

7 Communication

7.1 Introduction

The successful communication of well-being frameworks and indicators can be a major challenge for countries implementing and maintaining well-being frameworks. There have been calls for guidance and examples of good practices on the communication of well-being frameworks and indicators for different users, including policymakers, to optimise their relevancy and use.

This chapter includes an overview of potential communication approaches for well-being frameworks, with recommendations for and national examples of analysis, visualisation, and dashboard development. Examples of national policy uses are explored, with emphasis on the statistical input for stakeholders.

7.2 Communication in the Development of a Well-being Framework

Well-being frameworks are complex, multidimensional products which can be challenging to communicate effectively. Each indicator within a framework can differ in various ways, including methodology, periodicity, timeliness, level of disaggregation, and can be sourced from both survey and administrative data. In most countries, there is the expectation that well-being frameworks will be integrated into government processes and policies. It is therefore recommended that communication with relevant stakeholders is incorporated into the development of a well-being framework. This approach can be quite resource and time intensive, but it does increase the likelihood of the adoption of the well-being framework by relevant stakeholders and policymakers. Stakeholder engagement, involvement, and the perception of that involvement, in the development of a well-being framework must be balanced with the Fundamental Principles of Official Statistics (UN,2014) including the requirements of independence, impartiality, and trustworthiness.

7.2.1 Stages of Communication in the Development of a Well-being Framework

There are four stages in the communication of a well-being framework, which are outlined in more detail in the Guidelines on Producing Leading, Composite and Sentiment Indicators (UN, 2019).

- 1) The **first stage** is ensuring early and active stakeholder and user consultation during the initial scoping stages of development. Early inclusion of stakeholders into the process allows both internal and external stakeholders to provide crucial input and early buy in into the development of the well-being framework.
- 2) The **second stage** is during the design and production stage. It is similar to the first stage but requires more in depth discussion and engagement with stakeholders. Stakeholders may

have differing views on the proposed indicators and well-being framework. Attempts to reach consensus with stakeholders should add to the robustness of the chosen indicators and the longevity of the well-being framework. Inclusion of internal NSI stakeholders early in the design and production stage will also ensure that the proposed well-being framework aligns to the NSI communication, dissemination and technology strategies, policies, and communication plans.

- 3) The **third stage** of communication is during the dissemination and communication of the indicators. This stage will involve not only presenting the numbers and indicators, but also understanding the needs of the stakeholders and audience. The recommended communication and dissemination approaches are expanded upon in the sections on recommendations for visualisation, dashboard development and analysis.
- 4) The **fourth stage** is an ongoing dialogue with audience and stakeholders. This is critical to producing high quality statistics that are also policy relevant, especially as indicators may change as policy concerns and data availability progress. An ongoing dialogue also aids the visibility and relevance of the well-being frameworks to stakeholders. The ongoing communications could be formalised within a communication and dissemination governance strategy.

This fourth stage also includes ongoing communication with internal stakeholders responsible for statistical products within the NSI. There are constant developments of these products, with new questions, surveys and administrative source becoming available which may be relevant for future iterations of a well-being frameworks. Similar communications should be implemented with colleagues in NSIs internationally, given potential similarities in best practice for well-being frameworks. The OECD Knowledge Exchange Platform on Well-being Metrics and Policy Practice (KEP) is an ideal forum for international collaboration and communication (oe.cd/KEP).

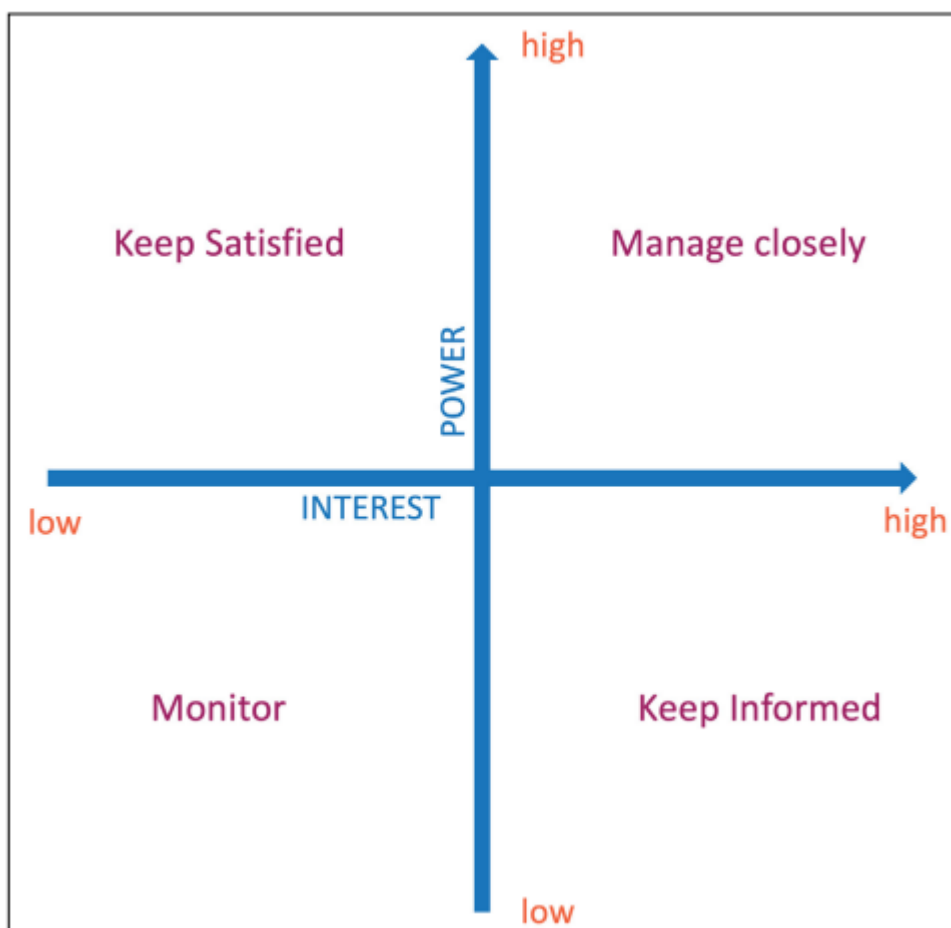
7.2.2 Defining and Mapping Stakeholders

Understanding the needs of stakeholders and audiences is a useful starting point when targeting communications of well-being frameworks. The target stakeholders, audience and the appropriate communication channels for a well-being frameworks will have national dependencies, including structure and aims of the national well-being framework, the maturity of the NSI communications strategy, and the channels and tools deemed appropriate in a national context.

An in depth stakeholder mapping process is outlined in Strategic Communications Framework for Official Statistics (UN, 2021) and provides steps to define and determine the importance of

stakeholders, developing a stakeholder plan, understanding their objectives, and tailoring relevant communications to them. The Boston Matrix is a common method applied to mapping stakeholders. This was adapted to be relevant to official statistics (UN, 2021). Using this approach, the importance of stakeholders is determined by how much interest they have in well-being frameworks (interest) and how much influence/impact they have on the areas relevant to well-being frameworks (power).

Figure 7.1 Boston Matrix



7.2.3 Audience Segmentation

Well-being frameworks should be developed in a way that accommodates the needs of all potential users. Different users are likely to have differing levels of competence with respect to statistical literacy, interest, and influence within society (ESAC, 2015). Some people or organisations may be members of more than one audience group. The sum of all audiences is the general public, which can be addressed as a whole. The potential audience can be divided into policymakers, influencers, scrutinisers, partners, and the general public (UN, 2021).

Policymakers work in organisations, governments, and other authoritative bodies to develop and execute public policy. Policymakers may not be aware of the support that statistical organisations can offer, or they may not be interested or administratively facilitated within their roles, in engaging with members of the statistical system. The capacity of policymakers, in both time and knowledge, must also be a consideration when targeting statistical products related to well-being frameworks towards them.

Influencers govern, control, oversee or question policymakers, and influence their behaviour and decisions. Influencers are more likely to see statistical outputs, but they may not see the need for or the benefit of engaging with the statistical community. They also provide an essential channel to reach all citizens.

Scrutinisers observe government, administration, policymakers, and influencers in a critical manner, acting as watchdogs to increase accountability. They believe their work is for the public good. Scrutinisers can be supportive of statistical work, but they can also be critical.

Partners are people or organisations that provide statistical organisations with services crucial to core statistical processes. Examples of partners could include survey respondents, administrative data providers and academics and other innovators.

The **general public** is comprised of a variety of audience groups with different interests and motivations.

7.2.4 Channels of Communication

A channel is a medium through which a message is transmitted to its intended audience. The best channel to reach specific audience may be dependent on national circumstances and requirements. There are three types of channels of communication: direct, indirect and crossover.

Direct channels are those under the control of the NSI and can be used very effectively in targeting audiences. Direct channels include:

- 1) Online channels which are digital communication channels which include websites, online video platforms and search engines.
- 2) Offline channels include direct contact between people, at events or press conferences, NSI presentations at conferences and seminars and printed media such as brochures and reports. The value of offline channels should not be underestimated, given its ability to build strong stakeholder relationships and reduce misunderstandings.
- 3) Social media which includes a wide range of applications that can be used to target messages to user groups directly.

Indirect channels are those that are not directly owned by the NSI. They can be used to reach user groups beyond those that can be targeted through direct channels. They are traditionally inaccessible to the NSI and offer an opportunity to communicate messages more broadly. Partnership with third party agencies and channels can allow for a greater level of control over the messages. Indirect channels include:

- 1) Press and media (print media, broadcasting media and online news media), which distinguish between general media (nationwide news media, regional media), and targeted media (business and professional titles)
- 2) Online social media communities (organised around influencers such as YouTubers and bloggers).
- 3) Stakeholders and government agencies that are unrelated to the NSI also provide a strong indirect channel of communication for an NSI, and a well-being framework more specifically. In cases where well-being frameworks are developed in partnership with other government agencies, this indirect communication channel will be available by default. In all cases, it is recommended that NSIs work with government agencies to align communications.

A **crossover** can also occur, where an NSI's message is communicated via one channel, e.g., social media, which is then picked up by traditional media (e.g., newspapers).

7.2.5 Mapping Audience to Statistical Products and Communication Channels

The following tables outline an approach to mapping audiences (UN, 2021) to the statistical products and communication channels associated with well-being frameworks. Table 7.1 cross tabulates users against statistical products. Table 7.2 cross tabulates audience against communication channels. Table 7.2 does not differentiate between communication products and communication channels. There may be some overlap between communication channels and statistical products associated with well-being frameworks.

Table 7.1 Well-being Framework Audience and Relevant Statistical Products

	Statistical Products						
	Infographic	Dashboard	Indicators	Metadata	Microdata	Links to related NSI publications	Links to international publications
Policymakers (work in organisations, governments, and other authoritative bodies to develop and execute public policy)							
Ministers, special advisors, and senior civil servants	X	X	X			X	X
Mayors, local government cabinet members, political advisors, and senior officials	X	X	X			X	X
OECD, EU and UN leaders and senior officials	X	X	X	X		X	X
Influencers (govern, control, oversee or question policymakers, and influence their behaviour and decisions)							
Politicians	X	X	X			X	X
Members of think-tanks and interest groups	X	X	X	X	X	X	X
Academics (students and teachers)	X	X	X	X	X	X	X
Commentators and senior journalists	X	X	X	X		X	X
Business leaders	X	X	X			X	X
Civil service leaders	X	X	X			X	X
Leaders from non-profit organisations (the third sector)	X	X	X			X	X
Scrutinisers (observe government, administration, policymakers, and influencers in a critical manner, acting as watchdogs to increase accountability)							
Parliamentary committees and scrutiny committees	X	X	X	X		X	X
Other national statistical leaders	X	X	X	X		X	X
International bodies (e.g., Eurostat, international NSIs)	X	X	X	X		X	X
Bloggers, journalists, commentators, and social media influencers	X	X	X	X		X	X
Academics (students and teachers)	X	X	X	X	X	X	X
Information commissioners	X	X	X	X		X	X
Privacy commissioners and campaigners	X	X	X	X	X	X	X
Open data campaigners	X	X	X	X	X	X	X
Partners (people or organisations that provide statistical organisations with services crucial to core statistical processes)							

Funders	X	X	X	X		X	X
Survey respondents	X	X	X	X		X	X
Administrative data providers	X	X	X	X		X	X
Syndicators and aggregators	X	X	X	X		X	X
Academics and other innovators	X	X	X	X	X	X	X
General Public	X	X	X	X		X	X

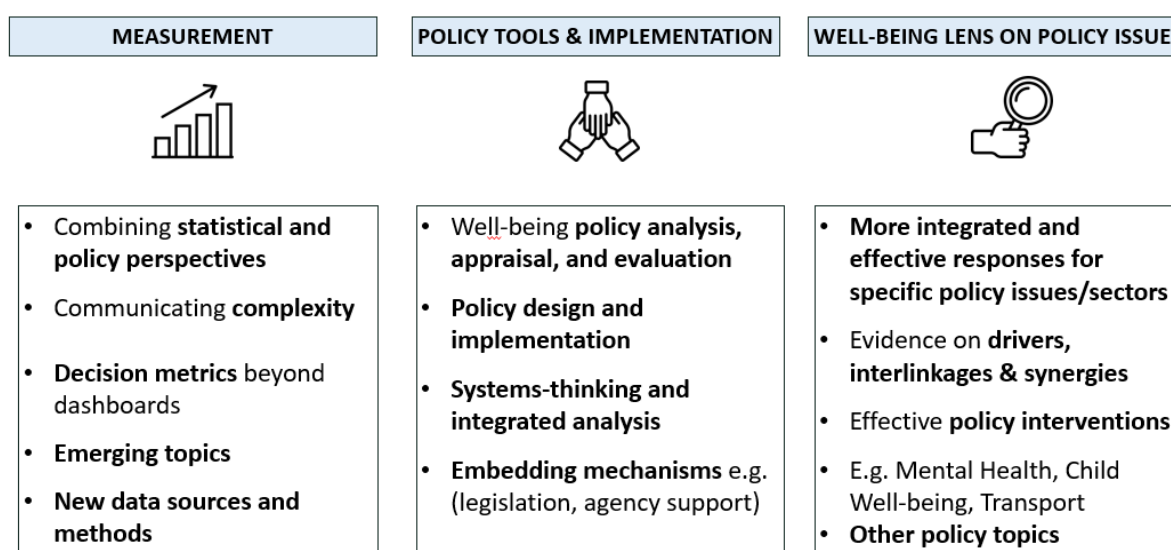
Table 7.2 Well-being Framework Audience and Relevant Communication Channels

	Communications Channels					
	Press Releases	Social Media	Policy-Based Reports	Ad hoc Reports and Queries	Liaison Groups	Seminars
Policymakers (work in organisations, governments, and other authoritative bodies to develop and execute public policy)						
Ministers, special advisors, and senior civil servants	X	X	X	X	X	X
Mayors, local government cabinet members, political advisors, and senior officials	X	X	X	X	X	X
OECD, EU and UN leaders and senior officials			X	X	X	X
Influencers (govern, control, oversee or question policymakers, and influence their behaviour and decisions)						
Politicians	X	X	X	X	X	X
Members of think-tanks and interest groups	X	X	X	X	X	X
Academics (students and teachers)	X	X	X	X	X	X
Commentators and senior journalists	X	X	X	X		
Business leaders	X	X	X			
Civil service leaders	X	X	X	X	X	X
Leaders from non-profit organisations (the third sector)	X	X	X	X	X	X
Scrutinisers (observe government, administration, policymakers, and influencers in a critical manner, acting as watchdogs to increase accountability)						
Parliamentary committees and scrutiny committees			X	X	X	X
Other national statistical leaders			X	X	X	X
International bodies (e.g., Eurostat, international NSIs)			X	X	X	X
Bloggers, journalists, commentators, and social media influencers	X	X	X	X		
Academics (students and teachers)	X	X	X	X	X	X
Information commissioners	X	X	X	X	X	X
Privacy commissioners and campaigners	X	X	X	X	X	X
Open data campaigners	X	X	X	X	X	X
Partners (people or organisations that provide statistical organisations with services crucial to core statistical processes)						
Funders	X	X	X	X	X	X
Survey respondents	X	X	X	X	X	X
Administrative data providers	X	X	X	X	X	X
Syndicators and aggregators	X	X	X	X	X	X
Academics and other innovators	X	X	X	X	X	X
General Public	X	X	X			

7.3 OECD Knowledge Exchange Platform on Well-being Metrics and Policy Practice (KEP)

The OECD Knowledge Exchange Platform on Well-being Metrics and Policy Practice (oe.cd/KEP) is a repository for national well-being framework examples and OECD resources. It was launched in November 2023 and provides an online space for sharing experiences and solutions across countries on the development and policy application of well-being frameworks and associated metrics and tools. Through the KEP, the OECD is building an in practice repository of country well-being initiatives to provide examples of well-being measurement, tools and implementation, and the application of a well-being perspective to specific policy issues such as child well-being or mental health. The KEP also fosters peer learning and support governments through dedicated Knowledge Exchange Workshops and substantive research. It is stable, yet flexible, space for both formal and informal peer learning on several facets of well-being (OECD, n.d.)

Figure 7.2 Peer Learning Pillars of the OECD Knowledge Exchange Platform on Well-being Metrics and Policy Practice



7.4 Recommendations for analysis.

This section focuses on analysis component of the communication of the well-being frameworks through direct, online channels. The accessibility of all communications to different segments of the population, potentially meeting Web Content Accessibility Guidelines (WCAG) 2.1 Level AA (W3C, 2023) or other national legislative requirements and NSI policies, should be a priority. The well-being framework, and underlying dimensions must be clearly defined and understood. Larger sets of indicators may dilute the overall message of the overarching framework, which can impact the communication and clarity of the overall message. This must be balanced with ensuring that the indicator set forms a complete view of well-being.

7.4.1 Communication of Indicators

Well-being indicators must be clear and understandable for the user. Indicator based communication should have two roles, to inform target audiences, and to assess societal trends and allow different social groups to participate in the governance of society with a better-informed opinion. Thus, indicator-based communication cannot be regarded simply as information transmission but as a specific type of communication with a high societal engagement (Eurostat,2015).

Composite indicators can be advantageous in communication as they provide a single number message, summarising different dimensions of a complex subject very simply. They are also convenient for ranking between countries. However, the communication of the methods of compositing the indicators can be challenging, leading to concerns around objectivity and impartiality. There may be a perception that positive outcomes in one component of an indicator obscures or modifies deficiencies in another component, via weighting of other methods.

There are key principles in communicating all types of indicators and frameworks through clear and understandable messages (Eurostat,2015).:

- The indicator title should be clear, succinct, and non-technical.
- If indicator titles must be technical, then further explanation should be included, in order to convey the message to the wider audience.
- There should be a short narrative or brief textual explanation accompanying the indicator.
- Simple infographics may accompany the indicator.

- Directional information, via text or infographics (e.g., good/bad, up/down) using traffic lights, colours or arrows may be included. This provides the user the necessary information to assess the actual development shown by the indicator.
- Graphical representation of the data by demographics of interest

Metadata and links to relevant sources related to the indicator should also be easily accessible. It is important that users are able to understand ‘at a glance’ the possibilities and limitations of using indicators, especially when used for decision making. Types of metadata include, but are not limited to:

- Links to and information on, the underlying tables and datasets.
- Links to the source statistical publication.
- Links to the relevant methodological documentation,
- Links to external comparative data (e.g., Eurostat tables), where relevant.
- Links to other governmental well-being framework publications, where relevant.

7.4.2 Selection Criteria for Headline Indicators

Headline indicators may also be included in the well-being framework communications. There are several considerations, if they are to be included (OECD, 2024):

- There should be balance across the components, such as average outcomes and inequalities across all dimensions.
- The use of the indicators in other international and national well-being initiatives should be reviewed.
- The policy relevance of the indicators may be a consideration.
- There should be strong focus on statistical quality of headline indicators. Many headline indicators act as broad summary indicators of their respective dimensions, cover the large majority of OECD countries, and are more frequently collected and produced in a timelier manner than other indicators of the extended dashboard.
- Headline indicators should be continuously reviewed in line with these criteria.

7.5 Recommendations for Visualisation

Visualisation can be standalone or integrated into a well-being framework. Visualisation approaches, and tools used, will be dependent on national considerations, availability of visualisation tools and alignment with NSI dissemination and communication strategy and policy. Audio-visual content, including videos and podcasts are also a potential avenue of communication but are not explored in this chapter.

Visualisations including graphs, bar charts, line charts etc., can be integrated into a well-being indicators and aid in both the interpretation of the indicator and provide more detailed comparative or time series data. Where possible, these visualisations should be dynamic and directly linked to live source data sets. This reduces the manual burden of updating well-being frameworks and aids in their communication.

Infographics should be used to tell a story, be clear and very concise, and include a small number of indicators with illustrations to describe those indicators. Infographics may be more useful in describing indicators within specific dimensions as the inclusion of too many indicators will decrease the effectiveness of an infographic. Infographics may not be applicable for some NSI well-being frameworks, as they are often static images.

It is recommended that the following visualisation examples be viewed on the relevant websites as many of the products are interactive, with the website structure and layout being a key aspect of their communication.

7.5.1 Visualisation of Indicators

The following sections provide different examples of data visualisations, resulting from an audit by the OECD (2024).

Figure 7.3 Multidimensional Quality of Life Indicator (MQLI) Composite Indicator

Experimental Statistic. Multidimensional Quality of Life Indicator (MQLI)

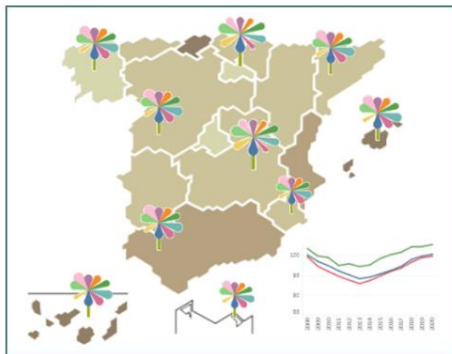
The MQLI is a composite quality of life measurement indicator that is presented on an experimental basis, subject to user scrutiny with the aim of improving its methodology and hopefully culminating in a stable multidimensional quality of life indicator within the official production of the INE.

It is constructed on the basis of the INE's quality indicators, which offer a panoramic (multidimensional) view of quality of life in Spain, by choosing a broad but limited set of indicators (currently 60) covering nine dimensions used to describe quality of life.



- [Press release](#)
- [Technical project](#)
- [Results tables](#)

View MQLI by CCAA



Create your own MQLI



Figure 7.4 Rapport PIBien-Être 2023 Composite Indicator

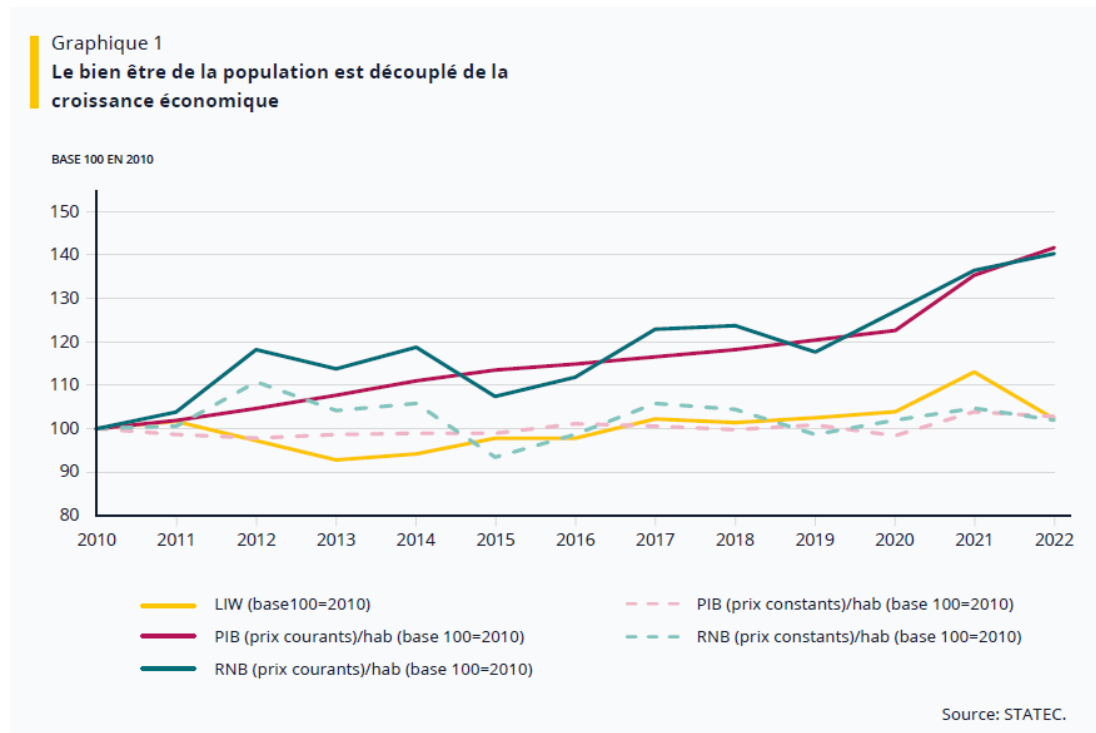


Figure 7.5 Korea’s Quality of Life Traffic Light/Colour Code Indicator

Trend Indication²




	Improved	A change in the recent measurement values leading to a better quality of life compared to the previous figure. $X_t - X_{t-1} > 0$
	No change	No change in recent measurement values compared to the previous figure. $X_t - X_{t-1} = 0$
	Deteriorated	A change in the recent measurement values leading to a worse quality of life compared to the previous figure. $X_t - X_{t-1} < 0$

Figure 7.6 Monitor of Well-being and the Sustainable Development Goals Traffic Light/Colour Code Indicator

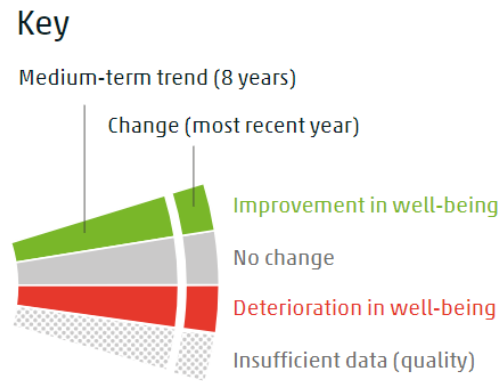


Figure 7.7 How’s Austria? Weather Report Indicator

Übersicht 5
Schlüsselindikatoren des materiellen Wohlstands mit Bewertung

Materieller Wohlstand	Kurzfristig (letzte 3 Jahre)	Langfristig (gesamte Zeitreihe)
Bruttoinlandsprodukt pro Kopf real		
Arbeitsproduktivität		
Nicht bezahlte Arbeit	-	-
Einkommen privater Haushalte pro Kopf		
Konsum privater Haushalte pro Kopf		
Erwerbstätigenquote		
Arbeitslosenquote		
Hohe/niedrige Nettojahreseinkommen		
S80/S20-Einkommensquintilsverhältnis		
Gender Pay Gap		
Öffentlicher Schuldenstand		

Q: STATISTIK AUSTRIA, Wie geht’s Österreich?

Figure 7.8 How's Austria? Bar Chart Indicator

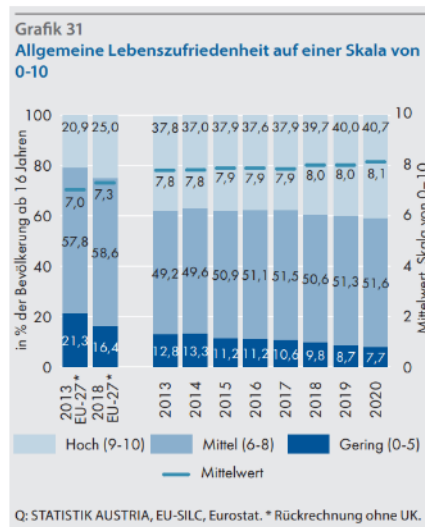
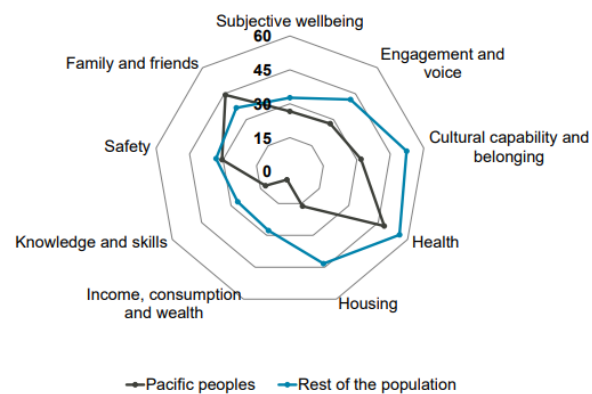


Figure 7.9 Te Tai Waiora: Wellbeing in Aotearoa New Zealand Spider Graph Indicator

Figure J.1: Pacific peoples' wellbeing across the LSF domains (% reported high wellbeing, General Social Survey 2018) (LSF Dashboard indicator)



7.5.2 National Examples of Well-being Framework Visualisations

There are two types of visualisations incorporated into well-being frameworks: the top level visualisation of overall well-being frameworks and the visualisation of indicators within the well-being framework. Different national examples are shown below.

Figure 7.10 Understanding Life in Ireland – A Well-being Framework

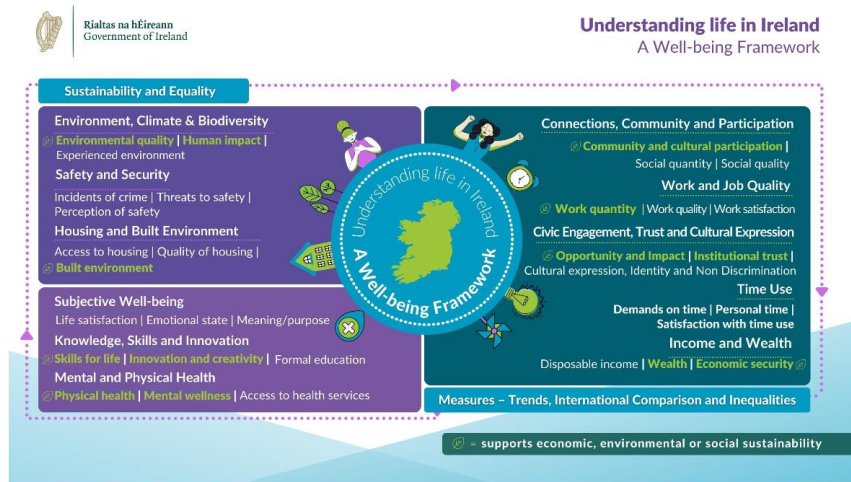


Figure 7.11 Measuring What Matters for all Australians.

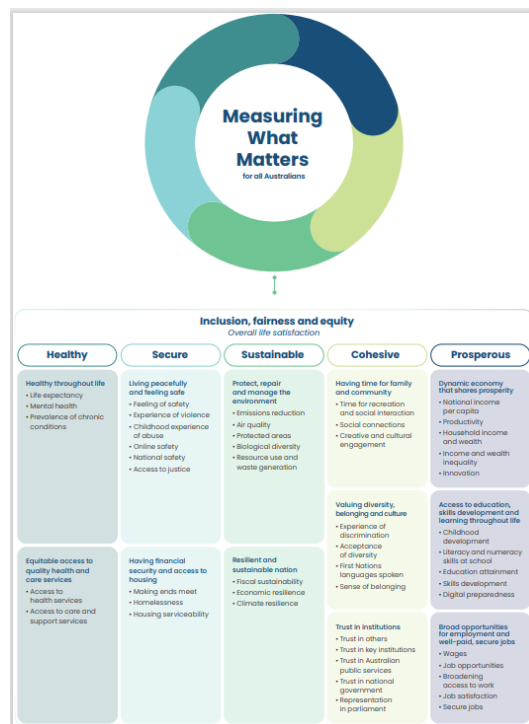


Figure 7.12 Quality of Life Framework for Canada

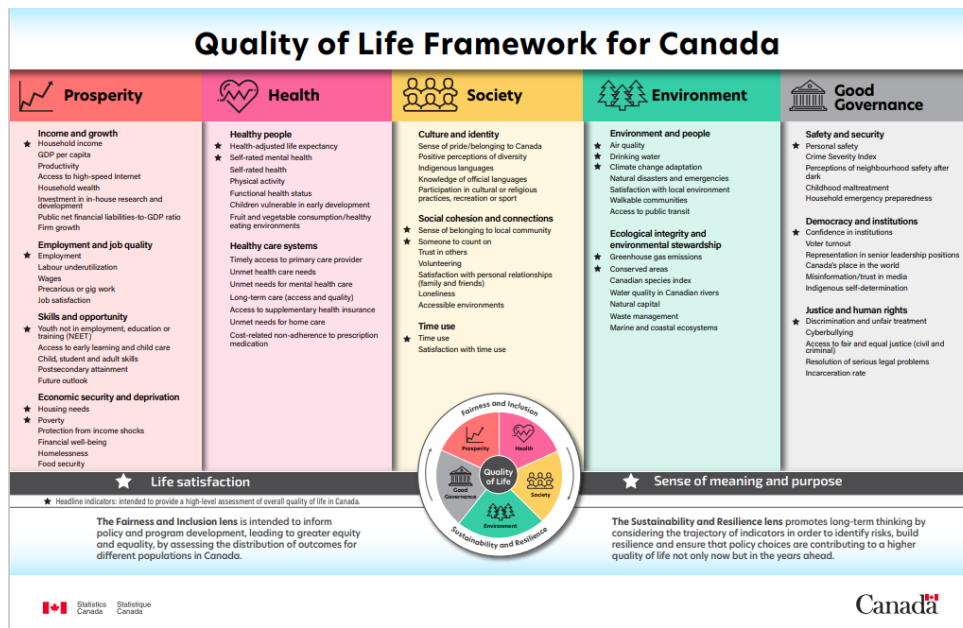


Figure 7.13 OECD Well-being Framework

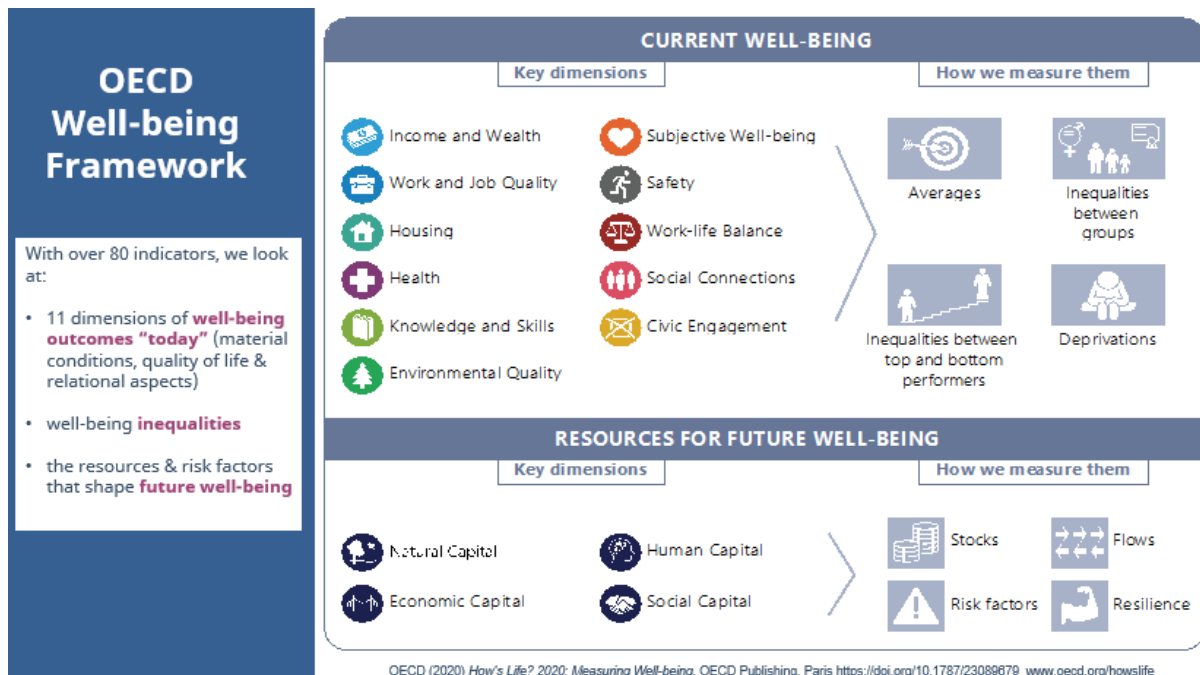
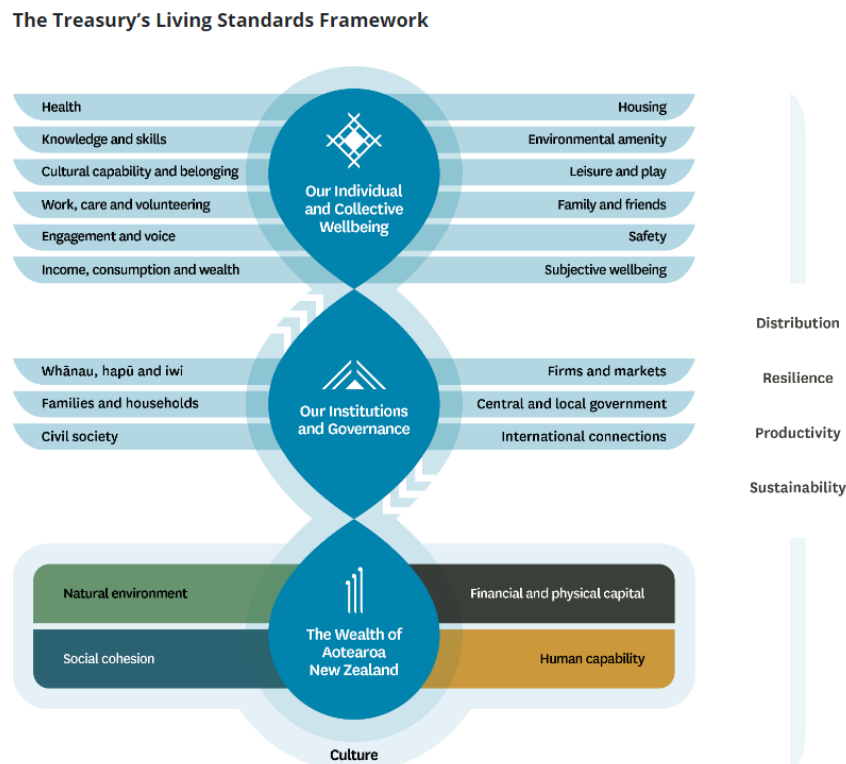


Figure 7.14 New Zealand Treasury's Living Standards Framework



7.6 Recommendations for dashboard development

Dashboards are a very useful tool in the communication of well-being frameworks. They may be live, and linked to live data, or they may require manual intervention. In both cases, dashboards require ongoing oversight and maintenance. The design should be carefully considered and incorporated into the development of the well-being framework at an early stage, with considerations of IT and dissemination policies and requirements. Dashboard user needs must be clearly defined in order to develop, and prototype, a dashboard that meets the needs of the users. Questions include:

- What will users do with the data?
- What decisions will users make based on the dashboard?
- How will they interact with the data?
- Do they want to explore the data?
- Do they need the story told to them?
- What trends do they need to understand?
- What background information do they need to understand the data?
- Will users have the time to get insight out of dashboards?

The design, structure and navigation of dashboards should incorporate how users are expected to navigate and interpret the well-being framework, underlying dimensions, and indicators. A format with chart title, chart and short commentary allows for more context to be given. The focus should be on the important insights. Visual clutter and the amount of scrolling should be minimised.

Metadata should include:

- the date the dashboard was last updated and information about what was updated.
- the date of the next update so that users know when to expect new data.
- a clear, appropriate, and searchable title
- the time periods the data refer to.
- links to definitions, guidance, and methodology
- appropriate quality information
- links to other related information
- commentary or links to commentary
- important contextual details
- contact details for the statistician or team.

The indicators within a dashboard are comprised of data from differing statistical publications, using different methodologies, using administrative or survey datasets and with varying timelines. The timeliness of different indicators on a well-being dashboard, and the interpretation of the changes in indicators over time, can be challenging for policymakers who are involved in annual or semi-annual budget and policy processes, where the systematic use of the well-being dashboards are a requirement.

7.6.1 National Examples of Well-being Dashboards

Figure 7.15 Understanding Life in Ireland A Well-being Framework



Figure 7.16 The Netherlands - Monitor of Well-being & the Sustainable Development Goals

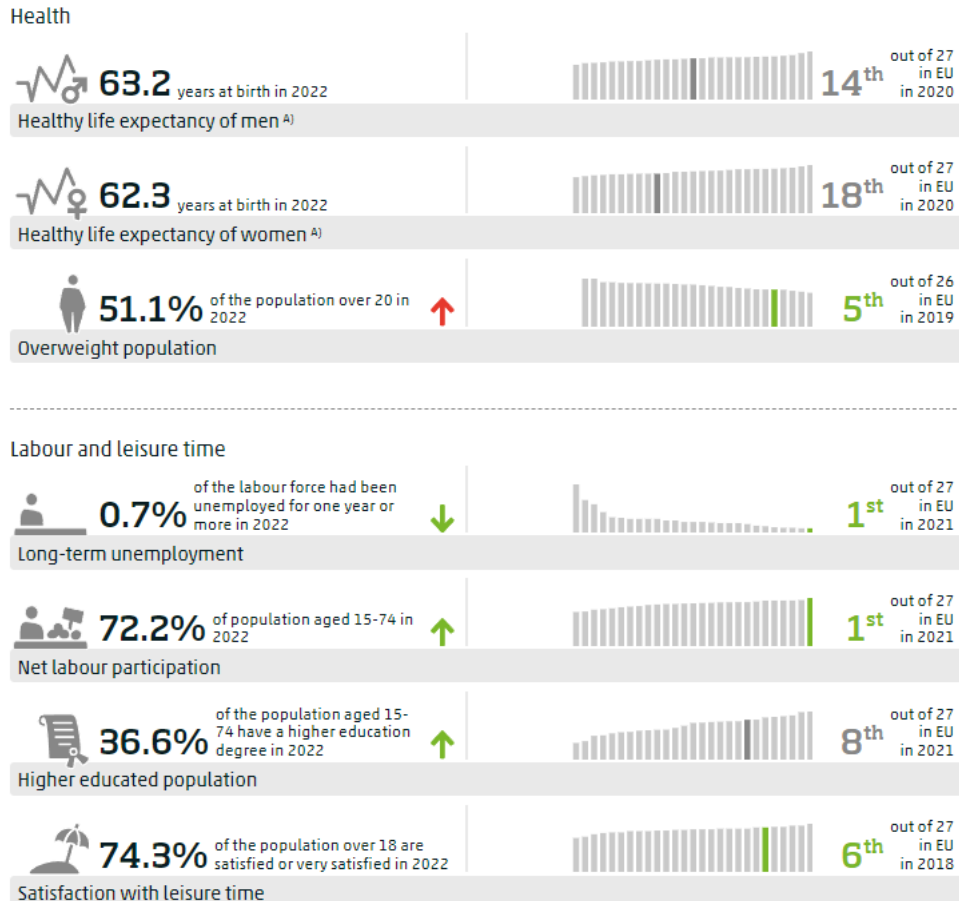
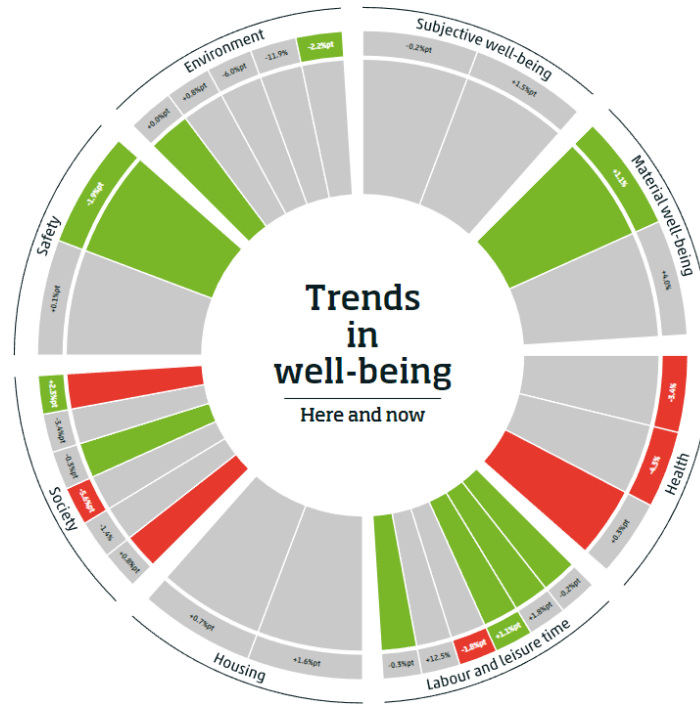


Figure 7.16 The Netherlands - Monitor of Well-being & the Sustainable Development Goals (ctd.)

Trends in well-being and SDG's: Here and now



EU ranking

The bars show the Netherlands' ranking in the European Union for each indicator.

Key

- High ranking
- Middle ranking
- Low ranking
- No data

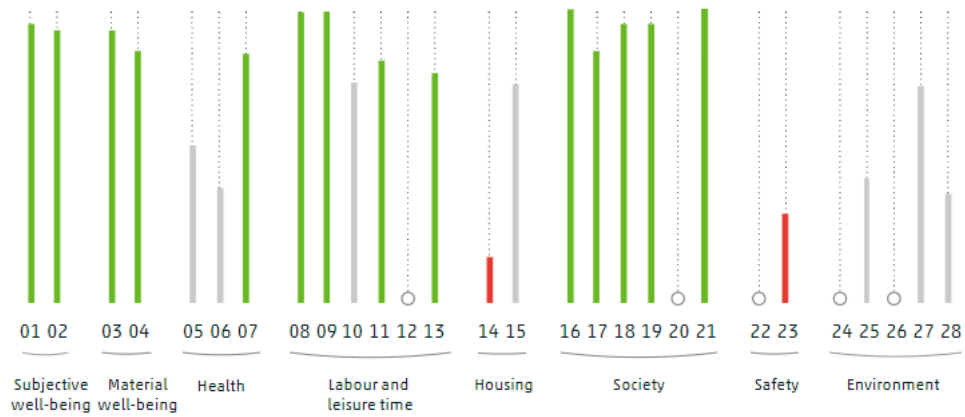


Figure 7.17 Estonia - Tree of Truth

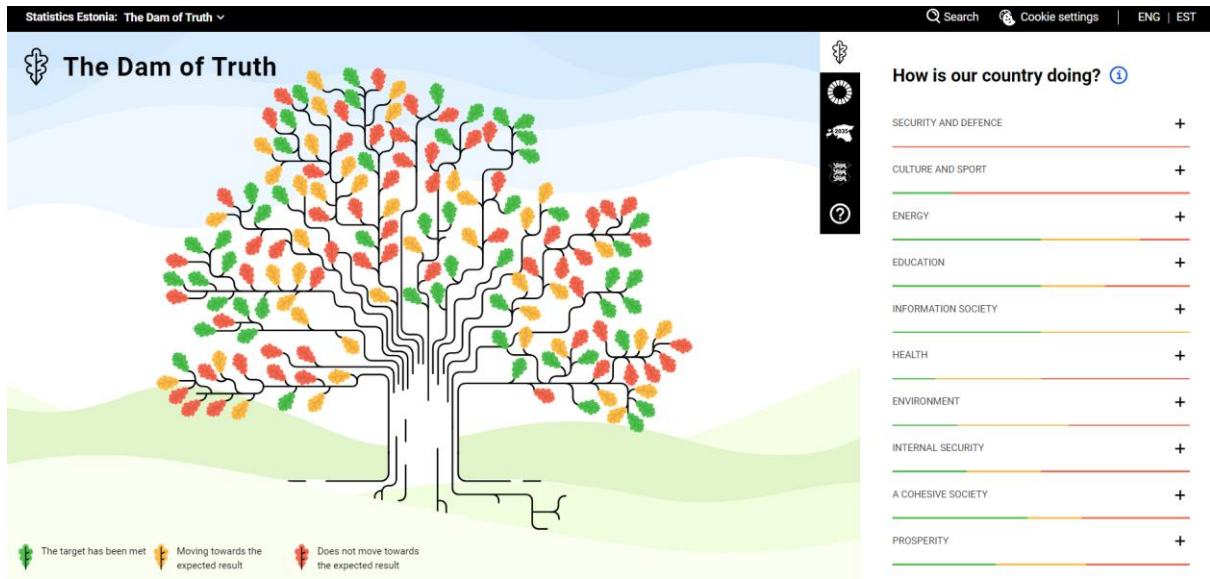


Figure 7.18 Australia – Measuring What Matters for all Australians.

Overall life satisfaction



Healthy

A society in which people feel well, are in good physical and mental health, can access services when needed, and have the information they require to take action and improve their health

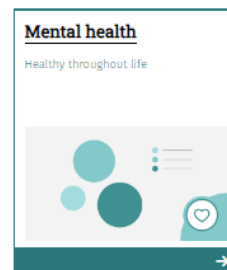
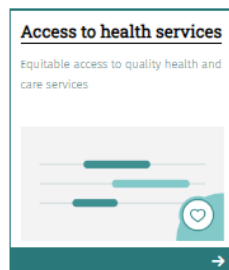


Figure 7.18 Australia – Measuring What Matters for all Australians (ctd.)

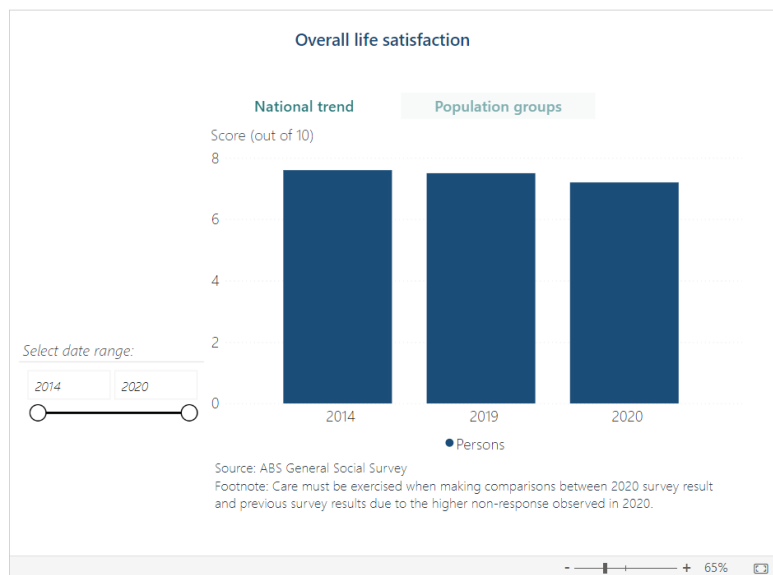


Figure 7.19 ONS UK Measures of National Well-being Dashboard

We assign each measure an **improvement**, **decline**, **no change**, or **change not assessed** label based on assessment of change. See our [definitions tool](#) for definitions of these labels and other terms that may be unfamiliar.

<input checked="" type="radio"/> All measures	<input checked="" type="checkbox"/> Select all
<input type="radio"/> Improvement	<input checked="" type="checkbox"/> Personal well-being
<input type="radio"/> Decline	<input checked="" type="checkbox"/> Our relationships
<input type="radio"/> No change	<input checked="" type="checkbox"/> Health
<input type="radio"/> Change not assessed	<input checked="" type="checkbox"/> What we do

Figure 7.19 ONS UK Measures of National Well-being Dashboard (ctd.)



Figure 7.20 Italy - Measures of Equitable and Sustainable Well-being

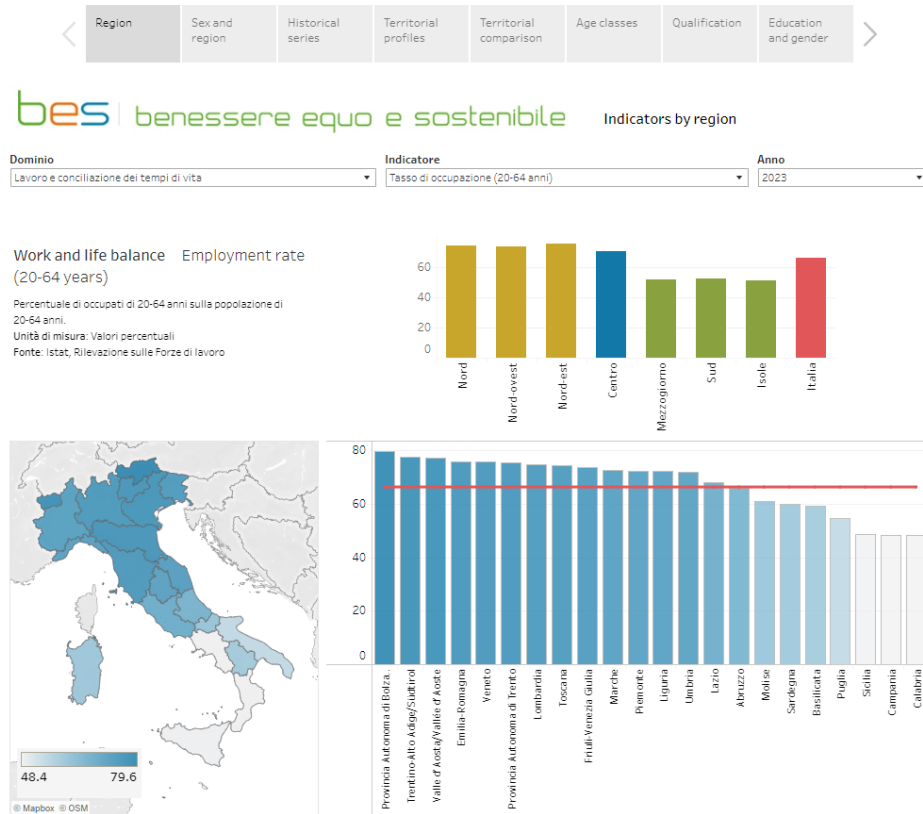
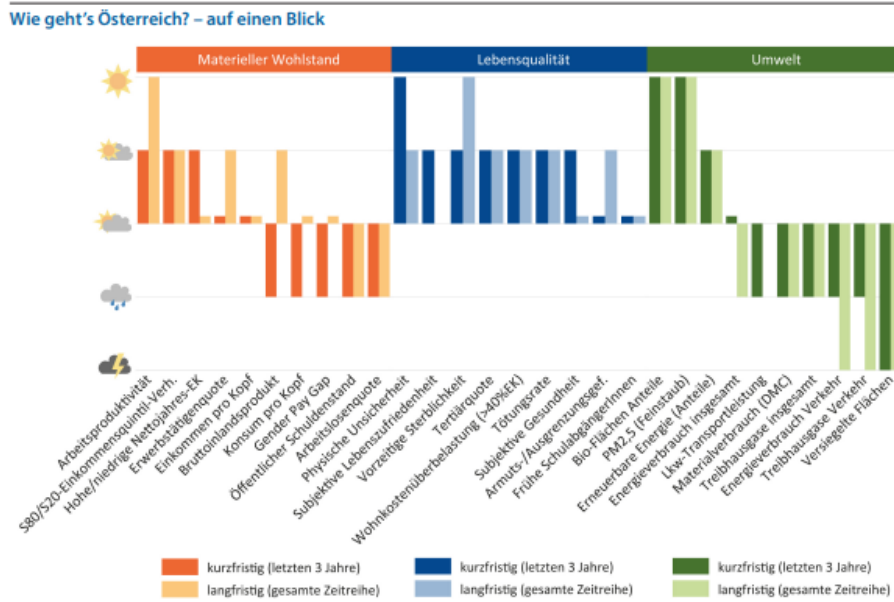


Figure 7.21 Austria - How's Life in Austria



Q: STATISTIK AUSTRIA, Wie geht's Österreich? - Reihenfolge der Indikatoren jeweils nach der kurzfristigen und danach langfristigen Bewertung. BIP, Konsum und Einkommen werden preisbereinigt (real) ausgewiesen. Das S80/S20-Einkommensquintilsverhältnis vergleicht den Einkommensanteil der reichsten 20% mit jenem der ärmsten 20%.

Figure 7.22 OECD -How's Life?

Are all OECD countries equally unequal?

See how well-being in OECD countries is distributed between individuals, generations and genders, and between people from different education levels and migrant backgrounds.

More...

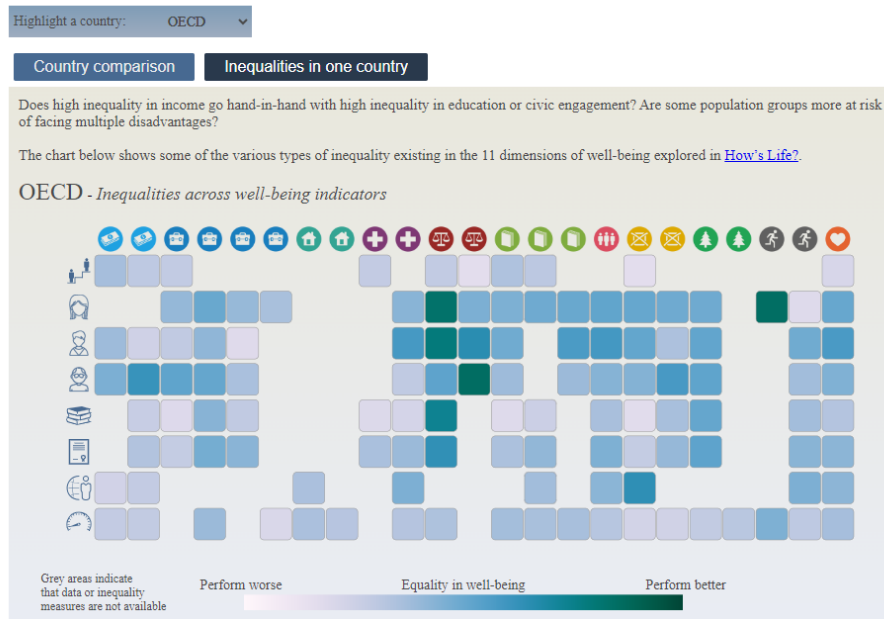
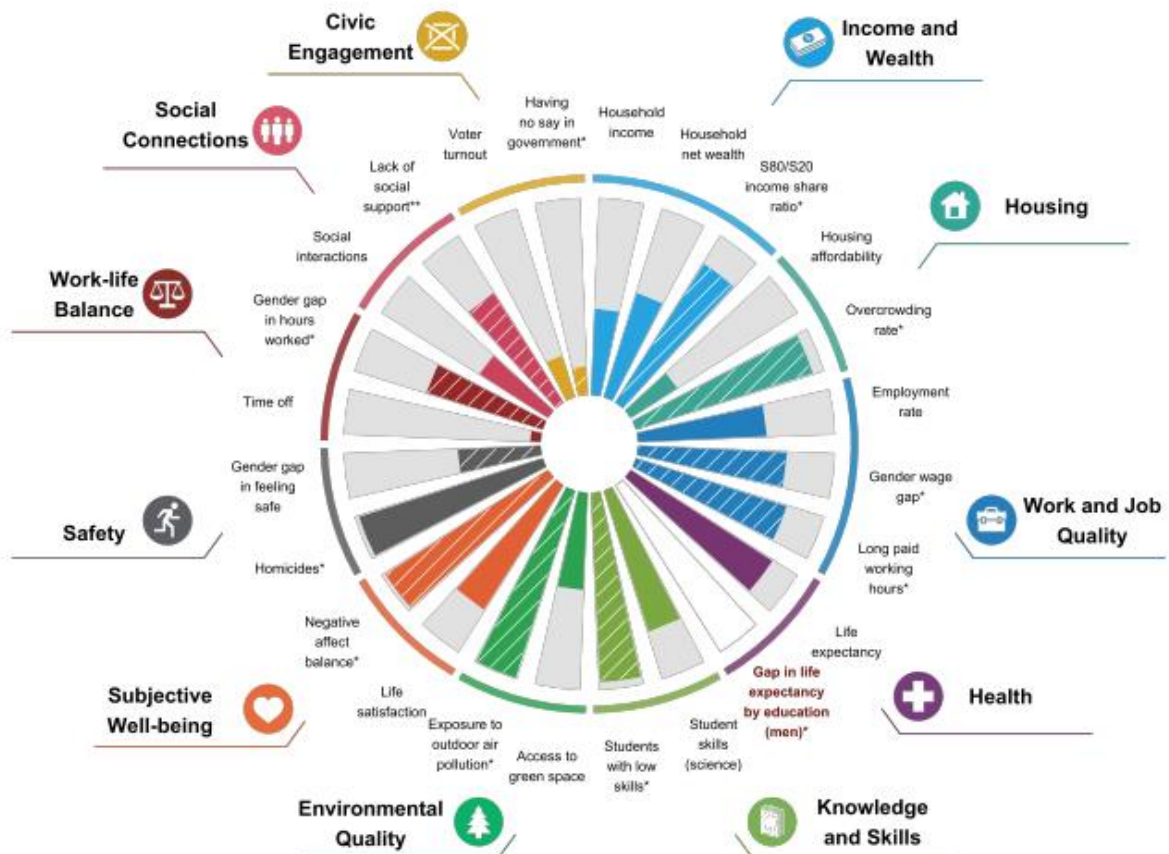


Figure 7.22 OECD -How's Life? (ctd.)



How's life?

Ireland's current well-being, 2022 or latest available year



7.7 Examples of national and international communication approaches.

Ireland

The Well-being indicators (hosted on the Well-being Information Hub) were chosen in consultation with the Central Statistics Office (CSO), based on specific criteria and should be seen collectively as a high-level indication of the overall progress towards collective well-being in Ireland. The Government of Ireland has committed to a formal review of the Framework after four years, allowing time for the initial dashboard to be used and tested.

The CSO Well-being Information Hub is one aspect of the Well-being Framework for Ireland. It was a novel product for the CSO, which allowed for direct linking of interactive charts and reference tables to PXStat, the CSO's open data platform. This allows for real time updates of charts when the underlying tables are updated, reducing the manual oversight significantly and maintaining the relevance of the product. The CSO Well-being Information Hub contains 35 indicators across well-being.

The target audience of the Well-being Information Hub is the general public in the first instance, with links to data sources and metadata for more expert users and policymakers displayed on each indicator page. Graphics are used on all pages of the well-being information hub. The well-being hub does not contain composite indicators.

The Well-being Information Hub is designed to mirror the structure of the well-being framework. The landing page contains a graphic, a definition of well-being, a note explaining the tagging of sustainable of indicators and a menu of all dimensions and indicators. A snapshot or summary page contains one indicator from each dimension and a comparator over time, by demographic or internationally. The long-term change of each indicator is highlighted in a traffic light table. There is also a link to the Well-being Framework of Ireland Portal. There is a landing page of each dimension with a simple definition and links to all indicators.

Press releases for the Well-being Information Hub are included in the yearly communication plan and are scheduled for every six months or to coincide with specific days or events. The press releases are tailored so that statistician's comments can be incorporated into media publications with minimal amendments. They are also reviewed by the press team, prior to publication, ensuring that the messages align to the office standards. Social media channels are also used to update users on the day of the press release.

The Well-being Framework of Ireland portal, hosted on the gov.ie website, is the online repository for all documentation, and communication, on the broader well-being framework, beyond the

statistical indicators. A few key visualisations from the portal are as shown below. The webpage also includes:

- The Understanding Ireland Well-being Framework infographic
- A visual for the Well-being Information Hub and link to hub maintained by the CSO.
- Links to the Well-being Framework Analysis Reports
- A Well-being Perspective – summary of the framework
- Reflections on Ireland’s Well-being Framework – Stakeholder Seminar hosted by Taoiseach (Prime Minister) Leo Varadkar

Figure 7.23 Well-being Framework for Ireland Portal Infographics and Visuals

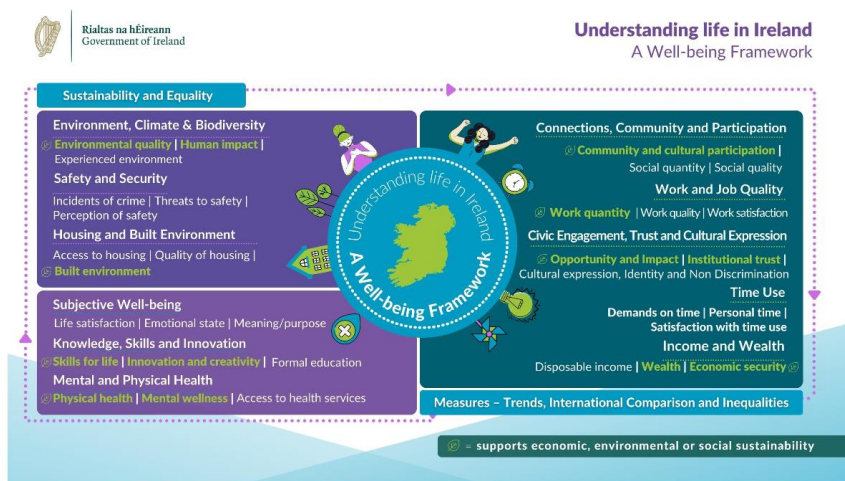


Figure 7.23 Well-being Framework for Ireland Portal Infographics and Visuals (ctd.)

You can find more information on this initiative by clicking on the boxes below



7.8 Examples of national policy uses with emphasis on the statistical input for stakeholders.

7.8.1 Ireland

In Ireland, the development of a national well-being framework was a commitment in the Programme for Government 2020, ensuring it was a government priority. The Department of the Taoiseach (Prime Minister) has led the development and the well-being framework and the process of embedding it into the policy-making system. This work is jointly sponsored by the Departments of Finance, and Public Expenditure, NDP Delivery and Reform.

Following its launch in 2021, the Well-being framework is being integrated across policymaking in Government in an iterative way. The Department of the Taoiseach (Prime Minister) publishes a yearly report which analyses each dimension individually, discussing overall performance, examines each in terms of equality and sustainability, and draws attention to any changes that may be reported since last year's analysis. The Department of the Taoiseach (Prime Minister) are also responsible for driving the implementation of the Well-being Framework across Government.

Embedding the Framework in the Budget

The Framework and analysis features at relevant points in the Budgetary cycle. For Budgets 2023 and 2024 the Well-being Framework was a theme at the National Economic Dialogue (the annual Budgetary consultative event), was included in the Summer Economic Statement (which sets out the

fiscal boundaries for the Budget) and was featured in Budget Day publications. The Government has committed to doing this annually.

The Department of Public Expenditure, NDP Delivery and Reform has published two working papers. The first, published December 2022, outlined how a well-being perspective can be developed within the context of the whole-of-year budgetary process. The second, published in October 2023, utilises the Well-being Framework to set out an initial approach to describing how selected measures presented in Budget 2024 – Expenditure Report are enhancing well-being. This draws on a budget tagging exercise undertaken by all Departments which tags expenditure lines with the dimensions of the Well-being Framework.

Embedding the Framework in policymaking

Departments are progressing work to further embed the approach into performance frameworks, policy, and decision-making. Examples of this include development of sectoral indicator sets, and analysis of complex policy issues or cohorts using a well-being approach. The Department of Public Expenditure, NDP Delivery and Reform has published a working paper that investigates one way to utilise a well-being perspective in public policy. The Spending Review process also offers an opportunity to develop and present policy analysis that applies a well-being perspective to existing public policies and programmes, and the Department of Transport has published a paper reviewing their climate expenditure and puts forward how related performance indicators could be amended to place a greater focus on the well-being impact of climate policy interventions.

7.8.2 Israel

Well-being indicators are being published in Israel since 2016. Data include indicators at the national level as well as several sets of indicators at different sub-national levels (counties, regional clusters and cities). At the national level the indicators are used mainly as headlights that track progress and change in the desired direction and are presented annually to the government although the indicators are not used directly for specific policy decisions.

On the regional level however, well-being indicators are used more directly for policy decisions. Strategic departments in city councils use data on their city's well-being for long term planning and government ministries involved in regional planning also use the sub-national data sets for goal setting and planning.

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