



A satisfactory life in balance with the natural and socio-economical environment

IDeal Index, the data toolkit measuring life's essentials:  
essential parameters/leverages = 1 value  
[www.idealindex.org](http://www.idealindex.org)

## A change of paradigm vs. GDP

- For regions rather than nations (Democracy is mandatory)
- From publicly available databases
- Is an instrument of change, including life satisfaction, socio-economic and environmental parameters
- Bottom-up: Involvement of regions
- Rewards regions progressing/taking action in offering to their citizens a better framework for **A satisfactory life in balance with the natural and socio-economical environment**
- At the General Assembly 2013 of the Association European Regions (AER) in Paris, the IDeal Index has been selected as the aggregated indicator measuring true progress and well-being in the European regions, to help increasing their attractiveness

# The formula

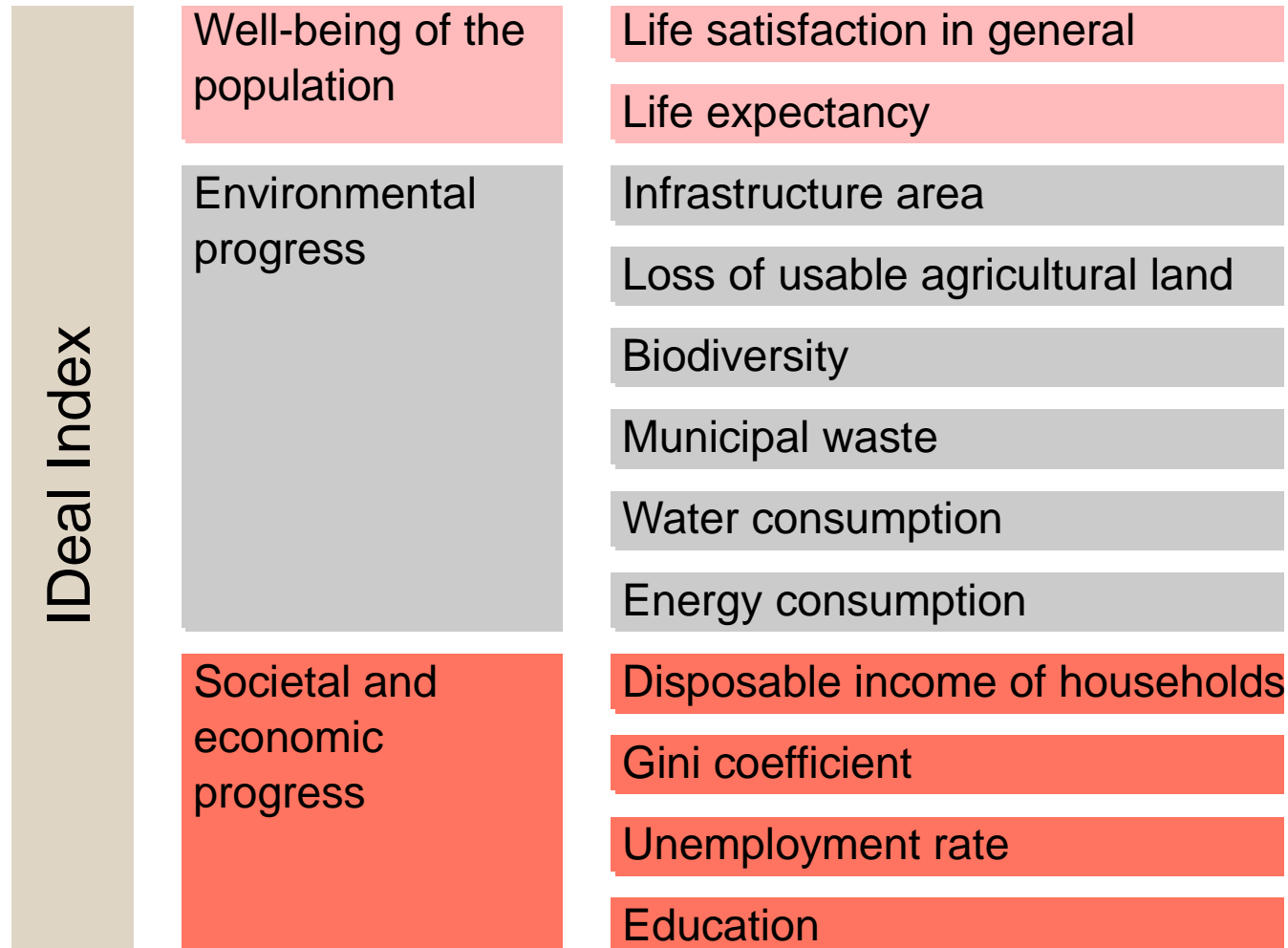
$$\begin{aligned} & \text{Life satisfaction} \times \text{Life expectancy} \\ & - \text{Environmental impacts} \\ & + \text{Socio-economical values} \\ & = \\ & \text{IDeal Index} \end{aligned}$$

The result is a value comprised between 0 and 10

# IDeal Index:

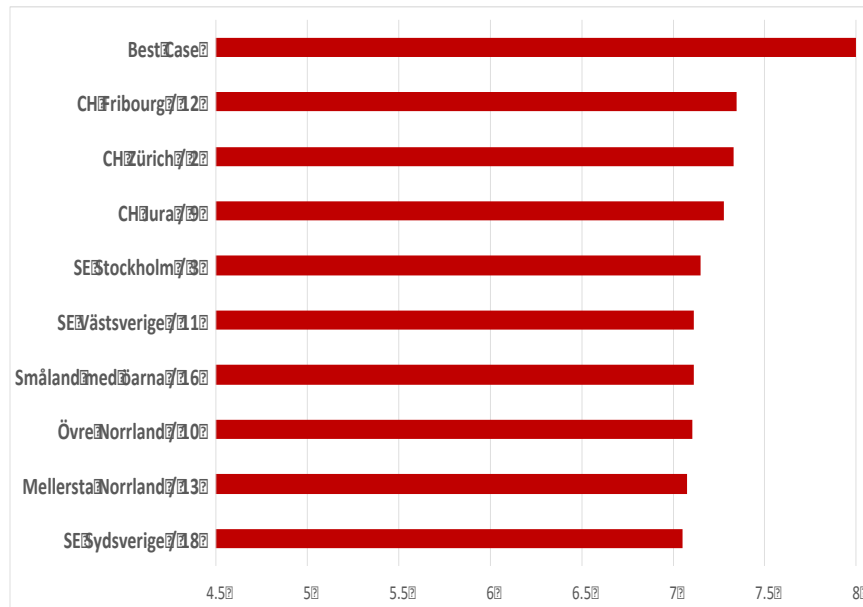
Limited number of components

= rapid evaluation of the situation

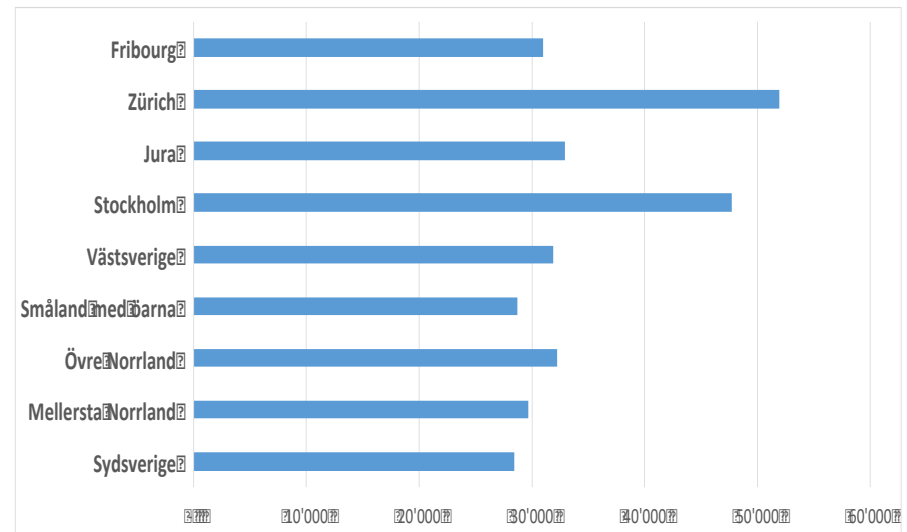


# 2015 IDeal Index Top 10 among 50 regions (provisional results)

- IDeal Index



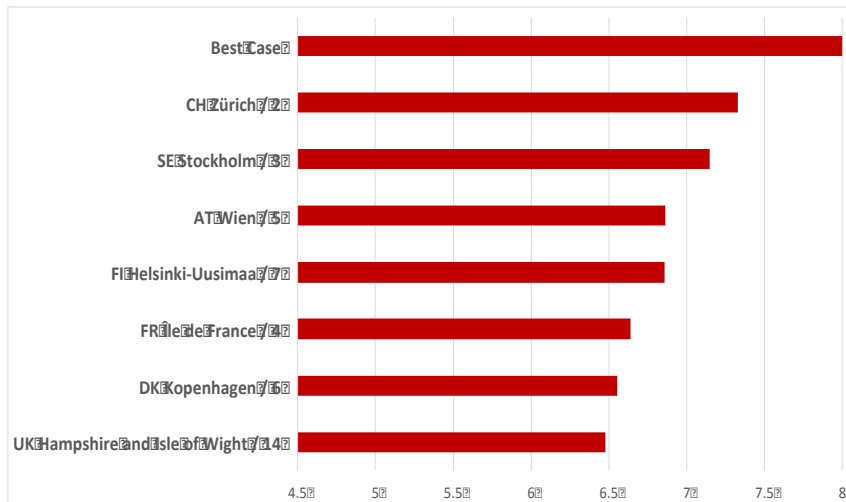
- GDP per capita in PPP <sup>1)</sup>



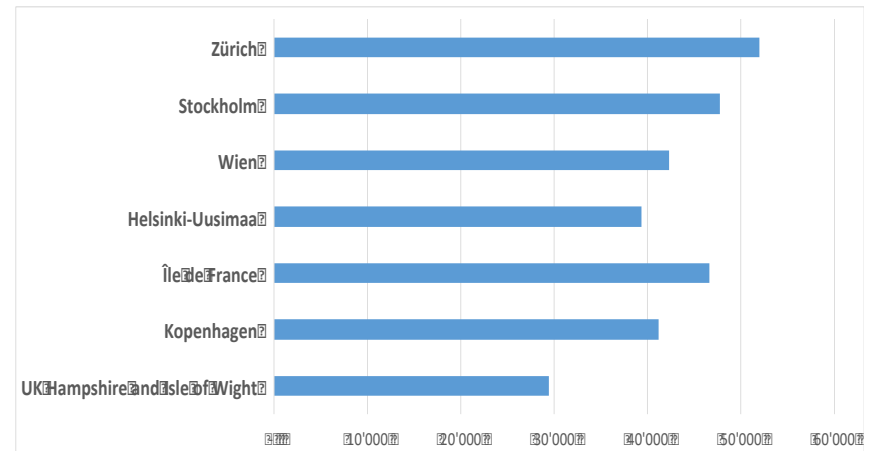
<sup>1)</sup> Purchasing Power Parities

# 2015 IDeal Index TOP URBAN regions (provisional results)

- IDEal Index**



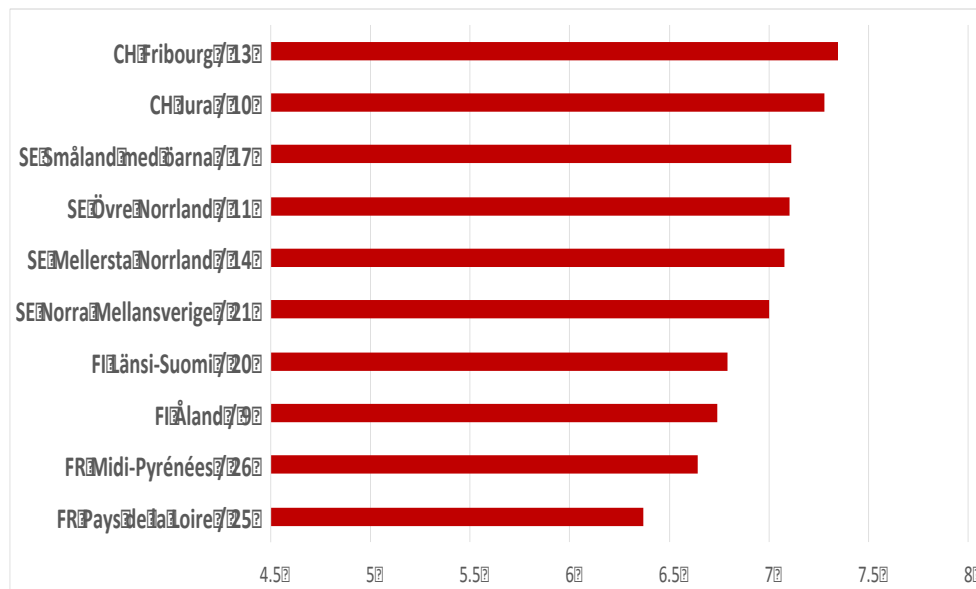
- GDP per capita in PPP <sup>1)</sup>**



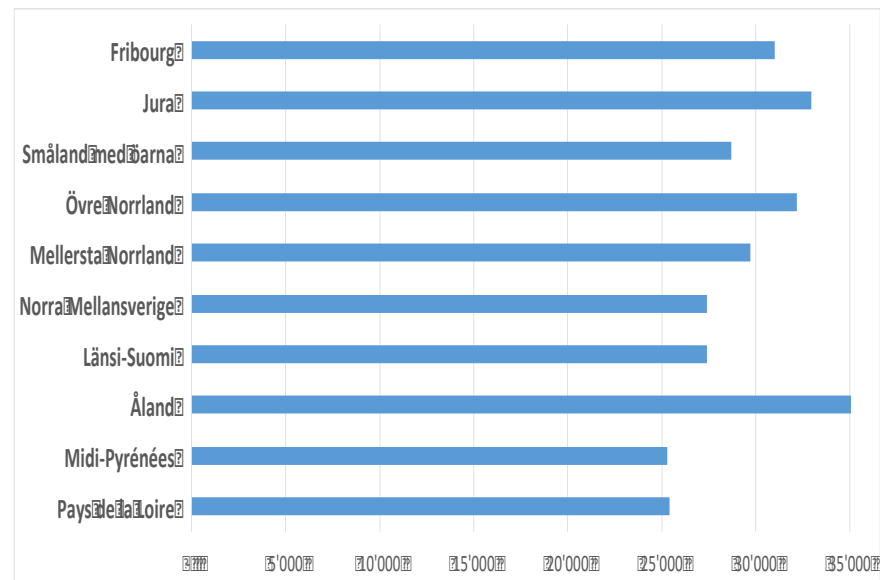
<sup>1)</sup> Purchasing Power Parities

# 2015 IDeal Index TOP RURAL regions (provisional results)

- IDeal Index



- GDP per capita in PPP <sup>1)</sup>



<sup>1)</sup> Purchasing Power Parities

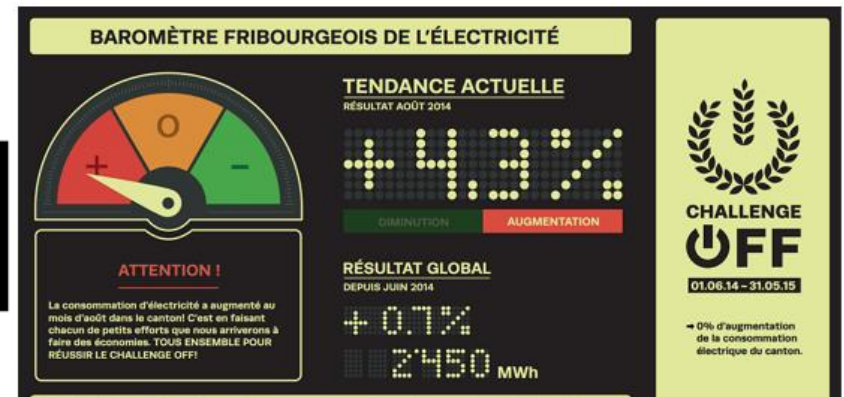




# Impact

- Benchmarking of all participating regions
- Best in class according to the different parameters
- Exchange of Best Practice between regions. Allows to decide on policies which are leveraging key parameters towards real progress. Example from Fribourg:

## Service de l'énergie



- **IDeal Index for enterprises:** feasibility study done on behalf of the World Resources Forum

“Be the change agent of the change you would like to see realized in the world” Gandhi

## NEXT STEPS

- Growing number of participating regions monitoring their progress: up to 80
- Continuous improvement of the formula to adhere to fitness-for-purpose principle in a changing environment (include demographic changes, financial aspect and circular economy, mobility, democracy, social peace, etc.)
- Investment in a database linked to [www.idealindex.org](http://www.idealindex.org) as the IDeal Index smart platform allowing a better interactivity for the data collection, data and graphs interpretation and predictive analytics
- 50% of the funding needs are covered by Paola Ghillani & Friends, the other 50% still have to be raised to ensure sustainably the further development of the IDeal Index over the next 3 years: 43'500 EURO p.a are sought

## METHOD

The IDeal Index is a synthetic indicator made of twelve parameters divided into four categories:

- life expectancy
- perceived satisfaction over one's quality of life
- socio-economic parameters as well as
- environmental parameters.

These parameters are then integrated into a straightforward formula from which a comprehensive and comprehensible score can be obtained, for use by politicians and citizens: they are covering the “Beyond GDP” aspects.

The formula is structured in accordance with the recommendations of the OECD and European Commission for aggregated indicators. It rests on solid theoretical principles, a sound selection of its parameters and of their standardisation, weighting and aggregation. The statistic department at OECD has dedicated a [wikiprogress](http://wikiprogress.org) webpage to the IDeal Index.

Paola Ghillani

Paola Ghillani & Friends AG, Hornbachstrasse 50, CH - 8034 Zurich (Switzerland)

[contact@paolaghillanifriends.com](mailto:contact@paolaghillanifriends.com), tel +41 44 3898446, [www.paolaghillanifriends.com](http://www.paolaghillanifriends.com)