“In an increasingly performance-oriented society, metrics matter. What we measure affects what we do. If we have the wrong metrics, we will strive for the wrong things.”

Jean-Paul Fitoussi, Amartya Sen, Joseph Stiglitz – Mismeasuring Our Lives
Social Progress Imperative
A NGO focused on measuring and advancing social progress

- Changing the way we solve the world’s most pressing challenges by redefining how the world measures success and putting the things that matter to people’s lives at the top of the agenda.

- Committed to improving lives through robust, holistic and innovative measurement tools that equips leaders in business, government and civil society to advance progress.

Approach:

Social Progress Index
Identifies priority areas for action

Social Progress Network
Convenes cross-sector actors to discuss and deliver solutions

More effective social investment
Drives social and economic progress

Relevance:
The need to go beyond GDP to drive sustainable growth, restore trust in business and attract talent.

21st century challenges require a new approach & cross sector collaboration.

Social Progress Imperative Partners:
Influential organizations that are driving this critical agenda and cross sector collaboration.
Social Progress Imperative and Deloitte
Extending our influence and impact: globally & locally

DTTL and the member firm network have been working collaboratively with the Social Progress Imperative to drive our reputation on issues that matter, build and strengthen relationships with senior leaders and influential stakeholders, and support commercial activity.

Key objectives of this global partnership:

**Enhance Reputation**

*Examples:*

- The launch of the 2015 Social Progress Index and Deloitte received top-tier coverage from Wall Street Journal Live, Reuters, CNN Money & Forbes.
- Michael Green’s TED talk on the Social Progress Index has been viewed almost 1 million times. New TED talk is based on, and references, Deloitte’s Social Progress in 2030 report.
- 11 Deloitte member firms have used the partnership to drive eminence across television, radio and in the media.
- 5 media opinion pieces from Steve Almond, 3 member firm CEOs and 1 senior leader.
- 5 pieces of Deloitte thought leadership published using the Social Progress Index data.

**Strengthen Relationships**

*Examples:*

- 11 CEOs, Chairman and NEDS (representing $200bn+ in revenue and 575,000+ employees, $60m in FY14 revenue) joined David Cruickshank in the Deloitte Greenhouse to discuss sustainable growth with Professor Michael Porter in April 2015.
- Multinationals and national and local governments are using the Index to measure social progress.
- 12 member firms using the partnership to create client and stakeholder connections.
- 4 political party briefings on SPI with 12 Members of European Parliament and their political advisors.

**Support Commercial Activities**

*Examples:*

- 1-2-1 client discussions: Examples include: Vodafone, HSBC, Anglo America, Morgan Stanley and government officials across the network.
- Science of Shared Value, developed by Paul Macmillan, utilizes SPI data and quantifies the social context of doing good business – shared with 2,500 business leaders in Colombia.
- 4 member firms have used the partnership, framework and data in proposals and client work – value of $55k to date.
- Deloitte Finland included services involving the use of Social Progress Index data within their master services agreement with SITRA, a Finnish development fund.
2016 Social Progress Index

Results and key findings
The Social Progress Index
A measurement framework to support analysis of country performance and guide discussions, insights and investment

Social Progress Index framework
• First Index of its kind – no economic indicators, only measures social and environmental outcomes
• 2016 results rank and analyse 133 countries, covering 94% of the world’s population
• Measures country performance across 53 areas to answer three questions:
  1. Does a country provide for its people’s most essential needs?
  2. Are the building blocks in place for people to improve their lives?
  3. Is there opportunity for people to improve their position in society?

Country performance scorecards
• Strengths and weakness analysis examines country performance relative to country’s economic peer group (15 countries closest in GDP PPP per capita – performance is compared to the median performance of countries within the peer cohort).
• Holistic view of priority areas for action and identification of out-performing areas.
2016 Social Progress Index
Framework

Social Progress Index

Basic Human Needs
Nutrition and Basic Medical Care
- Undernourishment
- Depth of food deficit
- Maternal mortality rate
- Child mortality rate
- Deaths from infectious diseases

Water and Sanitation
- Access to piped water
- Rural access to improved water source
- Access to improved sanitation facilities

Shelter
- Availability of affordable housing
- Access to electricity
- Quality of electricity supply
- Household air pollution attributable deaths

Personal Safety
- Homicide rate
- Level of violent crime
- Perceived criminality
- Political terror
- Traffic deaths

Foundations of Wellbeing
Access to Basic Knowledge
- Adult literacy rate
- Primary school enrollment
- Lower secondary school enrollment
- Upper secondary school enrollment
- Gender parity in secondary enrollment

Access to Information and Communications
- Mobile telephone subscriptions
- Internet users
- Press Freedom Index

Health and Wellness
- Life expectancy at 60
- Premature deaths from non-communicable diseases
- Obesity rate
- Suicide rate

Environmental Quality
- Greenhouse gas emissions
- Outdoor air pollution attributable deaths
- Wastewater treatment
- Biodiversity and habitat

Opportunity
Personal Rights
- Political rights
- Freedom of speech
- Freedom of assembly/association
- Freedom of movement
- Private property rights

Personal Freedom and Choice
- Freedom over life choices
- Freedom of religion
- Early marriage
- Satisfied demand for contraception
- Corruption

Tolerance and Inclusion
- Tolerance for immigrants
- Tolerance for homosexuals
- Discrimination and violence against minorities
- Religious tolerance
- Community safety net

Access to Advanced Education
- Years of tertiary schooling
- Women’s average years in school
- Inequality in the attainment of education
- Globally ranked universities
- Percentage of tertiary students enrolled in globally ranked universities
2016 Social Progress Index
The results: the world

Source: Social Progress Imperative
The comparison against GDP, finds a correlation but divergences too

GDP is necessary but not sufficient for social progress:

- There is a non-linear relationship between Social Progress Index scored and GDP per capita, with many scores deviating significantly from the GDP per capita regression line.

The higher the GDP, the more pronounced the deviation:

- As countries grow richer there GDP is less determinant of their level of wellbeing – emphasising the relevance of the Index at all stages of development.

Source: Social Progress Imperative
### 2016 Social Progress Index

Comparison against GDP

<table>
<thead>
<tr>
<th>Top 5:</th>
<th>Bottom 5:</th>
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<th>G7:</th>
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<td>5. India (98)</td>
<td>5. France (18)</td>
</tr>
</tbody>
</table>

An another way of looking at the data is to compare country’s GDP against its expected performance. It highlights where countries are succeeding in spite of fewer resources, and where some countries struggle despite wealth:

**Top 5 over-performers:**
1. Costa Rica
2. Kyrgyzstan
3. Moldova
4. Uruguay
5. Malawi

**Top 5 under-performers:**
1. Saudi Arabia
2. Kuwait
3. U. A. E.
4. Iraq
5. C. A. R.

**Regional View:**

Countries in the Middle East under-performed compared with their level of economic development.

Latin American countries tended to over-perform while...

**Source:** Social Progress Imperative

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### 2016 Social Progress Index

#### Overall ranking (1/2)

<table>
<thead>
<tr>
<th>SPI rank</th>
<th>SPI score</th>
<th>Country</th>
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**Source:** Social Progress Imperative

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### 2016 Social Progress Index

**Overall ranking (2/2)**

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**Social Progress categorization:**

- SPI rank 01 – 12: very high
- SPI rank 13 – 38: high
- SPI rank 39 – 62: upper middle
- SPI rank 63 – 95: lower middle
- SPI rank 96 – 126: low
- SPI rank 127 – 133: very low

*Source: Social Progress Imperative*
This year the world scored 62.88, ranking it between Mongolia and Kyrgyzstan.
2016 Social Progress Index
Over and under-performers

Source: Social Progress Imperative
2016 Social Progress Index findings
Nearly half the world’s youth live in low social progress countries

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<th>Weighted Social Progress Index score</th>
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</table>

Source: Social Progress Imperative
2016 Social Progress Index findings

Young people are more likely to live in countries lacking basic medical care and clean water, that are less safe, less free, and less tolerant.

On average the oldest population group has a score of 67.63, which would put them at 59th in the Index if they were a country.

Meanwhile the youngest demographic has a score of only 60.15, ranking them at 93rd in the Index.

Source: Social Progress Imperative
Comparisons with the 2015 Social Progress Index findings
Retroactive data changes

SPI strives to use the most update and accurate measures available for its Social Progress Index.

As a result, data sources can change making year-on-year comparison difficult.

Thus alongside the 2016 Index, the SPI also publishes the retroactively revised 2015 data. This year 21 of 53 indicators were revised.

For example: In the original 2015 Index Saudi Arabia had one of the lowest suicide rates (0.47 deaths per 100,000). The 2016 Index uses more accurate figures from the Institute for Health Metrics and Evaluation. Saudi Arabia’s revised score is now much higher (2.89 per 100,000) though the base line value for comparison was also revised upwards. However, this revision pushes Saudi Arabia’s performance on this indicator below 9 other countries which perform better in this data set.

This is an extreme example from only one indicator but it highlights the need for a careful comparisons with last year’s performance and a nuanced approach to year-on-year comparisons in the media.

For the full set of revised 2015 data please contact our team.
2016 Social Progress Index

Relevance to business
What can the Index offer business?
Rich data set and a robust and innovative framework

Our partnership with SPI gives us access to two assets which we can use commercially – rich data and a robust and innovative framework. Utilising these as part of existing Deloitte methodology and as an alignment with our work on the Sustainable Development Goals (SDGs) provides a good route to market.

A Social Progress Index can identify the areas of social progress that need the most focus by a client, across any sector. Actions may range from investment and social impact projects, to analysing which elements of risk to mitigate or investigate further.

1. Social Progress Index data
- Quantifiable, credible, and independent assessment of the existing levels of social progress in a geographic location.
- Available for use immediately, without cost, for the vast majority of countries, as well as some regions (e.g. EU).
- As a standalone product, or as part of broader analysis, a wide variety of insights can be provided to clients using this data.

2. Social Progress Index framework
- Allows a tailored, customised index to be built for a variety of sub-national areas.
- Provides granular insight into specific issues, and the participatory nature of index creation helps clients foster engagement with communities and stakeholders.
- Expertise is required to build an index utilising the SPI framework – this can be sourced from: Deloitte social impact team; SPI (limited capacity); other institutions – academic or research (e.g. Ipsos MORI supported Coca Cola and Natura in Brazil).
What can the Index offer business?
Examples of clients levering the Social Progress Index

**Coca-Cola and Natura** are measuring citizen well-being at the community level in the Amazon rainforest. These areas and their communities are key for Coca-Cola and Natura’s supply chain. By using a localised Social Progress Index, they were able to identify the key areas of need, direct CR investment accordingly, engage local people, and demonstrate their positive impact on the area, while mitigating supply chain risk. This is part of a collaboration with Ipsos Brazil to identify social gaps and work with other actors to fix them.

**Cargill** sponsored a community level index within an area where their poultry farms were set up 40 years ago. Since then, San Jose has grown up around this area, and numerous social problems have arisen as the result of the growth in the population, and their proximity to this industry. Cargill believe that as they have invested in the area for 40 years, the government now need to step up and contribute – they see a local index as a way of demonstrating priorities to the government and getting them to share the investment burden.

**Walmart** have commissioned research into the development of a measurement tool based on the Social Progress Index, and convened other companies around the goal of advancing social progress in Central America. This tool would link social progress and competitiveness at a local level, and could be used by Walmart in Central and South America to measure their social impact, and their alignment with the Sustainable Development Goals. A similar initiative in the US with Walmart suppliers resulted in some voluntary self-regulation.

**Bayer Healthcare**’s Head of Corporate Communications and Public Affairs has been using the Social Progress Index to champion a new way of thinking about social responsibility within Bayer; a move away from supporting charitable projects, toward using Bayer's influence to leverage systemic change as measured by the Social Progress Index. SPI’s Executive Director Michael Green has been invited to meet with their CSR Committee, with a view to a more systematic partnership with SPI.
What can the Index offer business?
A tool for understand contribution to, and measurement of, the Sustainable Development Goals (SDGs)

SPI have mapped the SDGs to their Index framework and believe this can guide how business contributes to these goals, alongside providing a tool for measuring progress of the SDGs.
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