PRESS RELEASE

Ipsos Work on Rohingya Crisis Wins World Bank South Asia Region Project of the Year

Ipsos fused data from drone-acquired aerial imagery, social media analytics, multi-spectral imagery, and ground surveys for WB assessment of Rohingya migrant crisis in Cox Bazaar, Bangladesh

Washington, DC, July 9, 2019 — Ipsos is proud to announce that as part of the World Bank's team working on Rohingya crisis, our Washington, DC-based team has received the World Bank's South Asia Region (SAR) award for Project of the Year. This rapid assessment project, undertaken over a three-week period, required multi-source data integration from survey and non-survey origins. Ipsos provided actionable information in a geospatial situational awareness portal for World Bank and partner use. The results of this work and subsequent analysis guided the World Bank's strategic and operational planning in their Rohingya crisis response.

Clifford Young, President of the Public Affairs team at Ipsos in the US, said, "I would like to congratulate the Risk Analytics team for delivering such a critical project and for receiving this award. The fusion of world-class traditional face-to-face survey data in Bangladesh, paired with drone and multi-spectral imagery, overlaid with social media insights, is an excellent example of how to operationalize 'big data' through real-time data integration to meet a pressing social challenge. I don't know of another team or firm that could have delivered something so complex and so sensitive this quickly."

In February 2018, World Bank South Asia Region requested Ipsos' Risk Analytics team to undertake an assessment of the rapidly escalating Rohingya migrant crisis in Cox Bazaar, Bangladesh. This assessment required Ipsos to locate and identify the refugee population, totaling more than 650,000 individuals across over 60 locations. The project further required an estimate of their needs via remote sensing and ground survey.

The World Bank's leadership recognized this project out of the 51 other projects considered. Undertaking this work required utilization of drone-acquired aerial imagery, social media analytics, multi-spectral imagery, and data fusion of multi-organizational needs data by Ipsos' US Risk and Analytics team, as well as a ground survey undertaken in Cox Bazaar managed by Ipsos India. The entire data collection, analysis and set up for an operational awareness dashboard took three weeks.

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Ipsos' Risk Analytics team, led by Mark Polyak in Washington, DC, undertakes highly rigorous data sourcing and integration work for international institutions, governments, and financial institutions around the globe. The team has particular expertise in the use of remote sensing in conflict and disaster settings, and in frontier markets.

For more information on this news release, please contact:

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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