

Beyond GDP – from measurement to politics and policy

24th March 2014

Room CC10, OECD Conference Centre, 2 rue André Pascal, 75116 Paris

Programme

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| 2pm | Opening presentation by BRAINPOoL team: the nature of the problem and the contribution of the project |
| 2.30pm | A narrative for Beyond GDP that can help win elections <ul style="list-style-type: none">- Presentation of narrative by BRAINPOoL team- Responses from high-level panel and discussion- Questions and discussion from the floor |
| 3.45pm | Coffee |
| 4.15pm | Achieving the integrated and innovative policy needed for Beyond GDP <ul style="list-style-type: none">- Presentation of barriers and recommendations by BRAINPOoL team- Responses from high-level panel and discussion- Questions and discussion from the floor |
| 5.30 | Conclusions and next steps |
| 6.00 | Close and Reception |