



Transforming policy, changing lives
5th OECD World Forum
on Statistics, Knowledge and Policy
Guadalajara, Mexico | 13-15 October 2015
www.oecd-5wf.mx

AGENDA



For over a decade now, the OECD has been spearheading work on well-being measurement and policy, in line with its mission of promoting “Better Policies for Better Lives”. Many individuals and organisations around the world have also been part of a global call for better measures and policies for progress ‘beyond GDP’. The OECD Forums on Statistics, Knowledge and Policy have been important drivers of this agenda, providing a space for all kinds of practitioners to take stock of experiences, to learn from best practices, and to gain inspiration for further change. Gradually, this work has led to a paradigm shift, one that puts people at the centre of public policies and collective action. In the process, the key question has evolved from “*How do we measure progress?*” to “*How do we best put those measures into practice for policies aimed at improving lives?*”

Moving from measurement to implementation

The 5th OECD World Forum, “**Transforming Policy, Changing Lives**”, will address this last question with a focus on action and implementation. It will provide an opportunity to showcase concrete examples of the impact of policies, frameworks and institutions that are using new well-being measures around the world, and will explore how this accumulated experience can contribute to country-level action in the pursuit of a new set of universal Sustainable Development Goals (SDGs) that are now being discussed in the UN setting.

2015 is a year for change

2015 marks the deadline of the Millennium Development Goals and the launch of a new process to make sustainable development a reality worldwide. This will require a transformation in government policy and in people's behaviour. The Forum will highlight how the work of the OECD and others contribute to that process by promoting evidence-based, people-focused policy tools for enhancing people's well-being and fostering sustainable and inclusive economies. In addition to presenting relevant success stories at the local, country, and international level, the Forum will allow for the discussion of broader implementation issues across a number of topics of relevance to the SDG agenda, including: inequalities; liveable cities; trustworthy institutions; peaceful and cohesive societies, job quality; lifelong learning; mental health; social mobility; increasing resilience of marginalised groups; as well as sustainable and inclusive economic development.

For the first time, the OECD World Forum will be held in Latin America, in the city of Guadalajara, Mexico. This is a fitting location for an event focused on the themes of transformation and policy innovation as Latin America as a region, and Mexico in particular, has seen immense change in recent decades. The Forum is co-organised with INEGI, the Mexican National Statistical Institute, which has been at the forefront of experimentation and development of new statistical measures of well-being. The organisers are thankful for the support provided by the State of Jalisco, our host, in the preparation of this Forum.

DAY 1 Tuesday 13 October 2015

07:30-09:00

Registration

1. Plenary: Inaugural Session

09:00-10:00

Plenary room

1.a. Welcome Addresses

Angel Gurría, Secretary-General of the Organisation for Economic Co-operation and Development (OECD)

Eduardo Sojo, President of the Mexican National Institute of Statistics and Geography (INEGI)

Aristóteles Sandoval, Governor of the State of Jalisco, Mexico

10:00-10:30

Plenary room

1.b. Keynote Speech

Achieving well-being for all in a post-2015 world

Introduction: **Mario Pezzini**, Director, Development Centre, OECD

Enrique V. Iglesias, Former Secretary General of SEGIB and Former President of IADB

10:30-11:00

Networking Break

11:00-12:45

Plenary room

1.c. Plenary

Roundtable on "Transforming policy and behaviour to improve lives: it's already happening"

Moderator: **Martine Durand**, Chief Statistician and Director, Statistics Directorate, OECD

Speakers:

José Antonio Meade, Minister of Social Development, Mexico

Bjarni Benediktsson, Minister of Finance and Economic Affairs, Iceland

Aristóteles Sandoval, Governor of the State of Jalisco, Mexico

Gus O'Donnell, Chairman, Frontier Economics, former UK Cabinet Secretary, UK

Obed Louissaint, Vice-President People and Culture, IBM Watson

Nishant Lalwani, Vice President, Global Innovation Fund

12:45-14:30

Networking Break and Lunch

13:00-13:45

Parallel 1

Launch of the 2015 edition of the OECD report *How's Life?*

Speakers:

Angel Gurría, OECD Secretary-General

Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD

13:45-14:30

Parallel 2

Lunchtime panel

How does Happiness fit into the Sustainable Development Agenda?

Moderator: **Martine Durand**, Chief Statistician and Director, Statistics Directorate, OECD

Speakers:

John F. Helliwell, Senior Fellow, Canadian Institute for Advanced Research (CIFAR) and Professor Emeritus of Economics, University of British Columbia, Canada

Richard Layard, Director, Well-Being Programme, Centre for Economic Performance, London School of Economics, UK

2. Working Session

14:30-16:00

2.a. Living well together

2.a.1 - Liveable cities

Moderator: **Ana Marie Argilagos**, Ford Foundation, USA

Speakers:

Carlos Medina Plascencia, Former Governor of the State of Guanajuato, co-founder of the Fundación Internacional para el Desarrollo de Gobiernos Confiables, FIDEGOC, Mexico

David Lammy, Member of Parliament, UK

Ellis. J. Juan, General Coordinator, IDB Emerging and sustainable cities initiative

Monica Villegas, Director, Bogotá Como Vamos, Colombia

Parallel 1

2.a.2 - Trustworthy government and institutions

Moderator: **Mario Palma Rojo**, Vice-President, INEGI, Mexico

Speakers:

Marta Lagos, Founder of Latinobarómetro, Chile

Juan Pardini, Director-General, Instituto Mexicano para la Competitividad (IMCO), Mexico

Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Philippine Statistics Authority (PSA), Philippines

Parallel 2

2.a.3 - Cohesive and Peaceful societies

Moderator: **Judy Cheng-Hopkins**, Adjunct professor, Columbia University, former Special Advisor to the UN Secretary General on the University for Peace

Speakers:

John F. Helliwell, Senior Fellow of the Canadian Institute for Advanced Research (CIFAR) and Professor Emeritus of Economics, University of British Columbia, Canada

Nguyen Thi Lan Huong, Director-General of the Institute of Labour Science and Social Affairs (ILSSA), Vietnam

Ayache Khellaf, Director of Economic Forecasting and Prospective Studies, High Commission for Planning, Morocco

José Enriquez, Cure Violence, USA

Parallel 3

16:00-16:30

Networking Break

16:30-18:00

2.b. Plenary

Roundtable Well-being at the local and regional level: achievements and challenges

Moderator: **Rolf Alter**, Director, Public Governance and Territorial Development, OECD

Speakers:

Fabrizio Barca, Ministry for Economy and Finance, former Minister for Territorial Cohesion, Italy

Graco Ramírez, Governor of the State of Morelos, Mexico

Claudia Serrano, Ambassador, Permanent Representative of Chile to the OECD

David Medina, Chief Operating Officer and Co-Founder, Results for America, USA

David Lammy, Member of Parliament, UK

Plenary room

19:00-22:00

Cultural Evening and Dinner Hospicio Cabañas

07:45-09:00

Registration

Morning Seminars08:00-08:55
Room A**Achieving Better Data for Better Lives in Developing Countries**

Moderator: **Johannes Jütting**, Manager of the Partnership in Statistics for Development in the 21st Century (PARIS21) Secretariat

Speakers:

Shaïda Badiee, Director, Open Data Watch

Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Philippine Statistics Authority (PSA)

Ania Calderón, Director General of Open data, Office of the President, Mexico

Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD

Enrico Giovannini, former Minister of Labour and Social policies, Italy

Claire Melamed, Director, Overseas Development Institute

08:00-08:55
Room B**Mental Health and Community Development**

Moderator: **Susan Brutschy**, President, Applied Survey Research, USA

Speakers:

Samantha Green, Applied Survey Research, USA

Toby Ewing, California Mental Health Services Oversight and Accountability Commission

Geoff Woolcock, Manager of Research & Strategy, Wesley Mission Brisbane, Australia

Jon Hall, National Human Development Reports, UNDP

08:00-08:55
Room C**Trustlab: Measuring Trust and Social Norms with Experimental Techniques**

Speakers:

Romina Boarini, Head of Section, Monitoring Well-being and Progress, Measurement in the Statistics Directorate, OECD

Yann Algan, Professor of Economics, Sciences Po, France

3. Working Session09:00-09:45
Plenary room**3.a. Keynote speech****How do we ensure that prosperity is shared by all?**

Introduction: **Eduardo Sojo**, President, INEGI

Joseph E. Stiglitz, Professor of Economics, Business and International Affairs, Columbia University, Nobel Memorial Prize in Economic Sciences

09:45-10:15

Networking Break10:15-11:15
Plenary room**3.b. Plenary****Roundtable on “Transforming macro policy to achieve inclusive and sustainable economic growth”**

Moderator: **Carlos Elizondo Mayer-Serra**, Professor and researcher, Centro de Investigación y Docencia Económicas (CIDE), Mexico

Speakers:

Mustapha Nabli, former Governor of the Central Bank of Tunisia

Marcelo Neri, Chief Economist, Center for Social Policies, FGV Foundation, Brazil

Luis Madrazo, Head of the Economic Planning Unit of the Treasury, Ministry of Finance

11:15-12:45

3.c. Policies for individual well-being

3.c.1 - Skills for life

Moderator: **Dirk van Damme**, Head of Innovation and Measuring Progress, Directorate for Education and Skills, OECD

Speakers:

Jennifer Adams, Director of Education and Secretary of the Board, Ottawa-Carleton District School Board, Canada

Alejandro Adler, University of Pennsylvania, USA

Francisco Marmolejo, Lead Education Specialist, Education Global Practice, World Bank

Paula Villaseñor, Sectoral Coordinator for Social Participation and Promotion, Under-Secretariat for Middle to Higher Education, Mexico

Parallel 1

3.c.2 - Mental health

Moderator: **Margarita Tarragona**, former director of the Institute of Science of Happiness TecMilenio, Mexico

Speakers:

Richard Layard, Director, Well-Being Programme Centre for Economic Performance, London School of Economics, UK

Hong Ma, Executive director of the National Center for Mental Health, China

Rubén Alvarado, Professor of the School of Mental Health, University of Chile, Chile

Nils Fietje, World Health Organisation (WHO), Europe

Parallel 2

3.c.3 - Job quality

Moderator: **Rafael Diez de Medina**, Chief Statistician and Director of the Department of Statistics. International Labour Organization (ILO)

Speakers:

Keld Thornæs, Human Resource Manager, Lån & Spar Bank, Denmark

Sangheon Lee, Research and Policy Coordinator for Conditions of Work and Employment Programme, ILO

Oriana Tickell, Consultant, iOpener

Sandrine Cazes, Household Statistics and Progress, Measurement, Statistics Directorate, OECD

Parallel 3

12:45-13:45

Networking Break and Lunch

12:45-13:30

Parallel 1

Launch and Press Conference Well-being in Mexican States

Speakers:

Angel Gurría, OECD Secretary-General,

Eduardo Sojo, President, INEGI

Aristóteles Sandoval, Governor of the State of Jalisco, Mexico

13:00-13:45

Parallel 2

Lunchtime Panel Opening up well-being statistics to new audiences: opportunities and challenges

Including presentation of the prize for the Web-COSI/Wikiprogress data visualisation competition

Moderator: **Kate Scrivens**, Wikiprogress Project Manager OECD

Speakers:

Donatella Fazio, Italian National Institute of Statistics (Istat), Italy

Enrico Giovannini, former Minister of Labour and Social policies, Italy and Chair of Web-COSI Advisory Board

<p>13:45-15:00 Plenary room</p>	<p>Alice Feng, Web-COSI/Wikiprogress Data Visualisation winner Andrew Mollica, Web-COSI/Wikiprogress Data Visualisation winner Fidel Thomet, Web-COSI/Wikiprogress Data Visualisation winner</p> <p>3.d. Plenary</p> <p>Roundtable on “What are the measurement and implementation challenges of the new SDG agenda?”</p> <p>Moderator: Ravi Kanbur, T.H. Lee Professor of World Affairs, International Professor of Applied Economics and Management and Professor of Economics, Cornell University, USA</p> <p>Speakers: Pali Lehohla, Statistician-General, Statistics South Africa Savas Alpay, Chief Economist of the Islamic Development Bank Jose Rosero, Executive Director, National Institute of Statistics and Censuses , Ecuador Joe Colombano, Economic Advisor, Executive Office of the Secretary-General, UN Enrique Ordaz, Director General of Integration, Analysis and Research, INEGI</p>
<p>15:00-16:15 Plenary room</p>	<p>4. Working Session</p> <p>4.a. Plenary</p> <p>Roundtable on “What are the implications of rising inequality?”</p> <p>Moderator: François Bourguignon, Emeritus Chair and Professor, Paris School of Economics, France</p> <p>Speakers: Nora Lustig, Samuel Z. Stone Professor of Latin American Economics, Tulane University, USA Hugo Beteta, Chief of Economic Commission for Latin America and the Caribbean (ECLAC) Subregional Headquarters , Mexico Stefano Scarpetta, Director for Employment, Labour and Social Affairs, OECD Mario Pezzini, Director, Development Centre, OECD</p>
<p>16:15-16:45</p>	<p>Networking Break</p>
<p>16:45-18:15</p> <p>Parallel 1</p> <p>Parallel 2</p>	<p>4.b. Well-being for all: Inequalities and marginalised groups</p> <p>4.b.1 - Towards gender equality</p> <p>Moderator: Manal Sweidan, Head of Gender Statistics Division, Department of Statistics, Jordan</p> <p>Speakers: Berglind Asgeirsdottir, Ambassador, Permanent Representative of Iceland to the OECD Aïcha Bah Diallo, Chairman of the Forum for African Women Educationalists Shailaja Chandra, Former Executive Director of the National Population Stabilisation Fund, former Chief Secretary Delhi, India Lorena Vazquez Ordaz, Executive Director of the Hunger Project, Mexico</p> <p>4.b.2 - Social mobility</p> <p>Moderator: Tonatiuh Guillén López, President, El Colegio de la Frontera Norte, Mexico</p> <p>Speakers: Enrique Cárdenas Sánchez, Executive Director, Centro de Estudios Espinosa Yglesias, Mexico Catriona Williams, OBE, Commissioner, Social Mobility and Child Poverty Commission, UK François Bourguignon, Emeritus Chair and Professor, Paris School of Economics, France</p>

Parallel 3

19:00-22:00

4.b.3 - Empowering minorities

Moderator: **Shane Houston**, Deputy Vice-Chancellor, University of Sydney, Australia

Speakers:

Ricardo Antonio Bucio Mújica, Executive Secretary of the National System for the Integral Protection of Children and Adolescents (Governance Secretariat), Mexico

Atawhai Tibble, Treasury of New Zealand

Omar Khan, Director of Runnymede Trust, UK

Alfonso Villalva, Founding member United Way Worldwide Leadership Council; Chair, Fondo Unido, I.A.P., Mexico

Cultural evening, Teatro Degollado

DAY 3 Thursday 15 October 2015

07:45-09:00

Registration

Morning Seminars

08:00-08:55
Room A

Child Well-being

Speakers:

Dominic Richardson, Senior Education Specialist, the UNICEF Office of Research - Innocenti
Sean Slade, Director, Outreach, Association for Supervision and Curriculum Development (ASCD), USA

David Griffith, Senior Director of Public Policy, ASCD

08:00-08:55
Room B

Strategic challenges in measuring progress: integration, application and global research

Moderator: **Mike Salvaris**, Chairman, Australian National Development Index (ANDI) Limited, and Convenor, GPRNet

Speakers:

Enrico Giovannini, former Minister of Labour and Social policies, Italy

Jon Hall, National Human Development Reports, UNDP

Decharut Sukkumnoed, Thailand National Progress Indicators Programme

08:00-08:55
Room D

Informative Session on Sustainable Development Goals (SDG's). Closed session for Central American Countries

Speakers:

Enrique Ordaz, Director General of Integration, Analysis and Research, INEGI

Gabriel Rivera Conde, Chief, Unit of Special Projects, Office of the President, Mexico

5. Working Session

09:00-09:30
Plenary room

5.a. Keynote speech

Introduction: **David Miller**, CEO, World Wildlife Fund (WWF) Canada and Former Mayor of Toronto

Jose Sarukhan, National Coordinator, CONABIO

09:30-11:00
Plenary room

5.b. Plenary

Roundtable on "People's well-being within the planet's boundaries"

Moderator: **Walter Radermacher**, Director-General of Eurostat

Speakers:

David Miller, CEO, World Wildlife Fund (WWF) Canada and Former Mayor of Toronto

Katherine Trebeck, Oxfam GB, UK

Julia Carabias Lillo, Professor, UNAM, Mexico

Helen Mounford, Director of Economics, World Resources Institute and Programme Director, New Climate Economy

Francesco Gaetani, Science Policy Programme Officer, UNEP

11:00-11:30

Networking Break

5.c. New tools and approaches for well-being policy

11:30-13:30
Parallel 1

5.c.1 - Big and crowd-sourced data (2 hour session)

Moderator: **Enrico Giovannini**, former Minister of Labour and Social policies, Italy

11:30-13:00
Parallel 2

Speakers:
Shaida Badiee, Director, Open Data Watch, USA
Johannes C. Eichstaedt, World Well-Being Project, USA
Claire Melamed, Director of Growth, Poverty and Inequality, Overseas Development Institute, UK
Tom Schenk, Chief Data Officer, City of Chicago, USA
Alex Willcock, Entrepreneur and Founder of VisualDNA, UK

5.c.2 - The role of universities in influencing the well-being agenda

Moderator: **Marco Mira D'Ercole**, Head, Division for Household Statistics and Progress Measurement, Statistics Directorate, OECD

Speakers:
Héctor Mauricio Escamilla Santana, Dean, TecMilenio University, Mexico
Mike Salvaris, Chairman, Australian National Development Index (ANDI) Limited
Yann Algan, Professor of Economics, Sciences Po Paris, France
Montserrat Gomendio, Deputy Director of Education, OECD and former Spanish Secretary of State for Education

11:30-13:00
Parallel 3

5.c.3 - New policy tools and frameworks

Moderator: **Mathilde Mesnard**, NAEC Coordinator (New Approaches to Economic Challenges), OECD

Speakers:
Ulla Rosenström, Chief Senior Specialist, Finnish Prime Minister's Office, Finland
Andrew Coleman, Principal Advisor / **Joey Au**, Senior Advisor to the Chief Economist, New Zealand Treasury
Yuval Laster, Head of Environmental Policy Division, Ministry of Environmental Protection, Israel
José Franco, General Coordinator, The Science and Technology Advisory Forum, Mexico

13:00-14:30

Networking Break and Lunch

13:00-14:30

Lunchtime Panel

Parallel 2

Measuring well-being around the world : Latest developments

Moderator: **Jil Matheson**, former UK National Statistician

Speakers:
Esengül Tanrikulu, Head of Economic and Social Indicator Department, Turkish Statistical Institute (Turkstat)
Jose Rosero, Executive Director, National Institute of Statistics and Censuses, Ecuador
Genovefa Ruzic, Director-General Statistical Office of the Republic of Slovenia, Slovenia
Gerardo Leyva Parra, Deputy Director General of Research, INEGI

6. Working Session

14:30-15:30
Plenary room

6.a. Plenary

Roundtable on "Behavioural insights for well-being policy"

Moderator: **Saamah Abdallah**, Senior Researcher and Programme Manager, Wellbeing, NEF, UK

Speakers:
Paul Litchfield, BT Group Chief Medical Officer and Chair, What Works Centre for Wellbeing, UK
Robert H. Frank, Henrietta Johnson Louis Professor of Management and Professor of Economics, Cornell University, USA

Alissa Fishbane, Managing Director, ideas42, USA
Anna Fruttero, Senior Economist, World Bank

15:30-16:30
Plenary
room

6.b. Launch of the How's Life in Latin America? Initiative

Moderator: **Mari Kiviniemi**, Deputy Secretary-General, OECD

Speakers:

Mario Pezzini, Director, Development Centre, OECD

Fabrizio Barca, Ministry for Economy and Finance, former Minister for Territorial Cohesion, Italy

Pascual Gerstenfeld, Director of the Statistics Division - UN ECLAC

Carlos Prada Lombo, Undersecretary, DANE, Colombia

Jose Rosero Moncayo, Executive Director, INEC, Ecuador

16:30-16:45
Plenary
room

6.c. Forum conclusions

Speakers:

Eduardo Sojo, President, INEGI

Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD