



ORGANISATION FOR ECONOMIC
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The OECD Better Life Initiative

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Conference “Happiness and Profit”, 12 June 2012, St. Gallen

The starting point...

- **GDP is a key measure to monitor macro-economic activity, productivity, demand for paid-jobs**
- **GDP is not a metric for people's well-being, it ignores non-market activities, inequalities, sustainability**
- **Measuring well-being implies confronting value : from *“treasuring what you measure”* to *“measuring what you treasure”***

The OECD work on measuring well-being and progress

- Started 10 years ago: 3 World Fora, Global Project
- Input to the Stiglitz-Sen-Fitoussi Commission
- Last year: launch of the *OECD Better Life Initiative*
- Main goal: to build a GPS of societal progress i.e. information system that
 - Goes beyond the market
 - Goes beyond the average

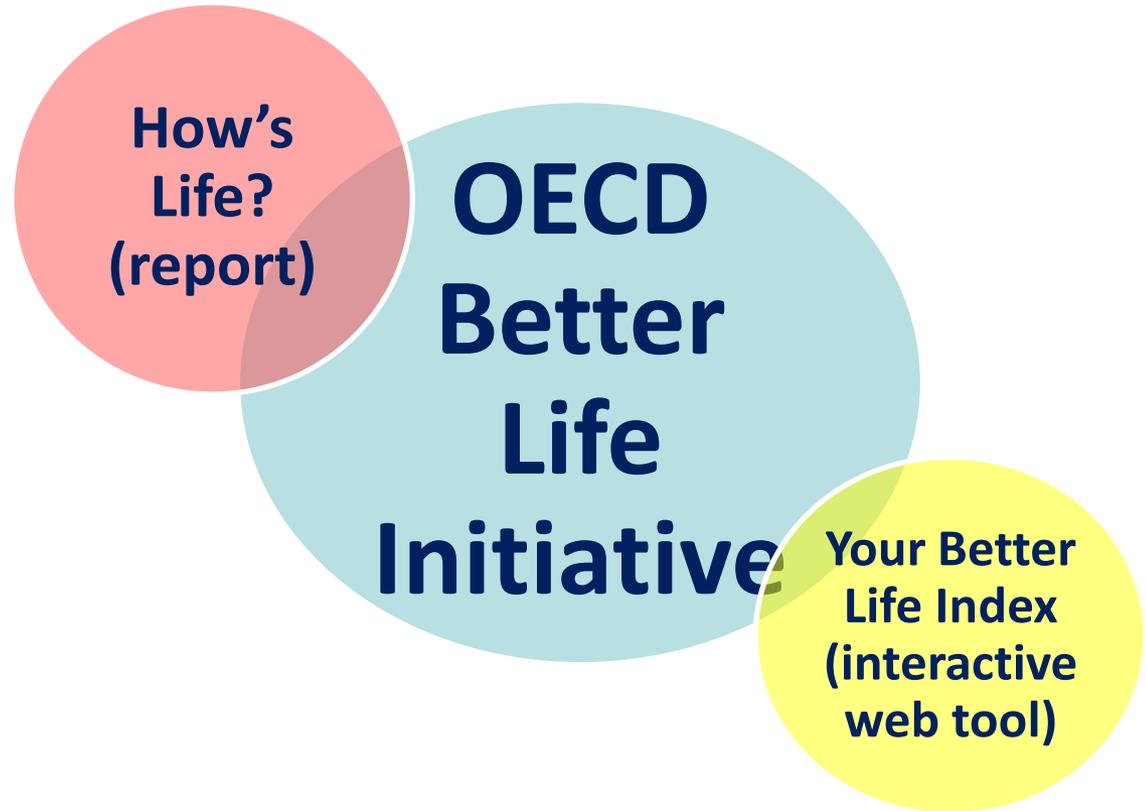


– Goes beyond “here and now”



The OECD Better Life Initiative

Moving to measuring
what matters most in
PEOPLE's life

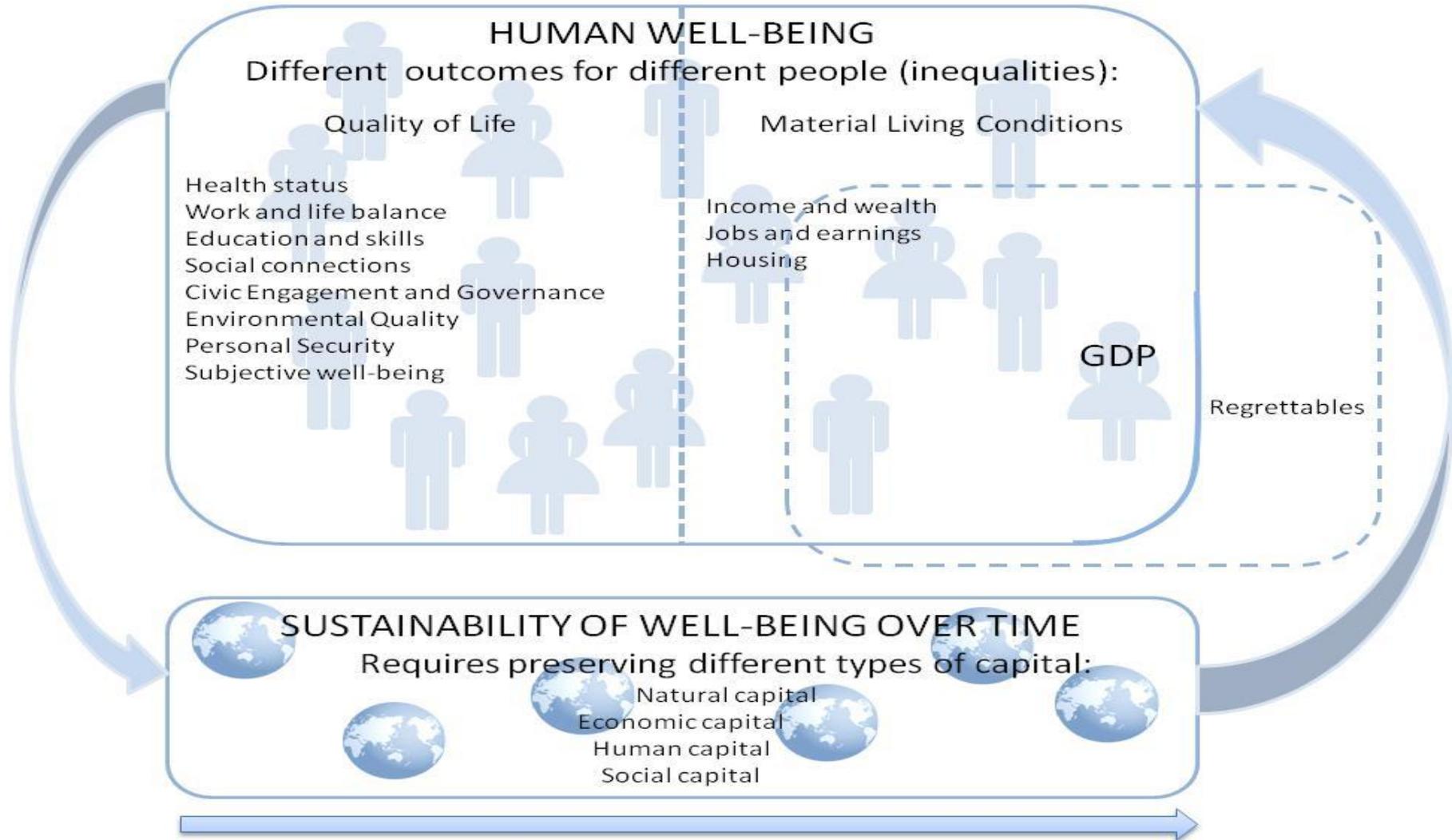


OECD@50: Better policies for better lives

Focus

- **Households and people, not just GDP**
- **Outcomes, not inputs or outputs**
- **Assessing inequalities alongside averages**
- **Including both objective and subjective aspects of well-being**

The OECD well-being framework

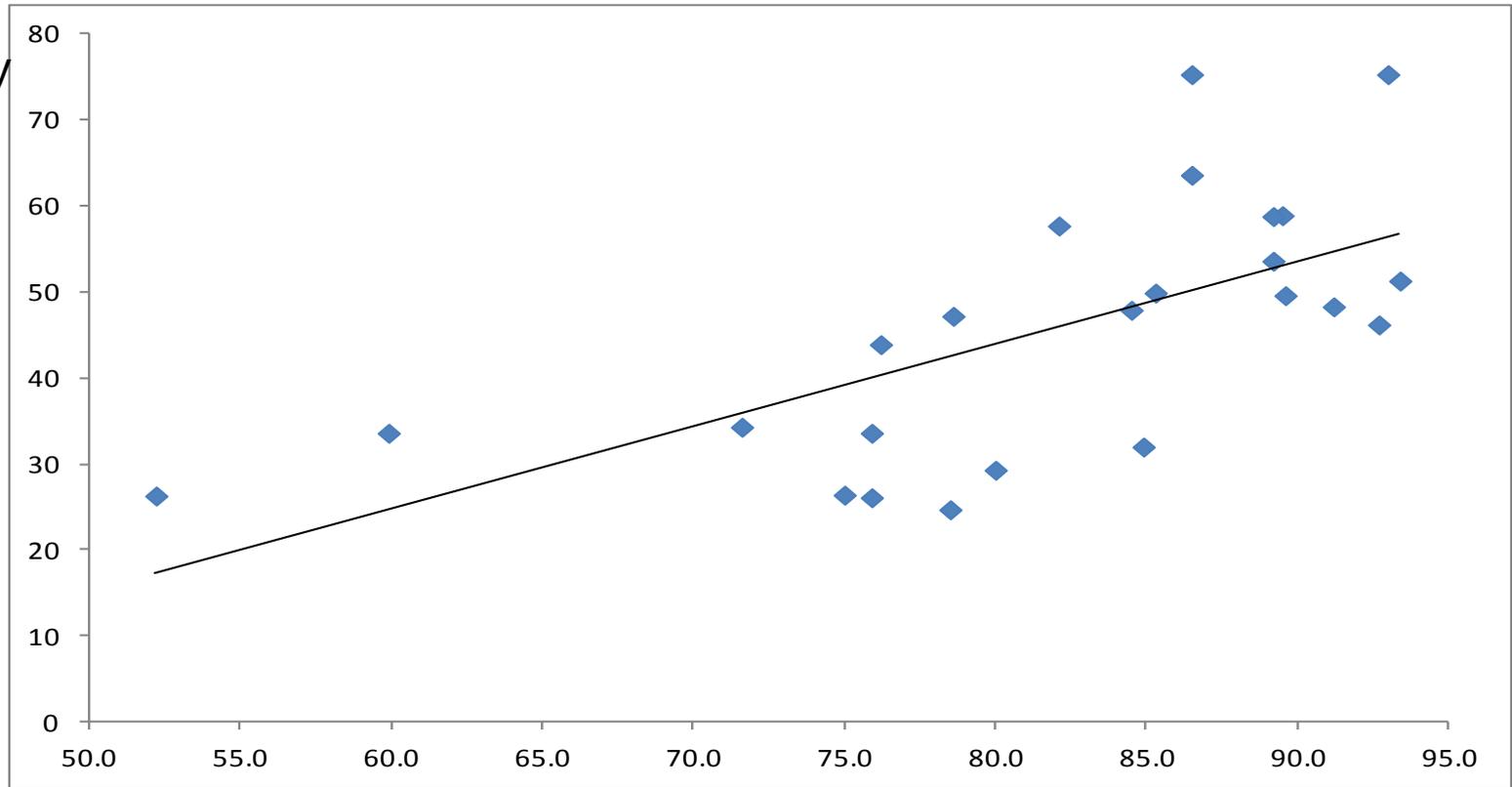


A few highlights from How's Life

- Average living standards and quality of life increased during the past 15 years in the large majority of OECD countries
- There are however significant inequalities in all well-being dimensions and the largest inequalities are the socio-economic ones
- Friends, good health and not being unemployed are the most important factors behind people's life satisfaction
- There is no unique well-being champion, but some countries (Australia, Canada, Nordic European countries) do very well in many dimensions

Quality of jobs is an important determinant of well-being (1)

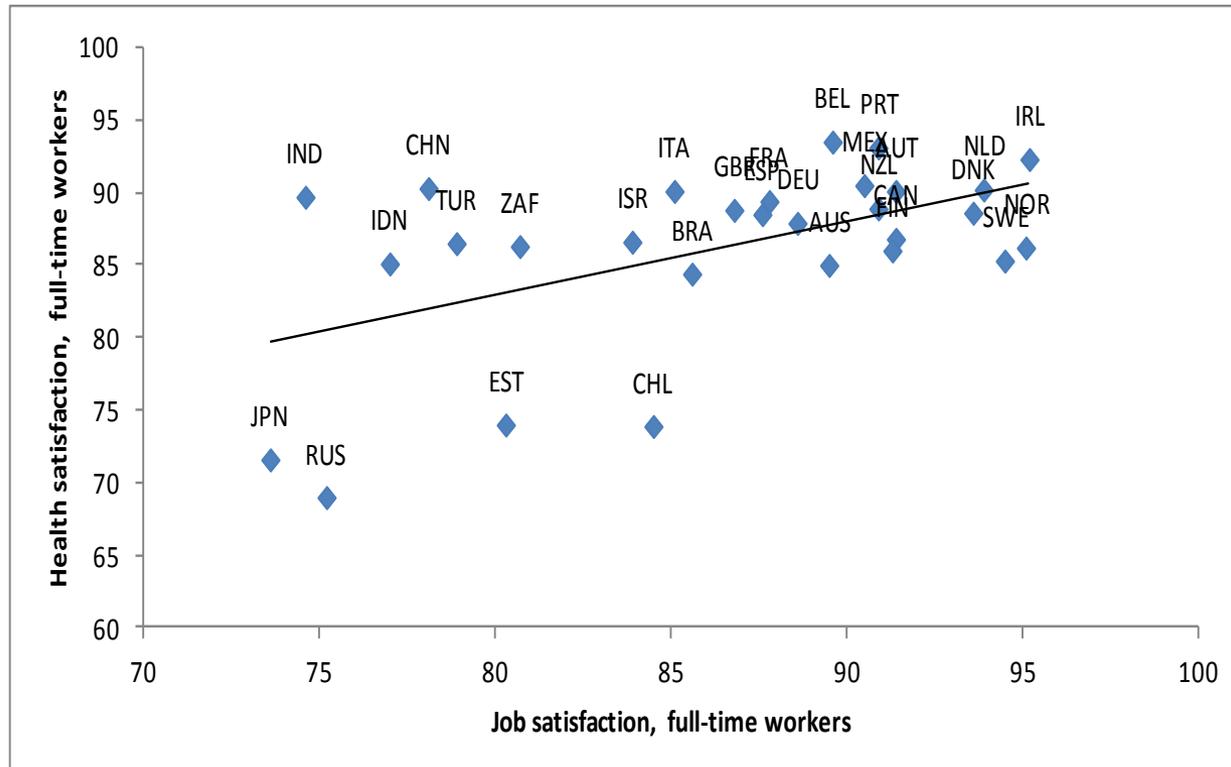
Labour productivity



% satisfied with their job

Source: OECD and European Survey of Working Conditions

Quality of jobs is an important determinant of well-being (2)



Source: OECD, Gallup World Poll

Involving the public

- Engaging with civil society has been one of the goals of the OECD-hosted Global Project



- *How's Life?* is accompanied by interactive web tool (*Your Better Life Index*) aimed at involving the public

- The global HUB of initiatives measuring progress
- A community of nearly 90 partners
- Three thematic wikis: progress, gender, child
- Services:
 - Progress information (country, topic, publications, events)
 - Progress data
 - On-line discussions, blogs, e-briefs, newsletters
 - Research Network
- Impact: 1.6 million visitors, 3.5 min on average, more than 100 000 average monthly visits in 2012; 3000 editors



Your Better Life Index

EN | FR [contact](#) [oecd.org](#)

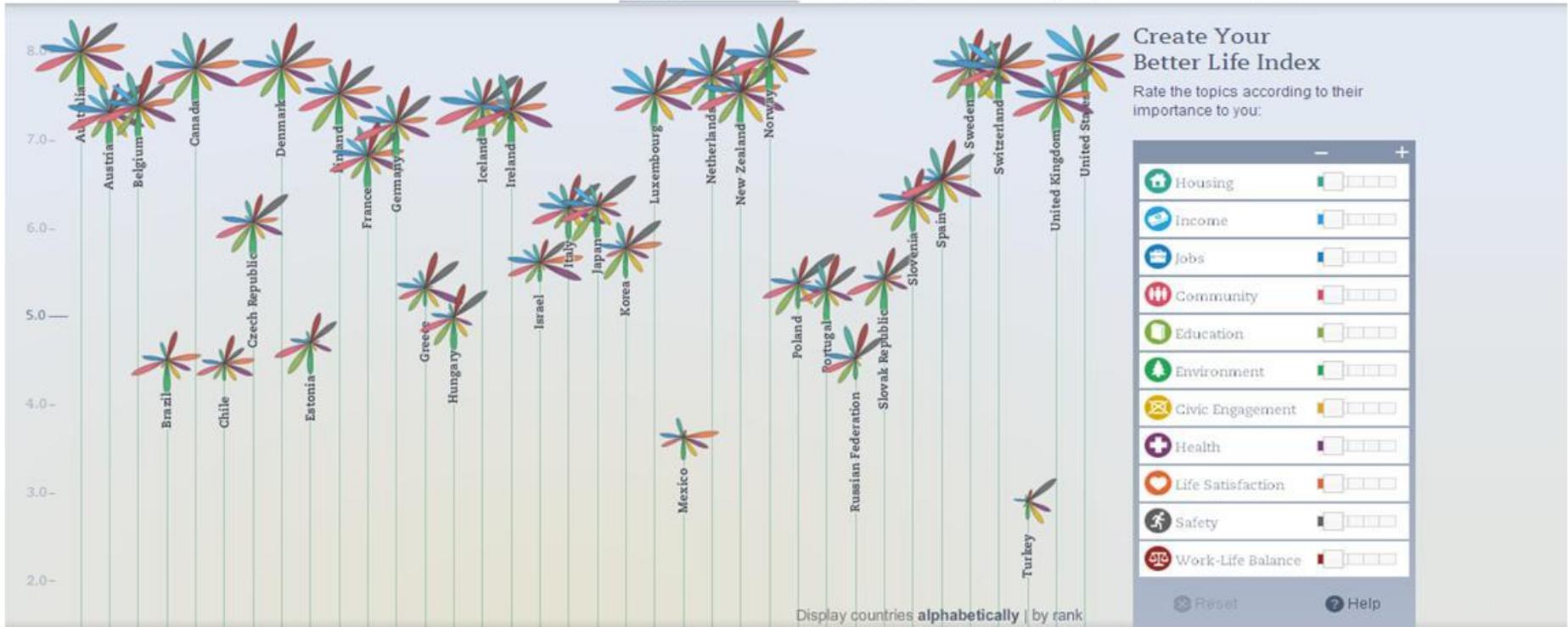


Index

Countries

Topics

About



Create Your Better Life Index
Rate the topics according to their importance to you:

- Housing
- Income
- Jobs
- Community
- Education
- Environment
- Civic Engagement
- Health
- Life Satisfaction
- Safety
- Work-Life Balance

Reset Help

Compare men and women

Compare your index

Share your index

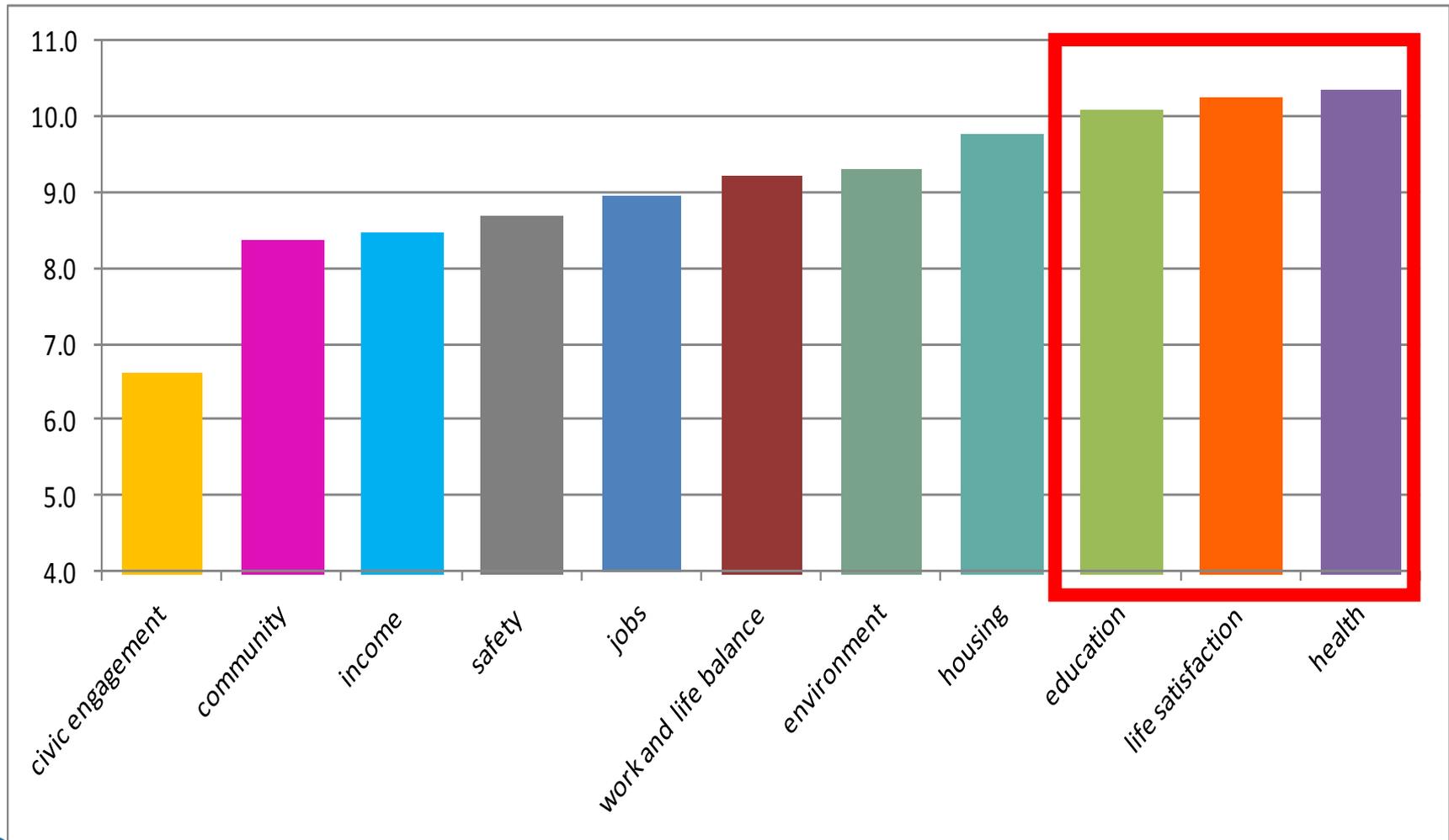
How's life?



What's new in the BLI 2012

- **2 New countries**
- **Improved indicators in a few dimensions**
- **Inequalities:**
 - **Gender**
 - **Socio-economic status**
- **Compare rankings across users**
- **In-depth survey on the BLI users**

The recipe for a good life: to be healthy, happy and wise



Source: weights given by the BLI users

Coming up

- **4th OECD World Forum “Measuring Well-Being for Development and Policy-Making”, New Delhi 16-19 October 2012**
- **Builds on the results of the 4 Regional Conferences that the OECD organised in Latin America, Africa, Asia-Pacific and Europe in 2011-12**
- **Discusses measuring progress in developing countries to link it to the Post-2015 MDGs discussions**
- **Discusses policy uses of well-being indicators: how to make it happen**

What's next?

- **Yearly update of the BLI, biannual update of How's Life**
- **Methodological work to improve measures**
 - Large statistical agenda ahead for OECD in collaboration with National Statistical Offices
- **Linking measurement with policy**
 - Involving other policy groups at the OECD
 - Requires new analytical approaches
- **The OECD Development Strategy: Measuring Progress in Developing Countries, Multi-sectoral Reviews**

OECD stands ready to advance the agenda

ENGAGE WITH US

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www.oecdbetterlifeinitiative.org

www.oecd.org/progress

