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Poverty Index (MPI), published since 1996. The Poverty Index was a novelty for two reasons. First, as the measure of poverty in the developing countries, it could make do without the indicator of income poverty, and second, with this index, UNDP was also presenting a poverty index for the rich (OECD) countries (Buz).

However, in times in which it is becoming more and more difficult to draw a line between poor developing countries and rich industrialized countries, the application of different standards for these groups of countries is getting increasingly problematic.

Moreover, the UN Report on the World Social Situation 2010 points to the fact that despite all efforts on the part of UNDP and others, regarding the developing countries, poverty continues to be defined mostly as income poverty. In contrast, the definition of poverty has changed several times in the countries of the North, and it has become increasingly differentiated. The Report noted: "It is clear that these shifts of focus in discourse and practice— from absolute poverty to relative poverty, from income poverty to multidimensional analysis, from poverty to well-being, and then to social exclusion—have profoundly altered the way international organizations defined, measured, analyzed, addressed and monitored. In contrast, in developing countries, the field is still dominated by a definition of absolute poverty in terms of income" (UN 2009: 45).

This statement points out that so far, the discourses on poverty, development and social progress in the northern and southern hemispheres have usually been held separately and by different actors. Poverty in the North and the South is seen as two separate phenomena that are measured by different indicators and analyzed with different concepts. At the 1995 World Social Summit in Copenhagen, the governments made an exception by then describing poverty as a universal phenomenon becoming apparent in a variety of forms and affecting people world-wide.

The term 'development' is traditionally only used for social and economic processes of change in Africa, Asia and Latin America and was only given a meaning through the 'transition' of underdevelopment in the form of the last century. Correspondingly, development goals such as the MDGs were only formulated for these countries, too. The concept of sustainable development represented an exception. It was also applied to countries of the North, for example with the Report 'Sustainable Germany' (BMWi/MaK 1996).

The sustainability discourse was also the starting point for the growing criticism of conventional measures of well-being and progress— especially the growth of Gross National Product (GNP) or since 1999 Gross National Income (GNI). The growth is becoming more and more irrelevant that these indicators by no means automatically represent a sufficient measure of social progress.

On the contrary: Often enough, conflicts in arms exist between economic growth and social progress or environmental sustainability. A mass pile-up on the motorway will result in an increased demand for raw materials, and therefore economic growth— but hardly the individual well-being of those involved in the crash.

While this problem has already been discussed for decades in the context of the convergence of economic sciences, it has only reached the mainstream discourse in politics and science in the most recent past. In just a few years' time, a large number of systemic discourse projects have developed dealing with alternative models of well-being and progress indicators. They can contribute to overcoming the existing division in the discourse on development concepts and relations between North and South and thus also to a new generation of universal development goals outside the MDGs that are not only relevant to the poor countries of the South.

Three perspectives dealing with alternative well-being measures and development models have different perspectives and typical of the range in these approaches:

- The Commission on Measuring Economic Performance and Social Progress, headed by Economics Nobel Prize-winner Joseph Stiglitz.
- The Happy Planet Index, developed by the UK's New Economics Foundation.

- The principle of 'seven-year' (good life), which has evolved in Latin America and is now anchored as an alternative concept of development in the constitutions of Ecuador and Bolivia.

These projects differ in terms of the social origin of their protagonists, their objectives and the results of their

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