

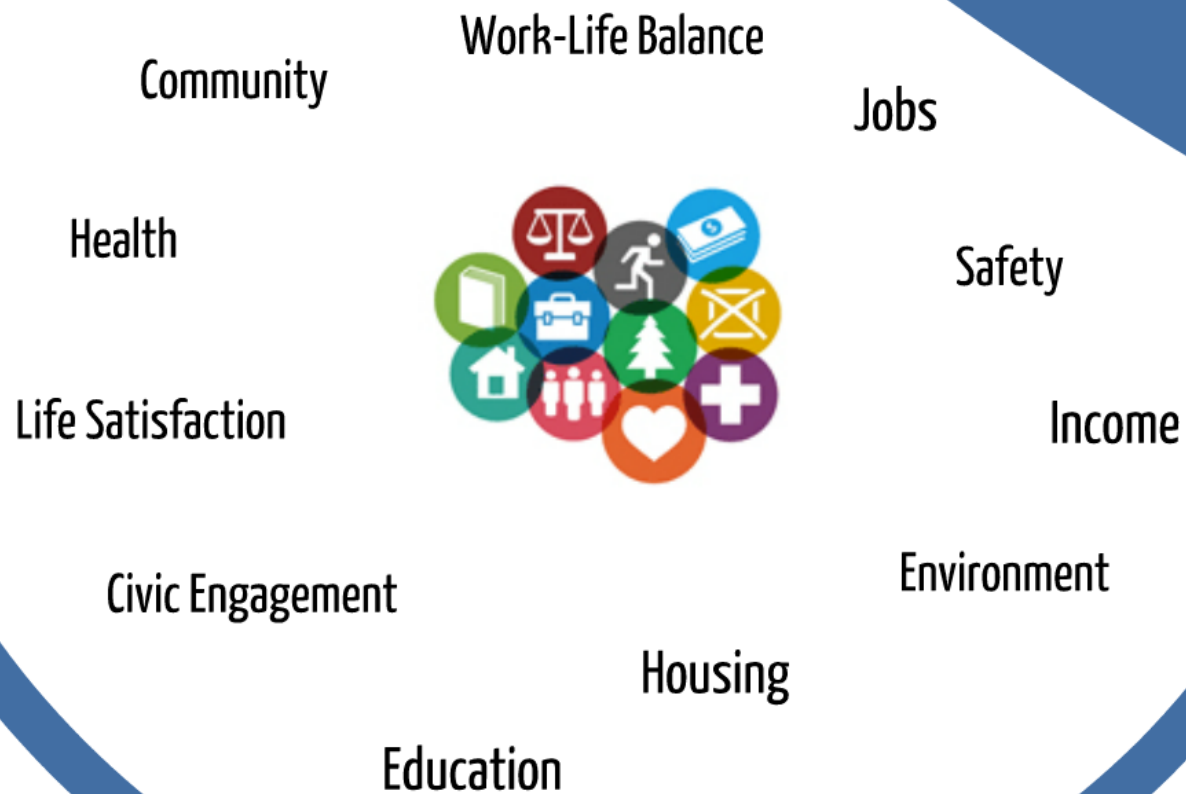




Inspiration

- Growing demand for going beyond GDP
- Long-term OECD interest on well-being
- Renewed OECD mission: Better Policies for Better Lives
- Shift in emphasis from measurement to actionable well-being:
 - Well-being focus in policy-making
 - Connecting people with policies

Which dimensions?





How's
Life?

First attempt at an international level to present comprehensive and comparable evidence on well-being.

Better Life Index

Ar
m

2.0—

3.0—

4.0—

5.0—

6.0—

Au

Belgiu

Brazil



An instrument for learning what
matters most for people's well-being

7.0-

8.0



Index

Countries ▾

Topics ▾

FAQ



Create Your Better Life Index

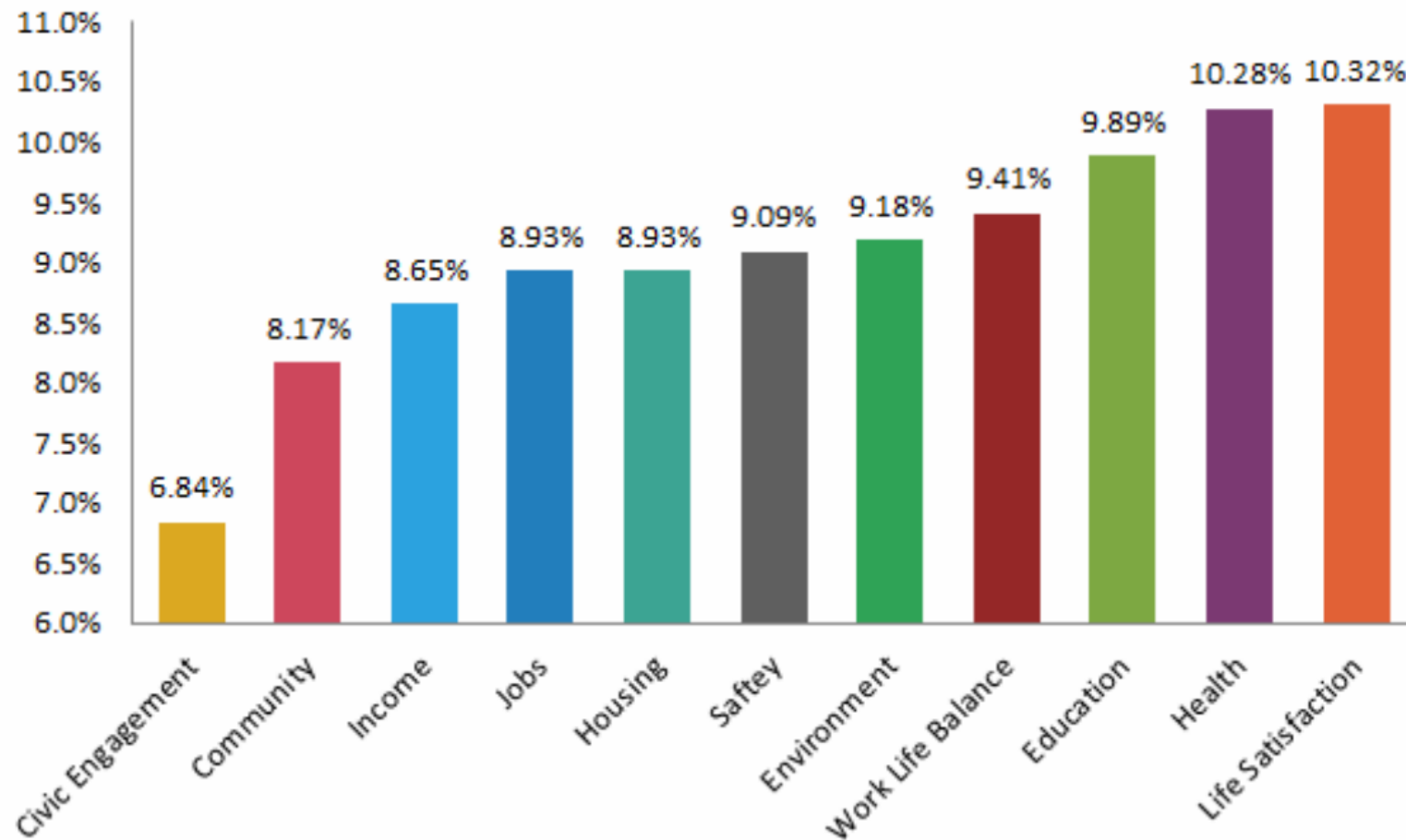
Rate the topics according to their importance to you:

	Housing	<input type="range"/>
	Income	<input type="range"/>
	Jobs	<input type="range"/>
	Community	<input type="range"/>
	Education	<input type="range"/>
	Environment	<input type="range"/>
	Civic engagement	<input type="range"/>
	Health	<input type="range"/>
	Life Satisfaction	<input type="range"/>
	Safety	<input type="range"/>
	Work-Life Balance	<input type="range"/>

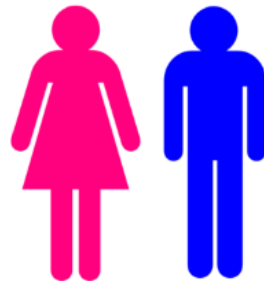
How's life?

We have listened to users

Life satisfaction, education and health are leading topics



Based on 40,929 user generated indexes (May 20 2011- June 6 2013)



Men care more about income and less about community, health and work-life balance

Health and civic engagement become more important with age, while younger people focus on work-life balance



...the Organisation for Economic Co-operation and Development (OECD), as part of its *OECD Better Life Initiative*, has created a "better life index" that allows a side-by-side comparison of countries according to various quality-of-life indicators. All of these indicators could be useful in measuring economic progress or setbacks as well as in explaining economic decision-making or projecting future economic outcomes."

Chairman Ben S. Bernanke
U.S. Federal Reserve
6 August 2012

Policy makers

Data world

Information is Beautiful

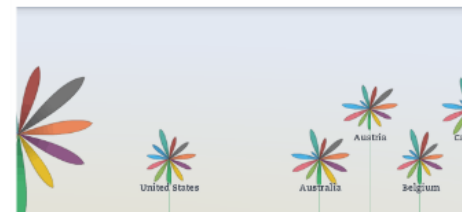
Ideas, issues, knowledge, data - visualized!

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A BETTER LIFE INDEX

MAY 24, 2011



Nicely done visualization and enlightening of OECD stats by Moritz Stefaner and co.

PEOPLE



Facebook #2 referral source
Over 160,000 visits

Interest from many communities

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Next steps:

Better lives

By mainstreaming the well-being
agenda globally and locally

A **toolkit** based on the multidimensional Better Life framework to:

1. **Monitor** well-being
2. **Understand** well-being drivers
3. **Embed** well-being into policy evaluation
4. **Act** consistently across the board

Engage with us

- Use the framework and index and share it with your networks
- Build your own Better Life project
- Join the Better Life community



Thank you.

bli@oecd.org