Workshop organised by the Working Party on Territorial Indicators

How’s Life in Your Region? Measuring Well-being for Policy Making

OECD Conference Centre 25 November 2014
Room CC13

2, rue André Pascal 75016 Paris, France

Agenda
Who’s Who
Agenda

14:00-14:30  Welcome and opening remarks  Presentation of the OECD report *How's Life in Your Region?* and associated web-tool

Expanding on the OECD Better Life Initiative, *How’s Life in Your Region?* looks closely at well-being where it matters for people’s daily experiences. With the addition of new indicators, the OECD Regional Well-Being Framework now spans 9 well-being dimensions (Education, Environment, Safety, Jobs, Income, Housing, Access to Services, Civic Engagement and Health) over 362 regions in 34 countries. The report also draws from case studies to help local and national policy makers use well-being metrics in the policy-making cycle. Both the data visualisation web-tool launched in June and the report launched in October garnered significant press coverage.

**Speakers:**
- Luiz De Mello, Deputy Director of the Public Governance and Territorial Development Directorate, OECD
- Éloi Laurent, Sciences Po and Stanford University

14:30-15:45  Using well-being indicators for inclusive and sustainable development in regions and cities: challenges and results

Regional policy-makers will share their experiences and provide their insights on the opportunities and challenges of adopting a development strategy centered on well-being. Attention will be drawn to the different ways that regional well-being metrics can be used to prioritise public action, improve the coherence of public policies and monitor progress.

**Roundtable:**
- Graco Ramirez, Governor, State of Morelos, Mexico
- Stephanie Lose, Chairman of the Committee of Regional Development, Region of Southern Denmark, Denmark
- Max van den Berg, King’s Commissioner of Groningen Province, the Netherlands
- Sabina De Luca, Head, Italian Department for Development and Cohesion Policy
- Francesco Pigliaru, President of the Region of Sardinia, Italy
- Doug O’Brien, Acting Under Secretary for Rural Development, U.S. Department of Agriculture

**Moderator:** Luiz De Mello, Deputy Director of the Public Governance and Territorial Development Directorate, OECD

**Key questions:**
- How can policy makers and citizens best use this new OECD regional well-being tool in their policy making and to raise awareness in their country?
- What kind of evidence should be developed in the next few years to help policy makers use well-being indicators in the policy making cycle (design, implementation and evaluation)?
- How can we use well-being indicators to help identify priorities for public investment?
- How relevant for policy making are indicators based on perception (e.g. perceived safety of an area) or self-assessment (satisfaction with a local service), compared to objective measurements (e.g. crime rate or use of a local service)? Would you recommend the development and use of perception based indicators?

15:45-16:00  Coffee Break
Future steps in the regional well-being program

Three main aspects are to be addressed concerning the future WPTI work on measuring regional well-being. First, future updates on indicators will be looked at, and potential improvements in the measurement of well-being dimensions, inequalities and distributional effects of policies will be examined. Second, participants will discuss the possible extension of this work, notably related to different geographical scales (e.g. cities, rural areas, non-OECD countries), and how it can be linked to inclusive growth strategies at national and regional level. Finally, attention will be directed to the ways of linking the measurement agenda to the use of well-being indicators in policy-making. Options include additional regional and country case studies, thematic work on similar regions, definition of guidelines in the use of well-being indicators, and the development of a policy database on regional well-being.

Interventions from:

- Sylvie Marchand, Director of Territorial Statistics, INSEE, France
- Joanne Evans, Measuring National Well-Being, ONS, United Kingdom
- Andrés Rodríguez-Pose, Professor of Economic Geography, London School of Economics
- Norberto Roque, Director of Regional Statistics, INEGI, Mexico
- Conal Smith, Senior Economist, Statistics Directorate, OECD

Followed by a general discussion

Moderator: Joaquim Oliveira Martins, Head of the Regional Development Policy Division, Directorate for Public Governance and Territorial Development, OECD

Key questions:

- What are the opportunities and constraints to advance in the measurement of well-being at different territorial scales (cities, rural regions, etc.)?
- How can National Statistical Offices support the statistical agenda ahead to produce well-being indicators at different local scales?
- How important do you think is having the possibility to compare well-being in your region with that of other regions in and outside your country?
- How can we improve the usability of well-being indicators by policy makers and citizens? What role for data visualisation tools?
- Is there a need to develop guidelines for using well-being indicators in regional and local policy making?

Conclusions

- Duarte Rodrigues, Chair WPTI
**Speaker Biographies**

**Sabina De Luca, Head of the Department for Development and Economic Cohesion, Italy**

As head of department, Sabina de Luca coordinates the economic cohesion policy in Italy. In the framework of the activities carried out, Sabina De Luca is also responsible for the preparation and implementation of regional development policies, as well as the analysis and evaluation of the results of these policies. In addition, she carries out negotiation activities with the European Commission and Member States. Ms. De Luca was previously General Director at the Ministry of Economy and Finance, Head of Division at the “Structural and Community Funds Service” of the Ministry of the Treasury, and Head of Division in the executive role of Finance Inspection Services in the State General Accounting Department.

**Luiz De Mello, Deputy Director of the Public Governance and Territorial Development Directorate, OECD**

Previously, Mr. de Mello served as Deputy Chief of Staff of the OECD Secretary-General. He started his career at the OECD in the Economics Department, where he was the Head of Desk responsible for bilateral surveillance activities with Brazil, Chile and Indonesia before becoming the Economic Counsellor to the Chief Economist. Prior to joining the OECD, Mr. de Mello worked in the Fiscal Affairs Department of the International Monetary Fund, where he was involved in different projects in the areas of public finances, as well as programme monitoring and policy surveillance, with an emphasis on emerging-market and transition economies in Asia, Latin America and Eastern Europe. Mr. de Mello holds a PhD in Economics from the University of Kent, United Kingdom, where he started his career as a lecturer. His main areas of interest are open-economy macroeconomics, public finances, and growth and development issues.

**Joanne Evans, Social Researcher, Office for National Statistics, UK**

Joanne Evans joined the Office for National Statistics in 2005, managing data collection for business surveys. She became a social researcher in 2007 and spent several years writing for Social Trends. Jo worked on the UK’s National Well-being Debate in 2010–11 before moving to Mortality Analysis where she specialised in Gestation-specific Infant Mortality, Unexplained Infant Deaths, and Suicide. Jo moved back to the Measuring National Well-being Programme in September 2014, and is responsible for the Measures and Domains of Measuring National Well-being. Her team’s outputs include the ‘Life in the UK’ annual report, the ‘Wheel of Measures’ and ‘Sustainable Development Indicators’. Prior to working in ONS she worked in her family’s business. Ms. Evans has a degree in Italian Studies and an MBA from Cardiff University.

**Éloi Laurent, Economist, Sciences Po and Stanford University**

Éloi Laurent is a senior economist at the OFCE (Centre of Economic Research at Sciences Po). He holds a doctorate in macroeconomics. His current work focuses on environmental sustainability, as well as individual and social well-being. He authored or edited ten books (including three translated in several languages) and published over a hundred articles in French and international media. Mr. Laurent worked at the French Parliament before joining the Prime Minister’s cabinet, then went on to work as a guest researcher in NYU and Columbia University. He worked as a guest lecturer at Université de Montréal, and, in the fall of 2013, as a guest lecturer and researcher at Harvard University. He currently teaches at Stanford University and Sciences Po.
Stephanie Lose, Chairman of the Regional Development Committee, Region of Southern Denmark, Denmark

Stephanie Lose has held a seat on the Southern Denmark regional council since 2005 and in previous periods has been chairman of the Hospital Structure Committee, the Innovation Committee and the Pre-admissions Committee. She has also held a seat on several other committees and has therefore worked with a broad palette of the tasks entrusted to the Danish regional authorities. Finally, Stefanie Lose is a member of other public committees, including Southern Denmark's Growth Forum, Southern Denmark's Mobility Council and the supervisory board of the University of Southern Denmark. Parallel to her political work, Stefanie Lose is a lecturer at the Business Academy SouthWest in Esbjerg. She has previously worked as a macro-analyst and as an investment and FX advisor. Stephanie Lose has a Master’s Degree in Economics from the University of Southern Denmark.

Sylvie Marchand, Director of Territorial Statistics, INSEE, France

Sylvie Marchand is the Head of the Regional Initiative Department at the French National Institute of Statistics and Economic Studies (INSEE). She coordinates the territorial surveys of the French regions and overseas territories, as well as the regional, local and urban statistical analyses. The Regional Initiative Department also looks at territorial aspects of social and economic development. Ms. Marchand is an economist and a statistician, holding a Master’s Degree in Economics (DEA) and a degree from ENSAE. She started working at INSEE in 1982, conducting statistical surveys of several regions (Franche-Comté, Rhône-Alpes, Alsace). From 2000 to 2003, she was the head of the statistics, survey and evaluation bureau of the Public Administration Ministry (Ministère de la Fonction Publique). She was then appointed regional director of INSEE, first in Poitou-Charentes from 2003 to 2006, then in Île-de-France from 2006 to 2011.

Doug O’Brien, Acting Under Secretary for Rural Development, United States Department of Agriculture

The Rural Development Mission Area of the U.S. Department of Agriculture provides housing, business, infrastructure and renewable energy financing to rural America. Rural Development has a portfolio of over $200 billion with 40 different programs. Before joining the U.S. Department of Agriculture, Mr. O’Brien served as the Assistant Director at the Ohio Department of Agriculture. He also served as Senior Advisor to Iowa Governor Chet Culver, Interim Co-Director for the National Agricultural Law Center in Fayetteville, Ark., and Senior Staff Attorney at the Drake Agricultural Law Center in Des Moines, Iowa. He has also worked at the U.S. Senate, the U.S. Congress and as a clerk to a State Supreme Court Justice. Doug O’Brien, who was raised on a diversified farm in Iowa, has dedicated his career to agriculture and rural policy. He graduated from Loras College and earned a Juris Doctorate with honors from the University of Iowa. He also holds a Master’s Degree in Agricultural Law from the University of Arkansas.

Joaquim Oliveira Martins, Head of the OECD Regional Development Policy Division

In his role, Joaquim Oliveira supervises projects on regional and urban development, multi-level governance issues, regional statistics and well-being. He was former Head of the Structural Economic Statistics Division, where he developed Trade & Globalisation studies, Productivity measurement and Business statistics. He was also Senior Economist at the OECD Economics Department, where he managed projects on Health Expenditures, the Economics of Education and Ageing and Growth. As Head of Desk for Emerging markets, he was in charge of the first Economic Surveys of Brazil, Chile and several transition countries. Among many OECD publications, he coordinated reports on Competition, Regulation and Performance and Policy Response to the Threat of Global Warming. Before the OECD, he was Research Fellow at the Centre d’Etudes Prospectives et d’Informations Internationales (CEPII, Paris). He holds a PhD in Economics from the University of Paris-I, Panthéon-Sorbonne, and is currently Associate Professor at the University of Paris-Dauphine.
**Francesco Pigliaru**, President of the Region of Sardinia, Italy

Mr. Pigliaru holds degrees in Political Science and Economics from the University of Sassari, the Higher School of Economics “Enrico Mattei” in Milan, and the University of Cambridge. He authored numerous publications, books and articles in specialized journals both national and international. Mr. Pigliaru taught higher education courses in International and Political Economics, and has held positions in both the private and public sectors. These include being the director of the Centre for North South Economic Research (CRENoS, 1993-1998), the Councilor of Programming, Budgeting, Credit and Land Use for the Sardinian Regional Government (2004-2006), and the Vice-Chancellor of the University of Cagliari (2009-2014). Earlier this year, he was proclaimed President of the Region of Sardinia with 312,982 votes.

**Graco Ramirez**, Governor of the State of Morelos, Mexico

Graco Ramirez Garrido Abreu was elected Governor of the State of Morelos in July 2012 for a six year term, via the left-leaning Party of Democratic Revolution. He advocates for an inclusive and progress-driven government, with a focus on social and economic development through education, culture and sustainability. Prior to being elected Governor, he served as Senator for the State of Morelos (2006-2012). He passed a number of political reforms aimed at fostering democratic changes, on various topics such as inclusive citizen participation, green renewable energy and protection of children rights, among others. Mr. Ramirez started his political career as a student leader in the social movement of 1968, and went on to become a Federal Congressman at age 24. He attended the Faculty of Law at the National Autonomous University of Mexico.

**Duarte Rodrigues**, Chair of the Working Party on Territorial Indicators

Duarte Rodrigues has a degree and an MSc in Economics, both from the School of Economics and Management of the Technical University of Lisbon (ISEG/UTL). He has been a member of the Board of Cohesion and Development Agency since 2013, focusing on monitoring public policies co-funded by the EU and on the negotiation of EU Cohesion Policy. He is also the Portuguese delegate to the Territorial Development Policy Committee of the OECD (since 2008) and the chairman of its Working Party on Territorial Indicators (since 2010). Mr. Rodrigues was Deputy Coordinator of the National Strategic Reference Framework Observatory, Adviser of the Portuguese Secretary of State for Regional Development, Head of the Territorial Statistics Unit in the Portuguese Statistics Office and Researcher at ISEG/UTL in the Regional and Urban Research unit. In parallel, he taught undergraduate and graduate courses on Urban and Regional Economics in ISEG/UTL and University of Lisbon, and has actively participated in various international fora on regional policy (including at the OECD and the European Commission).

**Andrés Rodríguez-Pose**, Professor of Economic Geography, LSE

Andrés Rodríguez-Pose was previously Head of the Department of Geography and Environment at the London School of Economics (LSE). He is the current holder of a European Research Council (ERC) Advanced Grant. He is President-Elect of Regional Science Association International, where he is serving as Vice-President of the Association in 2014 and will serve as President in 2015-2016. He has also been Vice-President (2012-2013) and Secretary (2001-2005) of the European Regional Science Association. He is a regular advisor to numerous international organizations. He is the joint managing editor of Environment and Planning C: Government and Policy, an editor of Economic Geography, and sits on the editorial board of 27 other scholarly journals, including many of the leading international journals in economic geography, human geography, regional science, and management.
Norberto Roque, Director of Regional Statistics, INEGI, Mexico

Norberto Roque coordinates the National System of Statistical and Geographical Information (SNIEG) in Mexico. In his position, he has different responsibilities in the planning and operations of the System - which incorporates all public information producers -, the integration of its annual program and the National Institute of Statistics and Geography’s operations across the country. Mr. Roque has held several responsibilities at both federal and state levels throughout a 34 year career, including: General Coordinator of Mines in the Ministry of Economy, Undersecretary of Agribusiness Promotion in the Ministry of Agriculture, Managing Director of the Mining Development Trust, Secretary of Economic Development in the state government of Guanajuato, General Coordinator of the State System for the Financing for Development in Guanajuato, and has also collaborated for 17 years with the development bank Nacional Financiera. Mr. Roque is a Chemical Engineer by trade with a Master’s Degree in Business Administration. He attended different courses at the Harvard School of Government and the Harvard Business School, among others.

Conal Smith, Senior Economist, Statistics Directorate, OECD

Conal Smith heads the Well-being and Household Conditions section in the Statistics Directorate of the OECD. His work at the OECD includes producing the OECD Guidelines on Measuring Subjective Well-being, editing How Was Life? (a report on global well-being since 1820), and leading OECD work on integrating the measurement of well-being into policy in both developing countries and developed countries. From 2008 to 2010 Conal managed the Social Conditions group at Statistics New Zealand where he oversaw the release of the first New Zealand General Social Survey, and from 2004 to 2008 he led the Social Outcomes team in the Ministry of Social Development where he was responsible for the publication of the New Zealand Social Report.

Max van den Berg, King’s Commissioner of Groningen Province, Netherlands

As the King’s Commissioner, Mr. Van den Berg is the chairman of both the provincial parliament and the province’s executive branch. Prior to taking office in 2007, he was a member of the European Parliament for eight years, where he acted as the Labour Party Delegation Leader. Mr Van den Berg was also a Deputy Chairman of the Development Assistance Committee (in the delegation for relations with the countries of the Andes Community) and a Deputy Member of the Human Rights Committee. He joined NOVIB (now Oxfam Novib) as a Director of Education and subsequently became its Managing Director. Mr Van den Berg was also Chairman of the Labour Party, Deputy-Mayor of the municipality of Groningen, and a Faculty of Sociology lecturer at the State University of Groningen.

Mr. Van den Berg holds a Master’s degree in Sociology from the State University of Groningen.