



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

Summary Report





Introduction

Over 1400 participants from 60 countries attended the **5th OECD World Forum on Statistics, Knowledge and Policy** in Guadalajara on the 13-15th October 2015, co-organised by OECD and INEGI, with the support of the Government of Jalisco. Over the three days, panellists from all different sectors of society – including government, civil society, national statistics offices, international organisations, press, and the private sector – presented examples of initiatives related to the Forum theme of “Transforming Policy, Changing Lives” to improve well-being and sustainability. Sessions were held in a variety of formats to enable different kinds of interaction between speakers and with the audience, from Roundtables and Keynote speeches in the Plenary Room, to issue-based Parallel Sessions and Lunchtime Panels, and smaller workshops in the Morning Seminars. The issues addressed by the different sessions covered a multitude of topics, including city and urban planning, corruption and government integrity, social cohesion and violence, inclusive growth, mental health, social and emotional skills, job quality, gender equality, social mobility, empowering minorities, child wellbeing,

environmental sustainability and planetary boundaries, new sources of data, and behavioural insights for policy. Each of these issues was addressed from the perspective of how better evidence and measurement can lead to concrete change in policy and behaviour to improve people’s lives. In this regard, a major underlying theme of the whole conference was the impact of the newly-launched Sustainable Development Goal agenda (launched at the UN General Assembly the month before), which itself has integrated well-being and sustainability concerns into a much broader and inclusive set of goals and targets than its predecessor, the Millennium Development Goal agenda. In addition, the Forum saw the public launches of several important projects: the 2015 edition of flagship OECD publication, “*How’s Life?*”, the joint OECD-INEGI project on “Well-being in Mexican States” including the new INEGI System of Well-being Indicators in Mexican States platform, and the OECD-led initiative “*How’s Life in Latin America?*”. Overall, this 5th OECD World Forum showed that the well-being agenda is moving rapidly ahead, and has now become mainstreamed within policy discussions at the very highest level. It also served to showcase innovative example of real-world change from across the world and from many different societal actors.



Eduardo Sojo, President of the Mexican National Institute of Statistics and Geography (INEGI) and Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD

Day 1: Tuesday 13 October

Plenary: 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

Angel Gurría gave the first welcome remarks, setting the scene for this 5th OECD World Forum on Statistics, Knowledge and Policy. He referred to the fact that the world is facing challenges on a number of fronts – recovering from the wounds of a serious crisis, rising inequality, climate change – and that urgent action is needed to change policy and institutions. He talked about how improving well-being has become the core foundation of OECD's work, and that the Organisation stands ready to be a key partner in helping countries to achieve the ambitious but necessary Sustainable Development Goals. **Eduardo Sojo** emphasised the important role of measurement to empower governments, decision makers and society as a whole

to make better policies to improve sustainability and well-being. He spoke of the innovative research undertaken by INEGI to introduce new indicators on well-being, green GDP, unpaid work, culture, job quality, and trust. He also noted that not that long ago, governments did not take into account concepts such as well-being, but that today things are very different. **Aristóteles Sandoval** spoke of the impressive economic performance in his state, noting that it is important to look beyond these figures to have a clearer picture of social well-being. He focused on the issue of inequality, and said that we cannot talk of successful economies where hunger and deprivation also exist, and that these are priorities for his government. He also talked of the important role of local and regional governments, and explained that well-being has become a central tenet of policy in Jalisco under his leadership.



Aristóteles Sandoval, Governor of the State of Jalisco, Mexico and Angel Gurría, Secretary-General of the Organisation for Economic Co-operation and Development (OECD)



Plenary: Keynote speech on “Achieving well-being for all in a post-2015 world”

Enrique Iglesias, Former Secretary General of SEGB and Former President of IADB

(Introduction: Mario Pezzini, Director, Development Centre, OECD)

After an introduction by **Mario Pezzini**, **Enrique Iglesias** gave a compelling keynote speech on the need to focus on the quality of growth, rather than growth alone, and on sustainability. He emphasised that the planet can no longer bear the way our society produces and consumes, and that action is urgently needed (noting that the COP21 summit in Paris in December 2015 will be a great opportunity to address this issue). Iglesias emphasised three main aspects for policy makers to focus on. First, on improving the quality of education, stating that this needs to take into account not only knowledge, but also values such as solidarity, tolerance, generosity and empathy so that new generations have to be more aware of the problems we are facing worldwide. Second, there is a need to strengthen the efficiency of the State in order to ensure that democratic governments can deal with the demands of the private sector. And third, strengthening trust in the private and public sectors, as people have to trust each other to be able to build a fairer and safer society where development means achieving well-being for all.

Plenary: Roundtable on “Transforming policy and behaviour to improve lives: it’s already happening”

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

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

The opening Roundtable of the Forum gave an overview of the transformation of policy and behaviour that is already happening in the public and private sectors, by presenting the viewpoints of high-level policy makers and practitioners who are putting into place concrete policies and projects to improve lives. Moderated by **Martine Durand**, Chief Statistician of the OECD, the session began with interventions from the government perspective. **José Antonio Meade**, Mexican Minister of Social Development, talked of the central importance of well-being measurement for assessing whether the strategies and resources employed to achieve different development objectives (such as the Sustainable Development Goals) are achieving the desired results. He stressed three aspects necessary for successful policies against poverty and deprivation: first, successful cooperation between government, civil society and the private sector; second, building relationships across ministries and disciplines, as poverty is a multidimensional challenge; and third, adapting policies to the needs of the targeted population and territories. Meade expanded on these points with reference to the “Crusade Against Hunger” being implemented under the coordination of the Ministry of Social Development. Icelandic Minister of Finance and Economic Affairs, **Bjarni Benediktsson**, talked of the efforts of his own country to overcome the financial crisis while protecting the well-being of its citizens, explaining that it has managed to achieve this due to the strength of its welfare state and an emphasis on policies of social inclusion. He gave a particular emphasis to the importance of strengthening female participation in economic activities. **Aristóteles Sandoval**, Governor of the State of Jalisco, then spoke from the perspective of regional government, explaining the principles underlying his initiative to put well-being at the heart of all policy in his state. These include: recognising that people’s well-being is directly linked to environmental sustainability; reducing inequalities in health, education and economic opportunity; combatting corruption and strengthening the rule of law; and supporting social cohesion by listening to the voices of citizens. The next three speakers brought non-governmental perspectives from the private sector and civil society. **Gus O’Donnell**, Chairman of Frontier Economics, spoke from his long experience with the well-being

agenda in the UK, where he was involved in the adoption of well-being measurement as a priority for the government (as former Cabinet Secretary) and now heads an independent consultancy. He stressed the importance of convincing the private sector to participate in the well-being agenda, arguing that governments and civil society have to convince firms that enhancing the well-being of their customers and workers is also good for them. He said that well-being provides a framework for assessing social costs in the long-term, and the challenge is to convince private sector stakeholders to take on a longer-term mind set for their actions. **Obed Louissaint**, Vice President at IBM Watson, argued that the idea that corporations have to choose one stakeholder over another is incorrect, as they need to choose a balance between the interests of their employees, clients, investors, and the communities where they are placed if they want to be sustainable over time. **Nishant Lalwani**, Vice President at the Global Innovation Fund, talked about the work of the Fund to improve the well-being of the poor in developing countries through financing innovative projects. He highlighted three key elements in the successful functioning of the fund, which echoed the points made by previous panellists: first, the cooperation between different governments and

societal actors towards a common goal; second, its flexibility to work with different sectors and across different financial platforms to foster innovation; and last but not least, the emphasis on evidence-based decision-making.

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

Angel Gurría, Secretary-General of the Organisation for Economic Co-operation and Development (OECD)
Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD

OECD Secretary General **Angel Gurría**, and Chief Statistician **Martine Durand**, launched the third edition of the organisation's flagship well-being publication *How's Life? 2015: Measuring Well-Being*. Gurría highlighted the essential role that well-being plays in OECD analysis, emphasising that while governments around the world are focused on "growth, growth, and growth", it's important to remind ourselves what we want that growth for in the first place: namely, to increase the well-being of people. *How's Life?* provides essential statistics for monitoring and assessing well-being in OECD



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



and partner countries, both in terms of material conditions (such as income, jobs and housing) and the broader quality of people's lives (such as health, education, work-life balance, environment, social connections, civic engagement, subjective well-being and safety). Three key findings from the report were highlighted. The first is that children are paying a high price for rising inequality among adults, with children from less affluent backgrounds experiencing lower well-being across a wide range of measures. The second relates to the role of volunteering in raising well-being, both for the wider community and for volunteers themselves. Finally, inequalities in well-being were highlighted, underscoring the need to consider the distribution of well-being across different groups in society, including across different geographic regions.

Lunchtime panel: How does Happiness fit into the Sustainable Development Agenda?

Moderator: Marco Mira D'Ercole, Head, Division for Household Statistics and Progress Measurement, Statistics Directorate, OECD
Richard Layard, Director, Well-Being Programme Centre for Economic Performance, London School of Economics, UK
John F. Helliwell, Senior Fellow of the Canadian Institute for Advanced Research (CIFAR) and Professor Emeritus of Economics, University of British Columbia, Canada

The recently approved Sustainable Development Goals (SDGs) address most of the key aspects of people's well-being, and yet measures of people's happiness do not feature among them. This lunchtime panel, chaired by **Marco Mira d'Ercole**, addressed the important role of subjective well-being in achieving the SDG agenda. According to **Richard Layard**, life satisfaction should have been the overarching goal of the SDGs, as even in poor countries income accounts for only a tiny fraction of the variance in life satisfaction (contrary to Maslow's notion of a 'hierarchy of needs'). Life satisfaction measures should also be systematically used in cost-benefit analysis, with all policies assessed by the changes in (inequality-adjusted) life satisfaction per unit of expenditure. **John Helliwell** stressed that measures of subjective well-being are important because they convey the voices of people and reflect the importance of many drivers of well-

being, including how policies are designed and implemented (beyond what they deliver). He also argued that such measures should be collected in all types of surveys and for different groups of people, including children; and that life-satisfaction should have the most prominent role, although other aspects should be measured as well. He said that information on subjective well-being has already proven its value for policies, by focusing attention of policy makers on the importance of mental health for people's misery in the United Kingdom, and by influencing the design of the 1998 prison reform in Singapore.

Parallel session: Liveable cities

Moderator: Ana Marie Argilagos, Ford Foundation, USA
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

Moderated by **Ana Marie Argilagos**, this session brought together representatives of government and civil society to discuss how different cities approach the challenges and opportunities related to well-being and sustainability. **Ellis J. Juan** spoke about the IDB's Emerging and Sustainable Cities Initiative which aims to address two of the most important challenges to quality of life, sustainability and competitiveness in cities in Latin America: rapid urbanisation and climate change. To date the programme has provided technical and financial assistance to 55 cities, corresponding to 53 million people, and has three main dimensions: i) environmental and climate change; ii) fiscal responsibility and good governance; and iii) urbanisation. He noted that soon a fourth, on competitiveness will be added, and noted that Sustainable Development Goal 11 refers to quality of life in cities. Within this context, a tool has been developed to predict the expansion of the urban footprint and help to plan infrastructure investment accordingly. Lessons learned so far highlight the importance of people-focussed planning, and of

strengthening tax systems to fund improvements in infrastructure, water and waste management. **Carlos Medina** referred to existing international standards that can provide guidance to local governments to improve transparency, efficiency, and to strengthen public trust. He said that these norms provide a map for cooperation between citizens and governments in order to foster not only economic aims, but also institutional, social and environmental objectives. **Mónica Villegas** talked about the work of *Bógota Como Vamos*, a citizens' initiative that builds systems of quality of life measurement to improve governance, generate better policies and empower citizens. *Como Vamos* works together with the population, and especially vulnerable groups, to provide people with hard data and technical assistance so empowered citizens can communicate and work with government to improve their communities. Finally, **David Lammy** spoke from his experience as a politician in London where the lack of affordable housing is generating a number of problems for disadvantaged residents such as segregation in ghettos or lack of space for the growth and development of children. He emphasised the importance of developing inner-city employment opportunities and housing in order to combat inequality.

Parallel session: Trustworthy government and institutions

Moderator: Mario Palma Rojo, Vice-President, INEGI, Mexico
 Marta Lagos, Founder of Latinobarómetro, Chile
 Juan Pardinás, Director-General, Instituto Mexicano para la Competitividad (IMCO), Mexico
 Lisa Grace S. Bersales, National Statistician and Civil Registrar General, Philippine Statistics Authority (PSA), Philippines

What is 'good governance'? What is trust, and can it be measured? Panellists provided a variety of answers to these questions posed by **Mario Palma**, who moderated the session. **Marta Lagos** used data from social surveys and 'barometers' conducted in 134 countries around the world to highlight large differences in levels of trust in others and in institutions, both across countries in the same continent and across different types of institutions. While people's trust in government has declined

in most of the countries reviewed, she stressed the large recovery of trust in Uruguay since 2004; she also identified as key drivers of trust in institutions the pace of economic growth, inequalities in income and wealth, people's perceptions on the prevalence of transparency, corruption and discrimination in society, policy goals, and the degree of representation in public institutions. **Lisa Grace Bersales** noted that the concept of 'governance' has been operationalised in the Philippines based on a framework that distinguishes between public institutions, the business sector and civil society and, within each of these, between economic, political and administrative governance. The statistical office measures these different aspects of governance through a set of indicators that are then combined into a 'good governance' index for the various provinces. Following the approval of an 'anti red tape' act in 2007, an independent Civil Service Commission regularly provides ratings of different government offices in the country. **Juan Pardinás** drew attention to differences in people's trust in various public institutions in Mexico, identifying as key drivers of these differences the existence of clear leadership, of a clear mandate, and the importance of meritocracy in the career system of civil servants. He drew attention to the special challenges in creating trust faced by countries that moved to democracy before having established an effective rule of law, and to the importance of web-tools allowing users to 'rate' and share their personal assessment of the quality of various public institutions.

Parallel session: 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
 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

The drivers of conflict and instability are numerous



and complex, and are exacerbated by rising inequalities between different socio-economic, age, and cultural or ethnic groups. How to respond to social instability in an impactful and meaningful way? Which policies are needed to strengthen social inclusion and tolerance, and to promote more peaceful and cohesive societies? The panel, moderated by **Judy Cheng-Hopkins**, featured four contributions with a wide diversity of perspectives, from recent examples of economic reforms to foster inclusive growth, to local interventions to reduce violence, as well as new measurement initiatives to understand and build cohesive societies. According to **Ayache Khellaf**, the success story of the Moroccan economic reforms was largely due to their inclusive approach, e.g. they were based on a national consensus including economic operators and social partners. In addition, they aimed at empowering local and regional institutions and at fostering the integration of disadvantaged societal groups, notably women. **Thi Lan Huong Nguyen** provided evidence along the same lines when she presented the Vietnamese strategy to enhance social stability and cohesion. She drew attention to the importance of including all stakeholders, underlying the role of NGOs, and of giving a voice to the most vulnerable in societies. She also outlined the role of decentralisation to local authorities in contributing to the success of the reforms. However, she noted that there were some issues with implementation due in particular to corruption in economic and political circles. **Jose Enriquez**, a consultant from US Cure Violence, explained how violence was reduced in the Mexican state of Chihuahua between 2008 and 2012. He described how the organisation treats violence as if it were a contagious epidemic, and uses an epidemiological approach to combat its spread: interrupting transmission, preventing future spread, and changing group norms. Finally, **John Helliwell**, from the Canadian Institute of Advanced Research, made the case for using subjective well-being data to understand and build cohesive societies. Building on the example of migration, and recalling that happiness was increasing with social cohesion, he advocated that policies should focus on improving quality of life and happiness in migrants' countries of origin.

Plenary: Roundtable: on “Well-being at the local and regional level: achievements and challenges”

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

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

This panel, moderated by **Rolf Alter**, addressed a range of issues specific to implementing well-being policy at the local and regional level. **Claudia Serrano** made reference to the ‘capability approach’ developed by Amartya Sen, saying that while well-being means developing our full capacity as individuals, often the region where people are born undermines their opportunities and doesn’t allow them to achieve this; we therefore also need to apply the capabilities approach to regional territories, to allow the full development of their inhabitants. She argued that national averages that hide regional diversity are not useful to guide public policy and better data are needed, but accurate data alone are not enough to bring about change without the necessary political will and technical capacity. **Graco Ramirez** highlighted that Morelos is the only Mexican state that is subject to the evaluation of the OECD and INEGI in terms of well-being. He explained the measures that the state have put in place to improve people’s well-being, including implementing a social investment program, providing high school and university students with scholarships, incorporating single-mothers into the labour market by providing them with training, and creating and recovering public spaces. Ramirez explained that these initiatives have also helped to reduce violence and combat corruption in his state. **David Lammy** argued that there is a need for a strategy at the national and local level to shift the system from focusing just on growth to focusing on well-being. In the long-term focussing on well-being pays back; but one has to convince governments that well-being policies are an ally rather than a

monetary burden. **Fabrizio Barca**, talked about the Italian experience, where 25% of people live in small villages far away from services. Barca explained how the use of well-being indicators promoted a debate among citizens that promoted better leadership and contributed to the design of more effective local policies. Finally, **David Medina** described how his organisation “Results for America” works with governments to use data and evidence to improve people’s lives. They follow three principles: first, build evidence on what works; second, invest in what works; and three, shift money from what doesn’t work. They have launched the “What Works for Cities? Initiative”, a project to help 100 mid-size cities in the US to build infrastructure based on evidence of what works.

Day 2: Wednesday 14 October

Morning seminar: 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
Shaïda Badiëe, 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, UK.

More than 60 participants attended the lively session organised by PARIS21 around the topic of how developing countries can produce more and better data in a rapidly changing context. The implementation of the SDGs will put a tremendous pressure on national statistical systems and many hurdles will have to be overcome so that countries can measure and monitor the indicators. This was the departing point for the conversation of the six high profile panellists in which two bottlenecks in particular were addressed: the need to combine the “new” with the “old”, and the largely missing

co-ordination within the international statistical system, which impacts negatively on country systems. With respect to the first issue, many examples were given how the data revolution could strengthen and build on existing systems e.g. by using tablets for data collection. One key element driving the success of the implementation of new innovations is the capacity of NSO staff and their incentives for change. Turning to the question of co-ordination, it was noted that everybody is for it but nobody wants to be “co-ordinated” in practice. A better understanding of the different governance structures of actors is required in order to understand their incentives for co-operation and to be able to identify common projects where everybody can benefit from. One example of such a project could be investments in data literacy. Lastly, the panellists discussed the role of the new Global Partnership on Sustainable Development Data in contributing to achieving more and better data. Several examples were given of areas in which the Global Partnership could help, ranging from the integration of data revolution elements in NSDS to the organisation of multi-stakeholder exchanges on data at the local level. The session ended with an overall positive outlook for the data landscape in developing countries, as long as significant investments in improving capacities will be made.



Morning seminar: Mental Health and Community Development

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

This session provided an overview of mental health and well-being, with special attention given to its role in community, state, and national development. It presented examples of local measurement to explain why social and emotional well-being matters and how a focus on mental health with outcome driven investment can enhance long-term social and economic returns.

Morning seminar: Trustlab and Measuring Trust and Social Norms with Experimental Techniques

This seminar presented a new project – TRUSTLAB

- for measuring trust and social norms through experimental techniques such as lab games and IATs (Implicit Association Tests). The workshop presented the main goals and components of the project, and there was an engaged discussion on the experimental design, on the “semantics” of trust and its cross-cultural comparability, as well as on the risks involved by using money to elicit social norms.

Plenary: Keynote speech on “How do we ensure that prosperity is shared by all?”

Joseph E. Stiglitz, Professor of Economics, Business and International Affairs, Columbia University, Nobel Memorial Prize in Economic Sciences (Introduction: Eduardo Sojo, President, INEGI)

After an introduction from **Eduardo Sojo**, **Joseph Stiglitz** began his intervention by stating that greater equality and improved performance can be considered complementary. He stated that true prosperity goes beyond income and consumption, to include health, education, economic and non-economic security, and opportunity. Implicitly, prosperity must also be sustainable, as reflected in the natural, social, human and physical assets



Eduardo Sojo, President of the Mexican National Institute of Statistics and Geography (INEGI) and Joseph E. Stiglitz, Professor of Economics, Business and International Affairs, Columbia University, Nobel Memorial Prize in Economic Sciences

of countries. Shared prosperity therefore refers to the distribution of these assets across individuals and social groups. Sharing prosperity is important because inequality has negative effects on economic, social and political outcomes. There are different forces generating inequality, such as globalisation, technology, new norms and political systems, and Stiglitz emphasised that countries with similar economic structures have significant differences in their degree of inequality, implying that policy can make a difference. Over the last thirty years, many countries implemented several policies (e.g. reducing tax rates and liberalising markets) that led to more inequality. On the other hand, there are countries that have successfully applied policies to reduce inequality. Stiglitz also addressed the measurement of inequality and its consequences, and gave a number of examples where standard measurement has been insufficient for giving the full picture, such as the true impact of the crisis on exacerbating inequalities in social protection, retirement, health and human capital. After the speech, Stiglitz responded to various questions including on education reform, monetary policy, and regulation of labour and financial markets.

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
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.

The Roundtable, moderated by **Carlos Elizondo Mayer-Serra**, explored experiences from three countries: Tunisia, Brazil and Mexico. **Mustapha Nabli** explained how the macroeconomic situation in Tunisia before the Arab Spring was almost perfect on the surface, with strong GDP growth, low inflation and reduced inequality. However, a high unemployment rate among university graduates and in some regions fuelled the discontent that led to

the revolution. Nabli stressed how macroeconomic policy is not an antidote to all problems, and its effectiveness for achieving inclusive growth is dependent on the political environment in which it operates. Post-revolutionary macro-economic policy was oriented towards structural reforms to deal with the social issues at the root of the discontent, focussing on investment in education, training, and job creation. In Brazil, according to **Marcelo Neri**, macro-economic policies became strongly expansionary following the global crisis, but this did not prevent a deterioration of the labour market, increased inflation and the emergence of macro-economic imbalances. In this context, people’s evaluations of their life as a whole and of the quality of public services also dropped, leading to mass demonstrations in 2014. In his view, Brazil’s experience showed the limits of macro-economic policies in a context of high political uncertainty, and the need of structural reforms (and the potential benefits of Brazil’s membership of the OECD). Finally in Mexico, according to **Luis Madrazo**, GDP growth has been disappointing for many years despite the absence of macro-economic imbalances, mainly due to low productivity. While the new government launched an ambitious set of structural reforms, their effects will play out only in the long run; moreover, much more remains to be done to improve the rule of law and labour reforms, while regional inequalities remain large. A common theme stressed by all speakers was that political constraints often override other considerations when developing macro-economic policies. In many cases, structural reforms are more important than macro-economic policies per se, but policy makers may have over-rated their impact and underestimated the time needed for reforms to deliver their effects.

Parallel session: Skills for life

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



This session, moderated by **Dirk van Damme** focussed on the need to develop children's emotional and social skills, alongside traditional education. Van Damme described how strengthening skills such as resiliency and relationship-building can improve people's quality of life, increase self-esteem and happiness, and at the aggregate level can reduce crime, increase democratic participation and interpersonal trust, and improve the economic climate. **Jennifer Adams** explained that 'well-being' has been added to the list of priorities guiding education policy in her school district alongside excellence, equity, trust in the public sector and welfare. She described the policies being used to address the needs of three vulnerable groups in particular: students with special needs, those who are in the process of learning English, and indigenous children (First Nation inhabitants). **Alejandro Adler** described his work in Bhutan to increase happiness through positive education. He explained the peculiarities of Bhutan regarding the measurement of Gross National Happiness, as well as conceptual, technical and strategic intervention details. Schools participating in the intervention taught classes in physical health, psychology and nutrition, and results showed that this approach led to improved academic results as well as having a positive impact on the students' quality of life. The intervention is being replicated in several countries in Asia (Nepal, India, Bangladesh, Sri Lanka) and Latin America (Peru, Colombia, Mexico and Chile) to test whether this may provide a new universal paradigm. **Francisco Marmolejo** pointed to the challenges of tertiary education today, and the mismatch between what employers demand and what is being offered by higher education. He addressed the soft and emotional skills required on today's labour market, including the ability to work in teams and in multicultural contexts, language and ICT skills, and the capacity to continue learning throughout life.

Parallel session: Mental health

Moderator: Margarita Tarragona, former director of the Institute of Science of Happiness TecMilenio, Mexico
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
Nils Fietje, World Health Organisation (WHO), Europe.

This session, moderated by **Margarita Tarragona**, discussed examples of policy responses to tackle mental health in different contexts and policy spheres, as well as discussing the need for better measures. **Richard Layard** set the scene, emphasising that the single most cost-effective policy action to improve people's well-being would be to treat more people with mental health problems. As well as being a humanitarian issue, failure to treat mental health problems also has major economic impacts, including in terms of welfare costs, absenteeism and presenteeism. Mental health problems also make physical health problems harder to treat, increasing the cost of physical healthcare by an estimated 50%. Layard described the UK Government's "Increasing Access to Psychological Therapies" programme, which is generating hard evidence about positive outcomes that can help to make the case for intervention on a larger scale. **Nils Fietje** highlighted that suicide is the second most common cause of death among young people; depression accounts for 4.3% of the global burden of disease; and between 2011-2030 an estimated US \$16.3 trillion will be lost in economic output due to mental disorders. Fietje introduced Health 2020: the European policy framework for health and well-being, and the European Mental Health Action Plan. **Hong Ma** described the importance of giving policy-makers a comprehensive picture of mental health care and needs, framed in a language they respond to. She described "Project 686", the Chinese Central Government's first mental health project, focused on building community service teams linking home and hospital care, and providing training to mental health specialists who then guide community health teams. **Rubén Alvarado** emphasised the role of evidence, in terms of information on the magnitude and relevance of mental health problems, as well as evidence on treatment efficacy, and the overwhelming economic cost-benefit case for treatment. But information alone is not enough: it must be delivered effectively. Rubén highlighted the role of leadership and team-building, noting the importance of establishing long-term alliances with Ministries, and discussed the factors that contributed

to the success of the Program for the Treatment of Depression in Primary Care (PTDPC) in Chile.

Parallel session: Job quality

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

Why does quality matter, and how should it be defined? What responsibilities do government and companies have to ensure the well-being of workers in the workplace? At a time when the world economy is yet to recover from the crisis, how much should policy focus on the quality of jobs? To these questions posed by **Raphael Diez de Medina**, who moderated the session, the four panelists provided various perspectives. **Sandrine Cazes** introduced the new OECD Job Quality Framework (focusing on how job quality was defined and measured) and discussed some methodological choices and indicators selected to assess the three key dimensions of job quality: earnings quality, labour market security and the quality of the working environment. She also presented the main adjustments made to the framework to capture the most salient characteristics of the labour markets of emerging economies. **Sangheon Lee**, from the ILO, focused on policy actions, exploring the difficulties of promoting job quality, despite wider recognition of the importance of the topic. He made the case for labour market regulations and the discussed the right policy mix needed to ensure good labour market performances in terms of quantitative and qualitative outcomes. **Keld Thornæs** and **Oriana Tickell** gave two complementary business perspectives, stressing both the importance of companies' engagement in job quality as part of corporate social responsibility. During the floor discussion, there was a general interest for the OECD Job Quality framework and an overall recognition of the necessity of engaging with all stakeholders, and notably companies (i.e. reaching out to CEOs and not only Human Resources staff).

Launch and Press Conference: Well-being in Mexican States

Angel Gurría, OECD Secretary-General
Eduardo Sojo, President, INEGI
Aristóteles Sandoval, Governor of the State of Jalisco, Mexico.

Angel Gurría presented the preliminary version of the publication "Measuring Well-Being in Mexican States", a report that gathers the main results of the joint project between the OECD, the Mexican states and INEGI to measure well-being in the 32 Mexican states through a system of well-being indicators that follows the OECD framework to measure well-being. The report shows that there are large disparities across Mexican states in most dimensions of well-being. On the other hand, over the last ten years, well-being disparities have narrowed in health, accessibility to services, housing and environment thanks to the improvement in lagging regions. **Eduardo Sojo** launched the website "System of Well-Being Indicators by State" where 35 well-being indicators distributed across 12 well-being dimensions are publicly available (<http://www3.inegi.org.mx/app/bienestar/>). Policy makers and users can now use different visualisation tools to compare the performance of their state to the national value and the performance of other states in a given year or over time. The website will be continuously updated with the release of new data and new indicators will be included accordingly to the needs of government and citizens.

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
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
Alice Feng, Web-COSI/Wikiprogress Data Visualisation winner
Andrew Mollica, Web-COSI/Wikiprogress Data Visualisation winner



This lunchtime panel, moderated by **Kate Scrivens**, presented the EC-funded project Web-COSI, which aims to involve new audiences in 'beyond GDP' statistics. **Donatella Fazio** described the aims and achievements of the project in detail, which has developed a number of outputs including a crowdsourced 'map' of over 150 'Beyond GDP' initiatives, the Wikiprogress data portal to upload and download relevant information and data, as well as a number of workshops, papers and other activities. **Enrico Giovannini** spoke on the importance of involving a broader range of actors in the discussion on well-being measurement and 'Beyond GDP' data. He focused on the need to better communicate the meaning of the numbers through data visualisation, and also to promote statistical literacy amongst the young so that a wider range of viewpoints can contribute to the debate. The three winners of the Wikiprogress Data Visualisation Contest were then presented with their awards and given the opportunity to explain their winning entries. **Alice Feng** presented her visualisation on socio-economic inequalities in access to higher education. **Andrew Mollica** showed his interactive tool to explore the regional distribution of various well-being outcomes (such as education, housing, health, work, and safety) with data from Mexico at the municipal level. Finally, **Fidel Thomet** presented his interactive tool, "Seeking a better life", which combines data from the OECD's Better Life Index with migration flow data to compare quality of life in migrants' home and host countries.

Plenary: Roundtable on "What are the measurement and implementation challenges of the new SDG agenda?"

Moderator: Ravi Kanbur, T.H. Lee Professor of World Affairs, International Professor of Applied Economics and Management and Professor of Economics, Cornell University, USA
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.

The Sustainable Development Goals (SDGs) launched at the UN General Assembly in September 2015 will further increase demand on statistical offices to expand their efforts into new territory, while new technology and data sources offer great promise but come with their own hazards. **Ravi Kanbur** opened this roundtable by highlighting three key challenges: i) Prioritisation: where are national statistical offices (NSOs) going to put their resources?; ii) Capacity: how are statistical offices going to be able to implement the measurement demands?; and iii) Inclusive monitoring: how can we ensure that the voices of civil society can be reflected in the evidence collected? **Pali Lehola** focused his remarks on rapidly evolving forms of data technology and informatics, and the challenges these pose for NSOs - who typically rely on well-established and tested methods, and can struggle to integrate new innovations at speed. Private sector interests are also potentially problematic in these new forms of data. **Savas Alpay** spoke about sustainability, inclusiveness and inequality, highlighting the difficulty of financing the implementation and monitoring effort, and the need to look for new resources and approaches. **José Rosero** underlined the importance of having the right institutional architecture, including the importance of strengthening institutions for statistics. This includes giving NSOs a mandate to work on SDG monitoring; planning and capacity-building; regulating standards and controlling quality; and strengthening capacity inside the system, including building talent and reducing staff turnover. **Joe Colombano** emphasised that the sheer size, breadth and depth of the SDGs represents a radical departure: even countries with the most sophisticated statistical systems will need more effort on capacity. The "Data Revolution" has brought a positive new dynamism, and the SDGs have drawn in new actors. Aligning interests and ensuring data quality, certification and standardisation are major issues. **Enrique Ordaz Lopez** also raised the issue of creating new partnerships, between government, civil society, academics and the private sector. He emphasised that statistical offices will need to be open and understand users' needs and concerns, while also making the most of non-traditional sources of data. He also highlighted the spatial dimension of the goals, and the benefits of linking statistics to geographical information systems.



Plenary: Roundtable on “What are the implications of rising inequality?”

Plenary: Roundtable on “What are the implications of rising inequality?”

Moderator: Gonzalo Hernández-Licona, Executive Secretary and founder of the National Council for the Evaluation of Social Development Policy (CONEVAL)

François Bourguignon, Emeritus Chair and Professor, Paris School of Economics, France

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.

Panellists addressed a range of questions posed by the chair, **Gonzalo Hernández-Licona**. First, has income inequality really increased? Yes when considering the experience of OECD countries over the past few decades, answered **Stefano Scarpetta** drawing on the recent OECD report “In It Together”, although with different speed and timing. But not in general, noted **Nora Lustig**, drawing on the experience of Brazil and other Latin American countries over the past decade. Also, the upward trend may also have stabilised in some rich countries, added **François Bourguignon**, implying that the idea that income inequality can only rise is surely

wrong. Second, what about other inequalities than income? **Hugo Beteta** stressed the importance of inequalities in opportunities, noting that in Latin America people’s ‘origin’ (as children) largely determines their ‘destination’ (as adults), so it is very important to take into account “intergenerational” issues when analysing inequality. **Mario Pezzini** noted the importance of inequalities among regions (rather than among people) and the vulnerability of the middle class in Latin America, while François Bourguignon noted the importance of cronyisms and group differences. Third, what is the role of people’s perceptions of inequality, as opposed to reality? Stefano Scarpetta described some of the patterns highlighted by the new Compare your Income tool developed by the OECD, in particular the tendency for most people to think that they belong to the middle class. François Bourguignon argued that perceptions are as important for policies as hard facts and that a range of factors may account for them, including limits in available statistics to capture developments in the top end of the distribution (a limit, added Nora Lustig, that would require that statistical agency gain better access to tax returns). Last, what is the right mix of policies to address inequalities? Stefano Scarpetta stressed the



importance of rethinking redistribution policies and of increasing the progressivity of the tax system, as well as the role of education, health and labour market policies; Mario Pezzini noted the importance of mobilising additional tax revenues in many developing countries and the link between income inequality and the sectoral patterns of economic growth; while Francois Bourguignon noted the importance for policies to focus on the root causes of inequalities (e.g. eliminating monopoly rents that breed the top 1%) rather than only on their symptoms.

Parallel session: Towards gender equality

Moderator: Manal Sweidan, Head of Gender Statistics Division, Department of Statistics, Jordan
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.

This session, moderated by **Manal Sweiden**, explored successful policies and interventions for improving gender equality in different national contexts, as well as their wider implications for the well-being of current and future generations. **Berglind Asgeirsdottir** described the achievements in improving gender equity in Iceland over the last four decades. She described policies to improve female labour force participation, noting the positive impact of promoting equal paternity leave (Iceland was the first country to ensure equality of paternity and maternity leave), and addressing other policies such as establishing gender quotas for company board membership. **Aïcha Bah Diallo** described the key challenges for girls and women in Africa (where over half of adolescents are outside the education system), emphasizing the importance of empowerment through education, which promotes peace, and leads to improved health outcomes in the community and family, and economic and social independence for women. **Shailaja Chandra** explained that achievements of gender equity in India are uneven, and that while there are good

examples of individual success, the aggregate indicators are less positive, with a strong patriarchal mentality in cultural and social institutions that generate persistent gender inequalities. She stressed that while there has been progress in areas such as maternal mortality, reproductive health, violence and composite indicators such as the Human Development Index, continued pressure needs to be put on politicians to understand the real dimension of gender issues. **Lorena Vazquez Ordaz** highlighted the similarities between the situation in India and Africa, and that in Mexico, especially in rural communities. She described the “Hunger Project”, which is a global project that seeks to reduce poverty by empowering women to realise they can be agents of change, creating safe spaces for women within their communities to combat poverty and hunger.

Parallel session: Social mobility

Moderator: Tonatiuh Guillén López, President, El Colegio de la Frontera Norte, Mexico
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.

This session, moderated by **Tonatiuh Guillén López**, examined the issue of social mobility from different angles, bringing together experts from government, academia and civil society to discuss the policies and interventions that help to make a difference. **Enrique Cardenas Sanchez** described a recent survey on social mobility in Mexico, whose results showed that mobility is indeed low in the country and that education is not realising its potential to overcome socio-economic disadvantage. He argued that a revolution in the productive system is needed to encourage job creation, as well as a fiscally sustainable universal healthcare system. **Catriona Williams** described the work of the Committee on Social Mobility and Child Poverty in the United Kingdom, which is made up of representatives from across the political spectrum, as well as the private sector and civil society. She stressed that the UK is a country highly divided by



Parallel session: Towards gender equality

social barriers, which will be extremely difficult to overcome. She talked of regional discrepancies in educational performance and, as a result, other social outcomes, as well as the influence of an unequal education system, with the minority of students attending private schools receiving a disproportionate advantage in the labour market. She highlighted a number of recommendations for combatting these barriers, including encouraging businesses to have more transparent selection processes and to invest more in the professional development of students from disadvantaged backgrounds. Finally, **François Bourguignon** spoke of the difference between inequality of income and inequality of opportunity, and the close relationship between the two concepts. He argued that while policies to encourage social mobility usually focus on the latter concept (inequality of opportunity), the vicious circle may be broken by focussing on attaining a more equal distribution of income in societies.

Parallel session: Empowering minorities

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

This session, moderated by **Shane Houston**, looked at how to better take into account the voices of those experiencing reduced opportunity due to their race, ethnicity or origin, and presented examples of evidence-based policies to empower ethnic minorities. **Ricardo Bucio Mújica** addressed the need for better data and evidence to be applied to the design of public policy for minority groups. He referred to the importance of changes in legislation and classification of excluded groups which have given them greater visibility in policy discussions and which have led to improvements in their quality of life, and to their integration into society.



Atawhai Tibble described a 2013 survey conducted among the Maori population in New Zealand, which has allowed the Maori to use the results to develop their own strategies for improving community well-being, and has led to them to demand more information and new measures that reflect their own priorities and interests. **Omar Khan** echoed the need to better integrate the ethnic dimension into well-being measurement in order to better understand the discrimination or exclusion faced by minority groups. He stressed the links between the experience of discrimination and reduced wellbeing, loss of dignity and lowered self-esteem, and argued that the development of measurement and policy aimed at better understanding and tackling the challenges faced by minorities needs to be driven by a sense of societal values, and not just be economic considerations. **Alfonso Villalba** referred to the work carried out by the United Way Worldwide Leadership Council and emphasised the need to work in a cooperative manner, and change the way we communicate and support sustainable projects to improve the well-being of minority groups.

Day 3: Thursday 15 October

Morning seminar: Child Well-being

Dominic Richardson, Senior Education Specialist, the UNICEF Office of Research – Innocenti

Sean Slade, Outreach Director, Association for Supervision and Curriculum Development (ASCD), USA

David Griffith, Public Policy Director, Association for Supervision and Curriculum Development (ASCD), USA.

This seminar included presentations on, and an open discussion of, the challenge of measuring and monitoring child well-being outcomes for informing public policy development from the perspective of international organisation and civil society actors. The discussion focused on the issues related to development and use of indicators and indices of child well-being, and national monitoring frameworks, for promoting effective and efficient policies for children. In particular, this seminar touched on issues such as: gaps in conceptual and

child-age coverage, data quality issues, and coherent and complementary approaches to meeting the multiple social progress goals – across multiple policies – these types of statistical initiatives present.

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

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

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

Jon Hall, National Human Development Reports, UNDP

Decharut Sukkumnoed, Thailand National Progress Indicators Programme.

The seminar's aim was to discuss developments and successes in the global movement in measuring societal and community progress in the past decade and identify the most important strategic risks and opportunities, and likely development paths of this

movement, in the next 5 years and beyond. The speakers were selected for their extensive experience in this movement from diverse perspectives: policy and governance, statistics, research, community and democratic. There was general agreement amongst the speakers that much progress has been made over the past decade on a number of fronts and in many countries in developing better and more community-based measurement systems. The fact that there is now clearly a 'global movement' in this field is itself perhaps the strongest evidence for this, as is the rapid growth of societal measurement programs and initiatives in many countries and communities, and in international organisations like the EU and the World Bank. At the highest level, strong recent developments in the UN Sustainable Development Goals (SDG) programme (endorsed internationally earlier that month) and its growing emphasis on indicators of progress and well-being, are also partly an outcome of this movement. Speakers identified or discussed five strategic issues for the next decade: (i) aligning the 'Beyond GDP' movement with the SDG agenda, (ii) continuing the substantial work that has been done to critique, revise and improve the GDP measure; (iii) turning new measures into policy, (iv) developing an international standard of social progress measurement, and (v) coordinating global research and action through the creation of a global research centre on progress and its measurement.

Plenary: Keynote speech on "Changing behaviour for sustainable well-being"

José Sarukhan, National Coordinator, CONABIO
(Introduction: David Miller, CEO, World Wildlife Fund (WWF) Canada and Former Mayor of Toronto).

After a brief introduction from **David Miller**, **José Sarukhan** opened his address with some key questions: How do we link our natural surroundings to current and future well-being? How do we sustain sovereign food production in the context of climate change? How can we use biodiversity to adapt to climate change and to ensure sovereignty in food production? Sarukhan contended that the way the population of the 21st century will be fed will determine the future of our ecosystems.

He said that agriculture is the greatest driver of ecosystem loss, so we have to learn how to balance agriculture and ecosystems, and high-tech agriculture as it is applied today is economically and ecologically unsustainable, and its social, economic and environmental externalities are unacceptable. Sarukhan explained that given the ecological diversity of highly diverse countries, such as Mexico, no single agricultural system can ensure food security and a variety of agricultural systems are required. Instead, in order to implement such a variety of systems we need to understand and help to improve traditional agro-technologies with full participation of farmers. Sarukhan stated that much can be learned from the genetic adaptability of crops in Mexico, this knowledge could contribute to further adaptation in the context of climate change while ensuring food sovereignty. He concluded by arguing that more public-funded research in agriculture is needed, especially on sustainable intensification, maintenance and use of agricultural biodiversity.

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

Moderator: Walter Radermacher, Director-General of Eurostat
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 Mountford, Director of Economics, World Resources Institute and Programme Director, New Climate Economy
Francesco Gaetani, Science Policy Programme Officer, UNEP.

Moderator, **Walter Radermacher**, opened the session asking how to increase well-being today without jeopardising the well-being of future generations. Answering this question implies dealing with risks and uncertainty, as well as looking at the resilience of systems. He stressed that there is evidence that many countries with high Human Development Index scores are also the ones with a high Ecological Footprint, and governments have to find the way to achieve better living conditions without further harming the environment. **Katherine Trebeck** warned that climate change threatens the progress made in reducing poverty, and spoke of



the importance of taking a micro approach to the issue of sustainable growth, and of involving the community in sustainable innovations. She argued that incorporating local populations is also a way to break the impasse in discussions on growth versus sustainability. **Helen Mountford** talked about the need to bring better information on environmental impact to both investors and consumers, and that bringing the right information to the right people at the right time can make a difference. For example, when the idea of reforming fossil fuel subsidies was tabled in 2009, many politicians had doubts on the fiscal benefits of reform. However, when the OECD compiled international data on subsidies and tax from environmental, social and economic perspectives, this helped to make the efficiency of certain approaches more visible, and it convinced some governments, and more importantly, it generated the public support needed, to implement reform. **David Miller** stressed the need to think holistically, taking into account the environment and social justice as well as the economy, and recognising that these perspectives are all strongly interlinked. He gave the example of the cod-fishing industry in Newfoundland, which collapsed due to an overexploitation of the environment, and which had a tremendous impact on different economic and social aspects of the communities that depending on cod fishing for their livelihoods. This issue could have been prevented by regulating fishing practices following a sustainability perspective. **Francesco Gaetani** talked about the need for greater transparency, and for governments to share open data related to their commitments and actions in the green economy. He described the open platform being developed by the United Nations to enable governments and citizens to share environmental information. **Julia Carabias** said that is important to incorporate a horizontal perspective into the environmental agenda and all sectors have to communicate efficiently to work together. To achieve change, she emphasised the need to restructure institutions to and to find a way to transform political priorities.

Parallel session: Big and crowd-sourced data

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

The panel, moderated by **Enrico Giovannini**, featured five contributions with a wide diversity of perspectives from the field of big and crowdsourced data. **Johannes Eichstaedt** presented selected results from the World Well-Being project, a body of research that uses social media data to predict various elements of subjective well-being. A few examples were described, including an open-vocabulary analysis of language from social media that helped to assess valid personality measures as well as a twitter language analysis to predict country-level heart diseases with a good degree of accuracy. **Claire Melamed** discussed the importance of multiple sources of data for informing development policies pointing to data initiatives carried out in developing countries, including Nigeria. **Tom Schenk** presented the extended open data initiative undertaken by the city of Chicago. The initiative comprises a large number of apps and websites that leverage open data to the benefit of the community, e.g. the Chicago Flu Shots website that spots flu-shot locations across Chicago. As another vivid example of open data driving better policies, a food inspection forecasting project was presented that helped to optimise the number of food inspections and to reduce the number of customers becoming ill. **Shaïda Badiee** discussed the conditions under which big and crowdsourced data may become critical pillars of a stronger and sustainable data ecosystem. She also provided several case studies where these data have effectively turned into positive development impacts, including in health care, environment and agriculture, humanitarian crisis and other areas. She advocated for the establishment of greater partnerships among official statisticians, data researchers and institutional actors for the effective use of data in driving changes. **Alex Willcock** shared a vision on how big data can pave the way to a better understanding of people's life trajectories and ultimately to better individual decision-making. Enrico Giovannini highlighted that governments may face a trade-off in investing resources for building better IT infrastructures that

could generate big data or generating data capacity at National Statistical Offices where the information would bear higher quality standards.

Parallel session: The role of universities in influencing the wellbeing agenda

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

Universities have a key role to play in preparing new generations of leaders with different mind sets, providing them with new analytical tools and learning practices. They also have a broader role to play in preparing young people for a successful transition to the labour market. This session, chaired by **Marco Mira d'Ercole**, presented various examples on how this could happen and discussed different ways in which universities could play a role in shaping the well-being agenda. **Montserrat Gomendio** stressed the importance of skills, defining them as “the new global currency”. Based on recent OECD findings from the PIAAC survey, she pointed to a general increase of demand for high skilled jobs (in particular in science, technology and mathematics) and to differences across countries in the mismatch between skills demand and the level of education, which itself has implications for productivity. Going beyond economic outcomes, she stressed that the level of education also had an impact on health, political engagement, trust in others, and other well-being outcomes. **Mike Salvaris** asked why corporate universities were failing to influence the well-being agenda, making reference to the Australian system. He pointed to two possible explanatory factors: first, the fact that universities were more and more specialised; and, second, that they were not working collaboratively, notably across different disciplines. **Hector Mauricio Escamilla Santana** introduced an innovative model developed in the University of TecMilenio in Mexico where, in addition to providing

skills and competences to students, the university wants to provide a purpose in life and empower students to become happy. According to him, this approach provides high return in investment (higher employment rates and happier students). Finally, **Yann Algan**, from SciencesPo Paris, noted that graduate and undergraduate economics courses have barely changed over the last three decades, despite major failures in forecasting the global economic crisis. He presented a new project which aims to improve and rethink conventional methods of learning. This new interactive learning platform (CORE ebook) is based on a community of learners and teachers collaborating to make economics accessible and relevant to today's problems.

Parallel session: New policy tools and frameworks

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

This session, moderated by **Mathilde Mesnard**, focused on the relevance of well-being data in policy-making, and on new tools for building evidence into policy practice. **Yuval Laster** discussed experiences with national well-being measures in Israel, emphasising the importance of identifying the right stakeholders to collect, present and interpret the data; having a prominent politician backing the process; and ensuring that ministries share ownership from the beginning, with a “lead” ministry for each aspect of well-being. He also spoke about the role of regular government reporting, attaining short-term impact through annual Ministerial plans, and achieving long-term change by integrating indicators into government strategic planning. Themes of ownership and strategic impact were also picked up by **Ulla Rosenström** from the Finnish Prime Minister's Office. In Finland, a bottom-up indicator-based approach (Findicator.



fi) is now complemented by a top-down strategic government programme, where Ministers select priorities, and then use indicators to monitor and evaluate achievement. Ulla underlined the need to be selective (e.g. 25 or 30 priority indicators), with regular reporting in a simple and digestible format, and of setting aside a specific time for Ministers to get together and reflect on the evidence. Data timeliness and the ability to forecast were also highlighted as important. Trade-offs and synergies among different well-being outcomes are of key interest to policy-makers, and the final two talks focused on incorporating citizen's views into policy development. **Andrew Coleman** and **Joey Au** presented an innovative method for eliciting citizen preferences across complex multidimensional outcomes, developed in the "1000 Minds Survey" in New Zealand, and using the specific example of selecting between different retirement income policy options. The survey decomposes complex problems into a series of steps, and respondents are asked at each step to select between two different outcomes. As well as enabling an overall ranking of different policy priorities, this method also highlights where preferences diverge across different population groups. **José Franco** from the Science and Technology Advisory Forum discussed various methods for citizen engagement in science, technology and innovation policy in Mexico. In particular, Franco highlighted a citizen survey used to help inform agenda-setting, and a competition for university students to provide solutions to ten major societal challenges, attracting nearly 1,000 proposals for ten funded prizes.

Lunchtime Panel: Measuring well-being around the world - Latest developments

Moderator: Jil Matheson, former UK National Statistician
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.

This session, moderated by **Jil Matheson**, presented

a selection of the latest developments from National Statistical Offices (NSOs) around the world in the measurement of well-being. **Gerardo Leyva** presented the results of a new module to measure subjective well-being in Mexico in accordance with the latest OECD guidelines, which was implemented as part of a broader survey to capture objective measures of poverty and social vulnerability, at a national and regional (state and province) level. It is the first such exercise undertaken by an NSO that can integrate both objective and subjective approaches, enabling the analysis of the interaction of social, anthropological and material phenomena at the micro-, meso- and macro-level on social well-being. **Esengül Tanrikulu** stressed the importance of having an index to monitor and summarise the status of well-being of a population. Well-being is currently measured in Turkey through a wide range of objective and subjective information, but Turkstat is constructing an index to simplify the interpretation of these results, without leaving out any of the key dimensions of well-being. **Genovefa Ruzic** stressed the importance of a consultation process to establish a consensus around the selection of well-being indicators. She explained that in the case of Slovenia, consensus was sought to identify indicators of social welfare, material conditions and the environment that would be easily understood by the public, and which would clearly show whether changes implied an increase or decrease in well-being. **José Rosero** of Ecuador stressed that the notion of well-being or the "good life" is by no means a new concept but a deep-rooted notion underpinning the life of pre-Hispanic indigenous communities in the Andes. It is anchored in a sense of harmony between community and nature, within a clear sense of limits. Ecuador has integrated the notion of the good life into its constitution to align rights and obligations accordingly.

Plenary: Roundtable on "Behavioural insights for well-being policy"

Moderator: Saamah Abdallah, Senior Researcher and Programme Manager, Wellbeing, NEF, UK
Paul Litchfield, BT Group Chief Medical Officer and Chair, What Works Centre for Wellbeing, UK
Robert H. Frank, Henrietta Johnson Louis Professor of Management



Plenary: Roundtable on “Behavioural insights for well-being policy”

and Professor of Economics, Cornell University, USA
Alissa Fishbane, Managing Director, ideas42, USA
Anna Fruttero, Senior Economist, World Bank.

This session, moderated by **Saamah Abdallah**, brings together experts and practitioners to discuss how insights from behavioural science can be applied to improve people’s well-being. **Alissa Fishbane** spoke about the Ideas42 initiative, which uses behavioural science to solve different social problems. She highlighted how sometimes small inexpensive policy changes related to individual behaviour can have a great impact, giving examples related to retirement savings plans and sexual health behaviour. She argued that policies have to be designed on the basis of how people really are and behave, not on the way we think people should be. Knowledge of human behaviour can help amplify the effect of policies in a cost effective manner. **Anna Fruttero** highlighted three elements to consider when thinking about behaviour: first, people think automatically and cannot make a cost-benefit analysis of all their possible choices; second, people are social animals and the way other people think and act affects one’s behaviour; and third, the way people interpret reality depends on their culture. She explained that

accounting for these aspects brings more innovation to policy making and enlarges the set of tools available, giving examples related to tax payment and water consumption. However, she added since behaviour can vary dramatically across countries, every case has to be diagnosed and understood to be addressed properly. **Paul Litchfield** and **Robert H. Frank** discussed the importance of not making assumptions about human decision-making based on rationalist models, but rather collecting empirical evidence and taking into consideration psychological, social and cultural aspects of the way people make choices. Frank gave the example of rising inequality and the spread of conspicuous and ostentatious consumption, explaining that when the rich spend more than necessary on certain goods, the non-rich try to imitate them, and these distorting behaviours lead to overall decreases in societal welfare.



Plenary: Launch of the How's Life in Latin America? Initiative

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

This session kicked-off the “How's Life in Latin America” initiative, a new OECD project that seeks to develop comparable well-being evidence for Latin American and Caribbean countries. In the panel's view, the initiative will bring considerable benefits to both Latin America and the OECD, providing an ability to compare LA countries along a wide range of metrics that are relevant to their cultural and historical background as well as to their economic reality. The OECD will also engage in a learning process about well-being factors that matter to this region of the world in particular, but that have a potential for being conceptualised and operationalised in other places as well, for instance the relationship with nature and the notion of harmony. **Mari Kiviniemi** highlighted that well-being is an ancestral concept in Latin America and several projects have already been developed to measure well-being at national level. **Mario Pezzini** emphasised the bottom-up and inclusive nature of this endeavour which will allow for a full understanding of the issues measured. **Pascual Gesterfeld** noticed that this initiative is very much in the spirit of ECLAC's approach, as it combines an intellectual openness in taking into account considerations of dimensions and concepts that are specific to the region with a deep understanding of its structural issues, such as large inequalities, low inclusiveness and low productivity. According to **Fabrizio Barca** this initiative presents a threefold opportunity: adjusting existing measurement frameworks and practices in the region; addressing the substantial within-country differences in health and education; and, raising public awareness of well-being issues. **Carlos Prada** welcomed the initiative that he thought could lead to a real change of the existing policy and measurement paradigm and that aligns very well with some recent work done by DANE in the context of the last agricultural census,

and in particular the focus paid to the rural-urban differences and to the well-being of indigenous groups. **José Rosero** saw this initiative as a real peer-to-peer partnership that will generate new relevant information for Latin America as well as substantial exchanges on the methodology to the advantage of all stakeholders. He considered that Ecuador's experience in conceptualising well-being can inform the “How's Life in Latin America” initiative and contribute to a better understanding of regional specificities.

Plenary: Forum conclusions

Eduardo Sojo, President, INEGI
Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD.

Eduardo Sojo gave some brief and sincere words of thanks to all participants and all those involved in making the Forum a big success. **Martine Durand** then gave an overview of the conclusions and lessons for the future raised by the rich discussions over the three days of the Forum. She opened by outlining the progress that has been made since the 4th OECD World Forum was held in New Delhi, India in 2012. In New Delhi, a strong momentum had already begun and there was the start of a convergence around our understanding of well-being. However, much more work was still needed to improve policy-relevant measurement, advance research on drivers and causal pathways, and take stock of best practice in measurement and policy. Now, three years later, a huge amount of progress has been made in mainstreaming the well-being agenda into policy discussions. This can be seen at a global level (e.g. through the Sustainable Development Goal agenda), at the national level (as shown by projects in countries as diverse as Slovenia, Ecuador and Thailand), and at the local level (as represented by many city or state-led projects from Mexico, Latin America and around the world). A well-being approach to policy can not only be seen across a number of different policy areas, such as education, mental health, or governance, but is also evidenced by a greater recognition of the complexity of societal outcomes, and an integration of cross-cutting issues such as inequalities and sustainability. Even more



Eduardo Sojo, President of the Mexican National Institute of Statistics and Geography (INEGI) and Martine Durand, Chief Statistician and Director, Statistics Directorate, OECD

promising is that the trade-offs between traditional economic policy goals and well-being may not actually exist and it is becoming increasingly clear that integrating a well-being approach provides a win-win strategy in many cases. Furthermore, in the last three years, huge advances have been made in well-being measurement in areas such as subjective well-being, income and wealth inequalities, job quality, and environmental and economic accounts. Data is being produced with a new level of depth and detail, allowing for a better view of how well-being outcomes are distributed across individuals, population groups, and sub-national regions. In addition, new sources of data and new platforms are opening up the horizons for data collection and data dissemination. Overall, the Forum has shown that new metrics are changing the way policy is being made by putting new areas on policy-makers' radars (e.g. social and emotional skills, trust and cooperation, culture and community values); by providing new relevant information to evaluate policy impacts and success (e.g. Jalisco Bienestar initiative, New Zealand stated-preferences surveys) and by helping to monitor governments' progression towards stated goals (Finland, Slovenia). Martine completed her overview with a summary

of next steps and future goals, working towards the eventual 6th World Forum on Statistics, Knowledge and Policy. She highlighted three main areas for advancement in the coming years: first, consolidating progress to develop a more rigorous and comparative evaluation of policy experiences using the well-being lens; second, building new partnerships, between data producers and users, between policy and civil society, between countries, and between research, data and policy communities; and third, finding new and more effective ways to do things differently, ensuring that better information does lead to better policies, and better outcomes for people and the planet. All of this will need to be undertaken in the context of the implementation of the SDGs and other international commitments such as COP21, the data revolution, increasingly open government, greater citizens' involvement, and continuing financial constraints and political realities.



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

