



Measuring Good Life

-a New Political Tool in Southern Denmark

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One region – 22 municipalities



Area: 12,191 km²

Population: 1,2 million
residents

A region is responsible for:

- Health and social care
- Development and growth
- Strategy and vision



The Regional Development Plan

Objective: Improve economic and social progress

A good life is an aim in itself...

...but also important for
productivity and growth

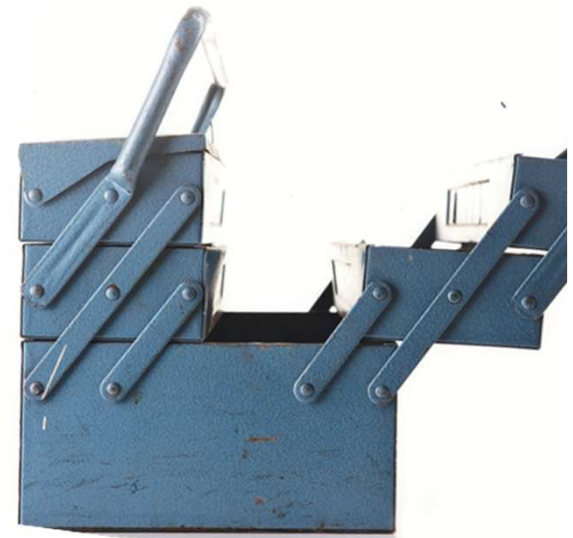


Regional Udviklingsplan



Why Measure the Good Life?

- **Mapping:** Map strengths on a municipal level
- **Agenda setting :** Place well-being in the political arena
- **Strategic tool:** Lay the foundation for strategies and policy priorities





Measuring Good Life

1. Community conditions for the Good Life

- Registered data
- Model data

2. Individuals' evaluation of own life

- Survey data



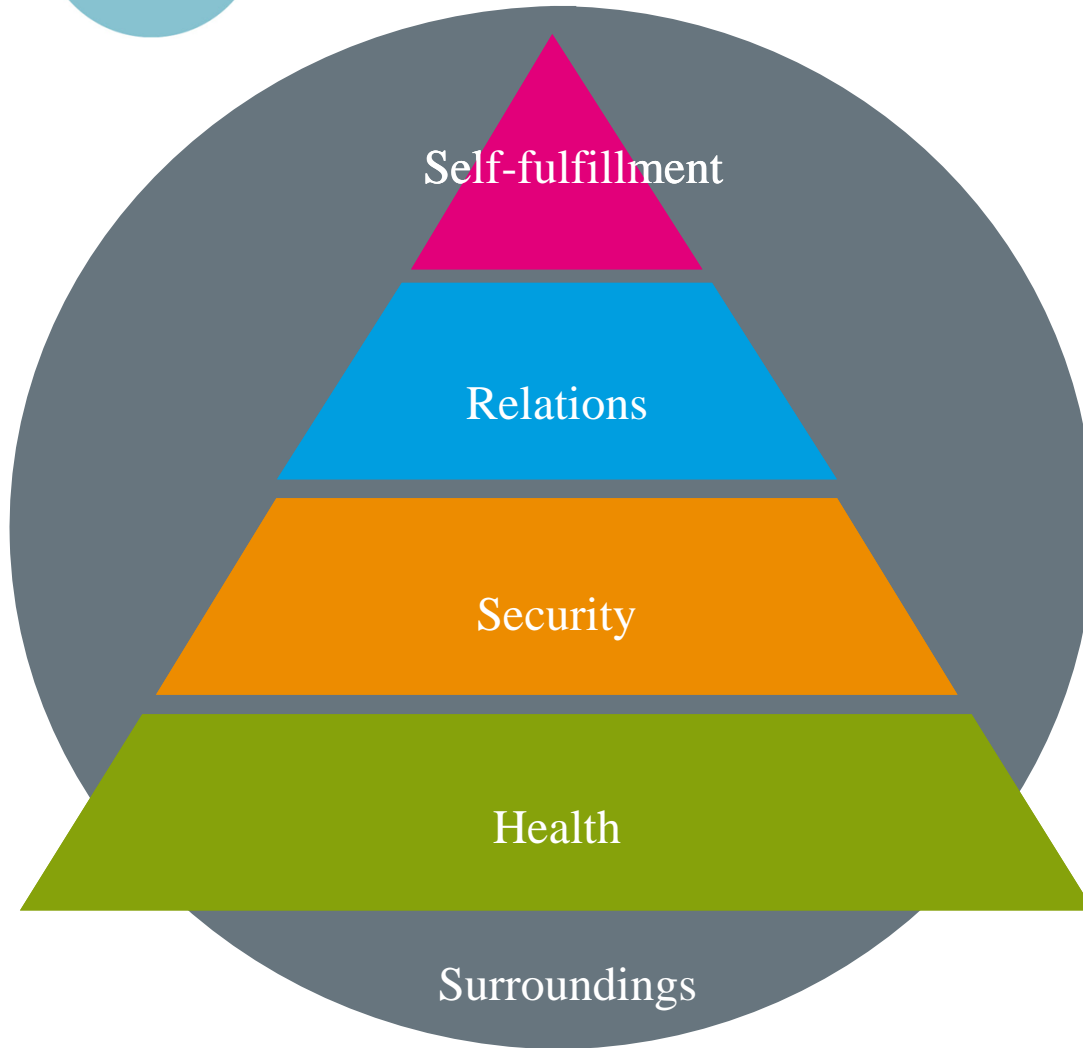


Good Life – Two Approaches

1. Compiled measure – with an equal amount of indicators for community conditions and individuals' evaluation
2. Single indicators – one platform



Good Life – the Original Model



10 indicators for each group

- Community conditions
- Individuals' evaluation

All indicators compiled into one single measure.



Pros and Cons – Original Model

Pros:

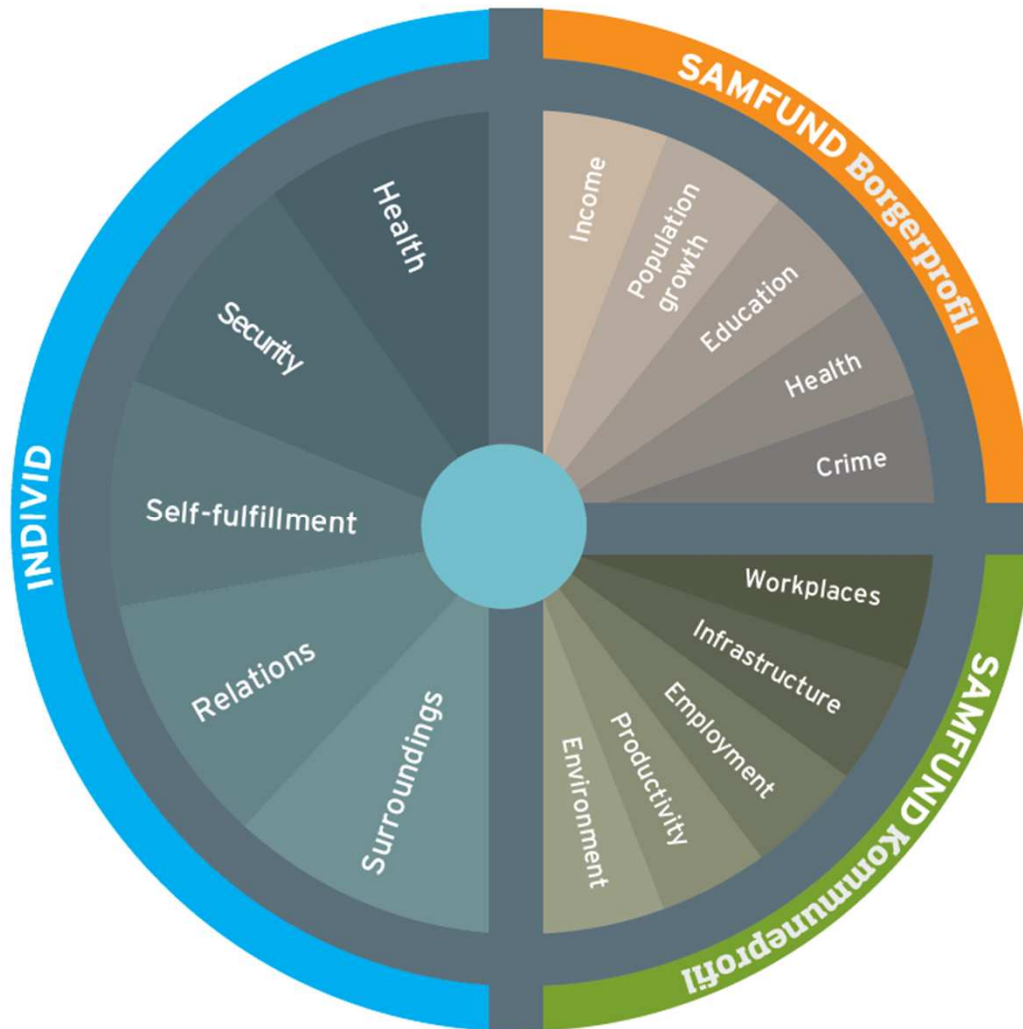
- One single measure
- Easy to communicate

Cons:

- Results difficult to interpret
- Choices of community indicators defined by existing data
- Comparisons between individual and community indicators unambiguous
- Link to policy weak



Good Life – New Approach



1. Community conditions - Municipality profile - Citizen profile
2. Individuals' evaluation of life



Pros and Cons – New Approach

Pros:

- Easier to interpret results
- Community indicators chosen from a wider pallet
- Link to political decision making and implementation stronger

Cons:

- No single measure
- Understanding can be difficult at a first glance





Communicating the Good Life Indicators

Municipality Profile

Citizen Profile

Individuals' Evaluation



Common Challenges

- How can we convey one picture of the Good Life in a certain municipality?
- How can we communicate the concept and results in an understandable and relevant way?





www.detgodeliv.regionsyddanmark.dk



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