Web-COSI "Web COmmunities for Statistics for Social Innovation"

www.webcosi.eu

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Civil society engagement in well-being statistics: good practices from Italy (webinar)

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Deliverable 2.2

Activity: Civil society engagement in well-being statistics: good practices from Italy (webinar)

Summary

On Friday, June 20th, a two-hour webinar entitled "Civil society engagement in well-being statistics: good practices from Italy" took place: the webinar, organized by the Italian Association for Social Promotion Lunaria in the framework of the Web-COSI Project (Work Package 2; Deliverable 2.2), aimed at exchanging and disseminating the most incisive and successful contents and methods implemented by civil society organizations (CSOs) for societal innovation in the field of collecting statistics on well-being.

The webinar – held in English – was introduced by Donatella Fazio (Web-COSI Project Coordinator, ISTAT) and Duccio Zola (Web-COSI researcher, Lunaria), and hosted four speakers, each one representing an example of good practice carried out by CSOs. The speakers presented their initiatives and discussed with each other and the public (connected online) attending the webinar on a range of issues of major relevance, revolving around the relationship between well-being, statistical information, and the role of CSOs and new technologies.

The list of speakers includes:

—Eva Alessi (Head of the Sustainability Program, World Wildlife Fund-Italy): *The Ecological Footprint Initiative*.

—Luigi Reggi (Co-founder, Monithon): *The Civic Online Monitoring of Italian Public Policies*.

—Mirko Laurenti (Head of the Urban Ecosystem Program, Legambiente): *The "Urban Ecosystem" Report*.

—Elena Mondo (Project Coordinator, Open Budget Initiative): *The Open Budget Index*.

The webinar was followed by around 30 attendees, and the video-registration of each speech given by the speakers has been uploaded on both Web-COSI website (www.webcosi.eu) and Lunaria's Youtube channel (http://goo.gl/NyEgxD): at the moment (mid-July 2014), the number of visualizations range from 30 to 50.

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1. Purpose of the activity

1.1. To explore, share, and disseminate good practices of CSOs producing statistical information on well-being

The webinar entitled "Civil society engagement in well-being statistics: good practices from Italy" – realized on June 20th by Lunaria in the framework of the Web-COSI two-years activities program – aimed primarily at encouraging the exchange and dissemination of good practices carried out by some Italian CSOs in the field of the production of statistical information on well-being (through the collection, aggregation and analysis of data or the realization of specific synthetic indexes).

The webinar stemmed from the awareness of the multidimensionality of well-being, which is both a prismatic term and a sort of "catch-all" concept. In this light, during the planning of the webinar it was decided to maintain and not to curtail this complexity – and indeed this heuristic richness – by giving voice to a range of CSOs experiences which have to do with the relationship between well-being and statistical information in its multiple declinations and territorial extensions: from individual lifestyle to the quality of life of a given population in a given geographical area, from environmental sustainability up to institutional transparency and citizens' participation.

1.2. To highlight the role of CSOs in providing statistical information on well-being

The second goal of the webinar was to highlight the role of CSOs in providing statistics on well-being. In this case, the starting point is the awareness of the limitations of official statistics in covering relevant dimensions and aspects which determine or have a direct impact on the quality of life of citizens (and/or on the quality of development of a country or a region) with adequate and fit-for-purpose statistical information.

Nowadays, in a condition of deep economic crisis which adds to a growing social complexity and ecological interdependence, the role of CSOs in monitoring and collecting data and information on the various dimensions of well-being becomes more and more central. At the same time, this role played by civil society actors is more and more considered as a valuable lever for integration of official statistical information produced by public institutions at the local, national or supranational level. Furthermore, on the political front, the current debate on well-being is fueled by the fact that the issue of its assessment and measurement, as well as a mere statistical exercise, has a very strong political significance. Thus, the selection of statistics and indicators influences the evaluation of policies to be implemented: what is measured is the basis of what one does.

1.3. To investigate the potentialities of new technologies and open data for CSOs

The third goal of the webinar consisted in investigating the potentialities of new technologies and open data for CSOs active in the production of statistical information on well-being. In this respect, it is worth noting the "winning combination effect" between CSOs, open data and new technologies (web 2.0 interactive technology, e.g. crowd-sourcing platforms, mobile apps…): this virtuous circle may be considered as a pillar of societal innovation and an essential tool for raising public awareness and encouraging the direct involvement and activation of citizens in the collection, dissemination and re-use of data and statistical information on the issues and aspects related to well-being. In other words, the webinar aimed at showing and stressing the importance of this convergent movement of "democratizing statistics" and "informing democracy" boosted by the linkage between CSOs, open data, and new technologies.

1.4. To publicize the contents and aims of the Web-COSI project

The fourth goal of the webinar was to give visibility to the contents and aims of the Web-COSI project in order to create a first core of a "critical mass" of Italian publics and CSOs. This goal was met by: i) publicizing the webinar on the home pages of Lunaria and Web-COSI websites; ii) creating an event on Lunaria's Facebook portal; iii) disseminating the news of the webinar through Lunaria's newsletter and through Lunaria and Web-COSI Twitter accounts. Moreover, the webinar was explicitly designed to collect and share the experiences and good practices of CSOs involved (mainly in Italy) in the production of statistical information on well-being: World Wildlife Fund-Italy, Legambiente, Monithon, Open Budget Initiative. The personal connections which have been established, the informal network of CSOs which originated as a consequence, and the contributions from the webinar will be taken into account in the preparation of future Web-COSI deliverables: the Report (Deliverable 3.6), and the Workshop (Deliverable 4.6).

2. Set up of the activity and its execution

The set up and execution of the webinar passed through four steps, which can be summarized as follows:

2.1. Designing the webinar

The first step which led to the final execution of the webinar consisted in mapping the most interesting experiences carried out by Italian CSOs in collecting statistical information on well-being. This mapping exercise built on the work that was done in this field by Lunaria during the years, and was undertaken with the specific aim of distilling a list of 6 good practices which could best fulfill the requirements of the Deliverable 2.2. In this regard, it was decided to include in the shortlist also a CSO active at the transnational level with a direct, strong connection with the Italian civil society's landscape (i.e. the Open Budget Initiative, whose partner in Italy is the the Sbilanciamoci! coalition).

Following, a contact person for each of these 6 CSOs good practices was informally contacted (by telephone and e-mail) in order to introduce the contents of the Web-COSI project and to explain in detail the objectives of the webinar. After having checked the willingness of these persons to join the event as speakers, the date of June 20th was fixed for the webinar. Furthermore, a formal two-pages note containing conceptual, technical and logistic information and insights was prepared and sent to the 6 selected speakers, in order to brief them on their role in the webinar, and the kind of intervention expected (see annex 1). Unfortunately, due to a last minute setback, two of the 6 invited speakers were forced to cancel their participation to the webinar.

2.2. Logistics and technical issues

The webinar took place on June 20th and was broadcasted from the headquarters of the Kyoto Club, an Italian CSO based in Rome – active on the issues of climate change, sustainable growth, and the ecological transition – with which Lunaria has long collaborated over the last years. Almost all the speakers – except Elena Mondo, Project Coordinator at the Open Budget Initiative, who was connected from London – were gathered in an equipped room of the Kyoto Club, together with a

selected audience of two ISTAT's members involved in the e-Frame European Project (see annex 2): the sharing of the same place was explicitly thought to give the possibility to the speakers to get in touch with each other, thus boosting the above mentioned process of CSOs networking around the issues and the objectives of the Web-COSI project. For what concerns the criteria for selecting the e-platform which should have hosted the webinar, it was decided to concentrate first of all on accessibility, interactivity and video-quality (see annex 3).

Thus, an e-platform developed by Meetecho was chosen and duly set up, and the link (http://www.meetecho.com/webinars/lunaria) to join the event online (by simply entering users' name and e-mail address) widely publicized before the date of the webinar. Two professionals from Meetecho managed the technical aspects of the event since the beginning, and assisted a technician from Lunaria during the set up and the execution of the webinar. Finally, in order to maximize the chances of visualization and to raise further questions and comments, the webinar has been video-registered and uploaded on Lunaria's Youtube channel (http://goo.gl/G1SyuX, see annex 4) and the Web-COSI website (http://goo.gl/FWzDzX). On the Web-COSI webpage it is also possible to see and/or download the PowerPoint presentations (in a pdf. format) used by the speakers (see annex 5).

2.3. Publicizing the webinar

Lunaria did a major work – in terms of communication and promotion – aimed at publicizing the initiative as widely as possible. In this light, invitations to join the webinar were: i) sent to all the Web-COSI partners (ISTAT, OECD, i-genius) who, in turn, disseminated the information to their networks; ii) e-mailed to the mailing list and the newsletter of Lunaria (5.000 recipients); iii) sent to both Web-COSI and Lunaria contacts via their own Twitter accounts (respectively, 49 and 437 followers, see annex 6).

The initiative was also launched on the websites and the Facebook pages of Lunaria and Web-COSI, and a dedicated event on Lunaria's facebook portal (1.900 people invited, see annex 7) was created. Furthermore, two press releases – both in Italian and English – were delivered at a distance of one week, describing the rationale and the purpose of the initiative, and introducing the speakers (see annex 8). Finally, with regard to the uploading of the webinar on the Web-COSI website, the information was disseminated through the above mentioned web and Social Media's channels.

2.4. Contents of the webinar

Four speakers – each one representing a good practice carried out by CSOs in the field of collecting and disseminating statistical information on well-being – took the floor during the webinar. In particular, the speakers were asked to present their own initiative and to focus on major issues, such as the vision of well-being which lays behind their experiences, the kind of "non-official" statistical information provided, the importance of new technologies and open data, their relationship with the political and institutional world.

The webinar was opened by Duccio Zola (Web-COSI researcher, Lunaria), who introduced to the audience the themes of the event and its speakers. Following, Donatella Fazio (Web-COSI Project Coordinator, ISTAT) gave her welcome address concentrating on the Web-COSI Project topics and aims. Fazio highlighted, in particular, the fundamental role of CSOs and citizens' engagement in providing a momentum for both the enlargement of the "beyond GDP" debate, and the integration of official and non-official statistics on the measurement of societal progress and well-being. To this end, concluded Fazio, it is necessary to take fully into account and exploit all the possibilities opened up by online communities – growing ever stronger in the Web 2.0 era – for the definition of

"better statistics for better policies for a better quality of life". After this welcome address, the 4 speakers took the floor for their speech.

2.4.1. The "Ecological Footprint Initiative"

Eva Alessi is the Head of the Sustainability Program at the World Wildlife Fund Italy (WWF Italy), one of the most important and long-dated environmental civil society organization in Italy. Her speech focused on the importance of the Ecological Footprint indicator, a resource accounting tool that measures how much nature we have, how much we use, and who uses what. As human beings living in a finished planet with limited resources, said Alessi at the beginning of her presentation, we are not always conscious of the fact that we are using more resources than the Earth can provide: and we actually are experiencing today a global ecological crisis.

In this light, WWF Italy is part of the Global Footprint Network, a civil society transnational network established in 2003 and aimed at enabling a sustainable future where everyone has the opportunity to live a satisfying life within the means of one planet. The Global Footprint Network coordinates research and develops methodological standards for decision makers which lead to resource accounts ensuring that we live within the Earth's "budget". The idea of well-being which lays behind the scientific and advocacy activities carried out by the Network is based on the belief that an essential step in creating a one-planet future is measuring human impact on the Earth, in order to make more responsible individual choices and take more informed collective decisions. In particular, the Ecological Footprint is a data-driven metric that tells us how close we are to the goal of a sustainable living.

Ecological Footprint measurements and accounts are similar to bank statements, documenting whether we are living within our ecological budget or, rather, we are consuming nature's resources faster than the planet can renew them. After having mentioned some of the most alarming statistical evidence on the waste of our planet resources (in terms of food, water, soil consumption) and their consequences on the quality of our lives, Alessi defined the Ecological Footprint as the impact of human activities measured in terms of the area of biologically productive land and water required to produce the goods consumed, and to assimilate the wastes thus generated. In other words, the Ecological Footprint can be considered as the amount of environment necessary to produce the complex of goods and services which support a specific lifestyle.

Concluding her speech, Alessi stressed that WWF work in this field is inspired by the vision that human demand on nature is monitored as closely as the stock market, and it is guided by the goal of providing the scientific data and knowledge needed for driving large-scale social change. In this context, the Ecological Footprint indicator assumes a fundamental role to assess ecological sustainability across the world: its construction and its use by CSOs, scientific communities, academics, and policy makers can effectively lead – exercising a direct and indirect pressure – to the change of individual and collective choices and behaviors. Which means assuring a real, sustainable, forward looking well-being for all humans.

2.4.2. The "Urban Ecosystem Report"

Mirko Laurenti is the Head of the Urban Ecosystem Program at Legambiente, one of the most important and long-dated – together with the above mentioned World Wildlife Fund – environmental CSOs in Italy. Laurenti's speech focused on the presentation of the "Ecosistema Urbano" (Urban Ecosytem) Report, which has been launched 20 years ago. Ecosistema Urbano is an annual survey on the environmental sustainability of 104 major Italian municipalities, realized by

Legambiente with the collaboration of Ambiente Italia and Il Sole 24 Ore, respectively a scientific and a media partner.

Since 1994, when the first edition of the Report came out, Ecosistema Urbano evaluates the environmental loads, the quality of natural resources, and the "green" management of the municipalities taken into account in the survey. Every year, Ecosistema Urbano gathers – by means of specific questionnaires, interviews addressed to local public administrators and bureaucrats, and the use of official statistical data – statistical data on 125 environmental parameters, resulting in a total amount of more than 125.000 data collected. This huge amount of information is then re-classified within 26 sustainability indicators, with the final aim of producing a synthetic index which measures both the sustainability and the environmental quality in Italian cities.

For what concerns the kind of information collected, it is assumed that data are fairly reliable: they come directly from all the municipalities involved in the survey, and are further checked by comparing and verifying differences with the statistical evidence emerging in the previous editions of the Report. If necessary, specific clarifications are also requested both to the municipalities and to the local groups of Legambiente. The indicators applied in the realization of Ecosistema Urbano take into consideration all the main environmental components which relate to human well-being and the quality of life: air, water, waste, transports, public green, energy, and public/private environmental policy.

According to Laurenti, the results of the Report – via an evaluation system adopted in the last year, which measures the performance of the 104 municipalities on the basis of specific sustainability targets – clearly show that a good urban sustainability is possible. Laurenti reminded that the environmental quality of a municipality depends also on features which are not easily measurable. For example, it is quite difficult and challenging to build an indicator for good weather, urban building esthetics, the integration and the ideal balance between green and built-up areas, and so on. This means that the definition of indicators as such – which are in any case closely linked to well-being – is an open "battleground" where the cooperation between CSOs, municipalities, and official statistics represents the secret weapon.

In conclusion, according to Laurenti's opinion, Ecosistema Urbano aims at describing and evaluating the evolution of environmental policies in Italy led by local municipalities, and at pinpointing the critical aspects related to the urban environmental quality and sustainability: it can be considered as a major means of scientific documentation and policy advocacy produced by CSOs in this field.

2.4.3. The "Civic Online Monitoring of Italian Public Policies"

Luigi Reggi is co-founder of Monithon, a civil society independent initiative based on a web platform and aimed at promoting the civic monitoring of projects funded by the Cohesion Policy in Italy. The term "Moni-thon" comes from "monitor" and "marathon", and this is precisely what the experience presented by Reggi seeks to help with: an intensive and interactive activity of observing and reporting. Citizens, journalist, experts, researchers, CSOs activists (or all combined) collect information on a funded project of their interest, and report on it on Monithon's website. This information – which can be produced in the form of qualitative interviews and/or quantitative data collection, and supported by the realization of pictures and videos – is then properly aggregated and geo-referenced on the Monithon's platform, in order to create a form of civic, bottom-up, collective storytelling.

Reggi put emphasis on the fact that this monitoring activity is possible thanks to the combination of open government data and citizens' involvement and collaboration, joined by the goal of controlling the large amount of projects funded by both the Italian State and the European Union through Cohesion Policy. As he explained, the Italian government releases basic information – through the Italian institutional portal of OpenCoesione (www.opencoesione.gov.it), and in an open data format – on the projects and also on beneficiaries of the funds and subsidies, and the Monithon initiative takes this transparency further, asking citizens to actively engage with open government data and to produce valuable information through it. The main aim is to foster a "civic use of open data", so that citizens can feel and experiment a closer connection with public policies and with the ways in which public money and EU funds are being concretely invested.

Obviously, as Reggi rightly pointed out, Monithon's activities have also a direct relationship with, and an impact on well-being. In this light, by engaging in a monitoring marathon, citizens give benefit to the whole community and, ultimately, to public policies themselves: they can fill missing information, indicate errors, report on the actual development of projects and, in the end, help to evaluate the whole efficiency of the funding system, with a major return in terms of increasing civic trust, social cooperation, and both institutional transparency and accountability: four fundamental ingredients which – especially if gathered together – contribute to the overall improvement of citizens' well-being.

Furthermore, thanks to the combination between new technologies and open data, anyone can engage on Monithon at any moment, through its user-friendly *mobile app*. Users can do this individually, but the whole activity increases in its civic importance when done collectively, as it happens during the "Monithon Days". These events, organized every year, involve groups of citizens – sometimes under the guide of local hosting civic organizations – set out on real explorations around their area in order to gather information on specific projects of local interest. In doing so, Reggi concluded, not only the participants do collect useful material to evaluate the effectiveness of the funding and generate awareness around those finance plans, but they also experiment with new forms of socialization, cooperation, and control over public policies.

In the end, Monithon appears as a promising and original civil society-based initiative which can – under the purpose of enhancing institutional transparency (and collective well-being) – fill the gap between civic engagement on the one hand, and the use of open data and new technologies on the other.

2.4.4. The "Open Budget Index"

Elena Mondo is Project Coordinator at the Open Budget Initiative. As she explained at the beginning of her speech, this initiative raises from the awareness that public budgets are the blueprints for how national governments raise and spend public funds for the implementation of policies and programs that translate their priorities into concrete actions. Over the past decade – influenced by increasing efforts by CSOs to engage in government budget processes in order to affect policy choices and make public budgeting more open and accountable – it is being widely recognized that when ordinary people are involved in managing public money, you get stronger and more effective decisions, less corruption and mismanagement, and better outcomes and well-being for everyone, especially the disadvantaged.

As Mondo said, two things are necessary for this to happen. First, governments need to provide citizens with relevant and fit-for-purpose information and opportunities to participate in the budget building process. Second, both the CSOs and the public at large need to acquire the skills related to

the understanding and the use of this information, with the overarching goal of concretely advocating for better policies. Moving from this awareness, the International Budget Partnership (IBP) was launched as a transnational network in 1997 by the Center on Budget and Policy Priorities, a CSO based in Washington. The objective of the network is to engage and collaborate with CSOs all over the world in order to undertake budget analysis and policy advocacy. The IBP builds on the capacity of CSOs to read and analyze in detail government budgets, participate in budget building processes, and engage in evidence-based advocacy. Mondo added that the work of the IBP is fueled by the core assumption that each democratic government has the primary duty to provide their citizens with timely, comprehensive information on its national budget: that is, the first condition which allows citizens to participate in an effective way to the formulation, implementation, and oversight of public policies and budgets.

For these reasons, the IBP has developed in 2008 the Open Budget Survey, which is an objective, independent, comparative, and global survey that evaluates – by means of 133 questions and thanks to the elaboration of a specific synthetic index, the Open Budget Index – the public access to key national budget information, the opportunities for public participation to budget processes' formation and the strength of formal oversight institutions (such as legislatures or Supreme Audit Institutions). Within this framework, regular biennial publications are disseminated, and the 133 questions which compose the questionnaire at the basis of the Open Budget Survey are formulated according to suggestions coming from major international institutions (such as the IMF and the OECD) and, as well, from major international good practices.

The questionnaire is filled on an online platform by independent CSOs researchers from 100 countries, who have an expertise on national budgets system and practices. Then, the IBP checks filled questionnaires for internal consistency and accuracy against publicly available data: this fundamental activity is provided by an independent, anonymous, expert reviewer in each country. Governments are then given the option to review their country's results. In the final step, the IBP referees differences in answers between researchers and reviewers and all data and comments on the Survey are published online. In Italy, since 2010 and in the light of its long established experience in analyzing the economic and financial policies of the government, the Sbilanciamoci! coalition (www.sbilanciamoci.org) is partner of the initiative.

Therefore, the Open Budget Survey not only produces data on budget transparency, but is also a fundamental tool for developing and fostering dialogue and cooperation between civil society and public institutions, with the aim of bridging gaps, addressing institutional problems and dysfunctions, and encourage positive policy change. Open Budget Survey results – which are easily readable thanks to the elaboration of a final synthetic index – are receiving an increasing attention from citizens, CSOs, donors, and governments themselves. In this way, concluded Mondo, governments are pressured to improve transparency and accountability, and consequently the well-being and the quality of life of their fellow citizens.

3. The results achieved

One of the main objectives in designing the webinar was to identify and engage the audience of the event. This purpose was pursued by addressing the public at large, and in particular the CSOs members in Italy and abroad, as well as statisticians and institutional members with an interest in

the topics – the relationship between statistical information, well-being and the world of civil society – at the centre of the webinar. To this end, a large amount of news, press releases, and tweets were disseminated through Lunaria and Web-COSI's formal and informal contacts, mailing lists, social networks and websites. Thus, the event was explicitly designed with the idea of achieving the aims of the Web-COSI Project Deliverable 2.2 and, at the same time, of meeting the expectations of the target audience.

In order to further encourage subscribers (more than 40 on the Facebook's page of the event, see annex 7) to attend the webinar, easy-to-read information – clarifying the rationale and the issues to be tackled, and all the technical details about the time, hour and access to the online platform hosting the event (see annex 8) – was regularly disseminated, which sparked interest among the target audience. As a result, around 30 attendees (ranging from 26 to 32, see annex 3) joined the webinar.

Moreover, since the video-registration of the event was uploaded on Youtube on Tuesday, June 24th, people who could not participate to the webinar on June 20th was provided with the opportunity to watch the event and raise questions and comments also in a deferred time. At the moment (mid-July 2014) of this report, the videos uploaded have already had a number of visualizations which range from 30 to 50, showing a significant interest in the contents and issues of the webinar (see http://goo.gl/NyEgxD).

Not least important, the webinar led to the development of the very first core of an informal network of Italian CSOs active on the field of providing statistical information on well-being. In this light, the connections established with the partners of the Web-COSI project represent an added value for both the next steps of the project (for what concerns Lunaria, the implementation of the Deliverables 3.6, 4.6), and the possibility for the speakers to publicize to a wider audience the aims, contents and work methods of the organizations to which they belong – a relevant example would be the implementation of the Deliverable 3.3, in charge of the OECD, which aims to develop a Wikipedia of Progress Statistics.

Finally, all the representatives of the 4 CSOs participating to the webinar (and as well those from Cittadinanzattiva and Fondazione Symbola who could not join the event) have expressed their appreciation of the Web-COSI Project contents and aims, and have declared their willingness to collaborate with Lunaria (and, if requested, with the other Web-COSI partners) for the realization of the next steps of the Project.

4. Conclusions

The objectives of the webinar were met and the quality of the discussion was high-profile. Furthermore, the number of attendees connected online to the webinar platform on June 20th (and the number of visualizations on Youtube) was fully satisfactory, and this shows a wide public interest for the themes and issues raised during the event. For what concerns its main results, the webinar – with the exchange and dissemination of experiences, methods and good practices – enriched the ongoing debate on the role of civil society organizations (CSOs) for societal innovation in the field of collecting statistics on well-being. On the one hand, common issues and interests among the representatives of the CSOs involved in the event emerged. On the other hand, new

inputs and ideas (for example on the use of new technologies and open data for CSOs) blossomed from the discussion.

Overall, the participation of the four speakers to the webinar made it possible to obtain both a fairly comprehensive and articulated picture of different declinations of well-being (in terms of institutional transparency, ecological sustainability, quality of life in urban areas, citizens' engagement...), and a useful shortlist of tools and methods employed by CSOs in order to implement and publicize their initiatives: from data collection to the elaboration of synthetic indexes, from the use of open data and new technologies to innovative data visualization arrangements.

On the "political" front, it is worth mentioning that the 4 CSOs which presented their initiatives during the webinar share the main concern of producing statistical information on well-being, with the overarching goal of increasing and "democratizing" scientific knowledge, stimulating advocacy for better public policies, pressuring public institutions, engaging citizens, and disseminating to the public opinion the fundamentals (in terms of statistical data, indicators, indexes) to read and understand changes and challenges occurring in our complex societies.

Thus, the results of the webinar allow Lunaria to settle solid foundations for future activities within the Web-COSI Project. In particular, the next step would be:

— to consolidate and foster the informal network of CSOs providing statistical information on well-being which took shape in the course of the various stages of the webinar, from set up to execution;

— to involve individuals who joined the webinar, informing them on a regular basis on the activities and results of the Web-COSI project, in order to maintain contact and to identify potential participants to the Workshop to be organized by Lunaria on Spring 2015;

— to use the amount of knowledge acquired during the webinar for future activities. In particular, the CSOs good practices presented by the speakers will be taken into account as a starting point for the realization of: i) the Report on the potential of CSOs involvement in the definition of statistics for well-being and societal progress, leading to suggestions to civil society networks and EU policy makers (Deliverable 3.6); ii) the Workshop aimed at promoting and disseminating the contents and methods implemented by CSOs for societal innovation in the field of collecting statistics on well-being (Deliverable 4.6.).

Annex 1. The concept note of the webinar (in Italian)
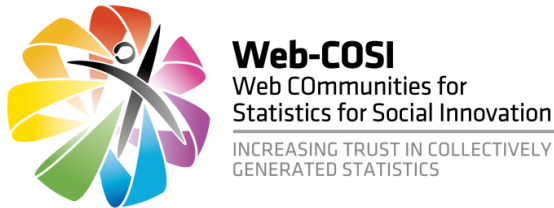
NOTA PER I RELATORI

Il ruolo della società civile nella produzione di informazione statistica sul benessere: buone pratiche in Italia

Webinar promosso dall'Associazione di Promozione Sociale Lunaria

1. Il progetto europeo Web-COSI

Il webinar è promosso dall'Associazione di Promozione Sociale Lunaria (www.lunaria.org) nel quadro delle iniziative del progetto europeo biennale (2014-2015) Web-COSI. Web-COSI – acronimo di "Web Communities for Statistics for Social Innovation" (www.webcosi.eu) – coinvolge Lunaria insieme all'Istat (istituzione capofila), l'Ocse e l'organizzazione non governativa inglese i-genius.

Web-COSI, inaugurato a inizio gennaio 2014, è finanziato dalla Commissione europea nell'ambito del settimo programma quadro su sostenibilità e innovazione sociale[*], e mira a coinvolgere le comunità interessate – cittadini, reti della società civile, sindacati, gruppi di consumatori, accademici e ricercatori degli istituti di statistica, *policy makers* – nel dibattito pubblico sul benessere e l'innovazione sociale.

In particolare, Web-COSI si propone di promuovere la condivisione e la disseminazione di conoscenze ed esperienze sulle diverse modalità di produzione di informazione statistica sul benessere da parte delle istituzioni nazionali e internazionali e delle realtà della società civile. Un ulteriore elemento qualificante di Web-COSI è l'utilizzo delle tecnologie al fine di informare e attivare la cittadinanza, favorire la discussione collettiva sulla definizione delle statistiche relative al benessere, migliorare l'accesso, la comprensione e l'analisi dei dati statistici pubblici.

Le attività in cantiere si concentrano su diversi fronti, tra cui la mappatura delle iniziative condotte a livello istituzionale e di società civile in materia di benessere e innovazione sociale; l'identificazione delle migliori pratiche di coinvolgimento dei cittadini nella raccolta e nella elaborazione di dati e informazioni statistiche sul benessere, la sostenibilità e l'innovazione sociale; il diretto coinvolgimento dei cittadini stessi nella produzione di statistiche sul benessere attraverso l'implementazione della piattaforma dell'Ocse Wikiprogress.stat.

2. La società civile come vettore di informazione sul benessere

Il punto di partenza da cui prende le mosse il progetto Web-COSI in generale e il webinar di Lunaria in particolare, è la consapevolezza della multidimensionalità del benessere e, contestualmente, dei limiti della statistica ufficiale nel coprire con un'adeguata informazione statistica ambiti e aspetti fondamentali che concorrono a determinare la qualità della vita dei cittadini così come la qualità dello sviluppo di un Paese.

In una condizione di crescente complessità e interdipendenza sociale e ambientale, il ruolo della società civile nel monitoraggio e nella rilevazione di dati e informazioni sulle varie dimensioni del benessere diventa sempre più centrale e costituisce oggi una preziosa leva d'integrazione dell'informazione statistica ufficiale prodotta dalle istituzioni pubbliche, a livello locale, nazionale e sovranazionale.

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[*] 7th Framework Programme (Theme ICT-2013-10) GA nr 610422

In questo contesto, l'utilizzo delle nuove tecnologie (dal web 2.0 alla tecnologia wiki, dalle *crowdsourcing applications and platforms* ai *new social media*) da parte delle realtà della società civile rappresenta uno strumento fondamentale sia per sensibilizzare l'opinione pubblica, sia per favorire il diretto coinvolgimento e l'attivazione dei cittadini nella raccolta, nella diffusione e nel riutilizzo dei dati e delle informazioni statistiche sui temi e le diverse declinazioni del benessere, dagli stili di vita sostenibili alla trasparenza istituzionale.

3. La struttura del webinar

Nel quadro delle iniziative del progetto Web-COSI, il webinar del prossimo 20 giugno intende innanzitutto favorire lo scambio e la diffusione di alcune tra le migliori esperienze realizzate da realtà della società civile italiana nel campo della produzione di informazione statistica – attraverso la raccolta, l'aggregazione e l'analisi di dati e/o la realizzazione di indici sintetici – sul benessere, generalmente inteso: dalla qualità della vita alla sostenibilità ambientale, fino alla trasparenza istituzionale.

La lista delle organizzazioni della società civile italiana invitate a presentare e condividere nel corso del webinar le proprie iniziative e buone pratiche comprende:

➢ Cittadinanzattiva: *L'osservatorio civico sul federalismo sanitario*
➢ Fondazione Symbola*: Il "PIQ - Prodotto Interno di Qualità"*
➢ Legambiente: *Il rapporto "Ecosistema urbano"*
➢ Monithon: *La maratona di monitoraggio civico sulle politiche pubbliche italiane*
➢ Open Budget Initiative: *Lo "Open Budget Index" in Italia*
➢ Wwf Italia: *L'iniziativa sull'impronta ecologica*

Il webinar si terrà a Roma venerdì 20 giugno, dalle ore 15.00 alle ore 17.00, presso la sede del Kyoto Club, in via Genova 23 (ultimo piano, traversa di via Nazionale). Al fine di iniziare i lavori con puntualità, si pregano i relatori di arrivare con 15-20 minuti d'anticipo.

Il webinar sarà condotto in lingua inglese e sarà introdotto da Donatella Fazio dell'Istat (coordinatrice del progetto Web-COSI) e Duccio Zola di Lunaria (ricercatore del progetto). Dopo questi due brevi interventi introduttivi, prenderanno la parola i relatori per un primo giro di interventi della durata massima di 15 minuti ciascuno. A seguire, saranno raccolte domande e osservazioni da parte del pubblico (presente in sala e collegato online), e vi sarà un ultimo giro di interventi.

Indicativamente, il primo intervento di ciascun relatore potrebbe toccare i seguenti punti:

➢ Quale realtà della società civile rappresentate e come è nata la vostra iniziativa?
➢ Quale/quali tra le molteplici dimensioni del well-being (sostenibilità sociale o ambientale, partecipazione attiva della cittadinanza, trasparenza...) viene/vengono chiamata/e in causa?
➢ Che tipo di informazione statistica viene raccolta, prodotta e/o elaborata (una nuova serie di dati, un indice sintetico...)? E in che modo?
➢ Quale ruolo assume l'utilizzo delle tecnologie nella realizzazione e/o nella pubblicizzazione della vostra iniziativa?
➢ Come e con quali specifici obiettivi si articola il rapporto tra la vostra iniziativa e il mondo della politica e delle istituzioni?

Contatti e informazioni:
Duccio Zola – Lunaria
Mail: zola@sbilanciamoci.org
Tel. 06 8841880; 06 84242487; 06 88983462
Cell. 338 6914311

Annex 2. The participants to the webinar

From the left: Luigi Reggi (Monithon), Maria Grazia Calza (ISTAT), Donatella Fazio (ISTAT), Duccio Zola (Lunaria), Eva Alessi (World Wildlife Fund Italy) – Photo by Chiara A. Ricci (Lunaria)

From the left: Marina Signore (ISTAT), Mirko Laurenti (Legambiente), Luigi Reggi (Monithon), Maria Grazia Calza (ISTAT), Eva Alessi (World Wildlife Fund - Italy) – Photo by Chiara A. Ricci (Lunaria)
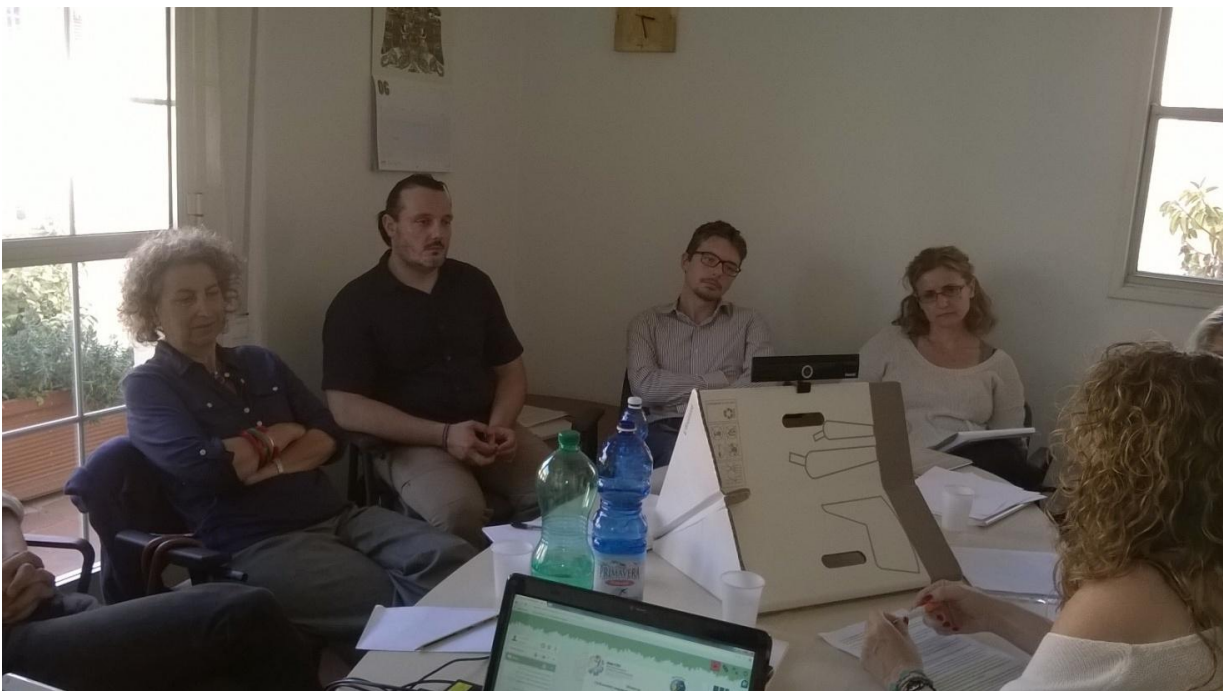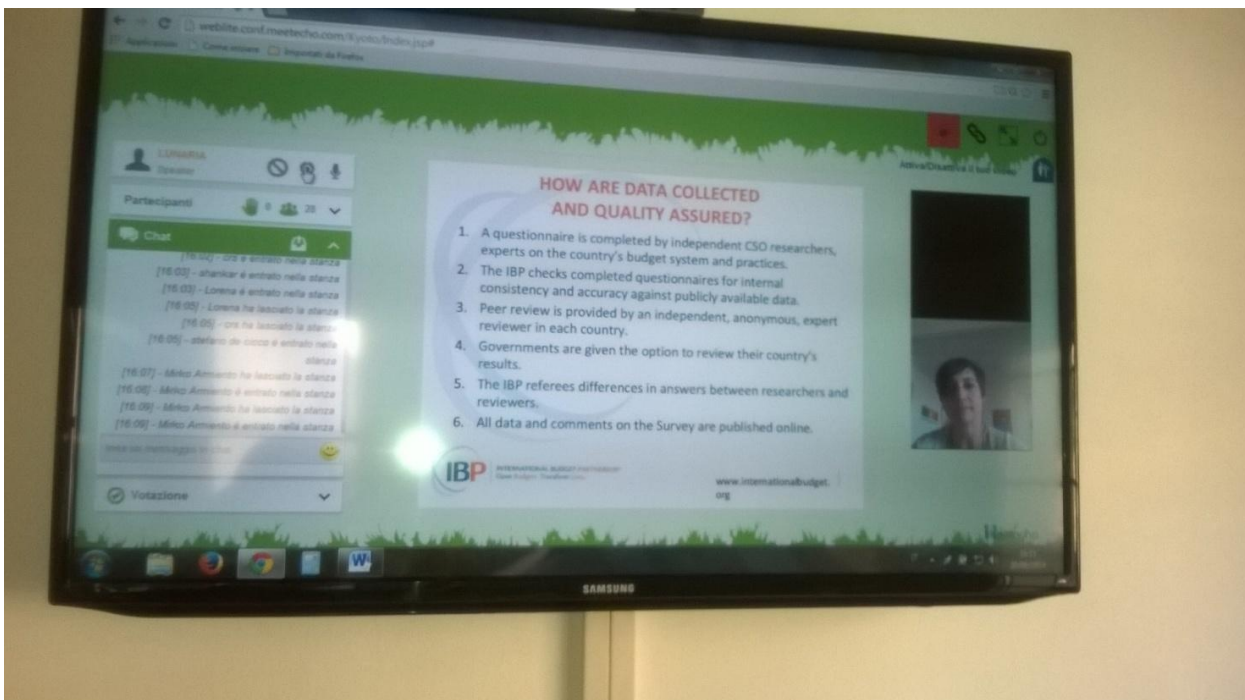
From the left: Matteo Micalella (Lunaria), Tommaso Rondinella (ISTAT), Marina Signore (ISTAT)
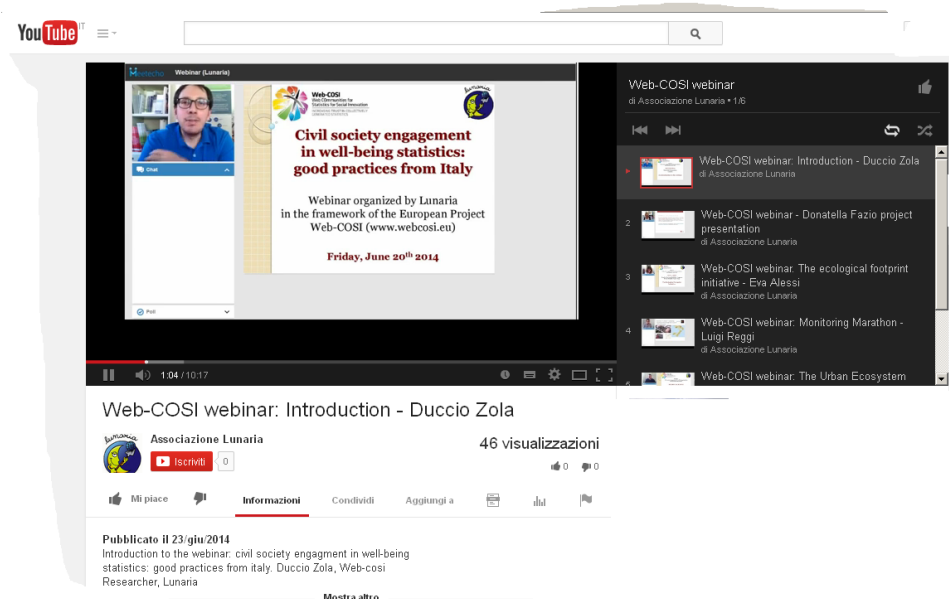Photo by Chiara A. Ricci (Lunaria)

Annex 3. The webinar e-platform

The webinar e-platform, and Elena Mondo (Open Budget Initiative) giving her presentation
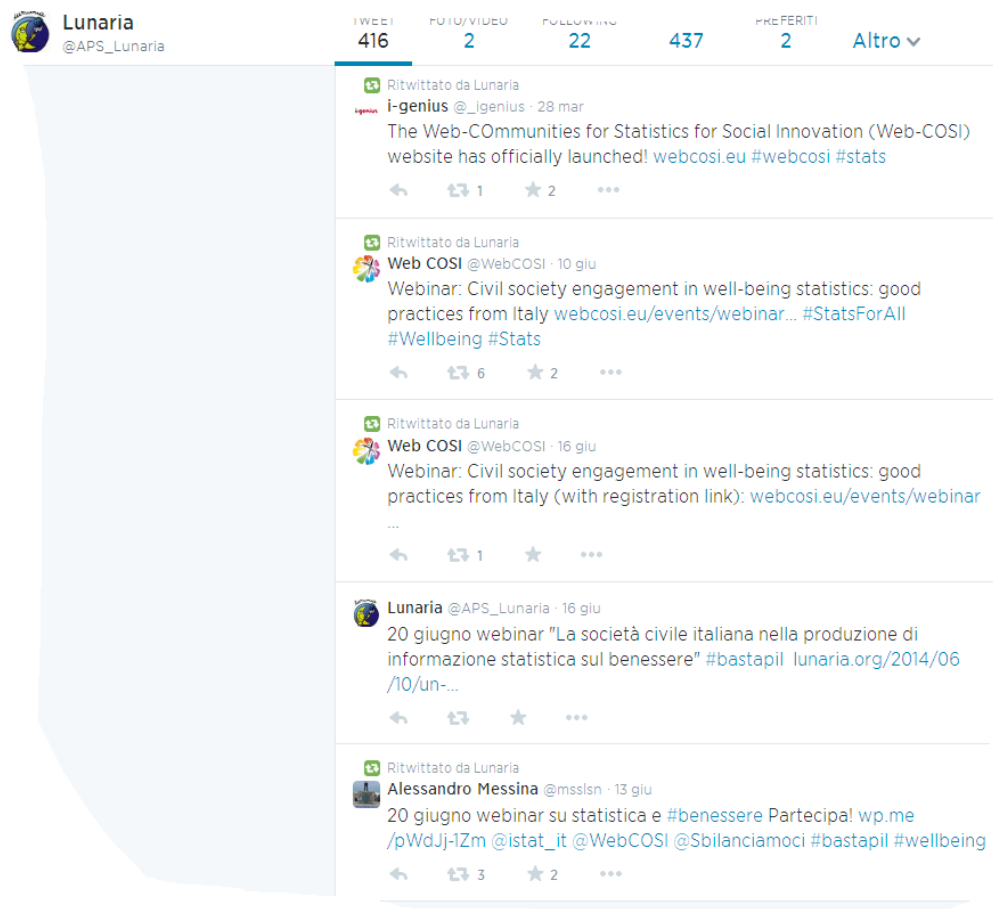Photo by Chiara A. Ricci (Lunaria)

Annex 4. The webinar on Youtube (Lunaria's Youtube channel)

Annex 5. The webinar (and the slides of the speakers) on the Web-COSI website

Annex 6. The launch of the webinar on Twitter (Lunaria's account)

Annex 7. The launch of the webinar on Facebook

Annex 8. Webinar press release (English version)

Webinar

CIVIL SOCIETY ENGAGEMENT IN WELL-BEING STATISTICS: GOOD PRACTICES FROM ITALY

On Friday, June 20th, a webinar aimed at promoting and disseminating the most incisive contents and methods implemented by civil society actors for societal innovation in the field of collecting statistics on well-being

The webinar (online seminar) "Civil society engagement in well-being statistics: good practices from Italy" will take place on **Friday June 20th, 3.00 p.m. to 5.00 p.m (CEST).**

The webinar, organized by the Italian association Lunaria in the framework of the Web-COSI project, aims at exchanging and disseminating the most incisive and successful contents and methods implemented by civil society organizations (CSOs) for societal innovation in the field of collecting statistics on well-being, generally understood: from quality of life to environmental and social sustainability, up to institutional transparency.

The webinar – held in English – will be introduced by Donatella Fazio (Istat) and Duccio Zola (Lunaria), and will host six speakers, each one representing an example of good practice carried out by Italian CSOs. The speakers will present their initiatives and will discuss with each other and the listening public during the webinar on a range of issues of major relevance, such as: how the concepts of well-being and societal innovation are articulated from the point of view of CSOs? What is the specific contribution and the "value added" that CSOs can provide on these issues? How, on what basis and with which goals, the relationship between CSOs, on the one hand, and the political and institutional world, on the other, is set up? Which are the most important strengths and weaknesses in the use of old and new technologies for the promotion of civil society initiatives on well-being and societal innovation?

The list of CSOs invited to disseminate and share their initiatives include:

➤ Cittadinanzattiva: *The Civic Observatory on the Italian Health System*
➤ Legambiente: *The "Urban Ecosystem" Report*
➤ Monithon: *The Civic Online Monitoring of Italian Public Policies*
➤ Open Budget Initiative: *The Open Budget Index*
➤ Symbola Foundation: *The Gross Domestic Product Quality's Initiative*
➤ World Wildlife Fund – Italy: *The Ecological Footprint Initiative*

You are all invited to join the webinar and take part in the debate with your questions and contributions. **In order to join the online meeting**:

1. Follow this link (**using the Google Chrome web browser**):
http://www.meetecho.com/webinars/lunaria

2. Enter your name and email address.

Please check your timezone at the following link:
http://timeanddate.com/worldclock/fixedtime.html?year=2014&month=6&day=20&hour=13&min=0&sec=0

Contact and information:
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