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OECD workshop: Measuring Business Impacts on People's Well-being

23-24 February 2017,

OECD Conference Centre, Paris, France

Agenda

WHY MEASURING BUSINESS' IMPACTS ON WELL-BEING MATTERS

23 February - First Day

8:30-9:00	Registration and Welcome Coffee
9:00-10:15	Introductory Session: Chair: <i>Douglas Frantz (OECD Deputy Secretary General)</i>
9:05-9:15	Welcoming remarks: <i>Gabriela Ramos (Special Counsellor to the Secretary General and Sherpa to the G20)</i>
9:15-9:30	Setting the Stage: Well-Being as a business proposal? <i>Martine Durand (OECD Director of Statistics and Chief Statistician) - Presentation</i>
9:30-9:40	Introduction by co-organisers: <i>Michael Pirson (Fordham University) - Presentation; Rodolphe Durand (HEC)</i>
9:40-10:15	Keynote speech: How can the business sector become a positive driver of human well-being? <i>Chris Laszlo (Faculty Executive Director, The Fowler Center Case Western Reserve University) - Presentation</i>
10:15-10:45	Coffee Break
10:45-12:00	Session 1 on Well-Being as a business concept Moderator: <i>Stewart Wallis (New Economy Coalition)</i> Speakers: <i>Pierre Poret (Director of Financial and Enterprise Affairs, OECD) - Remarks; Susan Winterberg (Business for Social Responsibility) - Presentation; Harald Condé Piquer (Novethic); Hunter Lovins (Natural Capitalism Solutions) - Presentation</i>

The session will discuss how well-being is currently inspiring new practices by companies and why this concept is gaining traction in both "new" and "old" business models. The session will first cover what is meant by well-being from a business perspective, as well as what dimensions of well-being are relevant and in which types of business contexts and realities. The session will then discuss why a well-being being vision is relevant and elaborate on the benefits that it may bring to business.

12:00-13:15 **Session 2 on Well-Being in action in business (First part)**
Moderator: *Petra Kuenkel (Collective Leadership Institute)*
Speakers: *Marcus Hunt (Unilever) - [Presentation](#); Jean Moreau (Phenix) - [Presentation](#); Frédéric Dalsace (HEC)*

This session will showcase success stories on how well-being and sustainability have been embedded in the business model of companies. Various practices will be presented, each showing the well-being processes that have been put in place but also the challenges encountered, the resulting impacts both externally and within the company and how these have been assessed.

13:15-14:30 **Lunch**

14:30-15:45 **Session 2 on Well-Being in action in business (Second part)**
Moderator: *Luis Gallardo (World Happiness Summit)*
Speakers: *Christine Rodwell (Veolia) - [Presentation](#); Elizabeth Laville (Utopies); Aaron Pereira (The Wellbeing Project and Ashoka fellow); Neil Barrett (Sodexo)*

15:45-16:15 **Keynote lecture: Happy as a Dane at work**
[Malene Rydahl](#) (Author, Keynote Speaker and Executive Coach)

16:15-16:45 Coffee break

16:45-18:00 **Session 3 on Taking stock of what is needed to leverage business practices on well-being**
Moderator: *Cristina Tebar Less (OECD)*
Speakers: *[Shann Turnbull](#) (International Institute for Self-Governance) - [Presentation](#); Jacques Berger (Action Tank) - [Presentation](#); Marcello Palazzi (Progressio Foundation); Philippe Peuch Lestrade (IIRC) - [Presentation](#); Ali Karami Ruiz (BIAC)*

The session will discuss the conditions for a successful integration of well-being in business practices, concentrating on how their impact can be measured, how new business models can be co-created with companies' stakeholders, and how to set the right incentives for developing an effective well-being business culture.

18:00 **Cocktail, George Marshall Room, Chateau de la Muette**

ENHANCING MEASUREMENT OF BUSINESS IMPACTS ON WELL-BEING

24 February - Second Day

9:00-10:15 Session 4 on Measuring business impacts on well-being: where do we stand?

Moderator: *Tatiana Krylova (UNCTAD)*

Speakers: *Veronique Menou (MSCI) - [Presentation](#); Tom Beagent (PwC) - [Presentation](#); Nashat Moin (Sustainability Accounting Standards Board) - [Presentation](#); Rodolphe Durand (HEC) - [Presentation](#)*

The session will take stock of some of most well-established methodologies and new tools for measuring business' impacts on well-being. It will discuss how well these instruments and approaches capture business impacts, whether their underlying measurement frameworks are robust, harmonised and coherent.

10:15-11:30 Breakout groups (in parallel)

Breakout Group 1 Use of well-being metrics by firms and industries

Moderator: *Georges Blanc (HEC) - [Presentation](#)*

CC2

Speakers: *Nicola Dragonetti (HEC) - [Presentation](#); Antonella Noya (OECD); Fabian Salum (Fondation Dom Cabral) - [Presentation](#); Young Lee and Matthew Schottenfeld (Innovative Workplace Institute) - [Presentation](#)*

This group will discuss the coherence of well-being metrics used across different sectors and across different types of organisations. It will also discuss the use of well-being metrics by the governance system of the firm starting from the Board and the CEO and down to top and middle management. Finally it will touch upon the role of accountancy in the measurement of sustainability and how some societal changes are pushing audits into new fields.

Breakout Group 2 Financial markets and investors' use of business impacts metrics

Moderator: *Romina Boarini (OECD) - [Presentation](#)*

CC20

Speakers: *Chris Pinney (High Meadows Institute); Emma Doner (VIGEO); Filipe Silva (OECD) - [Presentation](#)*

This group will discuss whether markets and investors are effectively making use of the business impacts metrics currently available and how the policy environment (e.g. regulatory environment) could enhance the use of such metrics. It will compare the experience of various financial markets, types of investors.

Breakout Group 3 Consumers' and society's use of business impact metrics

Moderator: *Shann Turnbull (International Institute for Self-Governance) - [Presentation](#)*

CC24

Speakers: *Sarah C. White (University of Bath) - [Presentation](#); Gerd Hofielen (Economy for the Common Good) - [Presentation](#)*

This group will discuss the extent to which consumers and society make systematic use of business impact metrics; whether these metrics modify their behaviour and what conditions should be filled (e.g. user-friendliness) for encouraging uptake and diffusion.

11:30-11:45 Coffee Break

11:45-12:15 Groups report to Plenary

Moderator: *Michael Pirson (Fordham University)*

Speakers: *Georges Blanc (HEC); Romina Boarini (OECD); Shann Turnbull (International Institute for Self-Governance)*

12:15-13:00 **Concluding Panel**

What role for the OECD to shape the agenda on measuring business impacts on well-being?

Moderator: *Lamia Kamal-Chaoui (Director of OECD Centre for Entrepreneurship, SMEs, Local Development and Tourism)*

Speakers: *Jean-Christophe Laugée (Danone); Danny Leung (STATCAN); Pierre Habbard (TUAC)*

The panel will reflect on the following questions: What needs to be prioritised in this agenda? Can the OECD play a role to harmonise metrics of impacts across different business realities and coherently with well-being metrics used by policy-makers? What are the main methodological and institutional challenges to overcome to ensure effective uptake of measures? How to co-create and co-promote new measurement systems that are useful to everybody?

13:00-13:20 **Final Address**

Emmanuel Faber (Chief Executive Officer, Danone)

13:20-13:25 **Conclusions and next steps**

Martine Durand (OECD) - [Presentation](#)
