



THE GfK VEREIN PROJECT

INTERVIEWER TRAINING ACADEMIES IN KENYA

June 2013

CONTEXT

- ✘ Africa is increasingly a part of global market research studies
- ✘ Demand for Market Research in developing markets grows faster than the number of people with the skills to deliver it

Thus there is a need to invest in market research in the continent.

GfK Verein is doing this by investing in the education of Market Researchers in Africa, so as to develop the Market Research business in Africa in a sustainable way

THE TRAINING IN AFRICA PROJECT; INVESTING IN THE FUTURE OF MR



Comprises of:

- I. Creation of Market Research capacities at universities through o-operation with Universities to set up post-graduate qualifications in Market Research (*partnered with University of Nairobi in the Masters Degree in Marketing with specialization in Market Research, programme began in September 2012*)**
- II. Establishment of Interviewer Training Academies, to improve the quality of data collection**

PARTNERS IN THE TRAINING IN AFRICA PROGRAMME



- ✘ **The GfK Verein (GfK Association):** the not-for-profit, non-commercial arm of GfK.
- ✘ **Federal German Ministry for Economic Co-operation and Development (BMZ)** executing the Public-Private Partnership Program (PPP) through DEG (Deutsche Investitions- und Entwicklungsgesellschaft), a member of KfW Bankengruppe (KfW banking group)
- ✘ **WiN=WiN:** German Development Consultancy, the link to DEG, and supporting GfK Verein with the practical implementation of this project.

SCOPE OF THE PROGRAMME IN AFRICA



THE INTERVIEWER TRAINING ACADEMIES IN KENYA



- ✓ **2 year project that seeks to improve the quality of data collection in Kenya**
- ✓ **Supports the development of a pool of accredited professional interviewers with the competencies to collect quality data from the field**
- ✓ **Supports the Market Research industry in upholding the quality of fieldwork and bringing pride and integrity to the research profession**

Partners in Implementation

- I. **MSRA:** to promote the scheme to the local industry, both to clients and agencies
- II. **Evolution Africa:** a local independent Training Provider , for development of training materials and delivery of the training

Structure of Implementation

Year 1: GfK Verein covers most of the cost for:

- ✓ Development of training materials
- ✓ Running of 3 Interviewer 2 Supervisor Training Workshops
- ✓ Assisting MSRA in operational set up and marketing of the scheme; and creation of accreditation and regulation system for the trained professionals

Year 2: GfK Verein covers 50% of the cost for:

- ✓ Running 4 Interviewer and 2 Supervisor Training Workshops
- ✓ Operational support to MSRA

Year 3: the scheme should be self-sustaining

BENEFITS OF INTERVIEWER ACCREDITATION IN KENYA



Research agencies

- Well trained and experienced pool of data collection staff
- A framework from within which the industry can interpret statutory/labour regulations
- Stronger focus on quality

Interviewers

- Recognition of skills and experience
- Ability to work across the industry therefore less down time
- Sense of professionalism and accountability
- May use an accreditation mark on their communication

Clients

- Security in implementing findings
- High quality data
- Faster turn around times
- Lower data collection costs