

National Accounts of Well-being

www.nationalaccountsofwellbeing.org

22nd January 2009

ICT for a global sustainable future
EC - Brussels

Nic Marks

Founder of *centre for well-being*
nef (the new economics foundation)



How can ICT...

“durably contribute to the well-being of all citizens around the world?”

The Paradiso Challenge!
Societal Paradigm Shift

ICT



information

communication

technology

TCI



technology
to
communicate
and
inform

TCI



technology

to

communicate

and

inform

the well-being of all

TCI



technology

to

communicate

and

inform

the well-being of **all**

European Well-being

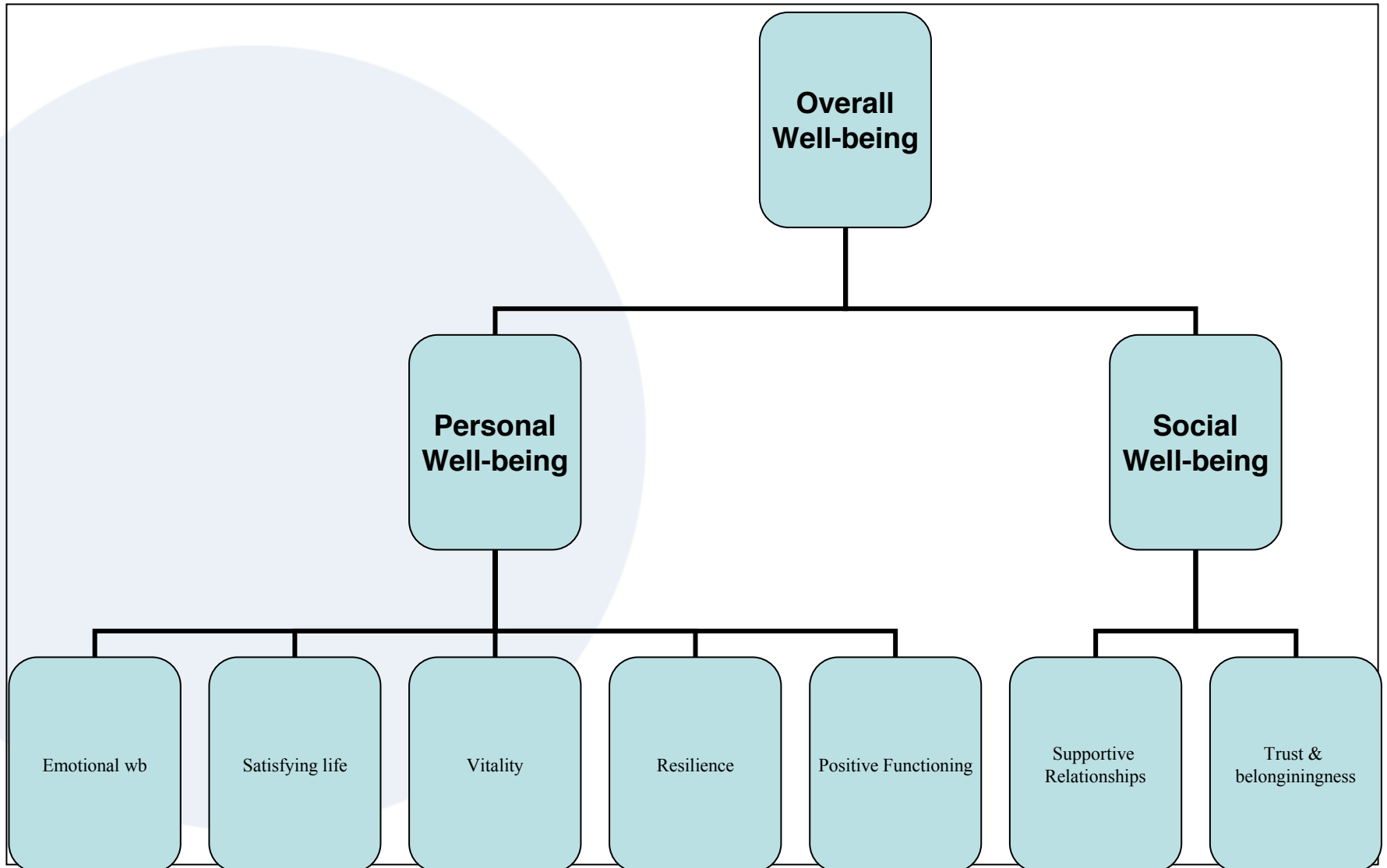


- European Social Survey is a cross-national time-series survey, conducted every 2 years
- Round 3 2006/2007 – 22 countries
- Special Module on Well-being - questionnaire design team – UK, France, Germany, Norway & Switzerland



Winner of the 2005 Descartes Prize
Europe's top award for science

Draft Structure of Accounts



Web-site



not only a report ...

but also a web-site...

www.nationalaccountsofwellbeing.org

Saturday 24th January 00.01 (GMT)

Welcome | National Accounts of Well-being - Windows Internet Explorer

http://nawb.otherworks.com/ Live Search

File Edit View Favorites Tools Help


Norton Cards & Log-ins

Microsoft Outlook Web Access Welcome | National Acco...

Home Learn Explore Engage News

Search GO

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National Accounts of Well-being

'Gross National Product counts air pollution, and cigarette advertising... and the destruction of the redwood and the loss of our natural wonder in chaotic sprawl... Yet [it] does not allow for the health of our children, the quality of their education or the joy of their play... the beauty of our poetry or the strength of our marriages... it measures everything, in short, except that which makes life worthwhile'

Robert Kennedy, 1968

Read quote → Listen to quote → Watch video →

Learn Explore Engage

Back to workbench Composite Page: Welcome Edit Edit blocks Arrange blocks 11 queries

Done, but with errors on page. Internet 100%



- OVERVIEW →
- WHAT IS WELL-BEING? →
- WHY WE NEED NATIONAL ACCOUNTS →
- MEASURING WELL-BEING →
- GROWING MOMENTUM →**
 - EXPERT VIEWS →**
 - USE BY GOVERNMENTS →
 - REPORT DOWNLOAD →
 - RELATED RESEARCH →

Expert views

HOME > LEARN > GROWING MOMENTUM

Leading thinkers have commented here on nef's National Accounts of Well-being report and the proposals it contains.

"If policy makers are to make well-being a central objective they have to have ways of measuring it. So guidance on this is crucial. This is why this report is so important. It represents a valuable contribution to the search for a common system of measurement which could be widely used to change the basis on which policy is made."

Professor Lord Richard Layard, founder-director of the London School of Economics Centre for Economic Performance



"This report presents the state of the art in the measurement of the well-being of nations. It provides the essential foundation for the next advance, which will require a careful study of what governments and societies can do to improve well-being."

Professor Daniel Kahneman, Eugene Higgins Professor of Psychology Emeritus at Princeton University, winner of the Nobel Prize in Economic Sciences 2002

"nef has produced a document that makes a compelling case for national accounts of well-being. In this thoughtful analysis, the new economics foundation shows why well-being measures capture important aspects of the quality of life of societies that are not assessed by economic indicators. This



Discover your well-being profile

Measure your own well-being and compare your results across Europe.

[Start the survey →](#)

Download the report

Read the full details of nef's call for National Accounts of Well-being.

[Download →](#)

Have your say

Should governments commit resources to systematically measure the well-being of their citizens?

[YES ▶](#) [NO ▶](#)

Compare Indicators

HOME > EXPLORE

Indicators

You can use this compare tool to investigate relationships between the well-being indicators, and also other country level metrics.

Countries

GDP / capita

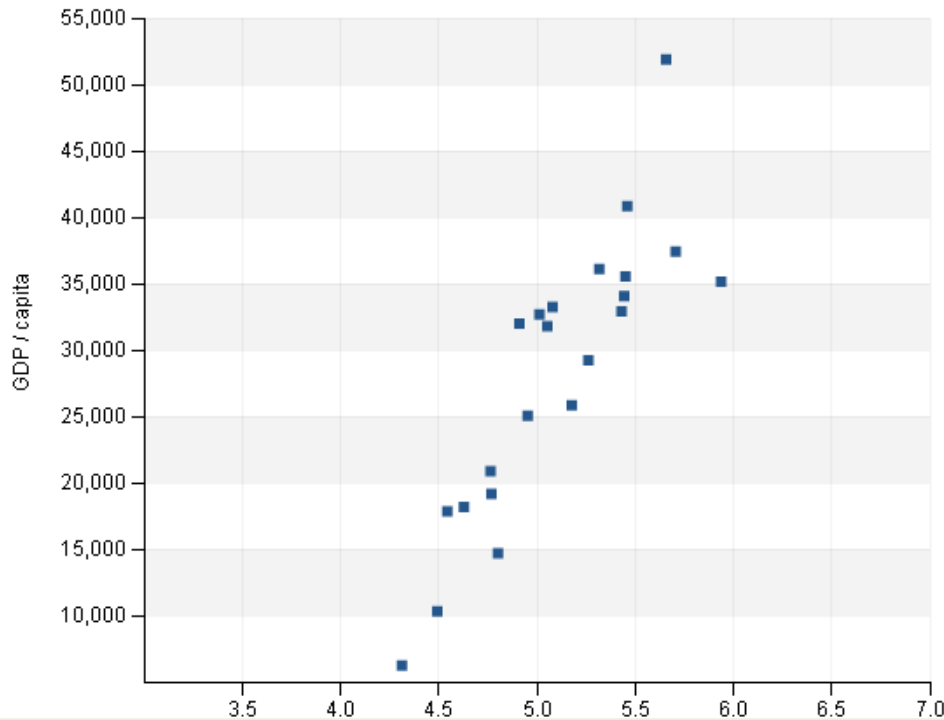
vs

Overall well-being

Compare

Plot graph

Your profile



Indicators

Overall well-being

Personal well-being

- EMOTIONAL WELL-BEING
 - POSITIVE FEELINGS
 - ABSENCE OF NEGATIVE FEELINGS
- SATISFYING LIFE
- VITALITY

Countries

Compare

Your profile

- RESILIENCE AND SELF-ESTEEM
 - SELF-ESTEEM
 - OPTIMISM
 - RESILIENCE

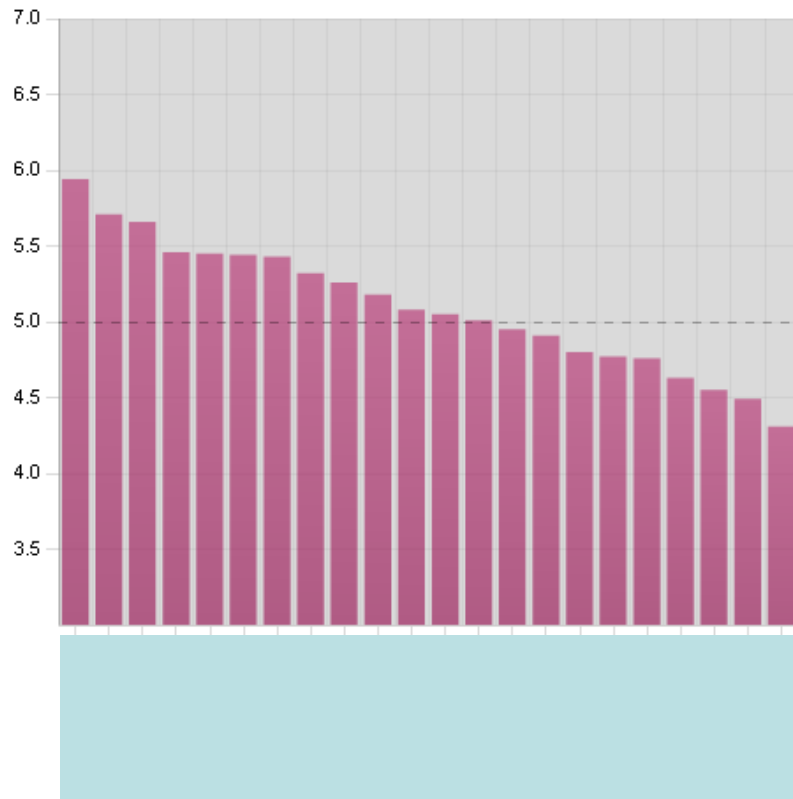
- POSITIVE FUNCTIONING
 - AUTONOMY
 - COMPETENCE
 - ENGAGEMENT
 - MEANING AND PURPOSE

Social well-being

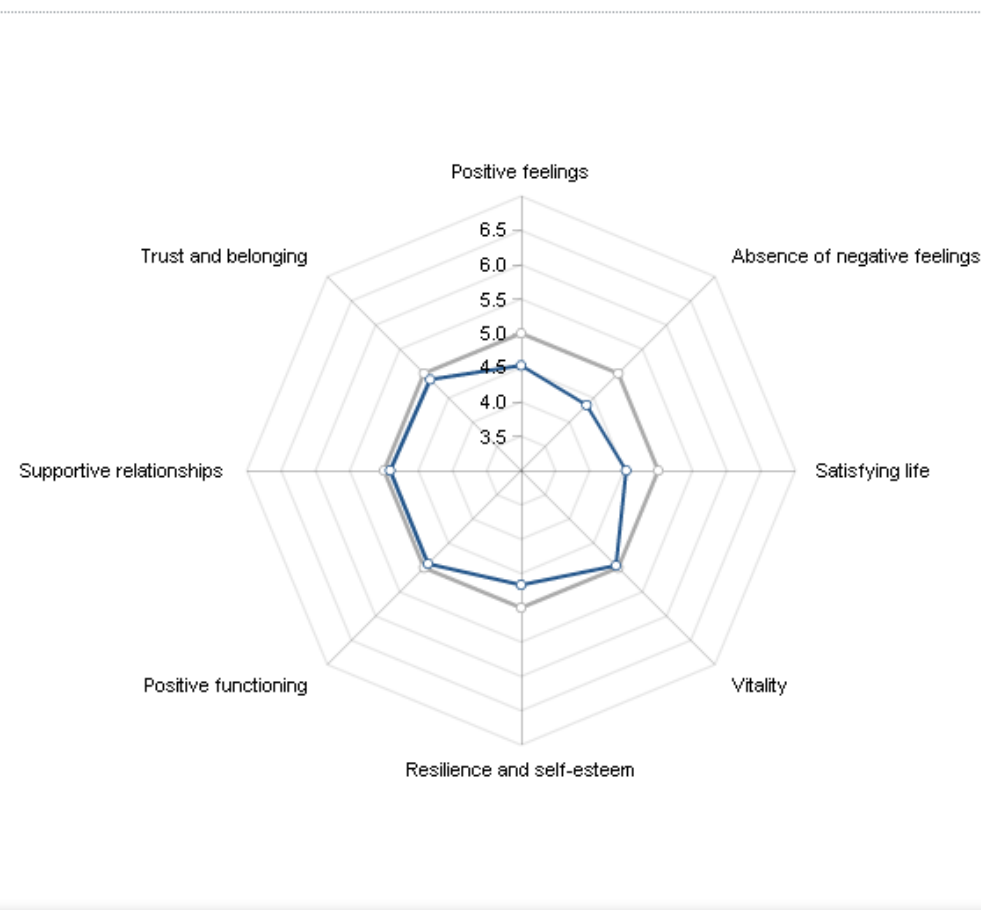
- SUPPORTIVE RELATIONSHIPS
- TRUST AND BELONGING

Other

- WELL-BEING AT WORK



- Indicators
- Countries
- Compare
- Your profile



Filters

Icons: People, Family, Currency (££)

All genders

Data series

- European Average
- [Country]
- Compare

Potential benefits of NAWB

1. New way of directly assessing societal progress
2. Cross cutting approach to radically redesign the policy formation process
3. Better communication & engagement between national governments and the general public
4. Timely information to make society more aware of itself ...

National Accounts of Well-being

www.nationalaccountsofwellbeing.org

To be launched 24th January 2009

Other reports downloadable from

www.neweconomics.org

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economics
real wealth
means well-being



environment
lifestyles must
become sustainable



society
communities need
power and influence