



Ipsos Global Affairs

Research and advisory services for
organizations serving the global public interest

A hand holding a glowing globe with digital network overlays.

IPSOS

GLOBAL AFFAIRS

We serve those who serve the public interest by identifying trends and challenges using a suite of research solutions, strategy and advisory services.

- We help international institutions and agencies, global foundations, corporate entities and global NGOs achieve their mission.
- We enable our clients to make better informed decisions through research services such as complex international social research, qualitative approaches, data and analytic innovations and consulting services across issues impacting societies.

WHAT WE DO



Develop and track success of sustainability initiatives.



Measure the impact of programs and policies.



Reach those hard to reach to gain input into programs and policies.



Understand how citizens live and interact so cities can be more sustainable.



Understand the barriers and facilitators of change.



Develop better communications.

WHO WE ARE



HOW WE WORK

Building Blocks tailored to client needs





OUR EXPERTISE

Public Opinion & Context on Societal Issues:

- Humanitarian issues and human rights.
- Democratic resilience and political trends.
- Women's empowerment.
- Access to and quality of next generation education.
- City liveability, tourism and citizen engagement.
- Health care policies and rights.
- Climate change and environmental issues.
- Role of sports in societies.
- Impact and governance of technology and the digital domain.

**QUANTITATIVE
SURVEYS**

**SECONDARY DATA &
LITERATURE REVIEWS**

**STAKEHOLDER
ENGAGEMENT &
CONSULTATION**

**SOCIAL MEDIA
ANALYSIS**

**QUALITATIVE,
OBSERVATION &
ETHNOGRAPHY**

**INNOVATIVE TOOLS
(REMOTE SENSING &
SATELLITE IMAGERY)**

HOW WE EXECUTE

IPSOS WORKS ACROSS ORGANIZATIONS & ISSUES TO SERVE THE PUBLIC INTEREST

Helping International Organizations & NGOs
with their social mission



ICRC



THE WORLD BANK



European Bank
for Reconstruction and Development



FRA
EUROPEAN UNION AGENCY FOR FUNDAMENTAL RIGHTS



UNHCR
The UN Refugee Agency



World Health
Organization

Pew Research Center



Engaging with partners sharing thought leadership &
expertise



world innovation summit for education
مؤتمر القمة العالمي للتعليم في الابتكار



CLUB DE MADRID



Serving Corporate Entities & Foundations on their
social priorities



BILL & MELINDA
GATES foundation





**NAJAT
VALLAUD-
BELKACEM**

*Deputy CEO, Ipsos
CEO Ipsos Global Affairs*



"In a rapidly transforming world and deeply troubled societies, Ipsos is uniquely positioned to help global decisionmakers make sense of their environment and increase their impact on it.

As Ipsos Global Affairs, we span the world and offer the best of Ipsos to help public interest leaders. Through fusing a global set of Ipsos solutions, we develop projects, programs and alliances that enable Total Understanding across issues impacting societies.

We build on client trust, innovation, insight, and a commitment both moral and professional to deliver on a global change-making agenda."

GET IN TOUCH



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***“We live in worrying, dangerous times.
But being worried about the danger
won’t turn it around.
Understanding will.”***

– Didier Truchot, CEO, Ipsos