

# The Measurement Revolution

29<sup>th</sup> January 2010,  
Vienna, Growth in Transition

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*Centre for Well-being*  
**nef** (the new economics foundation)



**economics**  
real wealth  
means well-being



**environment**  
lifestyles must  
become sustainable



**society**  
communities need  
power and influence

# Outline

- The need for new indicators
- Well-being
- National Accounts of Well-Being
- Next steps

# About nef



An *independent* UK think-and-do-tank (founded 1986).

Inspired by 3 principles

Sustainable development

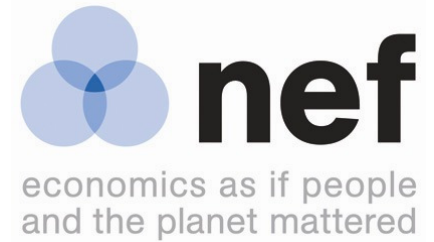
Social justice

People's well-being

Aim of the centre for well-being:

“Enhance individual and collective well-being in ways that are environmentally sustainable and socially just”

# Outline

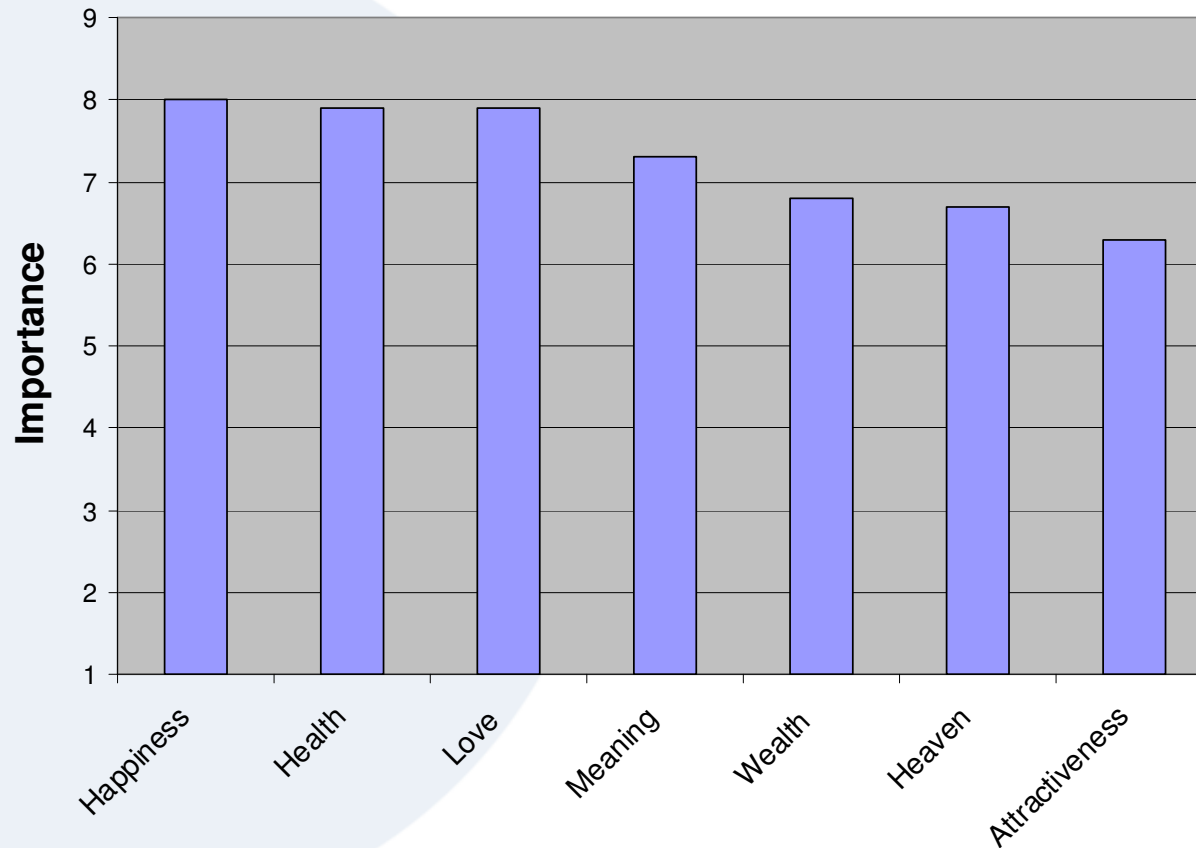


- The need for new indicators
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- Next steps



# Measure what matters

# What matters - studies



Diener & Scollon (2003)

# What matters - surveys

- 81% in Britain think that government's prime objective should be to 'greatest happiness' rather than 'greatest wealth'

# What matters - policy

Well-being

Equality

Quality of life

Sustainability

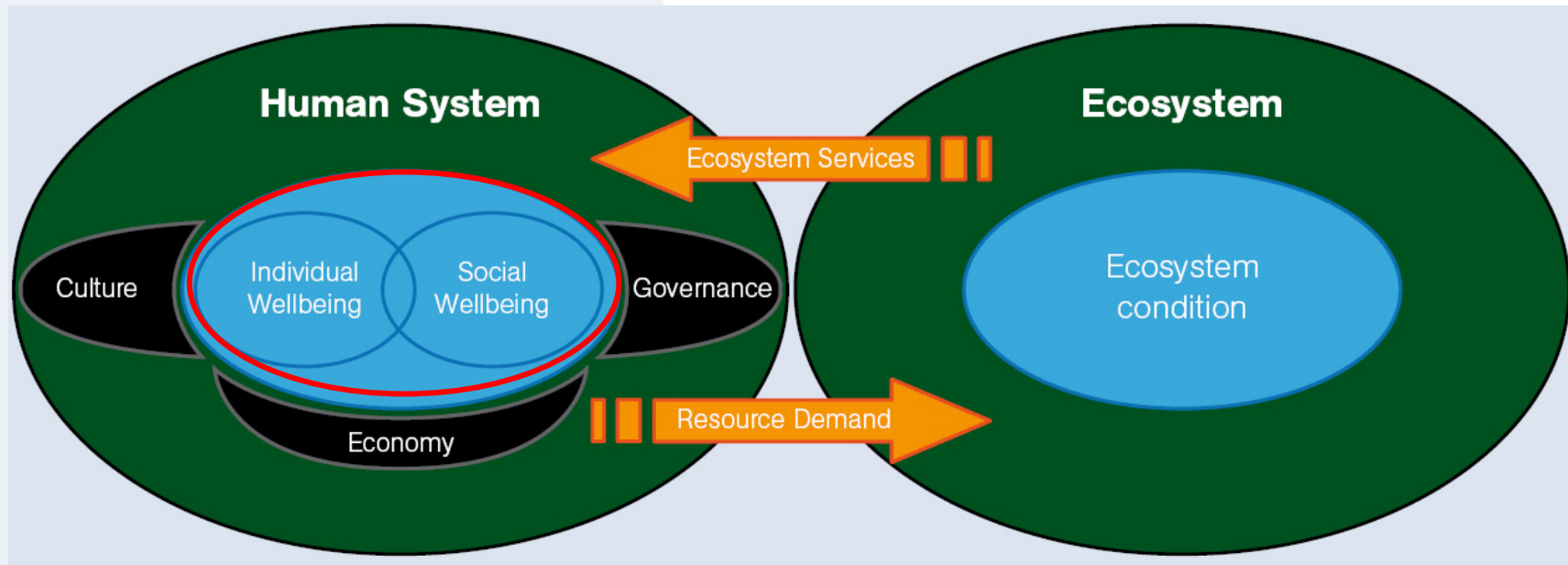
- Sub-National Review: *“The purpose of local government is to take responsibility for the well-being of an area and the people who live there”*
- UK Treasury Departmental Strategic Objective for 2008-2011: *“Ensuring high and sustainable levels of economic growth, well being and prosperity for all”.*



# Growth fetish?

- *“...any doubt that, say, a four per cent growth rate is better for the nation than a three per cent growth rate is near-heresy; is tantamount to a doubt that four is greater than three” E.J. Mishan, 1967*

# Framework for measuring progress

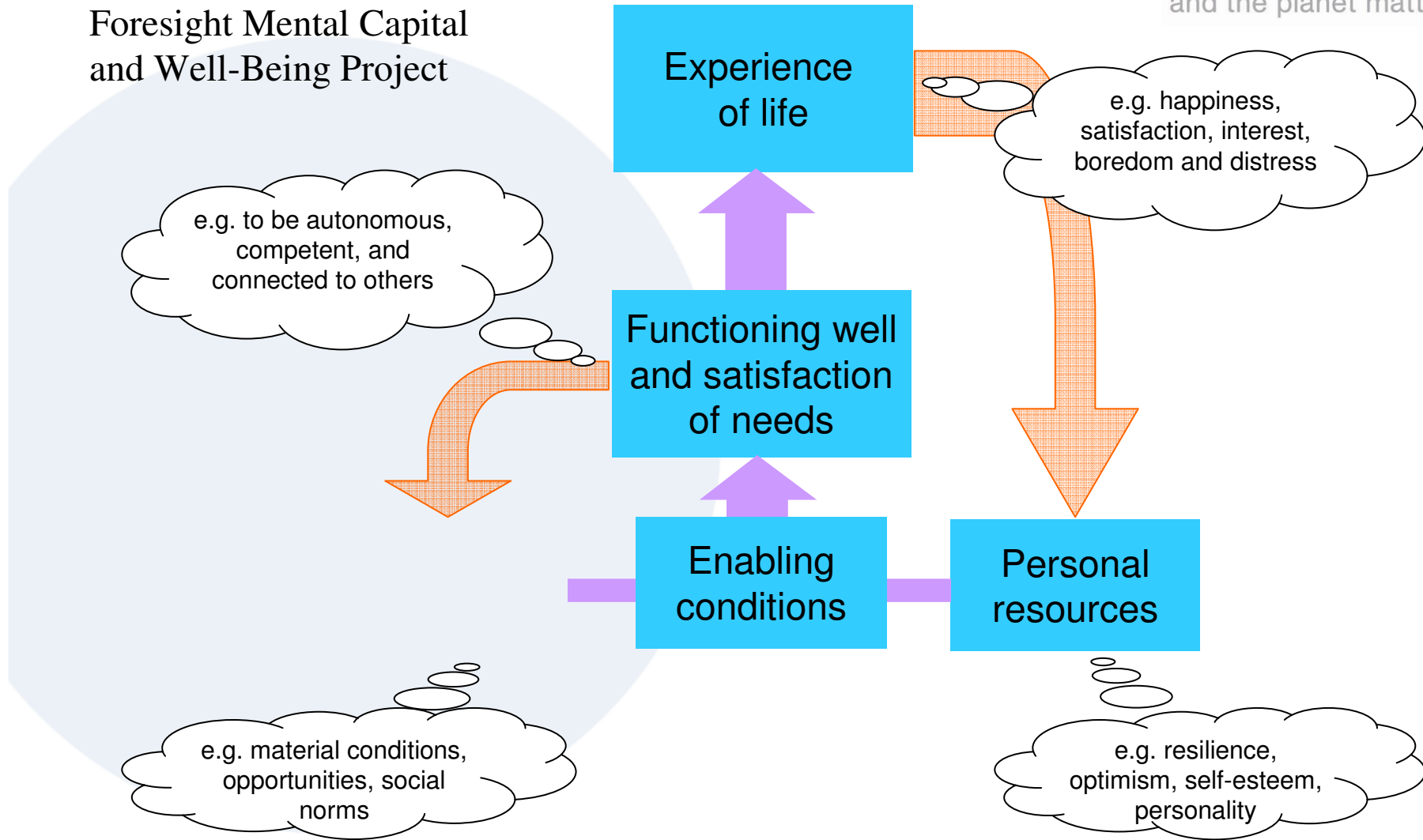


# Outline

- The need for new indicators
- **Well-being**
- National Accounts of Well-Being
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# What is well-being?

Foresight Mental Capital  
and Well-Being Project



# Outline

- The need for new indicators
- Well-being
- **National Accounts of Well-Being**
- Next steps



**Because it  
matters**

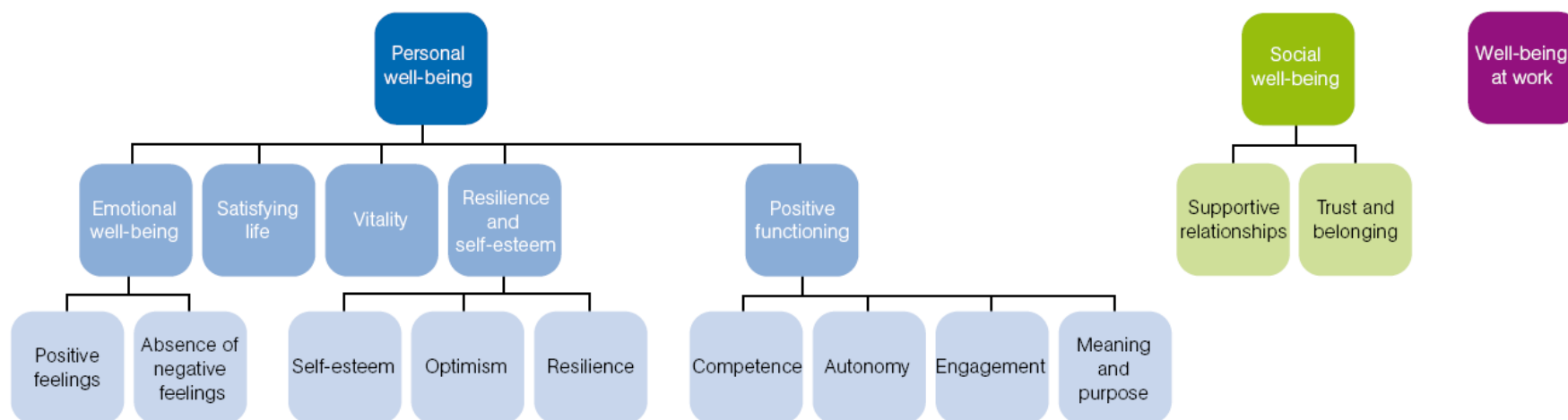
# National Accounts of Well-Being

- Based on data from European Social Survey, 2006
- c. 40,000 respondents in 22 countries
- Over 50 questions on well-being



# National Accounts of well-being: a structure

Figure 1 – Indicator structure within the example national accounts framework.





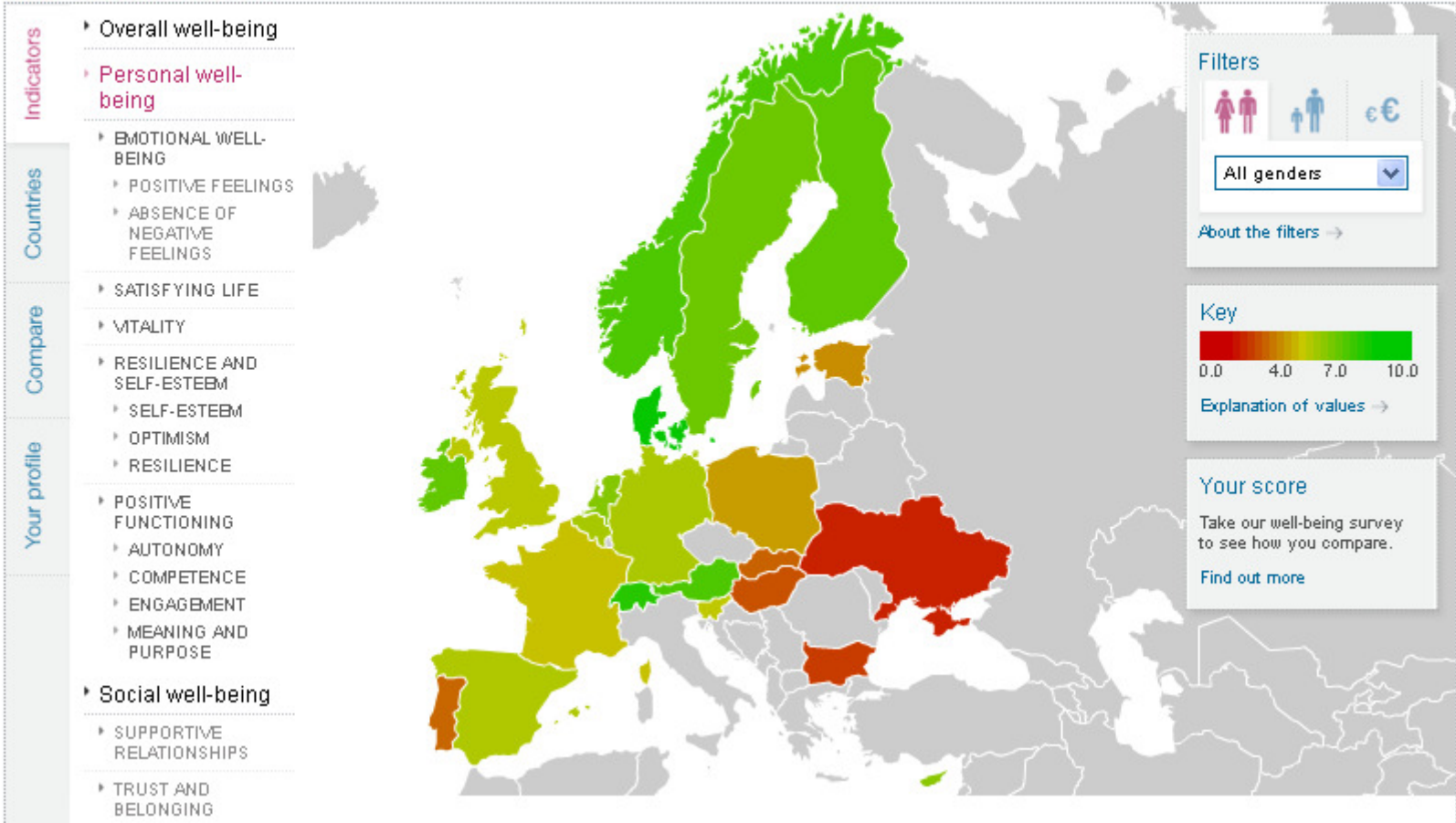
# Personal well-being



economics as if people and the planet mattered

## Personal well-being

HOME > EXPLORE > INDICATORS



# Social well-being

## Social well-being

HOME > EXPLORE > INDICATORS

Indicators

▸ Overall well-being

▸ Personal well-being

Countries

▸ EMOTIONAL WELL-BEING

▸ POSITIVE FEELINGS

▸ ABSENCE OF NEGATIVE FEELINGS

Compare

▸ SATISFYING LIFE

▸ VITALITY

▸ RESILIENCE AND SELF-ESTEEM

▸ SELF-ESTEEM

▸ OPTIMISM

▸ RESILIENCE

Your profile

▸ POSITIVE FUNCTIONING

▸ AUTONOMY

▸ COMPETENCE

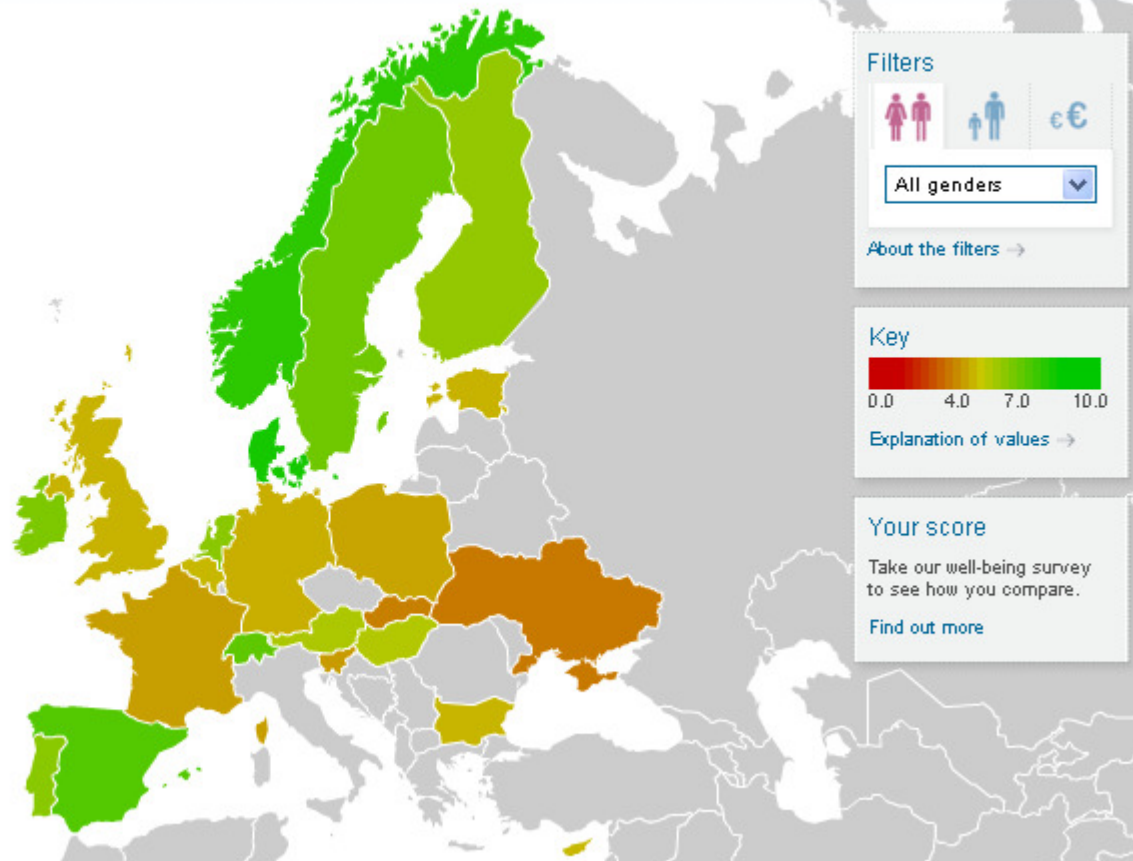
▸ ENGAGEMENT

▸ MEANING AND PURPOSE

▸ **Social well-being**

▸ SUPPORTIVE RELATIONSHIPS

▸ TRUST AND BELONGING



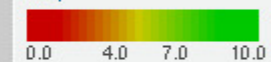
Filters



All genders

About the filters →

Key



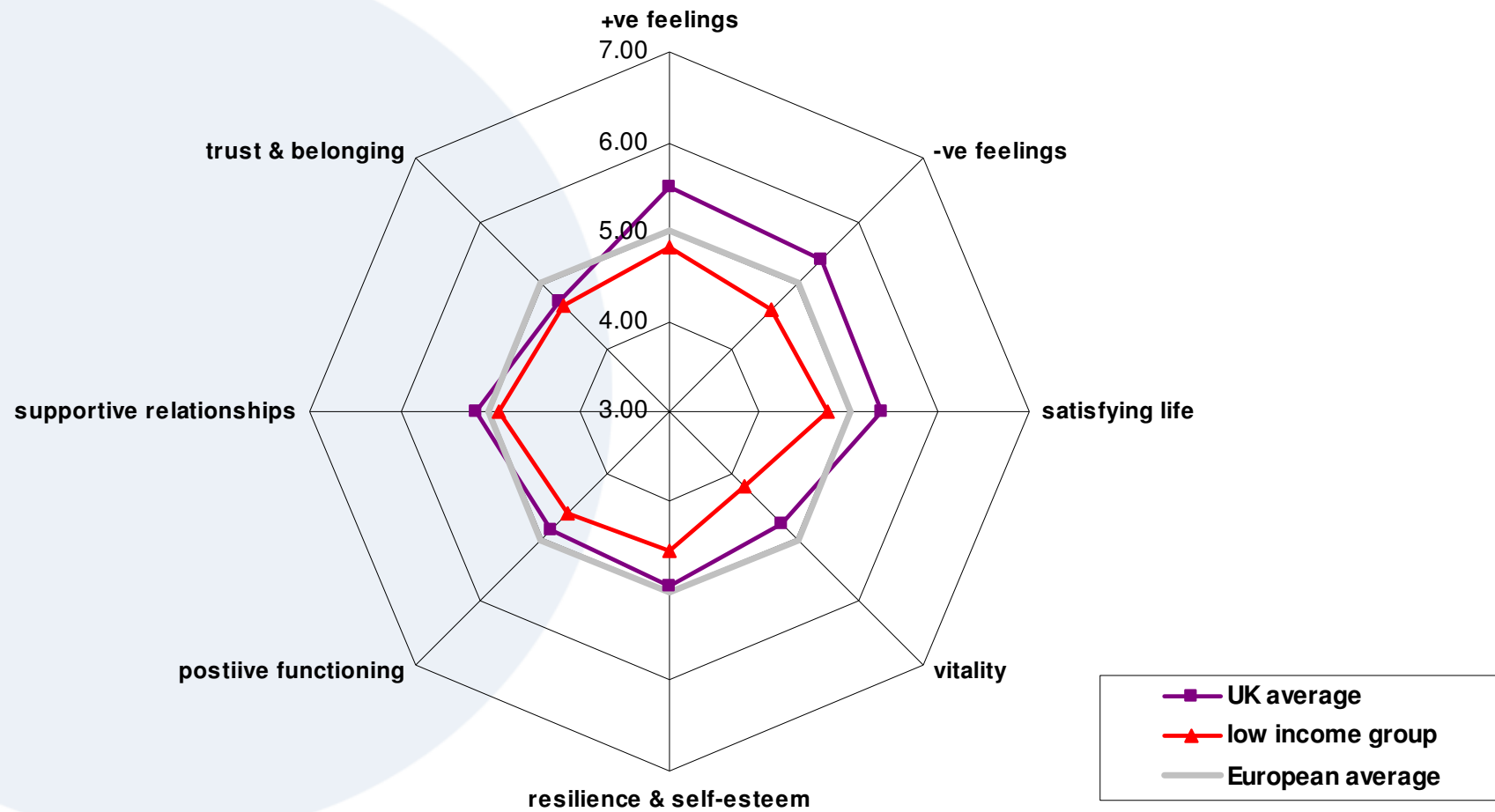
Explanation of values →

Your score

Take our well-being survey to see how you compare.

Find out more

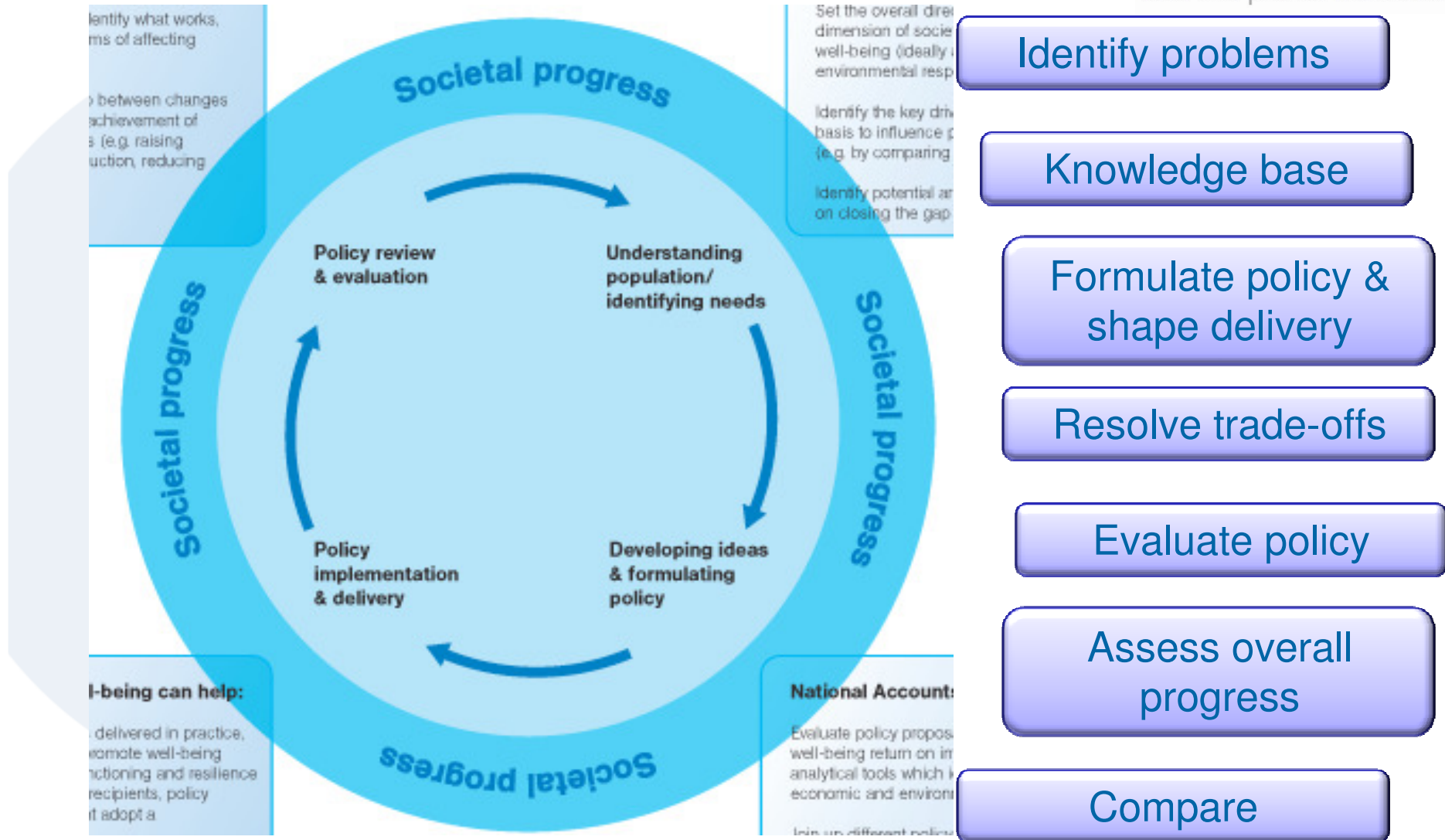
# Comparing population groups



# The rewards of measurement



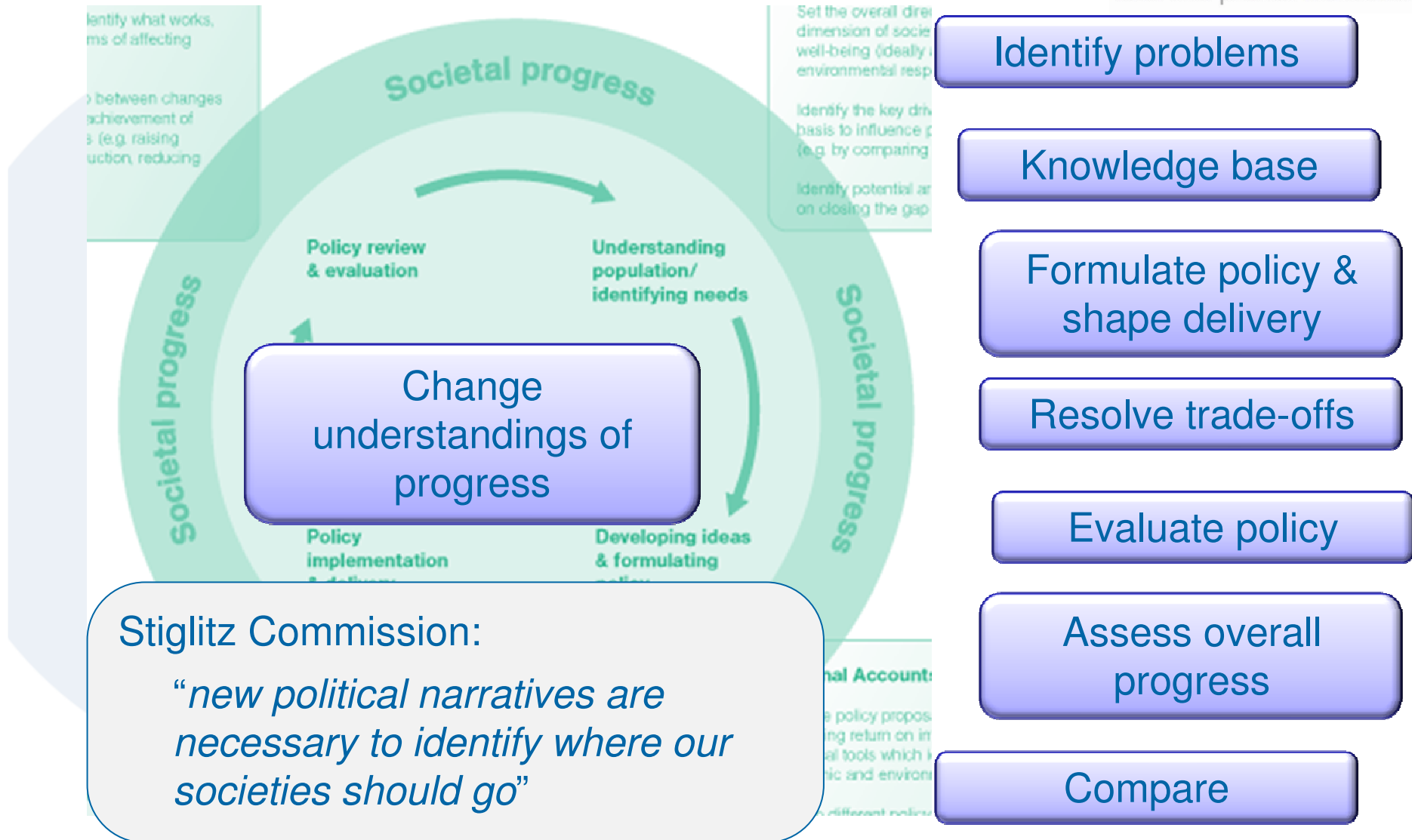
economics as if people and the planet mattered



# The rewards of measurement



economics as if people and the planet mattered



# Next steps



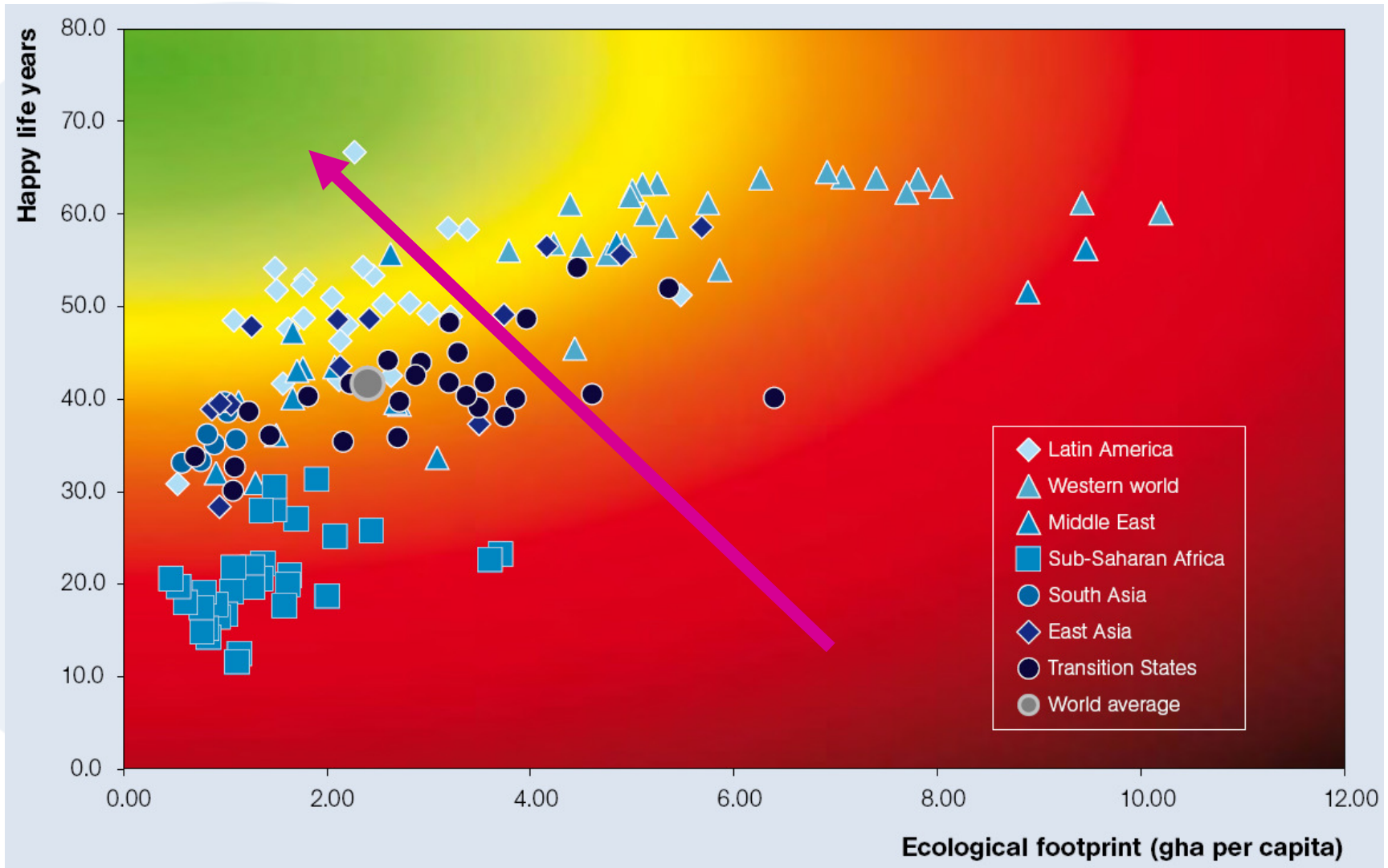
- Commitment for regular measurement
- Refining tools
- Exploring implications of Transition

# Great Transition

- To remain within 350ppm, 95% decrease in carbon intensity by 2050
- What will this mean for people's lives?
- We need to:
  - predict impact on well-being
  - demonstrate that good lives need not cost the Earth
  - trace path to low impact high well-being



# A sense of direction







*Thank you!*

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