

Harnessing new social data for effective social policy and service delivery

Workshop – Wednesday 16th October 2019 – OECD, Paris
URL: oe.cd/social-data-2019



Agenda

OECD Conference Centre - Room CC 2

This workshop, which is organised with the support of the Treasury New Zealand, the Australian Institute of Health and Welfare and Accenture, will bring together policy makers, service providers, data producers and analysts to discuss countries' experiences with making use of new data developments to enhance social policy. It aims to advance a common understanding of how 'people-centred' data collection, assembly and analytics can contribute to effective social policy planning, implementation and evaluation. A thematic session will illustrate how different actors use new social data approaches to improve child well-being.

Opening remarks

9:00-9:30 **Stefano Scarpetta**, Director, Employment, Labour and Social Affairs, OECD
Paul Schreyer, Deputy Chief Statistician, OECD

Session 1: Social data needs for modern social policy design

National statistical offices, line ministries, information agencies and international organisations have been providing high-quality data on many potentially adverse situations people experience throughout their life, including on un- and underemployment, poverty, disability and divorce. Yet out of a recognition that traditional household surveys often neither fully cover particularly vulnerable population groups nor certain social risks that can significantly affect well-being, many institutions have further expanded data collection and assembly in recent years. They survey specific at-risk populations, such as the homeless; include survey questions on topics that were previously primarily explored through qualitative methods, such as domestic violence, child protection and material deprivation; and scour administrative and non-official data sources for usable insights on people's needs.

9:30-10:45 This session will focus on the expansion of social data collection and assembly to support social policy making. To kick-start the discussion on what data gaps hinder optimal policy planning and how to close these gaps in a cost-effective manner, the speakers will present initiatives that increased knowledge about people's pathways and needs, centring on what motivated these initiatives and how they are influencing the formulation and implementation of social policies.

Speakers:

- **Anna Lerner Nesbitt**, Lead 'Data for SDGs', Global Impact Partnerships, Facebook
- **Ruth Paserman**, Deputy Head of Cabinet of Commissioner Thyssen, responsible for Employment, Social Affairs, Skills, Labour Mobility and Eurostat, European Commission
- **Pascal Rivière**, Inspector General, National Institute of Statistics and Economic Studies, France
- **Rudi Van Dam**, Chair Indicator Subgroup EU Social Protection Committee and Coordinator Social Indicators, Federal Public Service Social Security, Belgium

Moderator: **Marco Mira d'Ercole**, Head of Division, Household Statistics and Progress Measurement, Statistics and Data Directorate, OECD

10:45-11:15

Coffee break

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Session 2: New insights for improved policy implementation and service delivery

New social data can pave the way for improved social outcomes. A better understanding of individual pathways and unaddressed social needs can guide evidence-based policy interventions, including through identifying where investments in one policy area can improve outcomes in another. Tools such as risk-scoring algorithms that make use of a broadened data basis can help to better target service delivery. The promise of these innovations should, however, not lead public agencies to discard principles such as transparency, accountability and respect for privacy in their interactions with citizens.

11:15-12:30 This session will cover novel ways in which institutions are using social data to shape policy implementation and service delivery. The panel will discuss current examples and ideas for future uses of linked data as well as ethical guidelines on the limits of data uses in direct interventions.

Speakers:

- **Amanda Dawes Ibáñez**, Head, Social Policy Division, Ministry of Social Development, Chile
- **Brian Lee-Archer**, Managing Director, Government and Health Industry Practice, Accenture
- **Kristina Penner**, Executive Advisor, AlgorithmWatch
- **Liisa-Maria Voipio-Pulkki**, Director General of Strategic Affairs and Chief Medical Officer, Ministry of Social Affairs and Health, Finland

Moderator: **Monika Queisser**, Senior Counsellor and Head of the Social Policy Division, OECD

12:30-13:45

Lunch break

Session 3: Social policy evaluation in a data-rich environment

Large government-collected administrative databases, such as tax and social security records, cover many aspects relevant for social policy evaluations. In addition, the ever-growing digital footprint of the typical OECD inhabitant captured by search engine providers, social media services, financial institutions and genomics and health insurance companies provide increasingly complete information on the mental, physical and financial health status of individuals. When government agencies or affiliated researchers access these data, they can gain more immediate and comprehensive insights than government data alone can provide. But the legal and technical requirements to realise these potential gains are steep. Moreover, merging governmental and non-governmental data could raise the spectre of the 'transparent citizen', calling for clear ethical limits on data linking and usage.

13:45-15:00 This session will address positive and negative experiences with and the further potential of using governmental and non-governmental 'big data' for social policy evaluations. Panellists and participants will also be able to discuss practical and ethical considerations that have to be kept in mind when working with these data.

Speakers:

- **Ann-Kristin Brændvang**, Director, Department of Social Statistics, Statistics Norway
- **Tim Goedemé**, Senior Research Officer, Institute for New Economic Thinking, Oxford Martin School, University of Oxford
- **Conal Smith**, Principal, Kōtātā Insight, New Zealand

Moderator: **Mark Pearson**, Deputy Director, Employment, Labour and Social Affairs, OECD

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Session 4: The potential and pitfalls of linked administrative data

Administrative databases that are linked with each other or with survey data can allow deeper insights into the population's life trajectories and needs and signal opportunities for improved service delivery. Yet government agencies have to meet several prerequisites to realise these benefits. First among them is a stable legal basis. Appropriate laws and regulations have to exist to allow data merging within the limits of existing privacy protection. Second are technical requirements, such as creating a safe infrastructure for data storage and analysis. Third is the buy-in of the population. Public communication can highlight the value-added of linked databases and outline the steps taken to ensure data security and privacy. Involving citizens in dialogues about what data uses they are and are not comfortable with can help build public trust that appropriate limits are set and respected.

15:00-16:15 This session will discuss the costs and benefits of linking administrative data. After the presenters describe the legal, technical and public communication groundwork they had to lay and the new insights and actions this work has yielded, participants are invited to share their own experiences and concerns.

Speakers:

- **Gerli Aavik-Märtmaa**, Adviser, Social Welfare Department, Ministry of Social Affairs, Estonia (with **Ingo Meyer**, Head of PMV Research Group, University of Cologne)
- **Emma Gordon**, Director, Strategic Hub, Administrative Data Research United Kingdom
- **Barry Sandison**, Chief Executive Officer, Australian Institute of Health and Welfare
- **Victoria Velkoff**, Associate Director for Demographic Programs, U.S. Census Bureau (with **Donna Daily**, Chief, American Community Survey Office, U.S. Census Bureau)

Moderator: **Ágota Scharle**, Executive Partner, Budapest Institute for Policy Analysis, Hungary

16:15-16:45

Coffee break

Session 5: Working together to boost child well-being with new social data

The stakes of social policy are nowhere higher than for children. Growing up in an emotionally stable, intellectually nurturing and materially secure environment tends to confer benefits that last a lifetime. By contrast, children that experience poverty, insecurity or traumatic events are likely to bear the consequences their entire lives. Getting social policy and service delivery 'right' is therefore even more important for children than for other population groups, and new social data can be one ingredient leading to better policies. At the same time, the family, school or out-of-school environments children grow up in are changing dramatically, and the available data do not always provide an accurate picture of these changes.

16:45-17:45 This session aims to bring together policy makers, practitioners, data experts and researchers in a conversation about what information is needed to improve children's outcomes and which role social data innovations can play in shaping better child and family policies.

Speakers:

- **Lawrence Berger**, Vilas Distinguished Achievement Professor, School of Social Work, University of Wisconsin–Madison, United States
- **Lidia Panico**, Scientific Advisor, High Council for Children and Adolescents, France
- **Gary Pollock**, Professor of Sociology, Manchester Metropolitan University, United Kingdom
- **Tine Vesterby Sørensen**, Head of Children and Family Services, Municipality of Gladsaxe, Denmark

Moderator: **Richie Poulton**, Chief Science Advisor for the Minister for Child Poverty Reduction, New Zealand

Closing remarks

17:45-18:00 **Monika Queisser**, Senior Counsellor and Head of the Social Policy Division, OECD

18:00-19:00

Cocktail (Espresso area next to Conference Centre Auditorium)
