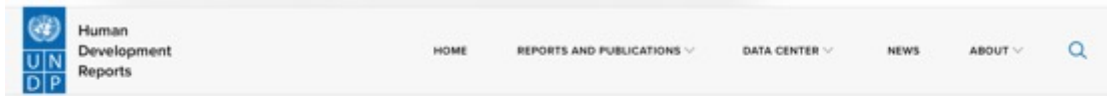


# *What changes when communities define prosperity & how to measure it?*

Dr Saffron Woodcraft, Institute for Global Prosperity at UCL

27 July 2022

# Beyond-GDP: aggregate global & regional wellbeing measures

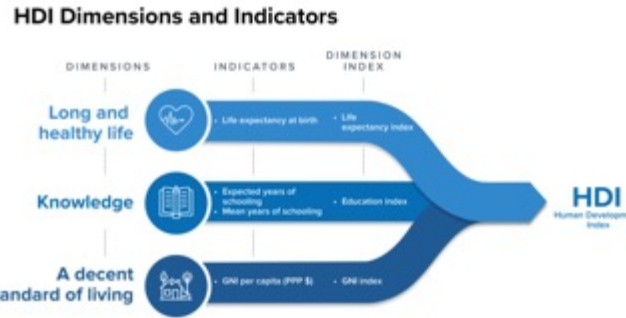


Human Development Reports

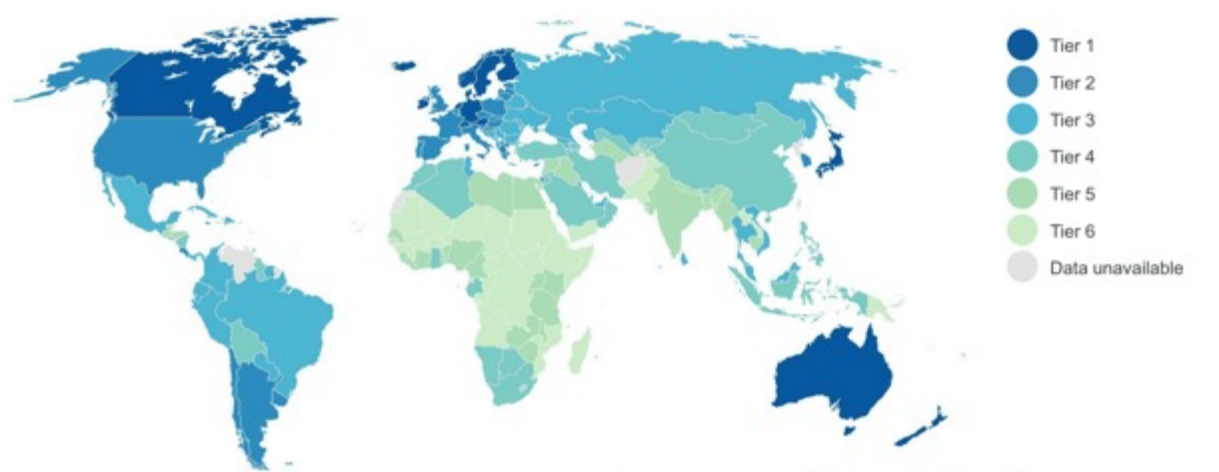
HOME REPORTS AND PUBLICATIONS DATA CENTER NEWS ABOUT

Sort List: A-Z | Find a Country in the List: Select to find the country | Filter by Developing Region: All regions

Rank	Country	HDI Value	Change from 2018	Rank	Country	HDI Value	Change from 2018
169	Alghanistan	0.511	▲ 0.002	69	Albania	0.795	▲ 0.003
91	Algeria	0.748	▲ 0.002	36	Andorra	0.868	▲ 0.001
148	Angola	0.581	▼ -0.001	78	Antigua and Barbuda	0.778	▲ 0.006
46	Argentina	0.845	▲ 0.003	81	Armenia	0.776	▲ 0.005
8	Australia	0.944	▲ 0.001	18	Austria	0.922	▲ 0.001
88	Azerbaijan	0.756	▲ 0.002	58	Bahamas	0.814	▲ 0.002
42	Bahrain	0.852	▲ 0.000	133	Bangladesh	0.632	▲ 0.007
58	Barbados	0.894	▲ 0.004	53	Belarus	0.823	▲ 0.000
14	Belgium	0.931	▲ 0.001	110	Belize	0.716	▲ 0.002
158	Benin	0.545	▲ 0.004	129	Bhutan	0.654	▲ 0.005
107	Bolivia (Plurinational State of)	0.718	▲ 0.004	73	Bosnia and Herzegovina	0.780	▲ 0.003
100	Botswana	0.735	▲ 0.005	84	Brazil	0.765	▲ 0.003
47	Brunei Darussalam	0.838	▲ 0.002	56	Bulgaria	0.816	▲ 0.003
182	Burkina Faso	0.452	▲				
126	Cabo Verde	0.665	▲				

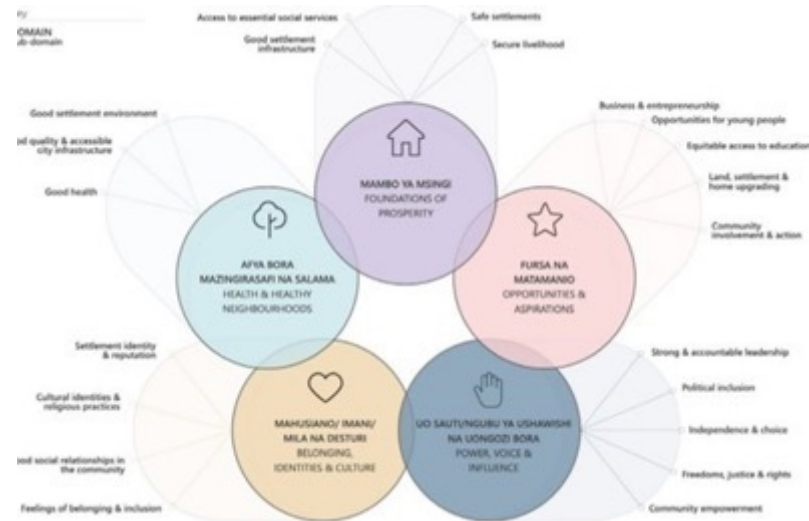
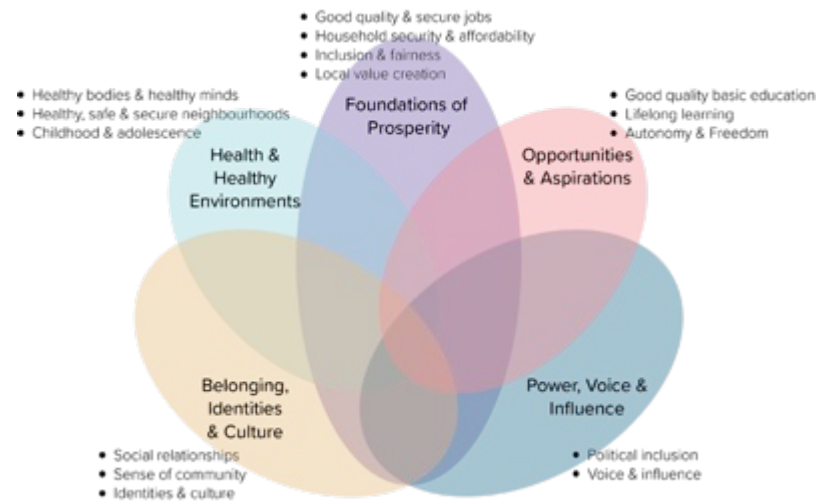


## 2021 Social Progress Index results



BASIC HUMAN NEEDS	FOUNDATIONS OF WELLBEING	OPPORTUNITY
<b>COMPONENTS</b>	<b>INDICATORS</b>	<b>DEFINITION</b>
Access to Basic Knowledge	Women with no schooling	Women with no schooling
Access to Information and Communications	Primary school enrollment	Proportion of females (age-standardized) with no schooling
Health and Wellness	Secondary school attainment	Source: Institute for Health Metrics and Evaluation
Environmental Quality	Gender parity in secondary attainment	
	Equal access to quality education	

# A role for local, citizen-led prosperity indices



Measuring what people value and what makes a difference to living a prosperous life in London, Dar es Salaam and Beirut

# *Good Life Euston*

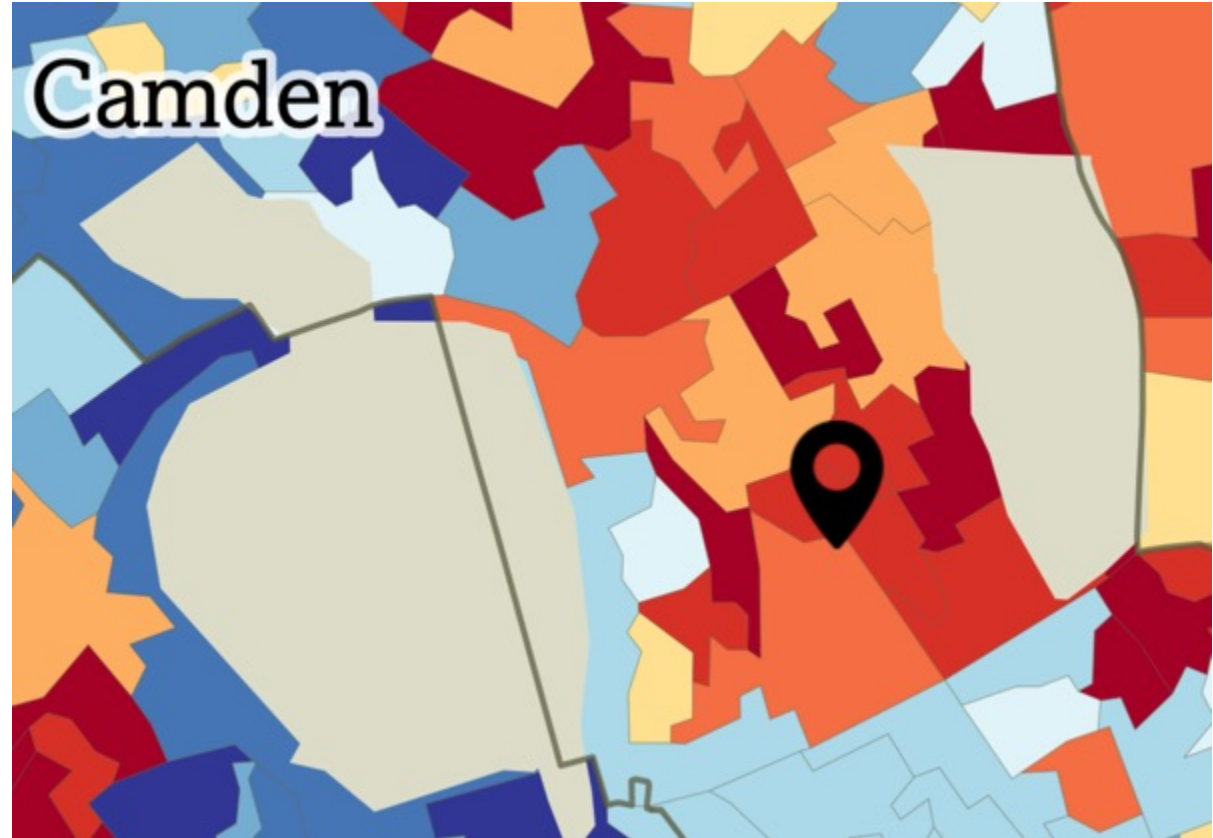
*Re-imagining the foundations of prosperity with and for communities in the London Borough of Camden*







# Prosperity gains from urban regeneration are uneven, highly-localized







CANARY WHARF

THE SHARD

CITY OF LONDON

SOUTH BANK

WESTMINSTER

HOLBORN

BLOOMSBURY

WEST END

MAYFAIR

KING'S CROSS / ST. PANCRAS INTERNATIONAL

EUSTON STATION

Somers Town

Regent's Park Estate

Clarkson Row

REGENT'S PARK

CAMDEN TOWN

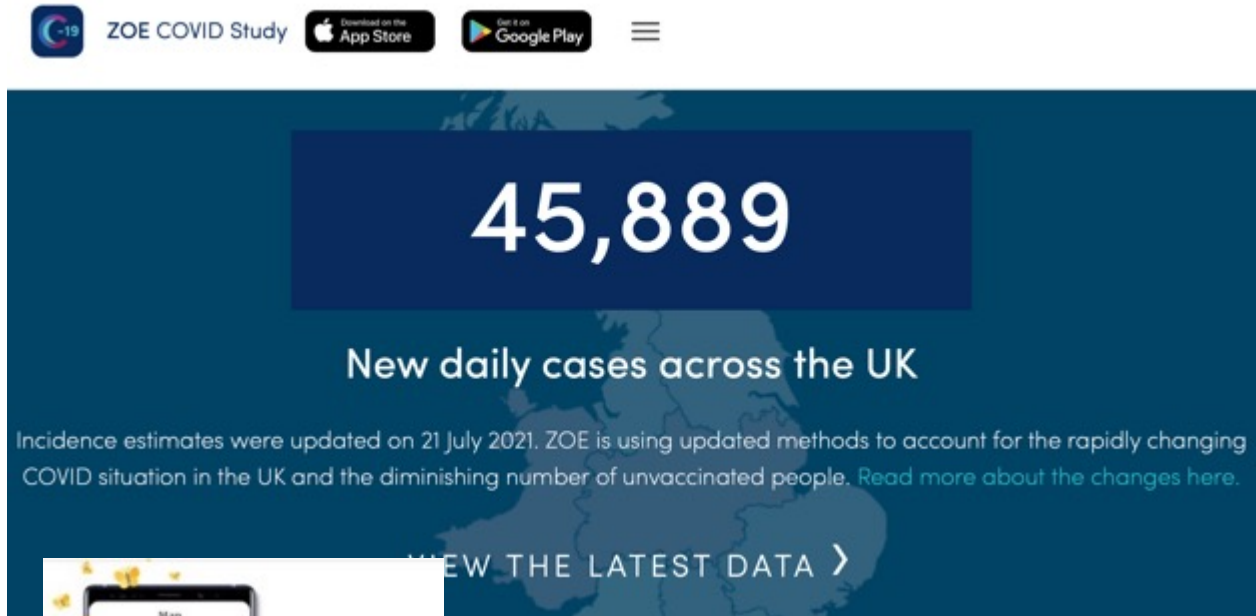
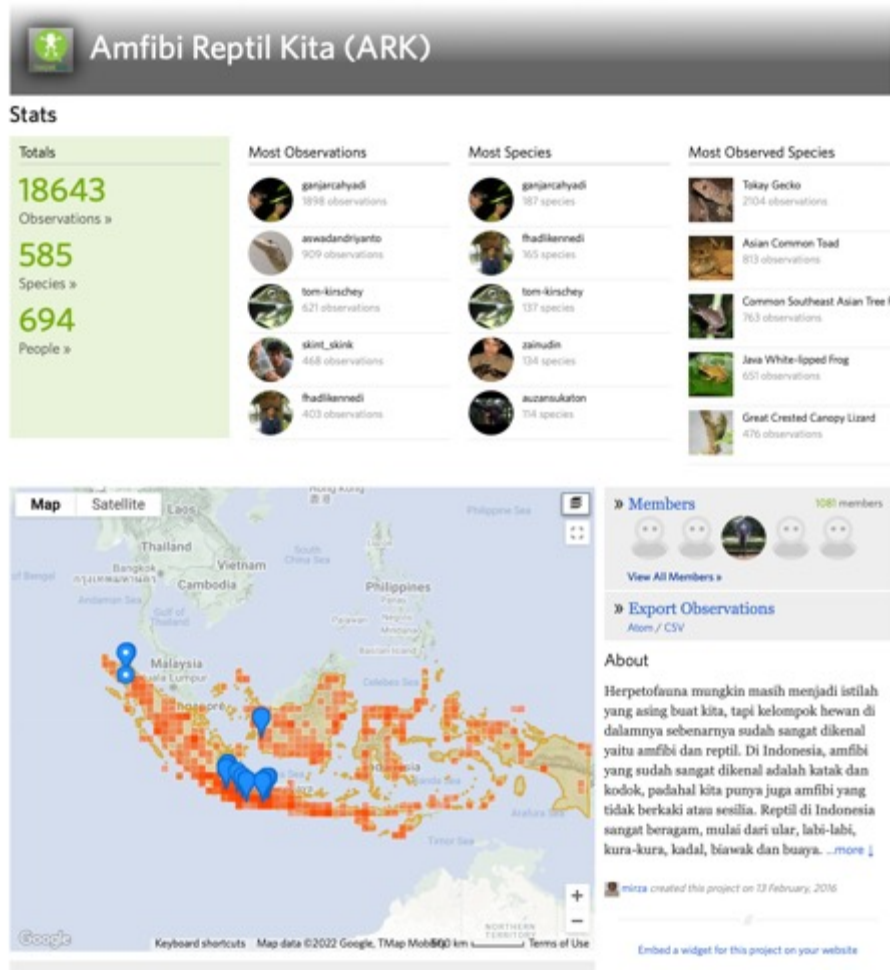
# Lesson 1: Citizen Social Science

**Building collective capacities of communities & decision-makers to re-imagine pathways to prosperity**





# Citizen Science: engaging the public in scientific research



- Large-scale scientific studies
- Surveying, observing, mapping & transcribing data

# Citizen Social Science



Twinkle Jayakumar, Prosperity in east London, 2021



E Starling, Prosperity in east London, 2015



Ryan Daniels, Young Euston Voices, 2020

**Complex social issues, social science methods, citizens as co-designers of research, co-producers of knowledge & practical solutions**





**Good Life Euston  
Young Citizen Social Scientists**



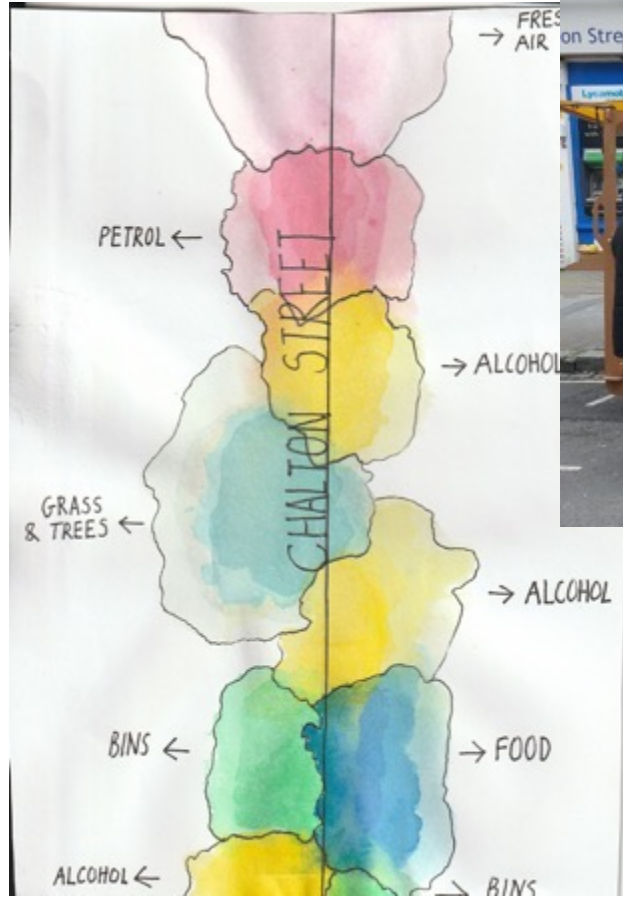


Good Life Euston  
Citizen Social Scientists



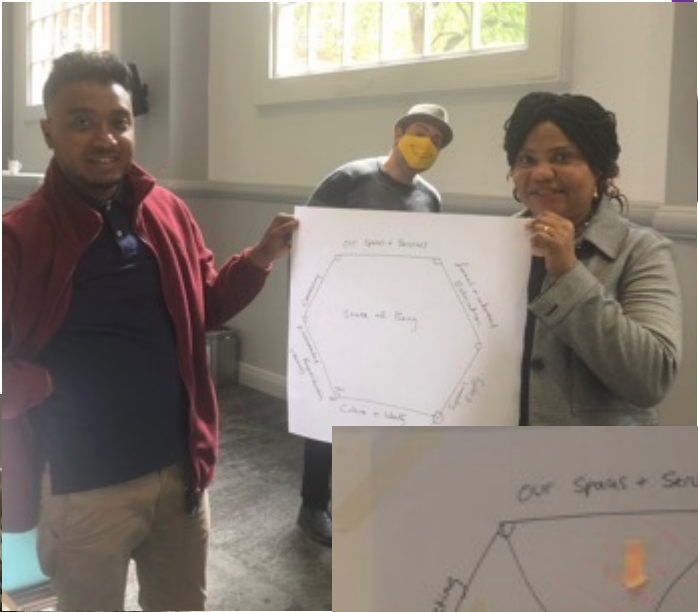
# Citizen-led research focused on lived experience of Euston residents

What supports & what prevents people in Euston from living prosperous lives?



# Co-produced data analysis & advocacy of policy solutions

What supports & what prevents people in Euston from living prosperous lives?





# Impacts: More than research, changing ways of governing

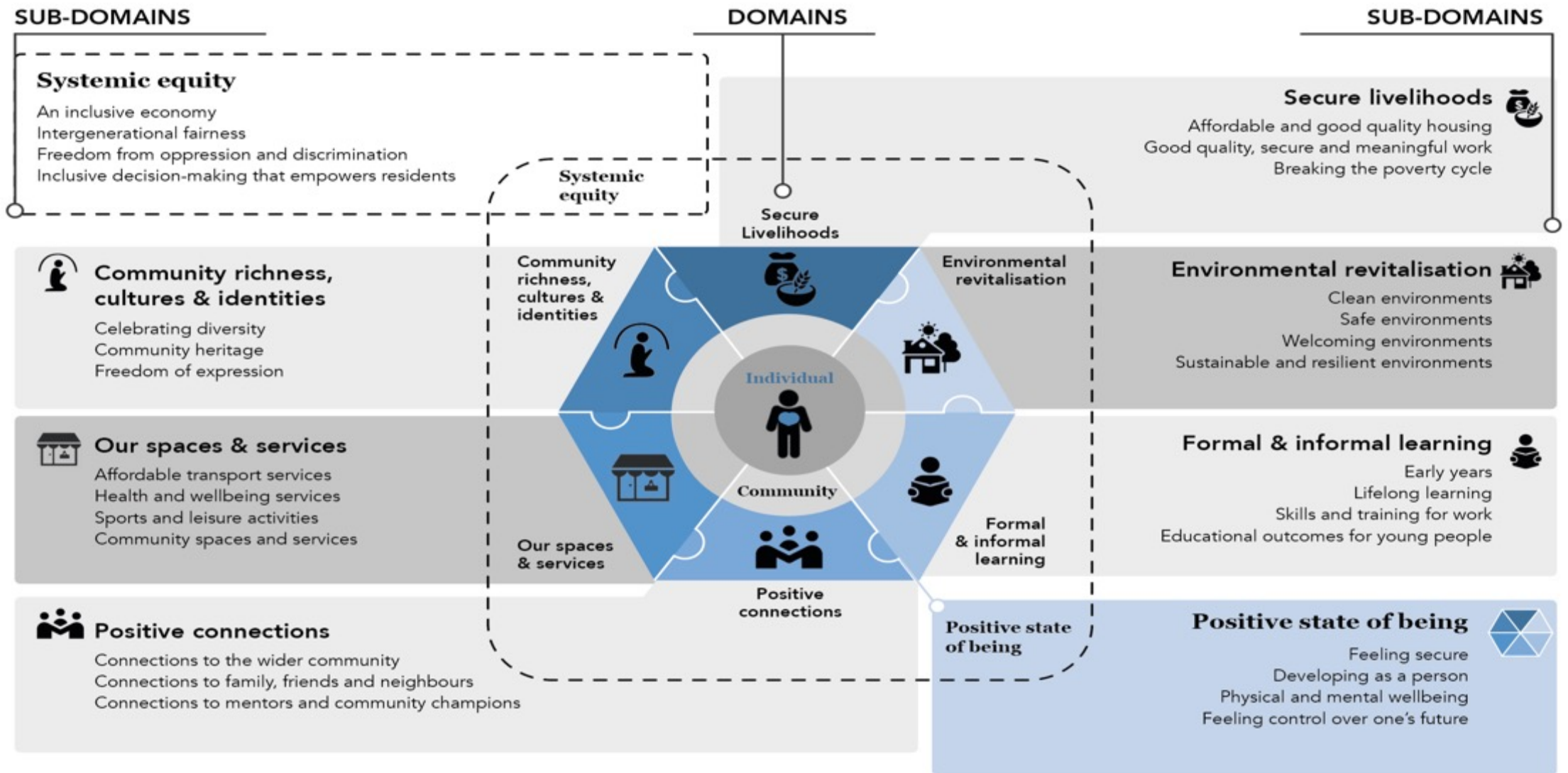
1. Building collective capacities of communities, government, business & NGOs to re-imagine foundations of prosperity & identify alternative, inclusive pathways
2. Aligning strategy & policy to local priorities for more effective and accountable decision-making
3. New institutions to mainstream ways of working: UCL Citizen Science Academy and London Prosperity Board

# Lesson 2: What changes when communities decide how to measure prosperity?

Shifting policy focus to the 'meso' scale



# Good Life Euston Domains and Sub-domains



# What does this tell us about designing pathways to prosperity?

## 1. Prosperity is multi-scalar

- Focus on lived experience identifies crucial interconnections between factors at individual, community & systemic

## 2. Place matters

- Context-specific conditions that drive exclusion, inequalities & obstacles for different groups

## 3. Transformative action requires a whole-system approach



# Livelihood security as a new policy goal

Livelihood security depends on system of assets & services

Poor quality, low-wage work, high housing costs & lack of key services in London undermine livelihood security

Universal Basic Services (UBS) pilots underway



# What next?



- A role for local, citizen-led prosperity indices alongside aggregate global & regional wellbeing measures
- Using technology to monitor citizen-led metrics in real-time
- Developing economic policies at the 'meso' level
- Universal Basic Services – building collective resilience, enhancing the capacities and capabilities of citizens



**Thank you**

Think7 (T7) Issue Paper:

<https://www.think7.org/publication/issue-paper-social-cohesion-economic-transformation-and-open-societies/>

T7 Policy Brief: <https://www.think7.org/publication/policy-brief-prosperity-index/>

Good Life Euston:

<https://www.camdengiving.org.uk/euston-voices>

London Prosperity Board:

[www.londonprosperityboard.org](http://www.londonprosperityboard.org)

UCL Citizen Science Academy:

<https://www.procol.uk/citizen-science-academy>

**Information  
about citizen-  
led prosperity  
indices**



saffron.woodcraft@ucl.ac.uk

<https://www.ucl.ac.uk/bartlett/igp/procol-uk>



Institute for  
Global Prosperity

