



Web-COSI
Web Communities for
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY
GENERATED STATISTICS

Web-COSI “Web COmmunities for Statistics for Social Innovation”

www.webcosi.eu

SEVENTH FRAMEWORK PROGRAMME

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation
Coordination and support actions (Coordinating actions)

Grant Agreement Number 610422

FP7-ICT-2013-10

Deliverable 2.1

Activity

Webinar/online discussion:

Well-being and societal progress initiatives in Europe – good practice

Partner in charge:

OECD

April 2014

Contract Number: 610422

Project Acronym: Web-COSI

Work Package: 2

Deliverable 2.1

Title: Well-being & societal progress initiatives in Europe - good practice (webinar/online discussion)

Partner in charge: OECD

Type: Other

Date of delivery: 22 - 30 April 2014

Due date of delivery (DoW): end of April 2014

Author/s of this report:

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Deliverable 2.1

Activity: Well-being & societal progress initiatives in Europe - good practice (Webinar/online discussion)

Summary

This is the first OECD deliverable of the Web-COSI project. As agreed with the Project Coordinator and other partners at the Consortium Kick-off meeting in Rome in January 2014, it was decided that the webinar would take the form of an online discussion in order to involve the maximum number of participants in the conversation.

The online discussion was open from the 22 -30 April, with the title: “Engaging citizens in well-being and progress statistics: good practice from Europe and around the world”.

Participants of the discussion were asked to address the following questions:

- How can citizen engagement improve the development and use of well-being and progress statistics?
- Do you have any examples of good practice in citizen engagement in well-being and progress statistics?
- What role can technology - such as mobile apps or interactive web platforms - play in improving citizen engagement with well-being and progress statistics?

The discussion received 93 comments from 32 different participants, and 1,070 unique visitors, engaged over 100 twitter accounts and tweets reached over 200,000 accounts. The discussion was a success and its objectives met, in that a conversation was started on engaging citizens in well-being and progress statistics; the discussion created a momentum and connected a diverse range of participants who exchanged experiences, ideas and good practice. The content from the discussion will be used to design others activities of the Web-COSI project.

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of the Coca-Cola Happiness Institute, the Health and Wellbeing Cluster on Collective Intelligence and Wellbeing in Ireland, the Santa Monica Well-being Project, and the European Economic and Social Committee.

4. Conclusions/Next steps

The objectives of the online discussion were met and a conversation was started on engaging citizens in well-being and progress statistics. The discussion created a momentum and connected a diverse range of participants who exchanged experiences, ideas and good practice. The profiling and reach of the conversation were extensive.

The number and quality of comments has provided content and ideas that can be used in our reports, workshop preparation and in the design of an engagement strategy for young people. The next step would be to foster and develop this community, to build upon this success to ensure the Web-COSI project uses the knowledge acquired for future activities.

In terms of specific follow-up actions leading on from this discussion, the following activities will be undertaken:

- A blog post will be written summarising the content of the discussion and setting the scene for the next online discussion on “Making data more accessible for society at large”, in order to communicate the findings to a wider audience.
- The content of the discussion will be reviewed and synthesized to provide initial content for the Report on the results of citizen dialogue (Deliverable 2.3).
- Individuals and organisations who joined the Wikiprogress community through the discussion will be contacted on a regular basis to maintain contact and to identify potential participants for the forthcoming workshops.

ANNEX 1

Contextual information related to the online discussion provided in communication materials and on the discussion home page

Discussion title: “Engaging citizens in well-being and progress statistics: good practice from Europe and around the world”

Context

During 2014, Wikiprogress will be focusing on the question of how to increase citizen engagement in well-being and progress statistics. This is a key issue for the movement of initiatives around the world striving to develop better statistics of well-being and progress. While this movement is incredibly diverse – encompassing different actors, frameworks, geographic scales, and objectives - it is driven by a common belief that measurement can bring about change in policy, behaviour and attitudes that will have a real (positive) impact on people’s lives, now and into the future. For this to happen, we need to be sure that a) we are measuring what really matters to people, and that b) those measures will be used in policy and public debate. Citizen engagement is central to achieving both these objectives.

There are many different ways that citizen engagement can play a role in the development and use of progress statistics, through:

- Public consultations, with government and civil society organisations, at the local or national level, on the best frameworks to use for the measurement of well-being.
- Crowdsourcing data collection, via web platforms or mobile technology, such as the method used in the subjective well-being app Mappiness.
- User feedback on existing measurement frameworks or methods, such as the interactive technology used by the OECD Better Life Index.
- Use and re-use of open data sources, where members of the public can access official and non-official data to create stories, visualisations and apps to produce innovative solutions to collective problems, such as those available on publicdata.eu

Leading questions

- How can citizen engagement improve the development and use of well-being and progress statistics?
- Do you have any examples of good practice in citizen engagement in well-being and progress statistics?
- What role can technology - such as mobile apps or interactive web platforms - play in improving citizen engagement with well-being and progress statistics?

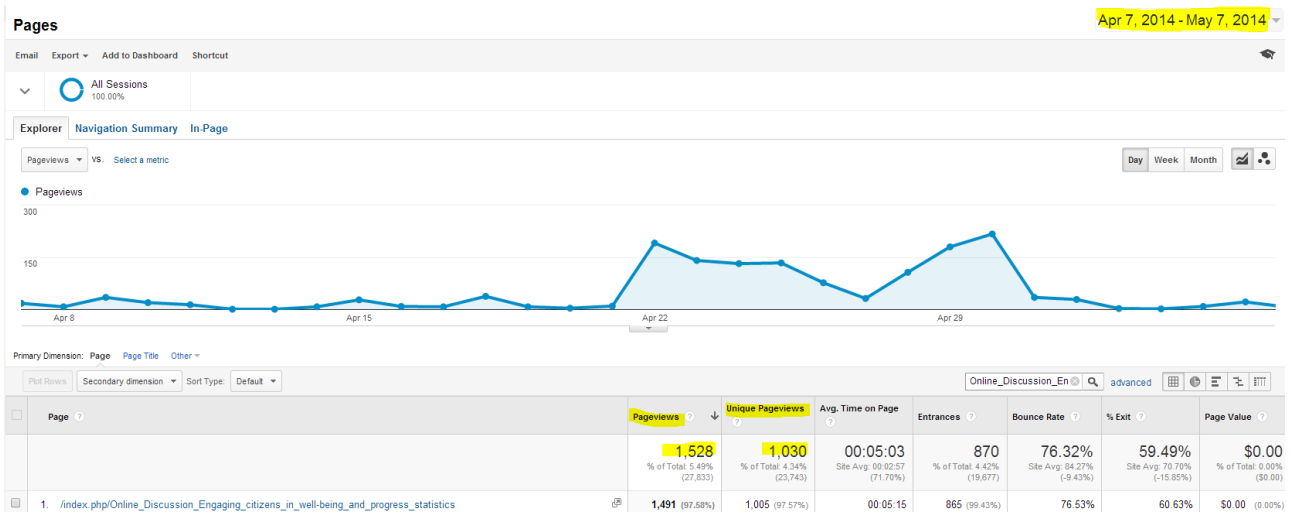
Background

The OECD is one of four partners in a European Commission-funded project called Web Communities for Statistics and Social Innovation (Web-COSI), whose overarching aim is to ensure ‘Statistics for Everyone’. Over two years, Web-COSI will be exploring innovative ways to increase public engagement with the production, promotion, and use of ‘beyond GDP’ statistics and data. Wikiprogress will be conducting a number of activities in 2014 to this end.

ANNEX 2

Analytics results for the discussion page and blogs

Page views and unique visitors on Wikiprogress online discussion page between 7 April and 7 May 2015 (Google Analytics)



Page views for blogs between 20 April until 16 May 2014 (Blogger Analytics)

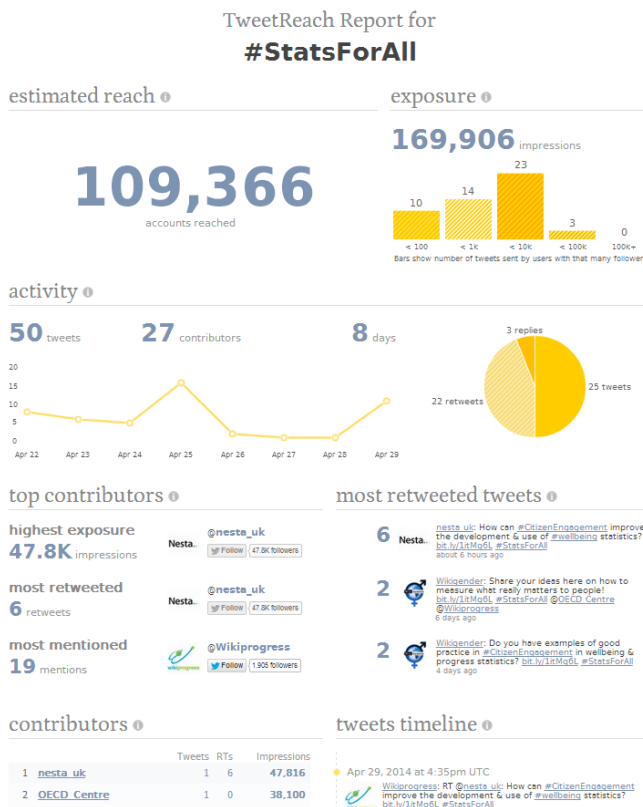
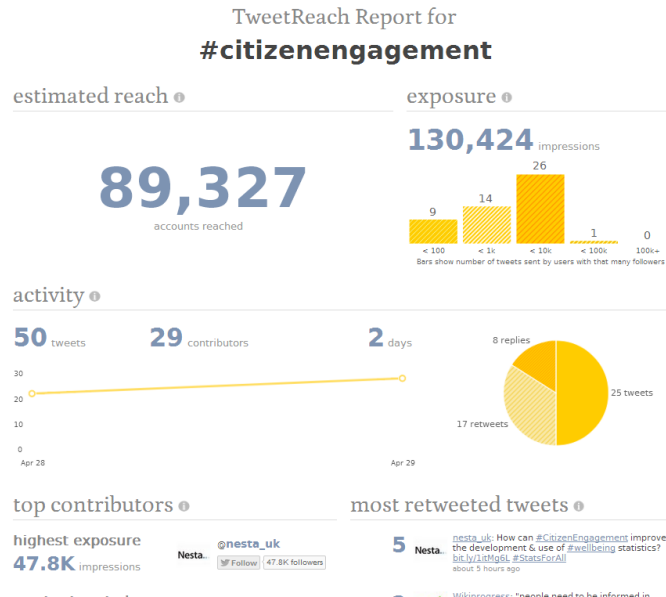
Wikiprogress ProgBlog · Stats > Posts

Posts

| Entry | Pageviews |
|---|-----------|
| Why engage citizens in wellbeing d... 21 Apr 2014 | 568 |
| Where is Happy City? 23 Apr 2014 | 257 |
| Citizen engagement in well-being st... 30 Apr 2014 | 232 |

ANNEX 3

TweetReach report for the hashtag #citizenengagement between 28-29 April 2014 and the hashtag #StatsForAll between 22 – 29 April 2014 (both hashtags established especially for the discussion)



ANNEX 4

Examples of comments from online discussion “Engaging citizens in well-being and progress statistics: good practice from Europe and around the world”.



Jon Hall - 13 days ago

This is an important conversation. To my mind citizen engagement is important for several reasons. First, it creates legitimacy around the indicators. How can we purport to measure other people's wellbeing without asking what they think ("not about us, without us:). Second, it can help to ensure the indicators resonate with a broader audience and generally improve the content. And third, it can create a community support-base around the indicators which can help to ensure they are used. Moreover, as we argued in the "People Participation Progress" report (<http://www.bertelsmann-stiftun...> the very process of engaging citizens in the can yield various benefits above and beyond any set of indicators that are produced.



Ruut Veenhoven - 22 days ago

Statistics on wellbeing concern typically the average citizen in a country and serve information needs of policy makers. For that purpose random sampling is required, which limits the possibilities of spontaneous participation very much.

Yet there is also demand for information by individual citizens who are faced with major choices in life, such as having children or not, and who would like to know how that choices has worked out on the wellbeing of similar people. Answering that question does not require random sampling but requires follow-up over time preferably over long periods.

This latter approach is followed by the 'HappinessIndicator' at www.happinessindicator.com (original Dutch version www.gelukswijzer.nl) This is a combination of a self help website and a long-term



Stefano Palmieri - 14 days ago

I am a member of the European Economic and Social Committee (EESC) in Brussels and in this representative body of civil society organizations of the European Union I represent the trade union organization of CGIL (Confederazione Generale Italiana del Lavoro – italian General Labour Confederation).

The involvement of citizens in the use of well-being / progress statistics can be: indirect by intermediate representing organizations (trade unions, business representing organizations, organizations in defense of consumers, etc...), a degree of involvement that I will describe in the answer 1; and direct (unmediated) through the use of new technologies, as I will briefly examine in the answer 3). In the answer 2) I will give a brief info of the Italian experience achieved through the ISTAT-CNEL “Benessere Equo e Sostenibile – BES – Fair and Sustainable Well-being”.



Francesca Bria - 15 days ago

Hi,

This is Francesca Bria, from, Nesta Innovation lab. I am the Principal investigator of the Digital Social Innovation research <http://digitalsocial.eu/> commissioned by DG Connect, and I am the coordinator of the D-CENT project <http://dcentproject.eu>, which is part of the EU Collective Awareness Platforms CAPS portfolio of projects <http://caps2020.eu/>.

There is certainly a need to harmonise sound metrics to assess the impact of DSI and inclusive innovation activities, including the role of ICT networks, number of people and communities involved and “beyond GDP” criteria such as social satisfaction, well-being, ecological footprint and social inclusion.



Doug May - 17 days ago

Indicators help us manage our lives. Used and used properly this use can help lead to social progress. In Newfoundland and Labrador a set of indicators exists down to the local community level and below that to the neighbourhood level in the System of Community Accounts (www.communityaccounts.ca). It is at this governance level where, I believe, individual citizens and/or unorganized groups can take action.

Annex 5

Examples of comments on Facebook and Twitter

Recent Posts by Others



HelpAge International

How can citizen engagement improve the development of wellbeing and progress statistics? Do you have any examples of good practice? HelpAge, [Wikiprogress](#) and partners are hosting an online discussion today until 30 April, and we'd love your contributions.



Online Discussion Engaging citizens in well-being and progress statistics - [Wikiprogress.org](#)
[www.wikiprogress.org](#)

Wikiprogress and partners invite you to participate in this discussion on the role of citizens engagement in the development and use of well-being and

View Post · Remove Tag · April 22 at 11:13am

DignityFirst Difi, Sailesh Mishra, CSR Centre and 9 others like this. [Top Comments](#)

Write a comment...

DignityFirst Difi Council Citizens' Committees for Awareness and Empeowerment, running in North West of Cameroon is a bottom-up checks and appraisals of promises of elected officials to implement sustainable development programs from councils.

Like · Reply · April 23 at 2:02pm

DignityFirst Difi It is a cardinal point in governance that the populace take part in checking policies and actions geared towards their wellbeing. The picture in Cameroon is a very minimal from councils to the Presidency. The pop... [See More](#)

Like · Reply · April 23 at 1:59pm



Stakeholder Forum @stakeholders · Apr 25

Participate in [@Wikiprogress](#) online discussion about [#CitizenEngagement](#) in [#wellbeing stats](#) [bit.ly/1itMg6L](#) 22-30 April [#StatsforAll](#)



Network Of Wellbeing @NetwrkWellbeing · Apr 24

[@Wikiprogress](#) Know some interesting projects on wellbeing stats & [#CitizenEngagement](#) eg [@koenvredebregt](#)'s work on HPI [happyplanetplatform.nl/en/over-ons/](#)



Ben Puzanov @BenPuzanov · Apr 22

[.@Wikiprogress](#) [@GovernmentDigi](#) check out what [#Boston](#) is doing in [#CitizenEngagement](#) and [#OpenGovernment](#) : [m.cityofboston.gov/doit/initiativ...](#)



Ben Warner @BenWarner · Apr 25

[.@Wikiprogress](#) [@GChenais](#) [#CitizenEngagement](#) makes a difference in the quality of communities [tiny.cc/BenWarnerTEDx](#)