



ORGANISATION FOR ECONOMIC
CO-OPERATION AND DEVELOPMENT



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progress

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“There is another problem to resolve, and that is the often wide **gap between measures of such important variables as economic growth, inflation, inequality, and social mobility and public perceptions**. Incomes may rise, but people feel poorer, or inflation may fall, yet people see higher prices in their local stores. This **gap between statistics and perceptions** is often so wide—and widespread—that it cannot be dismissed as an illusion or the result of public hysteria. And it contributes to a lack of confidence in those who produce and rely on these statistics”.
By Nobel Prize laureate [Joseph Stiglitz](#).

Read more on his paper ["Progress what Progress?"](#)



Mission Statement: Global Project on Measuring the Progress of Societies exists to foster the development of sets of key economic, social and environmental indicators to provide a comprehensive picture of how the well-being of a society is evolving. It also seeks to encourage the use of indicator sets to inform and promote evidence-based decision-making, within and across the public, private and citizen sectors. The project is open to all sectors of society, building both on good practice and innovative research work.



So how exactly could we evaluate the benefit the construction of a building a huge factory, even if it may bring economical wealth but if it destroys the natural environment around it and if at same time workers are perhaps at risk from damaged health?

Does the flap of a butterfly's wings in Brazil set off a tornado in Texas?" meteorologist Edward Lorenz once asked in his "butterfly effect," an idea that the flapping of fragile wings could start a chain reaction in the atmosphere.

In light of this idea, some Sociologists judge that what a few powerful and influential leaders believe and say can stretch and grow and bring about big changes in the opinions of large numbers of people.



We can fairly safely say, that all issues related to social, environmental and economical subjects are in some ways inter-related and inter-linked.

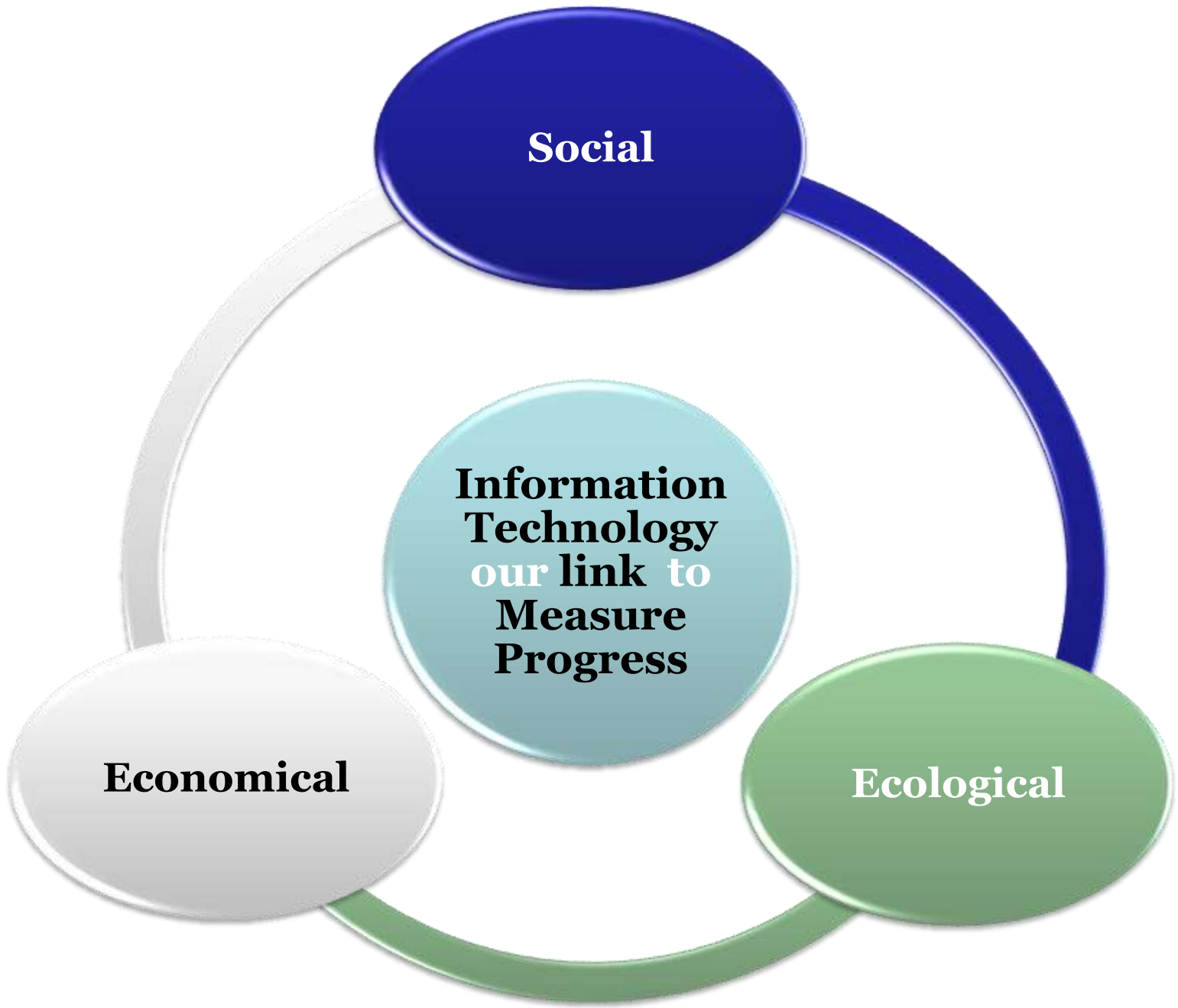
So then there is another link that is essential. That is the way we communicate between these matters to share our concerns and to find solutions. This is why Information and Communications Technology (ICT) is so vital to implement change. Not only in attitudes and awareness, but actual outcomes, for example via social networks taking concrete steps in positive directions.



Technical tools help transform information into knowledge - www.oecd.org/progress/ict

- The Internet and other media, as well initiatives aimed at building information repositories through the collaboration of individuals, such as wikis and blogs, make more information available to more people than ever before.
- High quality statistical data is generally recognised as a “public good” and a life-blood of democracy.





Rainforests SOS project as a living proof....

<http://www.rainforestsos.org/>

Set up by the Prince of Wales, this project uses the Internet and other social media are being used to promote awareness of the urgent need to protect the Rainforests. It engages “people” stars via the web.

Tropical rainforests absorb nearly a fifth of all man-made CO₂ emissions around the world – so helps to reduce the effects of climate change. Rainforests are currently being destroyed, the size of a football pitch every four seconds.



- Environmental
- Social
- Economical

Final outcome to increase awareness at the Copenhagen Summit in December. **This project involves children and schools too.** So when 192 countries gather in Copenhagen in early December for the latest in a series of UN summits on climate change, the rainforest SOS petitions will be there too.... Giving us an urgent chance to make a vital change....



www.oecd.org/progress

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