



Review Annual Report 2021
WageIndicator Foundation
Summery

Data for Sustainability

Sales received a substantial boost by growing interest in our Living Wage data in particular. This activity therefore became much more time consuming than could have been foreseen and planned for. Increasing demand for Living Wages (particularly from regions) is more than a short-lived hype. It reflects the emphasis many companies today put on Corporate Social Responsibility, or - even - the Sustainable Development Goals of the United Nations, which were proclaimed in 2015 and are to be realized by 2030. Paying a Living Wage (as a minimum) fits in well with these SDGs. For WageIndicator increased sales meant a shift in the emphasis of our workload. It meant more negotiations about price setting and new - automated, highly stylized - ways of dealing with the finance admins aftermath of successful deals. It also involved a steep learning curve, inviting feedback from customers about their in-company implementation of our Living Wages, a completely new field for both parties, as experienced time and again.

Welfare Fund

2021 not only brought new challenges but also the loss to Covid-19 of Birhanu Mekonnen, our beloved national team leader from Ethiopia. His family was devastated by grief. WageIndicator, being his extended family, helped his wife and 3 children with whatever little we could. His lasting legacy is a Welfare Fund for all WageIndicator associates. The Welfare Fund will mainly support the upskilling requests of associates, education support if required, and we sure hope that we do not need to use this fund to mitigate a disaster like befell the Mekonnen family. The formal announcement of the setting up of our Welfare Fund is expected in 2022.

Income guarantee till 2023

During the first waves of the Covid-pandemic, WageIndicator team members demonstrated resilience and patience. WageIndicator management could assure team members in all countries that their income would be safe. At least till the end of 2022.

The Organisation at Work

The new work/life equilibrium achieved during the first pandemic year, remained largely in place and functioning during 2021 as well. Regular Zoom meetings increased the internal team bonding and productivity. More frequent and shorter exchanges of ideas, experiences, and evaluations of work in progress functioned like lessons learnt for application the next day.

New Team of Directors

In 2021 three directors were nominated, all of them old hands. With their nomination as director communications, director data, and director operations came the delegation of responsibilities which had accrued to the CEO - too much and too risky to concentrate in the hands of one person. The new management team immediately created a transition team, composed of itself and an aspiring outsider to be groomed for the position as CEO by the end of 2022. The new team of Directors also meet bi-weekly to evaluate the work progress, discuss problems encountered and suggest solutions and innovations.

Internship Program

After the successful experiment with FLAME University, Pune, India, WageIndicator now has interns from around the world. The interns dedicate themselves to different tasks:

- Data Analysis
- Business Analytics
- News and Social Media
- Data Visualisation
- Labour Law and Minimum Wages
- Living Wages

- Management

The Management Group (made up of students) manages the other groups and checks on a regular basis traffic, data intake and income from websites.

Interns worked mainly from home. They reside in half a dozen countries.

- From FLAME University we had more than 100 students engaged.
- We had 12 interns from Bucharest University (Romania).
- 3 students from Kassel (Germany) completed their internship successfully.
- 7 interns from Vietnam also joined the WageIndicator Internship Program, for 6 months.
- We had 5 interns from Saudi Arabia, 2 from the United Kingdom and 1 from Taiwan.
- In addition we received spontaneous requests from students across the globe who want to intern with WageIndicator.

Since much of the work of the students and interns could be and must be done online anyhow, there were no communication barriers.

Main results of activities in numbers

Unit	Numbers	Remarks
Website	217	205 national plus 12 topical
Labour Law database	110	National Indices of Labour Rights
CBA (collective agreement)	1668	Drawn from 61 countries
Events	21	Webinars, Conferences (some project-related)
Web visitors	36 mio	
Social Media users	5.5 mio	
Respondent salary survey	167 000	
Respondent covid-survey	79 000	Total

Respondent gig-survey	3 100	April 2020 - October 2021
Video production	115	

Databases and surveys

Overall, the availability of databases and surveys in 2021 was:

- 206 countries are included in the Minimum Wage database
- 160 countries have a salary check mini-survey
- 160 countries have a salary survey
- 110 countries have Labour Law pages from the database
- 110 countries have an offline Decent Work Check
- 62 countries are included in the Collective Agreement database
- 128 countries have a VIP-salaries database
- 96 countries have a Coronavirus Work and Life survey
- 5 countries have a gig workers survey

Social media

Year	Individuals reached
2021	5 485 817

Facebook pages and Instagram profile of WageIndicator were essential in an ad-campaign surrounding the Coronavirus Work and Life survey. This campaign was funded by the Joint Research Center of the European Commission and led to 9.9 million hits during 3 months. This campaign made clear that, unfortunately, the best way to achieve widespread social attention is to pay for ads. Nevertheless, it also showed that when these ads are used, WageIndicator can achieve a lot. The ad-campaign led to more than 15,000 successfully downloaded Coronavirus Work and Life surveys.

Newsletters: 6 titles

In 2021 WageIndicator produced six different newsletters. Visitors can choose to subscribe to some or to all of the following:

- *The Best of WageIndicator*: a general newsletter, sent out every 2 months
- *Loonwijzer.nl*: a general newsletter for Dutch visitors, sent out every 6 months
- *Gajimu Garment*: a newsletter targeting people in the garment industry, separately in Indonesian and English, sent out every 6 weeks
- *WageIndicator & Gig*: a newsletter on gig work, sent out every 2 weeks
- *BARCOVID*: a Collective Bargaining - EU project-related newsletter, sent out every quarter

Including subscribers to a separate list in Portuguese, the number of subscribers has grown to around 9,100 by the end of 2021.

115 Videos produced

WageIndicator's YouTube channel was enriched with 115 videos in 2021. These ranged from promotional videos to event recordings, and from explainers to street interviews. The videos were produced in multiple languages, English and Portuguese making up the bulk.

Webinars and conferences

We participated in or took the initiative for 21 webinars and conferences. Many WageIndicator contributions consisted of organizing and moderating the meetings, preparing papers and presentations, as well as creating and showing kick-off videos (2-4 minutes length) to introduce the topic for debate and/or project results.

Living Wages in high demand

Living Wages in particular are increasingly in demand. All wage data can in principle be offered stakeholder-specific, e.g. serving the needs of multinational companies in cross-border supply chains, supplying them with data accurately along the chain. In 2018 the first multinational corporation paid for Living Wage regional data. In the ensuing years followed by others, until by the end of 2021 80 have become paying customers. Another promising development is that IDH (the sustainable trade initiative, working in dozens of countries), decided to recommend the use of WageIndicator Living Wages. Paying a Living Wage is the decent thing to do and makes for stable/sustainable industrial relations. National benchmarks were available for 130 countries by the end of 2021, 112 of which sported regional Living Wages too. The total number of regions covered was 1,657 by the end of 2021.

The real gain: salaries of millions of employees of multinationals are being benchmarked with the help of WageIndicator Living Wages. That's how data usage can impact millions of people.

Income

There was a 30% increase in sales income, to € 346,155 in 2021. The realized versus projected income from grants in 2021 however, was € 274, 312 (39%) less, foremost due to the Covid-19 pandemic. Also, in 2021 WageIndicator started working on three new projects with funding from the European Commission, and Mondiaal FNV. These projects will continue till 2023. Together with Eurofound WageIndicator is exploring lowest wages in Collective Agreements in Europe.

Banner income in 2021 was 20% lower than that of 2020 because of a conscious decision to reduce ads and banners on WageIndicator websites.

Fortunately, again, income from the sale of living wages increased by 61%, and data selling overall increased by a whopping 183% as compared to 2020.

Result

The result before taxes comes to - € 61,111 in 2021 compared to + € 40,545 in 2020; against a budgeted result of € 204,122. This negative result reduced the general fund, which currently stands at € 108,282 per end of 2021 compared to € 169,393 per end of 2020.