



**Final Conference: ‘Beyond GDP – from measurement to politics and policy’**  
*Monday 24<sup>th</sup> March 2014 | 14.00 – 18.00 | OECD Conference Centre, Paris*

You are warmly invited to attend “*Beyond GDP – from measurement to politics and policy*”, an international conference which aims to catalyse the adoption of new measures of progress. The event will be hosted at the **OECD’s [Conference Centre](#)** in **Paris**, from **14.00 – 18.00** on **Monday 24<sup>th</sup> March 2014**.

New indicators of progress have a vital role to play in shaping the economic policy debate and in helping to meet today’s biggest policy challenges, from climate change to rising inequality. And yet, despite growing international momentum, new indicators have yet to seriously challenge the dominance of GDP as a measure of progress. This conference will bring together politicians, officials, academics and civil society to debate the actions needed to move this agenda forward.

This event is the final conference of BRAINPOoL (Bringing Alternative Indicators into Policy), an EU-funded project looking at barriers and opportunities for the use of Beyond GDP indicators in policy. It will present the project’s key findings and recommendations for accelerating the shift to a new, more integrated approach to policy, capable of maximising human wellbeing now and in the future.

A high level international panel, chaired by Martine Durand (OECD Chief Statistician), will respond to the recommendations. Confirmed speakers include:

- **László Andor (EU Commissioner for Employment, Social Affairs and Inclusion)**
- **Enrico Giovannini (former Italian Minister of Labour and Social Policies)**
- **Gus O’Donnell (former Head of the UK Civil Service)**
- **Chantal Jouanno (French Senator and former Minister of Ecology and Minister of Sports)**
- **Serge Bardy (French Assembly Member and head of working group on Beyond GDP indicators)**
- **Mikael Jungner (Finnish MP and former Party Secretary of the Social Democrats)**
- **Andrew Dean (Director of Economics Country Studies at the OECD).**

The full programme is available to download [here](#). For more information about BRAINPOoL please visit our [website](#).

The conference is free, including evening reception, but places are strictly limited. If you would like to attend, please [register online](#) using this link.

**Prague, Université de Toulouse le Mirail and the World Future Council**

It is funded by the European Commission through the FP7 research programme. It aims to enhance and speed up the development and use of indicators that can balance the use of GDP so as to support the sustainable development policy process in the EU.