

MR ROBERT PRESCOTT-ALLEN:

Thank you, Richard. Good evening. This evening I am going to talk about why a wellbeing index? What makes a good wellbeing index? The six domains of wellbeing and how to measure the domain that is most difficult to measure, culture.

Why do we need a wellbeing index? To provide a quick picture of how well people are, the economy, governments, culture, resource demand and how well the ecosystem is, and to reveal priorities to improvement of human wellbeing, the effects of the economy, governance and culture on human wellbeing and resource demand of the economy and society concerned and the effect of resource demand on the ecosystem.

The criteria for a good wellbeing index are comprehensive, tactically sound, useful and quickly communicated. A comprehensive index covers all the main aspects of human wellbeing and all the aspects required to achieve, improve and sustain human wellbeing. A wellbeing index is technically sound if the aspects are organised hierarchically from the generic to the specific. So at the top we have broad policy areas, of system and domain such as human system and human wellbeing. In the middle, major aspects of each policy area, element group, elements such as knowledge and education, and at the bottom representative and measurable parts of each aspect, in other words indicators such as educational attainment.

A wellbeing index is also tactically sound if how the systems and the domains relate to each other is supported by a model or robust argument and the means or inputs are separated from ends or outcomes. So here we have the ultimate aim, human wellbeing, separated from the supports of culture, governance and economy which in turn are separated from their resource demand, which in turn is separated from the effects of resource demand upon ecosystem condition.

Finally, the index is technically sound if the indicators are strong, in other words they are representative,

reliable, cost-effective and meaningful and gaps are preferred to weak indicators and are clearly shown. It requires some discipline to leave the gaps and clearly see them rather than have poor indicators.

The useful index shows performance in major policy areas, facilitates policy analysis, enables identification of action priorities and enables monitoring of results. As to quick communication, this example of the barometer of sustainability immediately portrays the performance of countries in terms of human wellbeing on the vertical axis and then a number in yellow in terms of ecosystem wellbeing on the horizontal axis and the number in white and in terms of both together, high human ecosystem wellbeing in the top right-hand corner the location of heaven, nirvana, utopia.

But two domains lump too much. Six domains can be also very quickly communicated as in this example, but the problem with this display is it can show only one society at a time. I compromise is this display which again shows human wellbeing in the vertical axis and the yellow number, ecosystem condition in the horizontal axis, and the white number and then the performance of culture, economy, governance and resource demands and the rows of arrows around the squares, each arrow representing a band of performance and the filled arrow, the black arrow, representing current performance.

The six domains of wellbeing are human wellbeing, culture, economy, governance, resource demand and ecosystem condition. Human wellbeing covers health, freedom and security, knowledge, relationships, wealth, work and play and can also be covered by perceived happiness for comparison with the so-called objective measures of human wellbeing. The economy includes competitiveness, diversity and innovation, inflation, investment, productivity, size and infrastructure. Governance covers order and safety, organisation and budget, participation rates, political rights, responsiveness, transparency.

Resource demand includes ecosystem conversion, energy use, air pollution, water pollution, resource consumption, resource extraction and ecosystem condition includes atmosphere, fresh water eco systems, land eco systems, rain eco systems, genetic diversity and species diversity, and lastly culture.

What I want to do in the remaining minutes is first to show how rich culture is, how worthy of its promotion as a domain in its own right by looking at 10 elements of culture and also to show how miserable it is by suggesting some indicators for those elements.

Adornment, which includes clothing such as the clothes worn by these Nepalese children and by the fishermen from Greenland, an indicator which could be a percentage of female and male populations wearing local or traditional clothes regularly or on special occasions. It also includes body art such as jewellery, tattoos, jewellery such as the bangles being worn on the wrists of this woman selling radishes, or if you are very lucky and very still you can be ornamented by a pair of obliging birds. An indicator of adornment could be a percentage of female or male populations wearing body art regularly or on special occasions.

Architecture. Examples being this scene from Malaysian row housing and of a village near Geneva can be measured by a percentage of households living in distinctive or traditional buildings and distinctive or traditional buildings as a percentage of all buildings or by the condition and status of distinctive and traditional buildings. As seen on the left, the temple is from Singapore and the other seen is from Italy.

Art includes exterior art such as the temple ornamentation on the left and interior art such as the painting of the "Door God" on the right and could be measured by the percentage of public buildings with exterior or interior art. The percentage of households with exterior or interior art.

The condition or status of public art, the number of art displays per population, the number of art viewers or visitors to local displays per population and these pictures here show a fresco in Northern Italy and a young student of mosaic making also in Italy.

Crafts include many things such as this hand made paper from Nepal or these carved wooden duck decoys from Venice. Those of you who are interested in matching food and wine should know that well oaked wine goes best with these birds.

Indicators of crafts, the number of local or traditional craft types made per population, the percentage of households owning or using crafts by type; and when we come to food, food dishes such as the scampi and ravioli from the Northern Adriatic or the Penang Kue from Malaysia, the Nonya Kue, these could be measured by the number of local or traditional dishes recorded per population.

The percentage of households or food outlets making or using local or traditional dishes. Food products such as prosciutto on the left or the popiah wrappers on the right can be measured by the number of local or traditional food products per population, the percentage of households and food outlets using local or traditional products and food, animal breeds and plant varieties can be measured by the number of local and/or traditional breeds and varieties per population.

The percentage of local or traditional foods or drinks made with local breeds and varieties. Examples here are the Vietnamese pot bellied pigs on the left and the English Cheviot sheep on the right. The Isleta Pueblo blue corn from New Mexico in the United States and the friulano grapes from Northeastern Italy. Other measures include the livestock and crop production provided by local or traditional breeds and varieties and the status of those breeds and varieties.

Games. Indicators include the number of local games per population, the time per person playing physically active games and other games. The time per person watching

physically active games and other games. These pictures are of a polo player in Penang and of a gondola race in Venice. I hope you are not getting too geographically dizzy by this presentation.

Garden and gardens indicators such as these ritual chrysanthemums and these decorations on these houses at Proviviso can be measured by the percentage of female and male populations wearing flowers or leaves regularly or on special occasions. The per cent of households with exterior or interior ornamental plants regularly or on special occasions and the percentage of streets with ornamental plants regularly or on special occasions.

Language. Rice talk on the left, wine talk on the right, can be measured by the number of common, local or immigrant languages and dialects per population and by the number of speakers of each of those common or local immigrant languages or dialects, just as the fluency and regularity.

Music and dance. By the number of live broadcast or web cast performances of musical works and dances per population, the traditional and locally composed works and dances as a percentage of performances. Percentages of performances by local performances. Time per person listening to music, playing music, singing or dancing.

Finally, religion and ritual indicators include the number of faiths per number of population, the percentage of population professing a faith, frequency of worship per member per faith and the observation of the religious calendar per member per faith and the number of sacred sites and places of worship per population.

How to get the data? Two ways. An inventory of cultural elements and forms and a population or household survey of cultural behaviours and practices; both are immediate and we hope both will be undertaken and all of you can participate in these as part of an assessment of wellbeing because it is only by doing so that we will be able to understand

the importance of culture, its contribution to human wellbeing and test the hypothesis that culture is indeed the difference between being and wellbeing. Thank you.