



For over a decade now, the OECD has been spearheading work on well-being measurement and policy, in line with its mission of promoting “Better Policies for Better Lives”. Many individuals and organisations around the world have also been part of a global call for better measures and policies for progress 'beyond GDP'. The OECD Forums on Statistics, Knowledge and Policy have been important drivers of this agenda, providing a space for all kinds of practitioners to take stock of experiences, to learn from best practices, and to gain inspiration for further change. Gradually, this work has led to a paradigm shift, one that puts people at the centre of public policies and collective action. In the process, the key question has evolved from “How do we measure progress?” to “How do we best put those measures into practice for policies aimed at improving lives?”

Moving from measurement to implementation

The 5th OECD World Forum, “**Transforming Policy, Changing Lives**”, will address this last question with a focus on action and implementation. It will provide an opportunity to showcase concrete examples of the impact of policies, frameworks and institutions that are using new well-being measures around the world, and will explore how this accumulated experience can contribute to country-level action in the pursuit of a new set of universal Sustainable Development Goals (SDGs) that are now being discussed in the UN setting.

2015 is a year for change

2015 marks the deadline of the Millennium Development Goals and the launch of a new process to make sustainable development a reality worldwide. This will require a transformation in government policy and in people's behaviour. The Forum will highlight how the work of the OECD and others contribute to that process by promoting evidence-based, people-focused policy tools for enhancing people's well-being and fostering sustainable and inclusive economies. In addition to presenting relevant success stories at the local, country, and international level, the Forum will allow for the discussion of broader implementation issues across a number of topics of relevance to the SDG agenda, including: inequalities; liveable cities; trustworthy institutions; peaceful and cohesive societies, job quality; lifelong learning; mental health; social mobility; increasing resilience of marginalised groups; as well as sustainable and inclusive economic development.

For the first time, the OECD World Forum will be held in Latin America, in the city of Guadalajara, Mexico. This is a fitting location for an event focused on the themes of transformation and policy innovation as Latin America as a region, and Mexico in particular, has seen immense change in recent decades. The Forum is co-organised with INEGI, the Mexican National Statistical Institute, which has been at the forefront of experimentation and development of new statistical measures of well-being. The organisers are thankful for the support provided by the State of Jalisco, our host, in the preparation of this Forum.

Day 1 : Tuesday 13 October 2015

07:30-09:00	Registration				
09:00-10:00	1. Inaugural Session				
	<table border="1"> <tr> <td>1.a. Welcome Addresses</td> <td>Plenary Room</td> </tr> <tr> <td colspan="2"> <p>ANGEL GURRÍA Secretary-General of the Organisation for Economic Co-operation and Development (OECD)</p> <p>EDUARDO SOJO President of the Mexican National Institute of Statistics and Geography (INEGI)</p> <p>ARISTÓTELES SANDOVAL Governor of the State of Jalisco, Mexico</p> </td> </tr> </table>	1.a. Welcome Addresses	Plenary Room	<p>ANGEL GURRÍA Secretary-General of the Organisation for Economic Co-operation and Development (OECD)</p> <p>EDUARDO SOJO President of the Mexican National Institute of Statistics and Geography (INEGI)</p> <p>ARISTÓTELES SANDOVAL Governor of the State of Jalisco, Mexico</p>	
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10:00-10:30	<table border="1"> <tr> <td>1.b. Keynote Speech</td> <td>Plenary Room</td> </tr> <tr> <td colspan="2"> <p>Achieving Well-Being for All in a Post-2015 World</p> <p>Introduction: MARIO PEZZINI, Director Development Center, OECD</p> <p>ENRIQUE V. IGLESIAS, Former Secretary General of SEGIB and Former President of IADB</p> </td> </tr> </table>	1.b. Keynote Speech	Plenary Room	<p>Achieving Well-Being for All in a Post-2015 World</p> <p>Introduction: MARIO PEZZINI, Director Development Center, OECD</p> <p>ENRIQUE V. IGLESIAS, Former Secretary General of SEGIB and Former President of IADB</p>	
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10:30 -11:00	Coffee Break (Networking)				
11:00-12:15	1.c. Plenary				
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Day 1 : Tuesday 13 October 2015

12:15-13:00	1.d Presidential Address		Plenary Room
	Introduction: ANGEL GURRÍA , OECD Secretary-General ENRIQUE PEÑA NIETO , President of Mexico		
13:00-14:30	Lunch and Networking Break		Dining Room
13:00-13:45	Launch of the 2015 Edition of the OECD Report How's Life?		Parallel 1
	Speakers: ANGEL GURRÍA , OECD Secretary-General MARTINE DURAND , Chief Statistician and Director, Statistics Directorate, OECD		
13:45-14:30	Lunchtime panel: How does Happiness fit into the Sustainable Development Agenda?		Parallel 2
	Moderator: MARTINE DURAND , Chief Statistician and Director, Statistics Directorate, OECD Speakers: JOHN F. HELLIWELL , Senior Fellow, Canadian Institute for Advanced Research (CIFAR) and Professor Emeritus of Economics, University of British Columbia, Canada RICHARD LAYARD , Director, Well-Being Programme, Centre for Economic Performance, London School of Economics and Political Science, UK		
14:30-16:00	2. Working Session		
14:30-16:00	2.a. Living Well Together		
	2.a.1 - Liveable Cities		Parallel 1
	Moderator: ANA MARIE ARGILAGOS , Ford Foundation, USA Speakers: CARLOS MEDINA PLASCENCIA , Former Governor of the State of Guanajuato, co-founder of the Fundación Internacional para el Desarrollo de Gobiernos Confiables, FIDEGOC, Mexico DAVID LAMMY , Member of Parliament, UK ELLIS. J. JUAN , General Coordinator, IADB Emerging and Sustainable Cities Initiative MÓNICA VILLEGAS , Director, Bogota Como Vamos, Colombia		

Day 1 : Tuesday 13 October 2015

14:30-16:00	2.a.2 - Trustworthy Government and Institutions Parallel 2
	<p>Moderator: MARIO PALMA ROJO, Vice-President, INEGI, Mexico</p> <p>Speakers: JUAN PARDINAS, Director-General, Instituto Mexicano para la Competitividad IMCO, Mexico ELENA PANFILOVA, Chair of the Center for Anti-Corruption Research and Initiative, Transparency International-Russia LISA GRACE S. BERSALES, National Statistician and Civil Registrar General, Philippine Statistics Authority PSA, Philippines MARTA LAGOS, Founder of Latinobarómetro, Chile</p>
16:00-16:30	2.a.3 - Cohesive and Peaceful Societies Parallel 3
	<p>Moderator: JUDY CHENG-HOPKINS, Adjunct professor, Columbia University, former Special Advisor to the UN Secretary General on the University for Peace</p> <p>Speakers: AHMED LAHLIMI ALAMI, Minister for the High Commissioner for Planning, Morocco JOHN F. HELLIWELL, Senior Fellow of the Canadian Institute for Advanced Research CIFAR and Professor Emeritus of Economics, University of British Columbia, Canada THI LAN HUONG NGUYEN, Director-General of the Institute of Labour Science and Social Affairs ILSSA, Vietnam JOSÉ ENRIQUEZ, Cure Violence, USA</p>
16:00-16:30 Coffee Break (Networking)	



Day 1 : Tuesday 13 October 2015

16:30-18:00	2.b. Plenary Plenary Room Roundtable on “Well-being at the Local and Regional Level: Achievements and Challenges” Moderator: ROLF ALTER , Director, Public Governance and Territorial Development, OECD Speakers: FABRIZIO BARCA , Ministry for Economy and Finance, former Minister for Territorial Cohesion, Italy GRACO RAMÍREZ , Governor of the state of Morelos, Mexico CLAUDIA SERRANO , Ambassador, Permanent Representative of Chile to the OECD DAVID MEDINA , Chief Operating Officer and Co-Founder, Results for America, USA DAVID LAMMY , Member of the Parliament of United Kingdom
19:00-22:00	Cultural Evening and Dinner Hospicio Cabañas

Day 2 : Wednesday 14 October 2015

07:45-09:00	Registration
08:00-08:55	Morning Seminars
	Achieving Better Data for Better Lives in Developing Countries Room A
	Moderator: JOHANNES JÜTTING , Manager of the Partnership in Statistics for Development in the 21st Century (PARIS21) Secretariat Speakers: SHAIDA BADIEE , Director, Open Data Watch, USA LISA GRACE S. BERSALES , National Statistician and Civil Registrar General, Philippine Statistics Authority (PSA) ANIA CALDERÓN , Director General of Open data, Office of the President, Mexico MARTINE DURAND , Chief Statistician and Director, Statistics Directorate, OECD ENRICO GIOVANNINI , former Minister of Labour and Social policies, Italy CLAIRE MELAMED , Director of Growth, Poverty and Inequality Overseas Development Institute, UK
	Mental Health and Community Development Room B
	Moderator: SUSAN BRUTSCHY , President, Applied Survey Research Speakers: SAMANTHA GREEN , Applied Survey Research TOBY EWING , California Mental Health Services Oversight and Accountability Commission, USA GEOFF WOOLCOCK , Australian National Development Index JON HALL , National Human Development Reports, UNDP
	Trustlab: Measuring Trust and Social Norms with Experimental Techniques Room C
	Speakers: ROMINA BOARINI , Head of Section, Monitoring Well-being and Progress Measurement, Statistics Directorate, OECD YANN ALGAN , Professor of Economics, Sciences Po, Paris, France
09:00-09:30	3. Working Session
09:00-09:30	3.a. Keynote Speech Plenary
	How do We Ensure that Prosperity is Shared by All? Introduction: EDUARDO SOJO , President, INEGI JOSEPH E. STIGLITZ , Professor of Economics, Business and International Affairs, Columbia University, Nobel Memorial Prize in Economic Sciences, USA



Day 2 : Wednesday 14 October 2015

09:30-10:30	<p>3.b. Roundtable on “Transforming Macro Policy to Achieve Inclusive and Sustainable Economic Growth” Plenary Room</p> <p>Moderator: CARLOS ELIZONDO MAYER-SERRA, Professor and researcher, Centro de Investigación y Docencia Económicas CIDE, Mexico</p> <p>Speakers: LUIS VIDEGARAY CASO, Secretary of Finance and Public Credit, Mexico JEAN-PAUL FITOUSSI, Professor of Economics at Sciences Po, France MUSTAPHA NABLI, former Governor of the Central Bank of Tunisia MARCELO NERI, Chief Economist, Center for Social Policies, FGV Foundation, Brazil</p>
10:30-11:00	Coffee Break (Networking)
11:00-12:30	<p>3.c. Policies for Individual Well-Being</p> <p>3.c.1 - Skills for Life Parallel 1</p> <p>Moderator: DIRK VAN DAMME, Head of Innovation and Measuring Progress, Directorate for Education and Skills, OECD</p> <p>Speakers: JENNIFER ADAMS, Director of Education and Secretary of the Board, Ottawa-Carleton District School Board, Canada ALEJANDRO ADLER, University of Pennsylvania, USA FRANCISCO MARMOLEJO, Lead Education Specialist, Education Global Practice, World Bank PAULA VILLASEÑOR, Sectoral Coordinator for Social Participation and Promotion, Under-Secretariat for Middle to Higher Education, Mexico</p> <p>3.c.2 - Mental Health Parallel 2</p> <p>Moderator: MARGARITA TARRAGONA, Director of PositivaMente, Mexico</p> <p>Speakers: RICHARD LAYARD, Director, Well-Being Programme Centre for Economic Performance, London School of Economics and Political Science, UK HONG MA, Executive Director of the National Center for Mental Health, China RUBÉN ALVARADO, Professor of the School of Mental Health, University of Chile, Chile NILS FIETJE, World Health Organisation (WHO), Europe</p>

Day 2 : Wednesday 14 October 2015

11:00-12:30	<p>3.c.3 - Job Quality Parallel 3</p> <p>Moderator: RAFAEL DIEZ DE MEDINA, Chief Statistician and Director of the Department of Statistics. International Labour Organization (ILO)</p> <p>Speakers: KELD THORNÆS, Human Resource Manager, Lån & Spar Bank, Denmark SANGHEON LEE, Research and Policy Coordinator for Conditions of Work and Employment Programme, ILO ORIANA TICKELL, Consultant, iOpener SANDRINE CAZES, Household Statistics and Progress, Measurement, Statistics Directorate, OECD</p>
12:30-13:45	<p>Lunch and Networking Break Dining Room</p>
12:30-13:15	<p>Launch and Press Conference of Well-being in Mexican States Parallel 1</p> <p>Speakers: ANGEL GURRÍA, OECD Secretary-General EDUARDO SOJO, President of INEGI ARISTÓTELES SANDOVAL, Governor of the State of Jalisco, Mexico</p>
13:00-13:45	<p>Lunchtime Panel: Opening Up Well-Being Statistics to New Audiences : Introducing Web-Cosi Parallel 2</p> <p>Including Presentation of the Prize for the Web COSI/ Wikiprogress Data Visualisation Competition</p> <p>Moderator: KATE SCRIVENS, Wikiprogress Project Manager, OECD</p> <p>Speakers: ENRICO GIOVANNINI, former Minister of Labour and Social policies, Italy and Chair of Web- COSI Advisory Board DONATELLA FAZIO, Italian National Institute of Statistics ISTAT, Italy ALICE FENG, Web-COSI/Wikiprogress Data Visualisation winner ANDREW MOLLICA, Web-COSI/Wikiprogress Data Visualisation winner FIDEL THOMET, Web-COSI/Wikiprogress Data Visualisation winner</p>



Day 2 : Wednesday 14 October 2015

13:45-15:00	<p data-bbox="402 410 1339 485">3.d. Roundtable “What Are the Measurement and Implementation Challenges of the New SDG Agenda?”</p> <p data-bbox="1214 455 1369 485">Plenary Room</p> <p data-bbox="402 517 1339 655">Moderator: RAVI KANBUR, T.H. Lee Professor of World Affairs, International Professor of Applied Economics and Management and Professor of Economics, Cornell University, USA</p> <p data-bbox="402 672 1339 1010">Speakers: PALI LEHOHLA, Statistician-General, Statistics South Africa MARCIA DE CASTRO, UN Resident Coordinator and UNDP Resident Representative, Mexico SAVAS ALPAY, Chief Economist of the Islamic Development Bank JOE COLOMBANO, Economic Advisor, Executive Office of the Secretary-General, UN CLAUDIA RUÍZ MASSIEU, Minister of Foreign Affairs, Mexico</p>
15:00-16:15	4. Working Session
15:00-16:15	<p data-bbox="402 1129 1339 1204">4.a. Roundtable on “What are the implications of rising inequality?”</p> <p data-bbox="1214 1174 1369 1204">Plenary Room</p> <p data-bbox="402 1257 1339 1368">Moderator: GONZALO HERNÁNDEZ-LICONA, Executive Secretary National Council for the Evaluation of Social Development Policy (CONEVAL), Mexico</p> <p data-bbox="402 1385 1339 1789">Speakers: ALICIA BÁRCENA, Executive Secretary, Economic Commission for Latin America and the Caribbean (ECLAC) ANGUS DEATON, Professor of Economics and International Affairs, Princeton University, USA NORA LUSTIG, Samuel Z. Stone Professor of Latin American Economics, Tulane University, USA STEFANO SCARPETTA, Director for Employment, Labour and Social Affairs, OECD MARIO PEZZINI, Director, Development Centre, OECD</p>
16:15-16:45	Coffee Break (Networking)

Day 2 : Wednesday 14 October 2015

16:45-18:15	4.b. Well-Being for All: Inequalities And Marginalised Groups	
	4.b.1 - Towards Gender Equality	Parallel 1
	<p>Moderator: MANAL SWEIDAN, Head of Gender Statistics Division, Department of Statistics, Jordan</p> <p>Speakers: BERGLIND ASGEIRSDOTTIR, Ambassador, Permanent Representative of Iceland to the OECD AÏCHA BAH DIALLO, Chairman, Forum for African Women Educationalists SHAILAJA CHANDRA, Former Executive Director of the National Population Stabilisation Fund, former Chief Secretary Delhi, India LORENA VÁZQUEZ ORDAZ, Executive Director of the Hunger Project, Mexico</p>	
	4.b.2 - Social Mobility	Parallel 2
	<p>Moderator: TONATIUH GUILLÉN LÓPEZ, President, El Colegio de la Frontera Norte, Mexico</p> <p>Speakers: ENRIQUE CÁRDENAS SÁNCHEZ, Executive Director, Centro de Estudios Espinosa Yglesias, Mexico CATRIONA WILLIAMS, OBE, Commissioner, Social Mobility and Child Poverty Commission, UK FRANÇOIS BOURGUIGNON, Emeritus Chair and Professor, Paris School of Economics, France GABRIELLA CONTI, Assistant Professor, University College London, UK</p>	
	4.b.3 - Empowering Minorities	Parallel 3
<p>Moderator: SHANE HOUSTON, Deputy Vice-Chancellor, University of Sydney, Australia</p> <p>Speakers: RICARDO ANTONIO BUCIO MÚJICA, Executive Secretary of the National System for the Integral Protection of Children and Adolescents (Governance Secretariat), Mexico ATAWHAI TIBBLE, Treasury of New Zealand OMAR KHAN, Director of Runnymede Trust, UK ALFONSO VILLALVA, Chairman, United Way Worldwide Leadership Council; Chair, Fondo Unido, I.A.P., Mexico</p>		
19:00-22:00	Cultural Evening Teatro Degollado	



Day 3 : Thursday 15 October 2015

07:45-09:00	Registration
08:00-08:55	Morning Seminars
	Child Well-Being Room A
	Speakers: DOMINIC RICHARDSON , Senior Education Specialist, the UNICEF Office of Research - Innocenti SEAN SLADE , Director, Outreach, Association for Supervision and Curriculum Development (ASCD), USA MARIA ESTELA ORTIZ ROJAS , Executive Secretary of the National Council for Childhood and Youth, Chile
	Strategic Challenges in Measuring Progress: Integration, Application and Global Research Room B
	Speaker: MIKE SALVARIS , Chairman, Australian National Development Index (ANDI) Limited, and Convenor, (GPRNet) ENRICO GIOVANNINI , former Minister of Labour and Social policies, Italy and Chair of Web- COSI Advisory Board JON HALL , National Human Development Reports, UNDP DECHARUT SUKKUMNOED , Thailand National Progress Indicators Programme
	Informative Session on Sustainable Development Goals (SDGS) Room C
	Speaker: ENRIQUE ORDAZ , Director General of Integration, Analysis and Research, INEGI GABRIEL RIVERA CONDE , Chief, Unit of Special Projects, Office of the President, Mexico
09:00-09:30	5. Working Session
	5.a. Keynote Speech Plenary Room
	Introduction: DAVID MILLER , Executive Director, WWF, Canadá and former Mayor of Toronto JOSÉ SARUKHAN , National Coordinator CONABIO Mexico

Day 3 : Thursday 15 October 2015

09:30-11:00	<p>5.b. Roundtable on “People’s Well-Being Within the Planet’s Boundaries” Plenary Room</p> <p>Moderator: WALTER RADERMACHER, Director-General of Eurostat</p> <p>Speakers: DAVID MILLER, CEO, World Wildlife Fund (WWF) Canada and Former Mayor of Toronto KATHERINE TREBECK, Oxfam GB, UK JULIA CARABIAS LILLO, Professor , UNAM, Mexico HELEN MOUNTFORD, Director of Economics, World Resource Institute FRANCESCO GAETANI, Science Policy Programme Officer, UNEP</p>
11:00–11:30	Coffee Break (Networking)
11:30-13:30	<p>5.c. New tools and Approaches for Well-Being Policy</p> <p>5.c.1 - Big and Crowd-Sourced Data (2 hour session) Parallel 1</p> <p>Moderator: ENRICO GIOVANNINI, former Minister of Labour and Social policies, Italy</p> <p>Speakers: JOHANNES C. EICHSTAEDT, World Well-Being Project, USA CLAIRE MELAMED, Director of Growth, Poverty and Inequality, Overseas Development Institute, UK TOM SCHENK, Chief Data Officer, City of Chicago, USA SHAIDA BADIEE, Director, Open Data Watch, USA ALEX WILLCOCK, Entrepreneur and Founder of VisualDNA, UK</p>



Day 3 : Thursday 15 October 2015

11:30-13:00	5.c.2 - The Role of Universities in Influencing the Well-Being Agenda Parallel 2	
	<p>Moderator: PAUL ANAND, Professor of Economics, Faculty of Social Sciences, Open University, UK</p> <p>Speakers: HÉCTOR MAURICIO ESCAMILLA SANTANA, Dean, TecMilenio University, Mexico MIKE SALVARIS, Chairman, Australian National Development Index (ANDI) Limited YANN ALGAN, Professor of Economics at Sciences Po Paris, France MONTERRAT GOMENDIO, Deputy Director of Education, OECD and former Spanish Secretary of State for Education</p>	
	5.c.3 - New Policy Tools and Frameworks Parallel 3	
	<p>Moderator: MATHILDE MESNARD, NAEC Coordinator (New Approaches to Economic Challenges), OECD</p> <p>Speakers: ANDREW COLEMAN, Principal Advisor / JOEY AU, Senior Advisor to the Chief Economist, New Zealand Treasury YUVAL LASTER, Head of Environmental Policy Division, Ministry of Environmental Protection, Israel ANGELA WILKINSON, Counsellor for Strategic Foresight, OECD JOSÉ FRANCO, General Coordinator, The Science and Technology Advisory Forum, Mexico</p>	
13:00-14:30	Lunch and Networking Break	Dining Room
13:00-14:30	Lunchtime Panel: Measuring Well-Being Around the World: Latest Developments Parallel 1	
	<p>Moderator: JIL MATHESON, former UK National Statistician</p> <p>Speakers: GERARDO LEYVA PARRA, Deputy Director General of Research, INEGI ESENGÜL TANRIKULU, Head of Economic and Social Indicator Department, Turkish Statistical Institute (Turkstat) ULLA ROSENSTRÖM, Chief Senior Specialist, Finnish Prime Minister's Office, Finland JOSÉ ROSERO, Executive Director, National Institute of Statistics and Censuses, Ecuador GENOVEFA RUZIC, Director-General Statistical Office of the Republic of Slovenia, Slovenia</p>	

Day 3 : Thursday 15 October 2015

6. Working Session	
14:30-15:30	<p>6.a. Roundtable on “Behavioural Insights for Well-Being Policy” Plenary Room</p> <p>Moderator: SAAMAH ABDALLAH, Senior Researcher and Programme Manager, Wellbeing, NEF, UK</p> <p>Speakers: PAUL LITCHFIELD, BT Group Chief Medical Officer and Chair , What Works Centre for Wellbeing, UK ROBERT H. FRANK, Henrietta Johnson Louis Professor of Management and Professor of Economics, Cornell University, USA ALISSA FISHBANE, Managing Director, ideas42, USA ANNA FRUTTERO, Senior Economist, World Bank</p>
15:30-16:30	<p>6.b. Launch of the How’s Life in Latin America? Initiative Plenary Room</p> <p>Moderator: MARI KIVINIEMI, Deputy Secretary-General, OECD</p> <p>Speakers: MARIO PEZZINI, Director, Development Centre, OECD FABRIZIO BARCA, Ministry for Economy and Finance, former Minister for Territorial Cohesion, Italy ALICIA BÁRCENA, Executive Secretary, ECLAC</p>
16:30-16:45	<p>6.c. Forum Conclusions Plenary Room</p> <p>Speakers: EDUARDO SOJO, President, INEGI MARTINE DURAND, Chief Statistician and Director, Statistics Directorate, OECD</p>