZIL

CANADA

CHILE

CHINA

FRANCE

GERMANY

GHANA

GREECE

INDIA

INDONESIA

ISRAEL

KENYA

MEXICO

NIGERIA

PAKISTAN

PERU

RUSSIA

SOUTH AFRICA

SOUTH KOREA

SPAIN

TURKEY

UK

USA