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

www.webcosi.eu

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Authors of this report: Tommy Hutchinson, Barry Crisp, Colin Douay, Guillaume Beaud

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Introduction

The Final conference is the culmination of *Web Communities for Statistics for Social Innovation,* a two-year coordination action (2014- 2015) funded by the EC-DG CONNECT within the call launched by CAPS - Collective Awareness Platforms for Sustainability and Social Innovation. *#Beyond GDP - Statistics for Everyone* is the Final Conference of the Web-COSI project.

At the forefront of the debate on well-being and societal progress, the Web-COSI project examined the way in which citizens utilized and engaged with data and statistics. Part of the 'Beyond GDP' agenda, the project explored such engagement from a 'grassroots' bottom up viewpoint covering civil society and social entrepreneurship. It produced a series of practical outputs including a Wiki of Progress statistics, a Youth Portal, a European Wikiprogress University Programme, Data Visualization competition and was accompanied by a website, brochure and video which was broadcast for the first time at the conference. The project also included a webinar, three workshops, four focus groups, report and mapping exercise (with survey) and a policy seminar exploring the application of new models and approaches with regard to governments, civil society and social entrepreneurs. These deliverables have been documented upon in the range of reports accompanying this project and are available on the Web-COSI website.

The project results include a platform showcased at the recent 5th OECD World Forum on Statistics, Knowledge and Policy in Mexico in October 2015.

Web-COSI is led by the Italian National Statistical Institute Istat (www.istat.it) - in partnership with OECD – the Organisation for Economic Co-operation and Development (www.oecd.org), Lunaria – a social entrepreneurship survey association (www.lunaria.org), and i-genius - a Social Entrepreneur Business and Enterprise Community in the UK (www.i-genius.org).

1. Aim of the Final Conference

The Final Conference sought to highlight the ground breaking findings of the Web-COSI study, and to examine practical ways data and statistics can shape growth and wellbeing. The future priorities and policy implications for a sustainable progress based on knowledge derived from the project were to be examined, in part by dialogue involving a panel of invited experts.

2. Set up of activity and its execution

Initially the title, agenda and target audience for the conference was agreed between the organizer, i-genius, and project coordinator, Istat. The Final Conference aimed to include citizens (including young people) and explore how best to actively engage them in the utilization of data and statistics for social innovation.

The Final Conference was held at the OECD headquarters in Paris. The Web-COSI team publicized the event, which included:

- CAPs event communications and website

- Agenda, speaker's profiles, twitter handles and hashtags

- Slide presentations following the seminar

- Exhibition and special posters and leaflets at the OECD World Forum, Mexico, September

Invitations were sent to participants and the event was widely publicized via:

i.   Web-COSI and i-genius newsletters (over 16,000)

ii.   Social media channels on Facebook, Twitter, Linkedin

iii. Other CAPS communications – emails, social media, web

The aim was to attract a maximum of 110 participants (capacity of the venue) and by a few weeks prior to the conference, some 94 had registered. The terror attacks that took place in Paris brought such rapid registrations to an end and as expected, many who had registered, decided to forgo their attendance. Actual attendance at the event was 45 persons. However, the smaller number of participants permitted a very fruitful dialogue among the speakers and the attendees generating a direct face to face discussion on the Web-COSI results and challenges opening to new frontiers topics.

In keeping with the spirit of Web-COSI, audience participation featured throughout alongside Livestreaming which enabled viewers from around the world to follow the proceedings and actively engage via social media tools. Total viewers were 58 mainly from France, Italy, UK and Switzerland.

3. Presentations and debate

The conference opened by welcome remarks from Tommy Hutchinson, Founder & CEO, i-genius and Paul Schreyer, Deputy Director Statistics Directorate, OECD, followed by background briefings on EU Policy Perspective on Social Innovation and Collective Awareness by Loretta Anania, EC Programme Officer, Net Innovation Unit, and the Web-COSI Project experience, by Donatella Fazio, Web-COSI project coordinator, ISTAT.

Session one, 'Beyond GDP' – Boost Wellbeing, Chair by Donatella Fazio covered New Technologies' Horizon by Enrico Giovannini, Former Minister of Labour and Social policies, Italy, and Civil Society Participation by Filippo Addarii, Director of International strategy, The Young Foundation; Co-Founder PlusValue.

The second session on 'Statistics for Everyone' - Facilitate People's Engagement was chaired by Duccio Zola, Lunaria. Kate Scrivens, Wikiprogress Manager, OECD showcased the Wikiprogress: data portal and citizen engagement and Fidel Thomet, Web-COSI data vis competition winner, Switzerland demonstrated his Visualisation Award Winning Seeking a Better Life. Finally, Barry Crisp, Director, Media & Communications, i-genius and Jide Johnson, Creative Director, Aniboxx broadcast the new Web-COSI video (https://youtu.be/vETVBnhqAGg).

The concluding session was a Round Table of experts who discussed 'Actionable Priorities and Policy Implications for a sustainable progress based on knowledge' chaired by Tommy Hutchinson. This panel comprised:

Enrico Giovannini, Former Minister of Labour and Social policies, IT

Loretta Anania, EC Programme Officer, Net Innovation Unit, EC

Romina Boarini, Head of Monitoring Well-Being and Progress Section, Statistics Directorate, OECD

Martin O'Connor, Professor of Economics, University Paris Saclay; Président de L'Association ePLANETe Blue, FR

Laszlo Pinter, Professor Department of Environmental Sciences and Policy Central European University, HU; Senior Fellow and Associate International Institute for Sustainable Development (IISD), CA

Loretta Anania, EC Programme Officer, Net Innovation Unit closed the conference and thanked the participants.

The full agenda is contained in the annex.

4. Summary of Discussion

4.1 Welcome and Opening Address

Tommy Hutchinson, founder & CEO, i-genius welcomed the participants, live stream viewers and outlined the main objectives of the Final Conference.

Paul Schreyer, Deputy Director Statistics Directorate, OECD stated that digital technologies and related well-beinghas been an area of interest to the OECD for the past decade and stressed the importance for OECD of participating in projects such as Web-COSI. Paul underlined the effort of OECD in raising awareness of measuring well being through systematic measurements such as How's Life? He said there is a need to increase the link between measurements and policy making which should comprise increasing the recognition of the power of statistics as a tool for transformation. Statistics "shape the way we view the world, informs the actions that we takes, provides feedback in monitoring impact of actions"; all of which are essential for the effective development of sustainable development goals.

He said the debate around what we want to measure is wide open. The OECD bases its measurement on 11 dimensions but could well be extended. Despite the heterogeneity of the sample of countries, there seems to be a consensus about how well-being can be measured or conceptualized in statistics. A debate about what is to be measured should be as open and democratic as possible. Yet, despite heterogeneity amongst countries (which should always be taken into account and studied), there was a general consensus demonstrated through the Better Life Index. IT and digital technologies are key tools for engagement, comments and dissemination of ideas around wellbeing and beyond GDP. Wikiprogress of Statistics, for example, are open to all parts of civil society. Data visualization is another important part of well being statistics helping to involve people in discussing different dimensions. Over 5 million people have been consulted around the world.

Regarding data visualization, two tools have helped to convey messages: 1) better life index (people can put their own weights for different wellbeing dimensions); 2) "compare your income" tool involving a mini quiz where people have to position themselves in income distribution curves. Such interaction in IT and the new partnerships in statistics led to the exploitation of new data sources. We have moved from a concept of "big data" to "smart data"; for example, comparing air quality with population density. Mr. Schreyer concluded by saying there was a:

- Need to compare knowledge in these particular areas.
- Need to keep innovating in IT/stats
- Need to keep on creating partnerships.

4.2 EU Policy Perspective on Social Innovation and Collective Awareness

Loretta Anania, EC Programme Officer, Net Innovation Unit gave some inputs in the general context in which Web-COSI project is embedded. She started by mentioning a new book *Risk Savvy by Gerd Gigerenzer*, director of the Centre for Adaptive Behavior and Cognition at the Max Planck Institute for Human Development in Berlin which illustrates a world where citizens do not understand statistics and therefore are unaware of the risks of using and manipulating them. Collective awareness platforms have attracted 50 million people and 75% of the framework programmes are PPP (public private partnership). There is a necessity to build the right interfaces otherwise people will not be reached.

Web-COSI: looked at one small aspect of sustainability. Funding and telecommunication is about connecting people. There is a difference being connected and disconnected. Smart phones empower citizens to do things they couldn't do before without the need for an intermediary. Social innovation is innovation that gives you something back. Well-being and bid data is part of this programme.

CAPS: collective awareness platform looks at citizen engagement and bottom up processes. Recently 1 billion connected through Facebook, which is good if it is used for social innovation. It can be a process of empowering. In *Risk Savvy,* people don't understand and aren't given the keys to understand. Billions are wasted because people are unaware of statistics, therefore they cannot make a rational choice. It is not their fault, but because statistics are not presented in the good way. Collective "awareness" = "intelligence"

The "How would you like your well-being to look like?" project ask citizens/poor people/women to put data in a way it has meaning to them. Voting algorithm for participatory budgeting asked citizens 'how should your mayor spend the budget in the next year?' Feedback on policy is matched against real data with options(see The Academy of Urbanism).

4.3 Web-COSI Project experience

Donatella Fazio, Web-COSI project coordinator, ISTAT, presented the project experience and the main outcomes.

Donatella stressed how Web-COSI was built up on the conviction that statistics - data and information that lead to knowledge - are fundamental to drive individual and collective behavior for better lives towards a conscious Social Innovation. Under this umbrella, it was designed to respond to the need for investing in communication and new technologies to: i) implement the engagement of society at large with statistics beyond GDP to foster their understanding and usage - opening up to non-experts; ii) map how digital initiatives function to engage citizens and to exploit on-line data and information; iii) implement tools for producing, collecting, visualizing information and data bridging the top-down and bottom-up approaches
Web-COSI vision moves from the two epochal revolutions that characterize the present era – the ICT explosion and the "beyond GDP movement". They both represent new ways of people

engagement - pushing to enlarge the traditional vision on how to deal with statistics - opening the dialogue among experts and non–experts towards a Social Innovation based on knowledge.

The theme of communities' engagement and the exploitation of new technologies for better data is at the centre of the present statistical and economic debate carried out by traditional and new stakeholders. Participatory Web2.0 platforms enable different sectors of society to interact, opening - up to non-experts the dialogue for a better informed society. This process opens opportunities and poses challenges to the various key players involved to drive social innovation for a sustainable development. Web-COSI has analysed and conceptualized the perspectives from the various protagonists, underlining the points of strength and the open issues argued during the two-year activity carried out. Digital tools to foster the engagement on statistics and data have been set-up as outputs of the project.

Web-COSI was based on a strong communication strategy to reach its objectives. It was present at the 5th OECD World Forum on "Statistics, Knowledge and Policy: Transforming Policy, Changing Lives" at Guadalajara, Mexico, as an outstanding exercise, supported by the European Commission, of fostering statistics beyond GDP exploiting the opportunities given by new technologies.

Some insights from Web-COSI experience were given by Donatella.

1) Present statistics in a way that are much more meaningful for a wider public:

The need to invest in data visualisation tools. Data visualisations can be very appealing, but their importance goes beyond aesthetics: they provide a unique means of highlighting new patterns in statistics and looking at the world in a different way. The visualisation of data usage is thus vitally important in enhancing its understanding and engagement.

Storytelling and narrative is similarly needed to foster the understanding and usage of data. This offers a way to help people understand data and to feel that data can provide them with a picture of the reality close to their individual status and, moreover, that it can contribute to change behaviours and actions for both individual and collective growth.

There is also the necessity to combine quantitative indicators with qualitative ones, and to use alternative data (for instance, by explaining that a certain phenomenon is equal to four tennis courts in size, etc.).

2) Integrate and complement official data with non-official data

There is a need to steer the exploitation of new sources of data (otherwise we risk losing their potential and effectiveness). In this sense the role of NSIs is crucial.

Metadata and meta information for the data generated by new sources (territorial dimension and temporary stability)

Strong need for sub-national data at real-time

The set-up of Data Ecosystems at local, National, International and Global level have different weights and roles

3) Interacting with citizens for "better" statistics

In this sense, more effort needs to be made to combat digital exclusion and to build up capacity in marginalised groups (e.g. developing countries, the elderly, the poor, and the low-skilled).

Donatella pointed out how the discussion generated by Web-COSI activities (5 workshops, 4 focus groups, 5 discussion on line, participation in International events, etc.) has involved a large number of participants. There were some 18,000 proactive participants and followers of the activities, and more than 1.5 million people became better informed via social media. This result is really extraordinary.

Finally, Donatella concluded with some remarks on the two-year experience :

1) Web-COSI has demonstrated that encouraging communities to share, collaborate, and make use of data and information at both the local and global levels is a winning exercise. The creation of a critical mass on the importance of the usage of knowledge (data and information) is the way to build up a society 'aware and conscious' of its possibilities (and limits), able to drive individual and collective behaviour alongside policy actions for sustainable societal growth.

2) Web-COSI has experimented with the vital importance of the partnerships among different sectors of society. Only joint efforts by traditional stakeholders and new ones – putting together expert and non-expert forces – can lead to the exploitation of all the sources of data and information to create a shared awareness.

3) The participation of Web-COSI, as an outstanding exercise in opening-up statistics to new audiences, in the 5th OECD World Forum on 'Transforming Policy, Changing Lives' in Mexico (October 2015) confirmed the importance for the EC of supporting such projects.

Donatella closed her speech underlining that while the project's lifecycle formally is concluding at this Final Conference - Web-COSI does not end here. The nature of the project means that it is just a starting point, and its main outputs will be implemented in the future to keep the debate alive amongst citizens and stakeholders, and so continue to work jointly towards a real social innovation based on knowledge.

4.4. Session one, 'Beyond GDP' – Boost Wellbeing

4.4.1. Enrico Giovannini, Former Minister of Labour and Social policies, Italy looked at the New Technologies' Horizon

Enrico Giovannini outlined his reflections on how social innovation could be underpinned by new data sources and what new ways existed in the field of wellbeing. The UN data sustainability programme has emphasized the opportunities and the risks of the data revolution: explosion of new and varied sources, producers. "Better measure is better use". "A word that counts" highlighted opportunities and risks coming from data revolution for sustainable development given the explosion of the variety of sources and variety of data producer.

There are a few risks he said which needed to be considered:
- Distance private-public sector increasing. The Public sector is putting a lot of money in this, and at the same time cutting investment in stats and data development. This could enhance this divide between the public and private sector.
- Data revolution increase disparities between developed and developing countries.
- Risk of increasing distance between those who know and those who don't know how to use data

A key message from the report was data is not only useful to measure progress towards sustainable development goals BUT also to make development happen, create businesses, support civil society to engage with people and provide new services. It's much more than just statistics; a point highlighted by Web-COSI.

Recommendations were:
1. Greater exploitation of economies of scale through a more cooperative approach. This is not easy to do, as each organisation has its specific way of functioning

2. Strong co-operations between public and private sector.
3. Cultural shift in the way we organise business and support it is needed to fully exploit new technologies.
4. Longstanding discussions about possible difference between group of statisticians and groups of data scientists. (data scientists are popular these days, although not always clear what is their value added).
5. Without increase in capacity of citizens to deal with data: social innovation doesn't work. If citizens not able to understand and deal with data, they will be in a weaker position vis a vis those who can understand and benefit from those data. World-wide educational programmes are needed to improve teachings about the role of data and its power.
6. Crowd sourcing data produced by the communities is absolutely necessary to identify problems, assess the intervention of the public sector, keeping politics and CEOs in check.

Areas for further research should pay attention to the chain from data to information to social innovation. This should include providing analytical tools for policy makers to understand impact of their policies. New technology is a key fundamental ingredient to bring change in mindset and governance rules.

Q&A:

Loretta: public-private partnership and reducing distance between Public and Private?
Reply: Many obstacles but greater sharing of data and transparency on private usage is important. Examples include big data used by African mobile companies but governments often don't want to make information public for security reasons. There is a need for a new social contract in which private companies should be sharing some data for statistical purpose. The European Commission should be doing the same on the European scale.

Barcelona University representative: How to enhance open sources software under the umbrella of the sharing economy?
Reply: Statisticians should look at this taking into account the new phenomenon such as housing exchanges (not talking about AirBNB / Uber who have intermediate payments).

Filippo Addarii: the gap between developed and developing countries is also an issue for Europe which has a "passive market" allowing multinational corporations to take over. Is Europe becoming the Chinese empire of the 19 century where the giant created the conditions for its own fall?

In European, the economy is driving policy. We've been able to think about ecosystem services but quantifying it is new. Poverty is high but tends not to affect social services which in part explains why Europeans don't overreact to economic difficulties.

4.4.2. Filippo Addarii, Director of International strategy, The Young Foundation; Co-Founder PlusValue, presented on Civil Society Participation

Filippo Addarii made a thought provoking contribution where he challenged a number of widely held approaches towards civil society participation. The focus he argued, should be on governance. He feels uncomfortable with many aspects of civil society participation.
Too much enthusiasm for civil society participation can be the cause of many problems. Mr Addarii said that the EU has never been an institution for civil society participation. It has never been designed for that, for example the failure of the 2004 constitution treaty. The reality is civic participation is a declining phenomenon. Incumbent institutions are in decline e.g. London tube,

bank lending being replaced by peer to peer lending, declining membership in most traditional institutions. Kids get excited about disruptive innovation but for citizens, triggers fear, not excitement.

We are, he said, seeing the rise of the plutocrat. "Philanthropic capitalist". But why would I contribute? There is fatigue and disillusionment with representative democracy. Pay taxes and policy officials – 'do your job!' Instead we have the mayor of Paris asking people what should be done with the crumbs of the budget. It's an insult. "What I see is just a mess".

People participate all the time; they will keep on doing it despite what's happening. What I see is the emphasis on "making a difference." Not just about results, but how I can contribute. Once the process becomes complex process, then it becomes tricky. The real challenges are over ownership. Doesn't want to sound socialist but ownership drives real participation. People want to do something. They don't wait for the state, they don't trust corporations; instead they create new businesses of their own. In Europe, we only like social innovation for citizens when they are "out of the room."

Future conditions of participation should be, he said:
- Transparency & accountability (king vs demos):
- Contribution and impact.
- Youth don't want to vote, they want to participate.
- Capacity building and support:
- 'Fablabs' are invading Europe; "teaching students what to do when the school don't do it.
- Disruption of the institution - not because we are radical, but because they don't do their job anymore. We won't pay the bank if I can access a loan with a cheaper fair. Won't vote if I can't have policy-makers knowing what they do. "This is disruption, it doesn't require revolution".
- New wave of businesses, institutions and new forms of participation. Research, invest, creates conditions to rise and fulfil the missions. Public institutions don't really do that.
- Data as a new digital enclosure. Every person owns data, and has the right and ownership on that.
- issue of capability of understanding the consequence of our choice to share data.
 - Move towards new balance of power.

Q&A:

Tommy: most alienated in society appear to be policy makers. If ask parliaments, study what they do and say every day, and don't longer seem to see what their role is. They are insecure and unconfident with issues they're dealing with.
Reply: Facebook is an example: we all tick that box, we know there is a benefit, but also a fear of something would happen. But we don't know what the fear is, until we have a shock.
How can we get the skill to policy makers to keep regulations updated so as to protect us from the constant changes from things which might happen in the future that we don't know will be? Go back to time when politicians could be the voice of their constituency and see their connection between the establishment and the majority. We had deconstructed the role of the party, the association (culture, sport), the enterprises. We have deconstructed it but not replaced it. There is a lack of ambition to recreate the model or a new one. Instead of having a structural model, we have a sticky blaster.

Lazlo: What is the role of culture in creating or recreating these communities and traditional forms of participation?

Reply: Values underpinning the society in which we want to live in. In education we are not taught about values; we learn how to be a worker before learning about how to be citizen. There needs to be more cultural input.

Enrico Giovannini: we are entering a risky world (especially environment), need to take decisions in a more complicated environment. Making decision about today is easy than making decision for tomorrow is difficult. We need to help our economy to react to crises, now try to dismantle it. Can citizens really cope with making better decisions than well-paid experts? Policy makers use evermore complex tools, could these also be used by citizens?

Reply: I'm not a populist. Experts have a role to play but the concern is about legitimacy. As long as we want to keep democratic arrangement, we turn the democratic framework into a simple ceremony, that doesn't have any effect. Government needs experts but how people still retain control is a challenge for future governance.

4.5. Session two - "Statistics for Everyone" – Facilitate People's Engagement.

Duccio Zola, Lunaria, chair opened by saying it was importance to bridge the distance between official and non-official statistics. There was a growing importance of technologies: interactive web platforms/crowd sourcing, which were part of democratizing statistics.

4.5.1. Kate Scrivens, Wikiprogress Manager, OECD showcased the Wikiprogress data portal and citizen engagement, launched in 2009, which acts as a virtual space for the international communications comprising individuals and organisations working on well-being and sustainability. Beyond GDP enables us to think about economic growth in a way to improve well-being rather than being an end in itself. It blurs the line between experts and non-experts, giving the public the means for finding what impacts on their life. It gives the public a say in data production and data collection, an area where too often citizens feel passive especially over their own possessed data which they see as untouchable and being handled by big tech and innovations firms.

After a few years, Wikiprogress needs some refinement but it is a useful sourcing of content. Systematic engagement is the key for policy engagement in the future. Citizens' engagement where they can be producers, processors and users of statistics will improve policy but challenges remain over the limitation of new data sources, its quality and coverage, as well as the need for capacity building and overcoming digital exclusion.

Public outreach and youth engagement in Web-COSI engaged 1.5 million people through different activities on social media:
- Online consultation on youth well-being
- Data visualization contest
- Wikiprogress University

Wikiprogress 2.0: data portal was in need of upgrade. Before, it was not open source, nor easy to use due to its rigid structure. Overall, it was not in line with the philosophy of the wiki. Through, CKAN open data software, it is free, open-source, user friendly, flexible and applicable across many different types of formats. Its main purpose, remains intact, namely the gather of information on organisation working on these topics.

4.5.2. Fidel Thomet, Web-COSI data vis competition winner, Switzerland demonstrated his Visualisation Award Winning Seeking a Better Life

Fidel said that he as a designer found it hard to find out how reliable is the data. What is well-being and what categories to include? He focused on the concept of what matter to people and how hoes this reflect their choice for a new home. With Better Life Index, all data stored and openly available. He combined variables on what was most important (peoples priorities) and linked this to movements in international migration in order to better understand the underlying reasons for mobility. He then constructing the app giving importance to the geographical dimension, the user complete with a "doughnut" and spider chart.

4.5.3. Barry Crisp, Director, Media & Communications, i-genius and Jide Johnson, Creative Director, Aniboxx broadcast the new Web-COSI video.

The Web-COSI video was broadcast to the audience (see appendix).

The aim was to explain what is Web-COSI in a simple form which non-expert citizens can understand, to highlight the data gathering process and Web-COSI engagement activities so as to bring more people into the data and statistics conversation through an non-academic, energetic video. Animation was the chosen medium to convey message, as it is a good way to get across complex topics whilst appealing to a wider audience.

The 4 minute video makes it easy to distribute, monitor viewing, identify the audience and conducive for sharing share across other platforms. It was uploaded on the project site and on YouTube, which is the 2nd most search engine (use of data). Many people go straight to YouTube, for visualization matter.

The video script focused on the challenges social entrepreneurs go through in developing their business using data. It emphasised planning and visually portrayed a social entrepreneur in a manner where most real entrepreneur could identify with. The mindset showcased the production process.

Points from the follow up discussion:
Building trust is the most important thing about data? Web-COSI is only the start to a long process. It has been successful in settling the ground for statistical literacy (crowd sourcing is more fashionable and therefore more trustable). Quality = fitness for purpose. However the society is very heterogeneous and therefore diverging interest, diverging qualities of statistics. Official data can be adjusted to accommodate non-official data, especially crowd sourced.

4.6. Session three - Roundtable: Actionable Priorities and Policy Implications for a sustainable progress based on knowledge.

Chaired by Tommy Hutchinson, the panel comprised:

Enrico Giovannini, Former Minister of Labour and Social policies, IT

Loretta Anania, EC Programme Officer, Net Innovation Unit, EC

Romina Boarini, Head of Monitoring Well-Being and Progress Section, Statistics Directorate, OECD

Martin O'Connor, Professor of Economics, University Paris Saclay; Président de L'Association ePLANETe Blue, FR

Laszlo Pinter, Professor Department of Environmental Sciences and Policy Central European University, HU; Senior Fellow and Associate International Institute for Sustainable Development (IISD), CA

Question from Tommy: Which policy area should we focus on the most?

Martin:
Business responsibility
Biosphere: wealth and economic process.
Dissipation of energy in industrial economy.

Romina:
Continue developing good measurements in line with the philosophy of web-COSI.
Digital infrastructure.
Literacy
Digital awareness. Challenges (privacy…).

Lazlo:
Sustainable development. At the UN in Korea last week, 200 countries working in different level in SDG implementation. It will become very practical and political soon. Not just national agenda.

Enrico:
We need to address the complexity. Do not focus on one policy area but on the inter-relationship between policy areas and try to complement data with analytical tools.

Loretta:
Fiscal policy should be addressed. Commission doesn't have a big role in. But in terms of sustainability, we shouldn't tax jobs, but tax pollution and consumption. Public opinion counts as does a bottom-up approach. Most stats and algorisms related to risk. Real life is based on uncertainty. Suggestion:
- separate risks and stats from uncertainty.
- New technology to measure the heartbeat of public opinion.
"Voice versus exit": voice = public opinion, exit = immigrating. Either you stay and make your ideas counts or you leave.

Q. The Web-COSI focus groups of social entrepreneurs highlighted fear and insecurity around privacy and protection of data. If you're advising social entrepreneurs, where should they seek opportunities? And what do you worry about when it comes to scary aspects of data?

Romina:
When entrepreneurs, you want to create value in some way. Connectivity, connection into society à business and new innovations could be invented. People living together in the right way.
Businesses can really make a lot of differences. There are many ways of rethinking business strategies and creating added value for everybody.

Enrico
There is a big tension in jumping upon data which looks exciting but is not necessary good data (quality issues). We have to be careful in interpreting new evidence emerging from stats and data.

Lazlo:
Opportunity is in engagement, in creating metrics. People engaging in their own metrics, powerful and democratic. No reason business couldn't be involved in that.

Enrico:
Let's distinguish between data and stats. Social entrepreneurs need micro data. This is where we see opportunities for new projects to arise. At the OECD World Forum in Mexico, there was an excellent presentation about what is being done in Chicago where local initiatives are flourishing. In Developed countries, smart city based on data is already a reality. Data officers are not producing statistics but managing data from a policy perspective, including managing risks.

Developing countries: interesting to see how new experiences will flourish. From mobile phone to fishermen. E.g. in Malaysia, fisherman access weather forecasts to help price fish. We need greater capacity to distinguish between good and bad data; don't have a clue whether NGO data is transparency or following solid methodologies. Therefore, we try to develop now a new institution. "World stats." to look into the quality of stats from non-official sources. Official stats also have to look into this because re-using data has become popular.

Martin:
Yesterday, Orange phone company was fined '500 million' for dominant market abuse. This is a complex area on what constitutes abuse. Web-COSI can create greater understanding and build common understanding around complexity and common purpose. Fears we're all vulnerable. We don't know how things will evolve for the people we care about. Manage complexity in the face of fragility of life.

Loretta:
Problem is uncertainty and the manipulation of uncertainty. Look at the tax system. By January, EC will have policy on copyright and data protection. Include complex regulations. Starting to work on competition policy and consumer protection. The non-profit world and profit world needs to be more balanced. EC will update to the internet world. Governments are trying to regulate all channels of public opinion/internet. This is important when freedoms are going backwards.

Audience Q&A:

Marina ISTAT: We should recognise tremendous efforts to open to new sources into non-official data. Methodology needs to be able to analyse non-official data, coming from a completely different framework. When communicate data, can we share framework to analyse data with them when what has been built for 20 years is in the official stats analysis?

Response to Marina:

Enrico:
Officials need to demonstrate leadership on this: 1) change preamble of fundamental principles, written 20 years ago, 2) If we really believe than official stats can bring a lot to the others, off stats should be ready to open their doors, not only looking at themselves.

Martin:

We need to build a response to the complexity. Some of the quality questions comes from Wikipedia.

Romina:
We could develop greater collaboration, perhaps around a charter or set of principles.

Lazlo:
"indicator zoo" describes the current situation. There has been an explosion and no way we can go back. We are "in the zoo", we have to make the best of it. The downside is we don't have a lot of time. My worry is we'll be too slow.

Q. Tommy: how will the future look in this area in 2-5 years?

Lazlo:
There is growing political attention to his issue. It is not only technical issues, but also heavily political. Really give credit to the OECD. Its work on the global project has done a lot.

Romina:
Encourage more emphasis on stock taking. Initiatives are driving the change when we don't know if these are desirable.

Martin:
"We have to build collaborative processes to create visions of collective competence." Companies must act responsibly. What is a city's sustainability? If don't have a resolution, we're going to catastrophe at the planet scale. "We need to exploit the collective knowledge of the zoo".

4.7. Conference closing remarks

Loretta Anania, EC Programme Officer, Net Innovation Unit closed the conference and thanked the participants. She concluded with some insights from the conference discussion. As "to reach is not to engage" she pointed out how it is fundamental to invest more in analytical tools.
We have theories based on the limits on how the brain works. Meaningful models are hard to reach. Things that move, more slowly. They depend on a culture shift and changing mindset. Prejudices remain for generations. Humans are very predictable. Retrospective technologic assessments look back at past mistakes but predicting the future is really difficult. We need to factor in context and power. Humans are very resilient and bad policies are also resilient.

Against these final remarks, Loretta closed saying that Web-COSI has been a great success as the results reached are notable in that they demonstrate a strong potential for a socioeconomic impact and wider societal implications.

5. Conclusion

The Final Conference achieved its aim of bringing to the fore the key issues that arose during the Web-COSI project, allowing the experts to deliberate upon them with a particular emphasis on any implications for the future of policy for the EU, its Member States and society as a whole.

Despite the hosting of the conference against the background of the recent terror attacks in Paris, the level of engagement at the venue itself and via online channels was high.

Annex 1. Agenda

#Beyond GDP - Statistics for Everyone
Web-COSI Final Conference

OECD Headquarters
2 rue André Pascal, Paris
9am – 3pm
3rd December, 2015

Web-COSI EU FP7 Project
Web-COmmunities for Statistics for Social Innovation
www.webcosi.eu

Web Communities for Statistics for Social Innovation, a two-year coordination action (2014-2015) funded by the EC-DG CONNECT within the call launched by CAPS - Collective Awareness Platforms for Sustainability and Social Innovation, stands at the forefront of the debate on well-being and societal progress.

Web-COSI fosters citizen's on-line engagement with well-being statistics. Information and communication tools allow large datasets to be viewed in near real time. Such visualizing of information and data access helps to bridge top-down and bottom–up approaches to statistics.

Web-COSI is led by the Italian National Statistical Institute Istat (www.istat.it) - in partnership with OECD – the Organisation for Economic Co-operation and Development (www.oecd.org), Lunaria – a social entrepreneurship survey association (www.lunaria.org), and i-genius - a Social Entrepreneur Business and Enterprise Community in the UK (www.i-genius.org).

The debate on how best to measure well-being and sustainable progress for social innovation brings together a number of stakeholders - National Statistical Institutes, Eurostat, International Organizations, Government, Academia - alongside civil organizations, social entrepreneurs, and communities at large. For example, one Web-COSI project result is the crowd sourced map of digital initiatives 'beyond GDP', a Wiki of progress statistics, a Youth Portal, and a European Wikiprogress University Programme. The project website also contains documents analyzing social innovations and the results of workshops, focus groups, seminars. The project results include a platform showcased at the recent 5th OECD World Forum on Statistics, Knowledge and Policy in Mexico in October 2015. All extensive activities are fully documented on its site Web-COSI.

#Beyond GDP - Statistics for Everyone is the Final Conference of the Web-COSI project. It highlights ground breaking findings of the study, and examines practical ways data and statistics can shape growth and wellbeing. The aim is to include citizens (including young people) to become more actively engaged in social innovation. The future priorities and policy implications for a sustainable progress based on knowledge will be examined by a panel of invited experts.

In keeping with the spirit of Web-COSI, audience participation will feature utilizing social media tools alongside Livestreaming enabling viewers around the world to actively engage.

AGENDA

9.00 – 9.30	*Arrival, Registration and Coffee*
9.30 – 9.45	**Welcome and Opening Address** Tommy Hutchinson, Founder & CEO, i-genius Paul Schreyer, Deputy Director Statistics Directorate, OECD
9.45 – 10.00	**EU Policy Perspective on Social Innovation and Collective Awareness** Loretta Anania, EC Programme Officer, Net Innovation Unit
10.00 – 10.30	**Web-COSI Project experience** Donatella Fazio, Web-COSI project coordinator, ISTAT
10.30 – 11.00	*Coffee break*

11.00 – 12.00	**Session 1: 'Beyond GDP' – Boost Wellbeing**
	(Chair: Donatella Fazio)
	  New Technologies' Horizon
	  Enrico Giovannini, Former Minister of Labour and Social policies, Italy
	  Civil Society Participation
	  Filippo Addarii, Director of International strategy, The Young Foundation; Co-Founder PlusValue
	Discussion

12:00 – 13.00	**Session 2: 'Statistics for Everyone' - Facilitate People's Engagement**
	(Chair: Duccio Zola, Lunaria)
	  Wikiprogress: data portal and citizen engagement
	  Kate Scrivens, Wikiprogress Manager, OECD
	  Seeking a Better Life
	  Fidel Thomet, Web-COSI data vis competition winner, Switzerland
	  Web-COSI video presentation
	  Barry Crisp, Director, Media & Communications, i-genius, Jide Johnson, Creative Director, Aniboxx
	Discussion

13:00 – 14:00	*Lunch*
14.00 – 15.00	**Round Table: Actionable Priorities and Policy Implications for a sustainable progress based on knowledge** (Chair: Tommy Hutchinson) Enrico Giovannini, Former Minister of Labour and Social policies, IT Loretta Anania, EC Programme Officer, Net Innovation Unit, EC Romina Boarini, Head of Monitoring Well-Being and Progress Section, Statistics Directorate, OECD Martin O'Connor, Professor of Economics, University Paris Saclay; Président de L'Association ePLANETe Blue, FR Laszlo Pinter, Professor Department of Environmental Sciences and Policy Central European University, HU; Senior Fellow and Associate International Institute for Sustainable Development (IISD), CA
15.00 – 15.10	**Closing Address** Loretta Anania, EC Programme Officer, Net Innovation Unit

Annex 2. Presentations

Web-COSI: Beyond GDP – Statistics For Everyone Final Conference
http://www.webcosi.eu/media/presentations/

Web-COSI Project experience, Donatella Fazio, Web-COSI project coordinator, ISTAT – View Presentation

Civil Society Participation, Filippo Addarii, Director of International strategy, The Young Foundation; Co-Founder PlusValue – View Presentation

Wikiprogress: data portal and citizen engagement, Kate Scrivens, Wikiprogress Manager, OECD – View Presentation

Seeking a Better Life, Fidel Thomet, Web-COSI data vis competition winner, Switzerland – View Presentation

Web-COSI video presentation, Barry Crisp, Director, Media & Communications, i-genius and Jide Johnson, Creative Director, Aniboxx – View Presentation

Annex 3. Biographies of presenters and support team

Enrico Giovannini, *Professor at LUISS Guido Carli University and Former Minister of Labour and Social policies*

Enrico Giovannini is an Italian economist and statistician, member of the Club of Rome. Since 2002 he is full professor at the Rome University "Tor Vergata". He was Minister of Labour and Social Policies in the Letta Government, President of the Italian Statistical Institute, Director of Statistics and Chief Statistician of the OECD.

He is Senior Fellow of the LUISS School of European Political Economy, Visiting Fellow at the EPSC, Vice-president of the High Level Group on Competitiveness and Growth of the European Council, Co-Chair of the "Independent Experts Advisory Board on Data Revolution for Sustainable Development" established by the UN Secretary-General, member of the European Statistical Governance Advisory Board responsible for supervising the functioning of the European Statistical System and of boards of several Italian and international institutions.

In October 2014, the President of the Italian Republic made him "Cavaliere di Gran Croce al Merito della Repubblica", the highest ranking honour of the Italian Republic. He is author of more than ninety articles and four books on economic and statistical topics.

Loretta Anania, *EC Programme Officer, Net Innovation Unit*

Loretta is a programme officer with the European Commission, DG Communication Networks Content & Technologies, Net Innovation Unit. An Italian citizen, she earned a BA from Sussex University (UK) and a PhD from MIT . She taught there and worked five years at the Media Lab. She published in the domain of internet policy (access pricing, broadband, multimodal interfaces, and more recently on social innovation and emergent behaviours. She was invited by the Australian government to help launch the first EU S&T Agreement (Israel, Canada and others followed since then). Dr Anania was twice elected Chairman of the Board of the International Telecommunications Society (www.its-world.org) . She is scientific editor for Communication & Strategies journal (IDATE

France). She is on the Steering Board of QoMEX (www.qomex.org) quality of experience metrics. Her projects include CAPS WebCOSI, Impact Assessment, P2PValue, CHEST, and WeHubs, a Startup Europe initiative to support female founders in digital startups.

Paul Schreyer, *Deputy Director of Statistics, OECD*

Paul is Deputy Director of Statistics at the OECD. Together with the Chief Statistician he oversees the activities of the OECD Statistics Directorate, and interacts with heads of statistical offices on matters of statistical policy. His own research and publications relate to national accounts, measurement of productivity and green growth. He also acted as rapporteur in the Stiglitz-Sen-Fitoussi Commission on the measurement of economic performance and social progress. He studied at Innsbruck University (Austria) and the University of Birmingham (UK) and holds a Ph D in economics.

Donatella Fazio, *Web-COSI project coordinator, ISTAT*

Donatella is a Senior Statistician at Istat (Italian National Statistical Institute) is Head of the "R&D Projects Unit" in the Directorate of Development of Information Systems and Corporate Products, Information Management and Quality Assessment. She is the scientific co-ordinator of the EU FP7 Web-COSI project (www.webcosi.eu). The main topics on statistics recently treated at international level include: the integration of official and non-official data; the role of Web 2.0 platforms and networks for better statistics; Big Data and Open Data; new measurements on well-being and societal progress. She has coordinated several SSH FP7 projects. Among these: e-Frame project European Framework for Measuring Progress (www.eframeproject.eu); BLUE-ETS Enterprise and Trade Statistics (www.blue-ets.eu). She is the coordinator of the European Network on Measuring Progress – sponsored by the EC within e-Frame project. She has been speaker and chair at many International workshops and Conferences. Speaker at the 5th OECD World Forum on "Transforming Policy, Changing Lives" (13-15 October 2015, Guadalajara, Mexico) and at the 4th OECD World Forum on "Measuring Well-Being for Development and Policy Making" (16-19 October 2012, New Delhi). She held several lectures at

University level. She has published many research papers in peer-reviewed journals and conferences proceedings and many articles in International and National journals. A detailed CV is available at http://www.blue-ets.istat.it/fileadmin/deliverables/CV_DFazio.pdf.

Tommy Hutchinson, *CEO and Founder, i-genius*

Tommy was National Treasurer/chair or European Students Bureau and a director of Endsleigh Insurance before working in the City of London for ten years covering a series of roles from being an aerospace analyst, European market intelligence, Political Adviser to the NatWest Group. He became Director of the Industry Forum developing relations between the business community and governments in UK, Brussels and USA as well as leading two delegations to the World Trade Organisation in Geneva.

He founded i-genius in 2007, the World's largest community of social entrepreneurs with members in over 200 countries and projects in almost 40 (including with the European Union and OECD). He co-founded the Global Centre for Healthy Workplaces and is a Visiting Fellow at Liverpool Hope University and an honorary adviser to Hunan University (Changsha). He co-authored a booklet entitled 'A risky business'.

Romina Boarini, *Head of Monitoring Well-Being and Progress Section, Statistics Directorate, OECD*

Romina heads the Monitoring Well-Being and Progress Section of the OECD Statistics Directorate. In this role she is mainly responsible for the analytical and statistical work behind the OECD Better Life Initiative, including Your Better Life Index and the report How's Life? Measuring Well-Being. She is also in charge of the statistical pillar of the OECD Inclusive Growth Initiative, a new OECD horizontal project that seeks to develop a new vision for inclusive growth that combines economic growth with well-being. Recently she started working on a project on well-being and Big Data and on a project on experimental measures of trust. She has been member of various working groups on measuring quality of life and well-being, as the Eurostat Expert Group of Quality of Life and the WHO-Euro Well-Being Expert Group. She previously worked as Economist in the OECD Economics Department, working on human capital, efficiency of public services and the Italy/Norway desk. Before this she worked in the OECD Social Affairs and Employment Department, carrying out analysis on well-being and

deprivation. She holds a PhD in Economics from the Ecole Polytechnique (Paris). Her research interests include well-being, distributive justice and social norms, education, experimental and behavioural economics.

Filippo Addarii, *Director of International strategy, The Young Foundation; Co-Founder PlusValue*

Filippo Addarii, born in Italy and leaving in London, has been developing multi-stakeholder networks for public good across borders since 2001. Complexity and uncertainty are his natural environment. European policy, innovation, philosophy, history and art are his staple.

He's senior Fellow of the European Center for Leaving Technologies (University Ca' Foscari Venice, Italy); Senior Fellow of the Global Climate Forum (Berlin, Germany); Senior Fellow of Agirre Center for Social and Political Studies (Bilbao, Spain); member of the Advisory group of the Hub Launchpad (UK); board member of the French movement of social entrepreneurs; board member of Nethical.it; and member of the expert group on social entrepreneurship of both the European Commission and Italian Government. He's Goodwill Ambassador of World NGO Day. He's got a degree in philosophy at the University of Bologna, a master degree in NGO management at the University of Urbino, and executive education certificates from Cass Business School, INSEAD and Harvard.

Laszlo Pinter, PhD, Professor Department of Environmental Sciences and Policy, Central European University, HU; Senior Fellow and Associate International Institute for Sustainable Development (IISD), CA

Laszlo is currently Professor in the Department of Environmental Sciences and Policy at the Central European University in Budapest, Hungary and Senior Fellow and Associate at the International Institute for Sustainable Development in Canada. He joined IISD in 1994, and served as the Director of the Institute's Measurement and Assessment Program between 2003 and 2010. He has been with CEU since 2010.

Laszlo is best known for his work on sustainable development indicators and strategies, integrated assessment, sustainability reporting and synthetic global outlooks. He works worldwide with governments, multilateral organizations, companies and communities that seek to translate sustainability from theory into practice. Currently his main interest is in the implementation strategies of

sustainable development goals and related transition pathways that could help keep the Earth System and human society in a safe operating space. Laszlo has a PhD from the University of Minnesota.

Kate Scrivens, *Wikiprogress Manager, OECD*

Kate has 11 years' experience at the OECD, working in the Public Affairs and Communications directorate as a campaign manager, and since 2008 in the Statistics Directorate as a researcher working on issues of progress and well-being. Kate has been closely involved in the OECD's work supporting 'beyond GDP' statistics, first through the Global Project on Measuring the Progress of Societies, which she represented at conferences and workshops around the world, and in the last three years as a member of the Better Life Initiative research team, where she has written papers on societal progress indicators, vulnerability and resilience, the measurement of social capital, as well as contributing chapters to the flagship 'How's Life?' publication. Kate has a Masters in International Political Economy from LSE and has a strong interest in the role of civil society in influencing national and international policy, which was the topic of her masters dissertation. Kate is responsible for managing the team working on Wikiprogress and the associated Web-COSI deliverables.

Martin O'Connor, *Professor of Economics, University Paris Saclay*

Martin was born in New Zealand and, has university academic qualifications in Physics, Sociology, Development Studies and Economics. He specialises in inter-disciplinary research on the 'interfaces' between society and environment and, on the multi-media interface between material and 'virtual' realities.

After more than 10 years of university research, teaching and applied social science research in New Zealand, he took up a post of Professor of Economics at the University of Versailles St-Quentin-en-Yvelines in 1995. He has more than 120 scientific publications, many of a trans-disciplinary character. He was the founding editor of the International Journal of Water (an inter-disciplinary scientific journal published by Inderscience since 2000) and, has also been a key member of the editorial team for the International Journal of Sustainable Development (IJSD) from its inception in 1997.

With the KerBabel™ team first based at the C3ED and REEDS and now 'in the Cloud', he has been a pioneer of Internet-based technologies for collaborative

learning, knowledge mediation and deliberation support in the fields of environmental education, ecological economics and sustainability. He has played a key role in building up interdisciplinary graduate teaching programmes at the UVSQ and internationally.

Duccio Zola, *Scientific Coordinator, Lunaria*

Duccio Zola (PhD, "Sapienza" University of Rome) is a researcher and member of the Executive Committee of Lunaria, an Italian association for social promotion whose work is focused on research and action-research, training and communication on several issues such as fair economy and social innovation, youth participation and active citizenship, migrations and human rights. He also joins as researcher the Sbilanciamoci! campaign, a coalition of 46 Italian CSOs led by Lunaria and active on the fields of well-being, sustainable development, inclusive growth. His academic interests revolve around political philosophy and political sociology, with a specific attention to the theory of democracy and to democratization processes. He has been teaching assistant at the LUISS University in Rome, Faculty of Political Science, and has carried out research activities in national and European projects. He has written on well-being, democracy, social movements, the participation of civil society's actors in settings of local and supranational governance.

Barry Crisp, *Director Media and Communications, i-genius*

Barry is a specialist in online marketing, digital media, social media and consumer engagement communications with combined success in education and business training both in the UK and Japan. He has worked on local and international projects and campaigns across a range of industries with a particular focus on social and environmental related businesses, education, well-being and workplace health.

Before his social entrepreneur pursuits, Barry gained the accolade of best film student at Middlesex University under Joose TV's Creative Director, developed international youth engagement strategies for One Young World, was adviser to Japan Board of Education in re-writing the national English curriculum, and a winner of the Oxford Health Alliance's Fit City competition in redesigning urban landscapes in Sydney, Australia (and adviser on the summit youth panel and resulting network, 3Four50).

Barry currently manages and co-ordinates the marketing strategy and digital communications for Web-COSI, Global Centre for Healthy Workplaces and i-genius.

He also is the author of Replug YOU – a pocket guidebook for busy people seeking work-life balance and a holistic well-being solution for mind and body.

Jide Johnson, *Creative Director, Aniboxx*

Jide is Animation Director / Video Marketing Consultant & Founder at Aniboxx. Just before Jide finished studying animation, he was scooped up by leading Soho production house THE MILL, where he trained as a Junior 3D animator on such shows as Primevel for ITV and Merlin for BBC 1.

He soon set up his own succesful award winning production company, Aniboxx, and has never looked back, growing to a team of 7 dynamic creatives in video production and marketing. Aniboxx has clients such as Google, Skype, O2, PWC, Sony Playstation & MR Men… just to name a few. Jide is not only passionate about video production, but the exposure and dissemination of their videos. His favourite tag line in advertising is: "Content is King, but Distribution is QUEEN and she wears the pants.

Fidel Thomet, *Interaction Designer and Web-COSI data visualisation competition winner*

Fidel Thomet is an Interaction Designer who fell in love with visualizing data. He is located in Zurich, Switzerland, where he studied Interaction Design at Zurich University of the Arts from 2011 to summer 2015. Before that he lived in Munich, Dresden and Berlin.

During his studies Fidel worked as a freelance designer and creative developer, making, among other things, data visualizations, apps and interactive installations. Since September 2015 Fidel works as an intern at Open Data Zurich, which is part of Zurich's Statistics Office. There he gains further experience in analysing and visualising data by creating web-based applications and interactive visualizations to explore and to show further possibilities for using open government data.

Besides his love for data, Fidel is also interested in modern web technologies, connected devices and new forms of human computer interaction.

Annex 4. Participants

Dear Participant,
Could you please check if your name is
on the list and sign or add your
full details ? Many thanks for circulating

Participants List for Web-cosi
Liste des Participants pour Web-cosi
3/12/2015 - 3/12/2015

All Sessions

Belgium/Belgique EU

Alain RUCHE
Senior adviser
Secretariat general of
EU External Service (BX)

France

Mr. Jeffrey LITCH
International Business Manager
OPD/DEF/INT
Orange

Mr. Jeremie ROSSELLI

Germany/Allemagne

Mr. Kai LUDWIGS
Happiness Research Organisation

Italy/Italie

Dr. Maria Grazia CALZA
Italian National Statistical Institute (ISTAT)

Mrs. Donatella FAZIO
Head of Unit R&D Projects
Italian National Statistical Institute (ISTAT)

Ms. Marina SIGNORE
Italian National Statistical Institute (ISTAT)

Ms Arianna CARCTOTTO
(ISTAT)

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Netherlands/Pays-Bas

Mr. Patrick GUYER

Director of Research and Evaluation
The Energy Project
The Energy Project

patrick@theenergyproject.com

Spain/Espagne

Eugenio TRIANA

F2I2, UPM Madrid
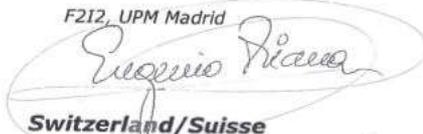
Switzerland/Suisse

Mr. Fidel THOMET

Open Data Zürich

United Kingdom/Royaume-Uni

Mrs. Melanie HARWOOD

Start-Bee Ltd

Gareth WONG

GamBond®

EU/UE

Dr. Loretta ANANIA

Scientific Officer
DG Information Society

Ms. Apollonia MIOLA

Senior Scientist
Climate risk management Unit
European Commission - Joint Research Centre

Brazil/Brésil

Miss Erika QUEIROZ   *Analyst sustainable projects*

India/Inde

Prakash GURUMANI   *LIFESTYLE INTERNATIONAL PVT. LTD*

Albania/Albanie

Lorena GJERGJI   *CERSI*

Egypt/Égypte

Mr. ahmed SAID   *labor force*
Campas

Pakistan

Asma FAKHR   *Lahore College for Women University*
Mr. Ahsan GUL   *Land masters*
Mr. Imran KHAN   *Trade Policy*
Best Hands International

Mr. Filippo ADDARII   *PlusValue*

Vyron ANTONIOU

Miss Aleksandra DYSKO

BDS Creative / Women Shift Digital / University of Greenwich

Ghislaine BODDINGTON

CSR Association

Omar ANWAR

Dr. Zubair ANWAR-BAWANY

District Immobilier

Soumaya BENMEBAREK

EPSECG - TLEMCEN

M. Sayah ASSAM   *Informatique*

Global e-Society Complex

Mr. Boudewijn DE GRAEVE   *Central Coordination*

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Globplex

M. Mathieu DEVUYST

Goldman Sachs

Mr. Linyun DENG   *Investment Banking Division*

i-genius

M. Guillaume BEAUD
Mr. Barry CRISP

Mr. Colin DOUAY
Mr. Tommy HUTCHINSON

*Director, Marketing and Communications
Marketing*

IGOP/UAB

Mr. Marco BERLINGUER

ISTAT - Italian National Institute of Statistics

Ms. Arianna CARCIOTTO   *Technical Officer
Management of FP7 R&D Projects*

LSE

Geurda BONDONGA

Mr. Leo CHANDLER

Make It Happen

Nicci DICKINS

NEOMA BS

Dr. Sharam ALIJANI

Social statistics and analytical research assosiation (SOSARA)

Mr. Ahmed EBRAHIM

Social Value Business

Richard DICKINS

Social, Environmental Research Group LLC

Lori DELEHANTY

University of Glasgow - Student

Alzbeta BOCKOVA

University of Granada

Dr. Francisco Javier BLANCO-ENCOMIENDA

University of Rome "Tor Vergata"

Mr. Enrico GIOVANNINI

*Professor of Economic Statistics
Economics and Finance*

UVSQ

Mr. Jean Pierre DOUSSOULIN

White Bridge

Hamath Boubou DIALLO

Other/Autre

Ms. FAYRUZ EL ASSAAD   *MPA Student*

Karyn GREDOIRE   *Air France*

Lindsey HURTLE   *LSE*

Jide JOHNSON   *Aniboxx*

Mr. Jordan LAZARO GUSTAVE	Fondation FACE
Mr. Bolun LI	
Natasha MAKENGO	UCL
Ms. Melanie MARTEN	Student UPEC
Dr. Riccardo MAZZIA	BNP Paribas
Ms. Olga MITROVIC	Business Development British Council
Kojjot MOH	paristransporter
Mme Patricia MORSHED	Independante
Junichiro NAKAMURA	Marubeni Europe PLC
Mr. Yaw Appiadu NKRUMAH	student
Dr. Mary NYASIMI	SmartGirls Africa
Martin O'CONNOR	University Paris Saclay
Mr. Arthur OMONT	HEC Paris
Matthew OYETUNJI	N/A
Dr. Stefano PALMIERI	~~Researcher IRES Social & Economic Research Institute~~ European Economic and Social Committee
Happy PHALENG	Khula Youth Network
Catalina QUIROZ	York St John University
Ms. Suniya QURESHI	Charities Qismat Foundation
Lea RAMBAUD	Campagne mondiale pour l'éducation
Mr. Peter ROWAN	Consultant Green Growth & Sustainability Advisory
Liaquat Ali SHAIKH	Youth Action Worldwide
M. Guy STEIWER	STATEC
Giada STOOPS	Moverim Consulting
Prof. Claude SUMATA	Faculté Economie et Développement Université Catholique du Congo
Tatsuya TANAKA	SoftBank Robotics
Dr. Asli TELLI AYDEMIR	College of Communications Istanbul Sehir University
Miss Hallelujah ZEWDE	University of London
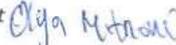
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Rumbidzai ZINYEMBA

Mr. Duccio ZOLA

London School of Economics

Director, campagna Sbilanciamoci!
Lunaria

OECD/OCDE

Ms. Caroline ABETTAN

Assistant
ECO/SSD

Ms. Carlotta BALESTRA

Policy Analyst
STD/HSPM

Mme Romina BOARINI

Head of Section
STD/HSPM

Mr. Pedro CARRANZA

Web developer
STD/HSPM

Mlle. Anne-Lise FARON

Assistant
STD/HSPM

Mrs. Suzanna GRANT-KEJAIRI

Event Coordinator / Assistant
STD/HSPM

Ms. Sue KENDALL-BILICKI

Acting Head of Editorial
PAC/ED

Mr. Marco MIRA D'ERCOLE

Head of Division
STD/HSPM

Ms. Lorena SANCHEZ

Communications Project Coordinator
PAC

Miss Katherine SCRIVENS

Economist/Statistician
STD/HSPM

Paul Schreyer

Martine Zaïda

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AB CH ARNAUD

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A. NOSHARWAN   France

Rapeepat Ingkasit   Sal forest, Thailand

LASZLO PINTER   IISD AND CEU   PROFESSOR &
                                            SENIOR FELLOW

DUCCIO ZOLA   LUNARIA   HUNGARY AND
                                                     CANADA

FILOMENA MAGGINO   UNI. FLORENCE
                      (IT)
                      Web-COSI advisory-board
                                            prof. of.
                                            Social statistics

MARCO BERLINGUER   UNIVERSITAT
                      AUTÒNOMA DE BARCELONA
                      (IGOP/UAB)

---   Algeria