



Enhancing Marketing and Social
Research in Africa

CODE OF ETHICS

OUR VISION

To provide a platform to bring together professionals interested in building a world-class marketing research industry in Africa.

OUR MISSION

MSRA provides a professional and active forum for its members to promote best practice in marketing and social research while advancing professional research as an effective decision-making tool for stakeholders and industry players across Africa.

OUR VALUES

INTEGRITY

We uphold the highest standard of Integrity

COMMITMENT

We demonstrate personal Commitment

INNOVATION

We encourage a culture of Innovation

“ Market Researchers produce data and insights upon which businesses and governments base vital decisions.

It is therefore crucial that our work meets the highest standards of Integrity. This need for being worthy of trust, as well as our personal commitment to doing the right thing, has inspired the MSRA Code of Ethics.”



Jane Nzomo
Chairperson, MSRA
July 2015

STATEMENT FROM THE CHAIR OF THE MSRA ETHICS COMMITTEE

MR. ROGER STEADMAN



The MSRA Code of Ethics builds upon MSRA's core values and provides a guide to all of us on how we should behave towards our stakeholders and peers.

The MSRA Code of Ethics complements the ESOMAR Code. The MSRA Code of

Ethics outlines the principles of doing the right thing in the research industry, adding to the practical fieldwork and data handling considerations of ESOMAR's Code. Both guides are expected to be adhered to by MSRA members.

Some of the ethical principles outlined are challenged in the societies we operate in. The research industry can help to change that. For many fresh graduates, being an interviewer in our industry is a first job. Our role must be to inspire strong ethical values among all who work with and for us,

to reinforce the experience that integrity is a crucial ingredient of real success.

As an industry, we must be an example to the country and especially the youth: an industry that is indeed clean and perceived to be clean. That way, we shall attract people of integrity into our industry, be they staff, clients or other stakeholders.

If we live by our Code of Ethics in the same way that we live our Code of Practice we can seize the opportunity to be universally admired leaders of an industry that is highly respected for its honesty and integrity.

We can become a beacon for strong ethical values with an absence of corruption and hence the world will say 'Ah Market Researchers - those guys we so trust'

A handwritten signature in black ink that reads "Roger Steadman". The signature is fluid and cursive, with a long horizontal stroke at the end.

**Chair, MSRA ETHICS
COMMITTEE
July 2015**

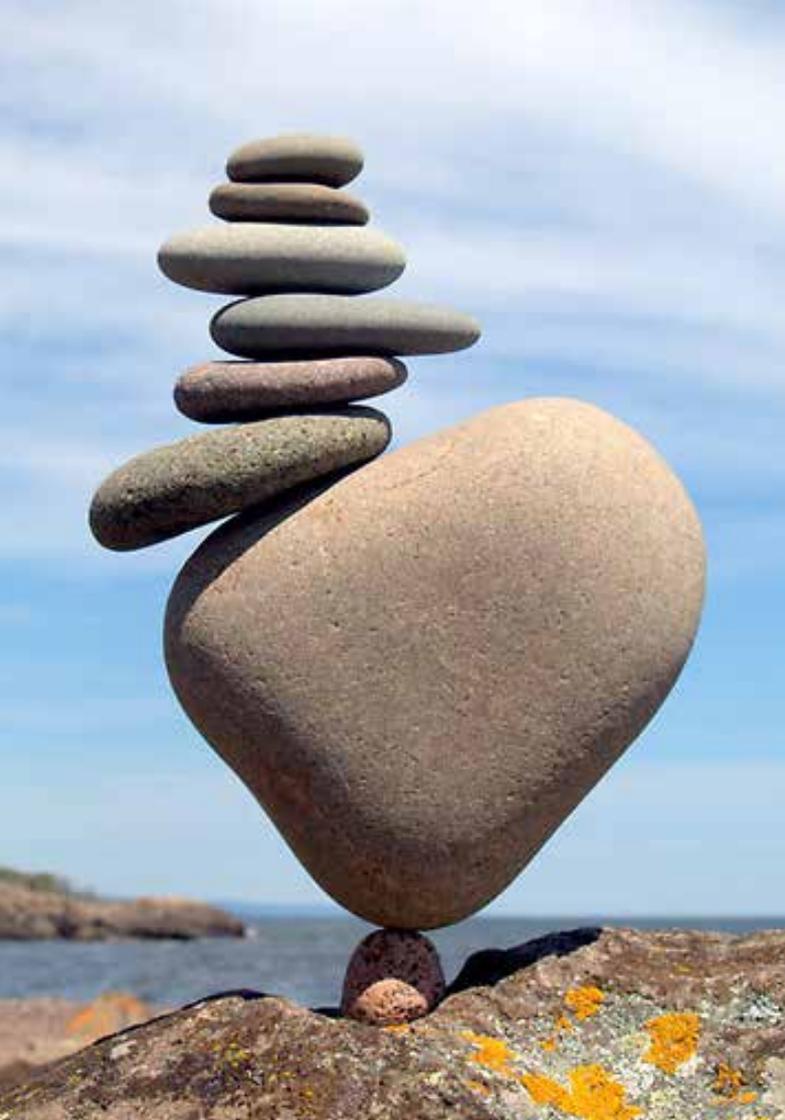
WHY THE CODE OF ETHICS FOR MSRA?

Ethics is about norms of conduct that distinguish between acceptable and unacceptable behaviour. Everyday ethics is reflected in the universal Golden Rule (“Do unto others as you would have them do unto you”) or codes of professional conduct like the Hippocratic Oath (“First of all, do no harm”).

Those who interact with MSRA must have complete confidence in the integrity and professionalism of research conducted.

MSRA developed this Code of Ethics to provide guidance for its members and representatives. The Code of Ethics helps to put MSRA’s values into practice and complements ESOMAR’s ‘Research Code’ customised in the MSRA code of practice. While the MSRA Code of Ethics focuses on moral principles, the Code of Practice provides rules of behaviour while conducting marketing and social research.

1. The Code of Ethics defines our values and provides structure for value-based decision making.
2. The Code of Ethics provides a benchmark for the self evaluation of members and for current and future MSRA policies.
3. The Code of Ethics promotes knowledge, honesty, and accuracy in research.
4. The Code of Ethics provides a framework for collaborative work, promoting trust, accountability, mutual respect, and fairness.
5. The implementation of the Code of Ethics demonstrates to the public the core values of research.



ETHICAL PRINCIPLES

ETHICAL PRINCIPLES

Once I commit to this Code of Ethics, I commit to comply with the following principles:

- 1. REPUTATION:** MSRA Members and Representatives, regardless of experience or position, ensure that their actions reflect positively upon the research industry. Neither MSRA Members nor Representatives undertake an action that will bring the reputation of the research industry into question or disrepute.
- 2. RESPECT FOR RULES:** MSRA Members and Representatives act in accordance with all applicable laws, regulations and industry standards. No Member or Representative undertakes, or assist another to undertake any action, which violates applicable laws, regulations or industry standards.
- 3. RESPECT FOR PERSONS:** MSRA Members and Representatives ensure that their dealings with others foster mutual trust and respect. They do not behave in a manner that is prejudiced, discriminatory or harassing.
- 4. CONFIDENTIALITY:** MSRA Members and Representatives protect all information that is sensitive, confidential or private from misuse. An MSRA Member or Representative only uses or discloses such information for the purposes for which it was collected or a permissible secondary use, unless disclosure is otherwise required by law.
- 5. HONESTY:** MSRA Members and Representatives are truthful, even when that may be difficult or possibly result in loss of business.

6. **FAIRNESS:** MSRA Members and Representatives conduct business in a manner that is objective and impartial. Fairness requires managing one's own prejudices and self-interests to ensure that biases or conflicts do not compromise professional conduct.
7. **CONFLICTS OF INTEREST:** MSRA Members and Representatives are sensitive to potential conflicts of interest. They disclose conflicts of interest and/or remove themselves from the transaction. Members and Representatives do not misuse confidential information they acquire by virtue of their position for personal or corporate gain.
8. **COMPETENCY:** MSRA Members and Representatives employ suitably trained researchers and make appropriate use of technical skills and knowledge. They continuously improve upon their skills. They take care to not over-claim on their competencies.
9. **RESPONSIBILITY FOR ACTIONS:** MSRA Members and Representatives accept responsibility for their decisions, their actions or inactions and their consequences.
10. **POLITICAL NEUTRALITY:** MSRA Members and Representatives avoid situations that create the perception of being partisan. They refrain from activities that may compromise or be seen to compromise their neutrality.
11. **RESPECT FOR INTELLECTUAL PROPERTY:** MSRA Members and Representatives honour patents, copyrights, and other forms of intellectual property rights. This includes, but is not limited to, proprietary data provided or obtained without payment or permission, confidential company information, branding, templates and marketing material.
12. **CORRUPTION PREVENTION:** MSRA Members and Representatives do not directly or indirectly accept, offer, pay, or solicit bribes in any form.

IMPLEMENTING THE CODE OF ETHICS

A Code of Ethics is only effective if it is believed, practiced and enforced. We therefore enforce this code through both rewards and penalties that are agreed upon by the MSRA disciplinary committee.

Furthermore, MSRA, MSRA Members and Representatives:

1. Ensure that all MSRA members and stakeholders are committed to the Code of Ethics.
2. Ensure that all members are well informed and trained on the Code of Ethics.
3. Continuously assess and monitor compliance with the Code of Ethics.
4. Use the Code of Ethics as an element in performance agreements and supporting mechanisms.

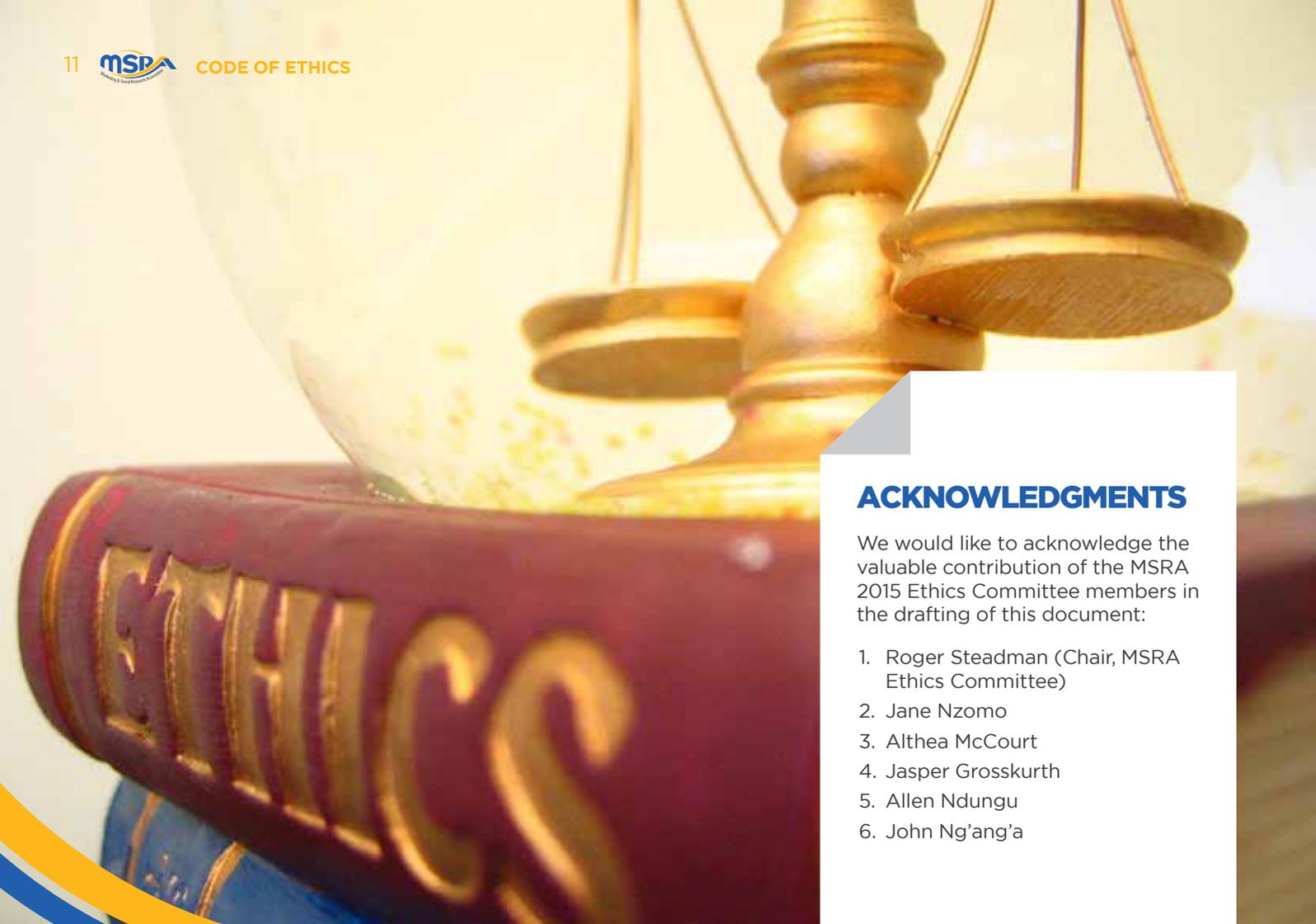
MSRA covers ethics as an agenda item in its council meetings and reports on MSRA's progress on Ethics in its annual report.

OUR PLEDGE

We MSRA Members, Representatives and Stakeholders commit to conducting research ethically and responsibly. We do so in line with our values of integrity, commitment and innovation.

We respect applicable laws, regulations, codes and industry standards while upholding human dignity and diversity.

We manage our research in the best interest of all stakeholders, including our environment and the societies we work in.



ACKNOWLEDGMENTS

We would like to acknowledge the valuable contribution of the MSRA 2015 Ethics Committee members in the drafting of this document:

1. Roger Steadman (Chair, MSRA Ethics Committee)
2. Jane Nzomo
3. Althea McCourt
4. Jasper Grosskurth
5. Allen Ndungu
6. John Ng'ang'a

SIGNING OF THE CODE BY MSRA MEMBERS AND STAKEHOLDERS

I _____

Hereby acknowledge that I have received, carefully read and understood the **MSRA CODE OF ETHICS**. I do promise to live and abide by it in letter and spirit and support its implementation at all times.

Name: _____

Organisation: _____

Signature: _____

Witness Name: _____

Witness signature: _____

Date: _____

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