SOCIAL PROGRESS IMPERATIVE

USER STUDY

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SOCIAL PROGRESS IMPERATIVE USER STUDY

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ABOUT SPI
- The Social Progress Imperative's mission is to improve the lives of people around the world, particularly the least well off, by advancing global social progress through: providing a robust, holistic and innovative measurement tool— the Social Progress Index (SPI); fostering research and knowledge-sharing on social progress; and equipping leaders and change-makers in business, government and civil society with new tools to guide policies and programs.
  Learn more at **www.socialprogressimperative.org**

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- The Paris-based consulting firm was founded by Karen Weisblatt in 2005 to provide tailor-made strategic advising services to philanthropists and philanthropic institutions. It specializes in innovative strategic planning, program design, grant making, and evaluation. Weisblatt & associés' client base includes individual and family foundations and corporations engaged in philanthropy and Corporate Social Responsibility (CSR) activities. Learn more at **www.weisblatt-associates.com**

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INTRODUCTION

The goal of this External User Study is to measure and review the impact of the Social Progress Imperative ("SPI") by providing in-depth insights into the organization's progress in achieving its objectives through the development of the Social Progress Index ("Index") and the Social Progress Network ("Network"). Our aims are to:

1. Assess the extent to which the Index is reaching its intended target audience groups.

2. Identify and map actual uses and identify any unintended uses of the Index and Network.

3. To the extent feasible, assess the emerging and actual influence of SPI, including its data, findings and communication products in relation to its intended uses as defined in its theory of change.

4. Determine if intended outcomes can be met with the current theory of change.

5. Provide suggestions for improvements that would strengthen the use of future global indices and the development of the Network, drawing on user feedback and the evaluator's expertise.

To test the hypothesis that the Index is a paradigm shift in that it provides reliable indicators to measure wealth and social development using exclusively non-economic data, several tools were used to gather information. These included the following:

1. An On-line user study in three languages with over 600 responses from December 2014 to June 2015.

2. Fifty-nine structured confidential in-depth interviews in English, French, Spanish and Portuguese as well as a dozen serious conversations about SPI between January and July 2015.

3. A web traffic analysis from April 2013 to June 2015.

4. A Pay-Per-Click traffic analysis from April 2013 to June 2015.

5. An analysis of academic materials produced in English from 2013 to 2015.

6. An analysis of media coverage in Paraguay and Brazil between January and July 2015.

This report provides evidence-based material for SPI to assess its current impact and to fuel its long-term strategic development.

> **Note:** Throughout this report, the quotes which appear may have come from the responses to the On-line user survey or from the in-depth interviews. For reasons of confidentiality, certain details of these interviews do not appear in this report.

EXECUTIVE SUMMARY

Launched in 2012, the Social Progress Imperative is an ambitious project. This User Study was undertaken in order to understand how far it has successfully integrated its vision, mission and long-term aspirations into its framework for action.

In the course of our research, data was culled from an On-line survey to assess global interest and usage. In addition, mature SPI initiatives in Paraguay and Brazil were reviewed in order to understand how the adoption of the tool by governments could impact their plans for social development, and if and how such initiatives are replicable in other regions. Finally, the results of nearly 60 extensive confidential in-depth interviews with prospective users in Western Europe and the United States were analyzed. Interviewees included a range of individuals working in academia, government, philanthropy, international aid agencies and others, whom we thought might be potential supporters and/or early adopters of the tool. They provided insights into why they found the Social Progress Imperative attractive and how it could be improved.

Our main findings are:

1. The On-line user study indicated that SPI's audience considers the Index to be a very useful tool (8.4 out of 10).

2. Users praised the Index as a valuable alternative to GDP and commended its thematic comprehensiveness and its robust methodology.

3. The On-line user study indicated that SPI's core audience is academia, followed by NGOs and civil society. Businesses and governments make up significant groups of users. In addition, the media and social media users are very engaged.

4. The Index is being used evenly as a database for scientific use and research; as an assessment tool for comparing countries; and as a reference document to advocate policy changes.

5. Geographically, SPI is primarily used in the English-speaking and Spanish-speaking parts of the world.

6. The nature and objectives of the Network remain unclear. People do not fully understand how they can best contribute and collaborate, but there is substantial good will and interest.

The key assets of the Index are that it is a full, complex, multi-dimensional tool, well-organized and easy to access. Comparability between countries and at regional level are particularly helpful, and the Index is understood to be independent and politically neutral. Nonetheless, key challenges remain. A number of users are not engaging beyond the raw data. Furthermore, sources and methodology would benefit from more transparency to bolster credibility, accuracy and timeliness.

" The value of SPI's approach is summed up by Raúl Gauto of the Fundación Avina: *The impregnable force of SPI is that it is devoid of ideology. It is a rigorous social tool, offering an x-ray into the hidden depths of the social fabric to take the temperature and identify those points of intervention that generate the highest social value.* "

The Social Progress Imperative has substantial strengths that it can build on as it continues to refine its strategy and broaden and deepen its scope. It needs above all to solidify its early gains to ensure its long-term sustainability.

ON-LINE USER STUDY RESULTS

In agreement with the SPI team, a general survey was developed in order to understand who is using the website and their views of the Imperative. A full analysis of the resulting data follows.

METHODOLOGY OF THE ON-LINE QUESTIONNAIRE

The On-line questionnaire was launched just before the end of 2014; it was posted first in English and then in Spanish and Portuguese. A number of different tactics were used to promote it, including prominently displaying the questionnaire with a pop-up on the sites, and highlighting it in SPI social media campaigns. The questionnaire was comprised of 10 questions (see Annexes 2-4). Some were multiple choice, some were open-ended and some were closed yes-or-no questions. In certain cases, respondents were asked to rate their perceptions on a scale of 1 to 10. Each response underwent a quantitative textual analysis, followed by a manual in-depth analysis. Multiple answers to the open-ended questions were analyzed and entered into the data separately. Identification as part of the Social Progress Network was voluntary among respondents.

NUMBER OF RESPONDENTS

As of June 9, 2015, the survey had received 617 total responses: 532 replies to the English version, 61 to the Spanish, and 24 to the Portuguese. There was a notable increase in responses during the launch of the SPI 2015 results. While the response to the survey was impressive, it does not reflect the amount of general interest in SPI as evidenced by other on-line indicators. The SPI website averaged 35,000 users in the period from April 2013 to June 2015, and Michael Green's initial TEDTalk generated 936,000 views as of June 10, 2015.

DEMOGRAPHICS

According to the survey, academia, which includes both 'academic' and 'student', is the main audience for the Index, with 37 percent of responses coming from this category (Figure 1). Civil society organizations including social entrepreneurs follow at 24 percent; businesses and corporations at 11 percent; and the governmental sphere, which includes government itself as well as international development agencies, at 9 percent. Media organizations, including social media, represented 6 percent of survey responses. Three percent of respondents belong to the philanthropic sector, while 10 percent defined themselves in other ways such as "private citizen" or "just interested"[1].

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[1] For results disaggregated by audience category, the category 'Others' was not used in most statistics.

ON-LINE USER STUDY RESULTS
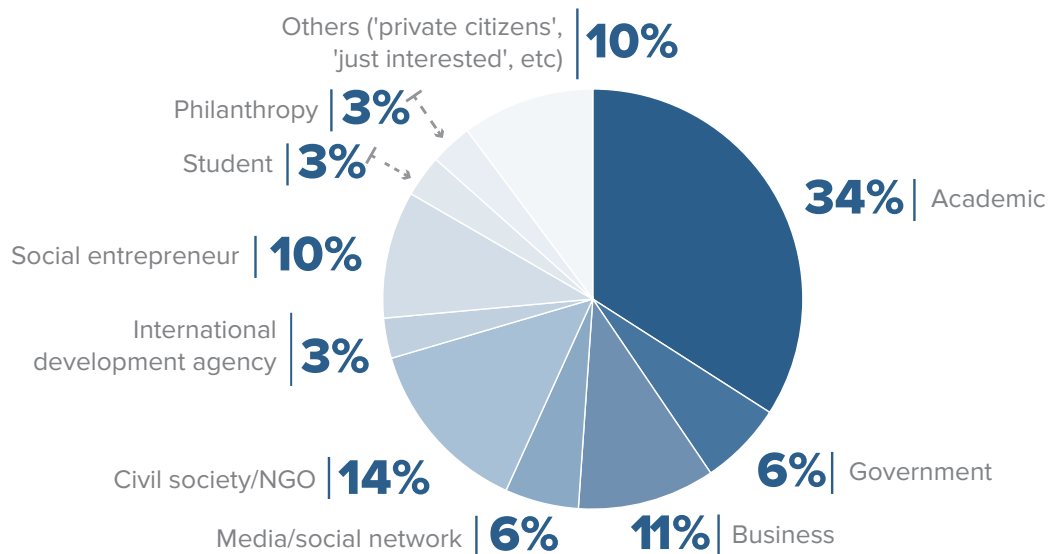
Figure 1: types of respondents to the SPI On-line user survey

Seventy-seven percent (477 out of 617) of respondents chose to indicate their country of residence (Figure 2). This data can be usefully compared to the geographic distribution of Really Engaged Traffic (RET) on the SPI website (Figure 3)[2] and to the number of clicks generated by SPI's Pay-Per-Click (PPC) campaigns on Google Ad Words (Figure 4).
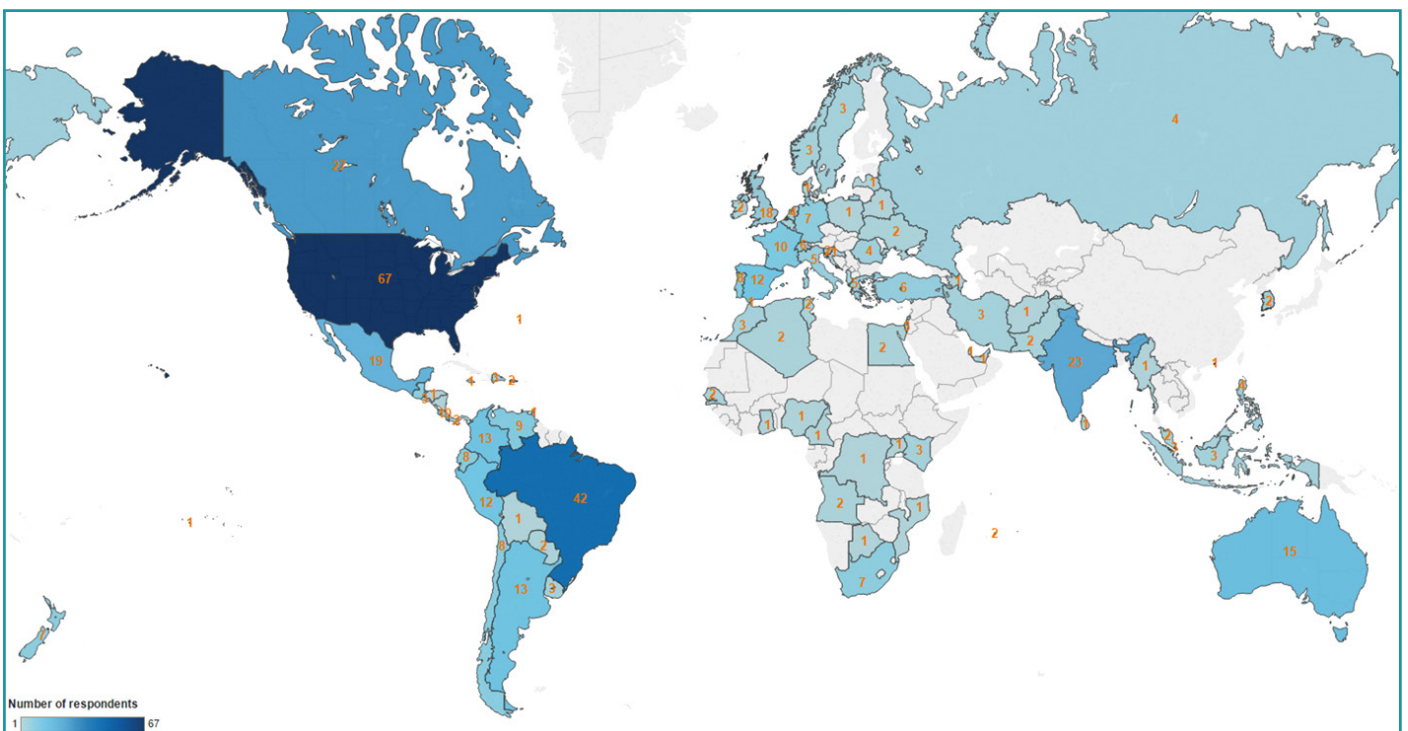
Figure 2: geographic distribution of respondents to the SPI On-line user survey

[2] Really Engaged Traffic occurs when visitors spend at least three minutes on the SPI website and view at least three different pages. See section "Web traffic and pay-per-click promotion".
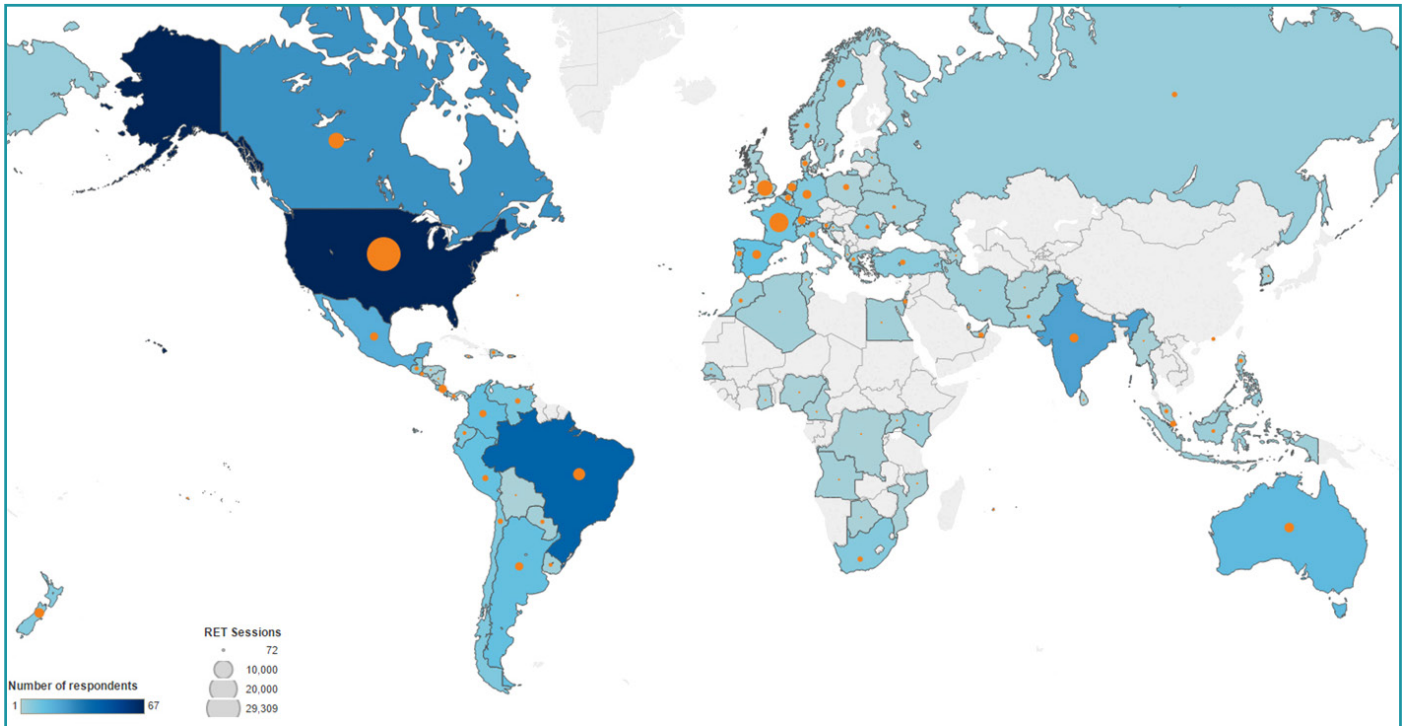
Figure 3: geographic distribution of respondents to the SPI On-line user survey vs. RET traffic on the SPI website
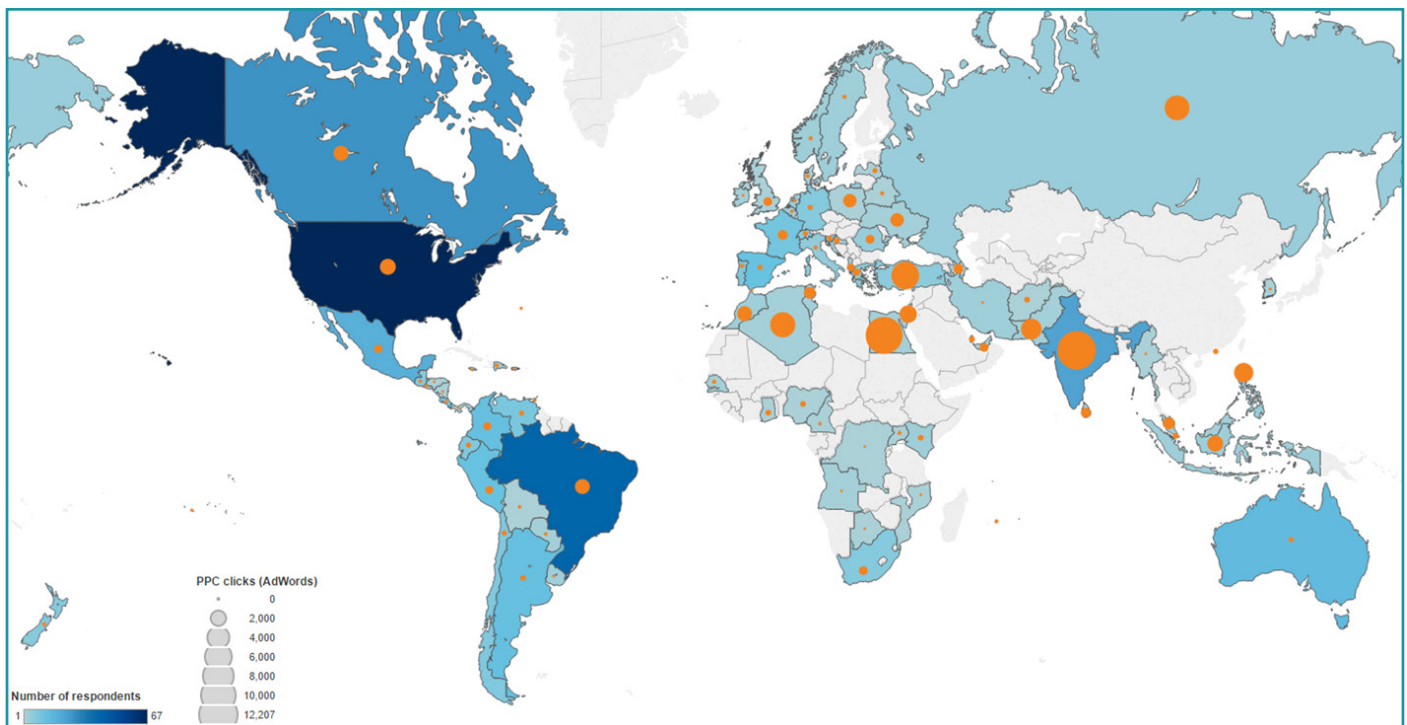
Figure 4: geographic distribution of respondents to the SPI On-line user survey vs. number of PPC clicks (Google AdWords)

Roughly a quarter (147) out of those who indicated where they live were from English-speaking countries or countries where English is widely spoken, primarily the United States, Canada, Australia, and South Africa. Twenty percent of respondents were from Spanish-speaking countries, of which 18 percent were from Central and Latin America.

ON-LINE USER STUDY RESULTS

EU residents were less represented, making up about 14 percent of respondents. India, Egypt, Russia and Turkey are interesting cases, as the low number of respondents from these countries contrasts with SPI's Google AdWords promotional efforts there (Figure 4).

There were no respondents from China, the most populous country in the world. This is not surprising, since the SPI website is blocked in mainland China and can only be accessed by circumnavigating the government's firewall system.

Category	Top country 1	Top country 2	Top country 3
Academic	United States	Brazil	India
Government	United States	India	Turkey
Business	United States	India	United Kingdom
Media/social network	United States	India	Ecuador
Civil society/NGO	United States	Argentina	Venezuela
International development agency	United States	Germany	Chile
Social entrepreneur	United States	Canada	United Kingdom
Philanthropy	United States	Colombia	Brazil

Table 1: geographical distribution of respondents, per audience category

USE AND USEFULNESS OF THE INDEX

The overall usefulness of the Index was rated 8.4 on a scale from 1 (useless) to 10 (useful). The average for the English version, which accounted for the vast majority of responses, was 8.36; the Spanish average was 8.91 and the Portuguese was 8.58.

Figure 5: average usefulness of Index

The results of the usefulness score (English version), disaggregated by audience category and Network membership are as follows:

Audience Category	score
International development agency	7.22
Media/social network	7.25
Academic	7.59
Government	7.59
Philanthropy	7.8
Business	8.01
Social entrepreneur	8.28
Civil society/NGO	8.3
Other	9.08
SPN members	8.51
Non-members	8.36

Table 2: Index usefulness score, per audience category and Network membership. [Only the figures for the English On-line user survey are shown, given the low numbers of respondents in the other language versions]

The evaluation team identified three main functions of the Index and the data shows that it is being used roughly equally in these three capacities (Figure 6). Thirty-one percent of respondents said they use it as a database for scientific use and research. Another 30 percent use it as an assessment tool, meaning as a conceptual framework to make assessments at national, sub-national and micro levels. Twenty-eight percent use it as a reference document to inform and/or advocate for policies, or to develop strategies. Finally, 11 percent use the Index out of personal interest, curiosity, in teaching, or for other general purposes.
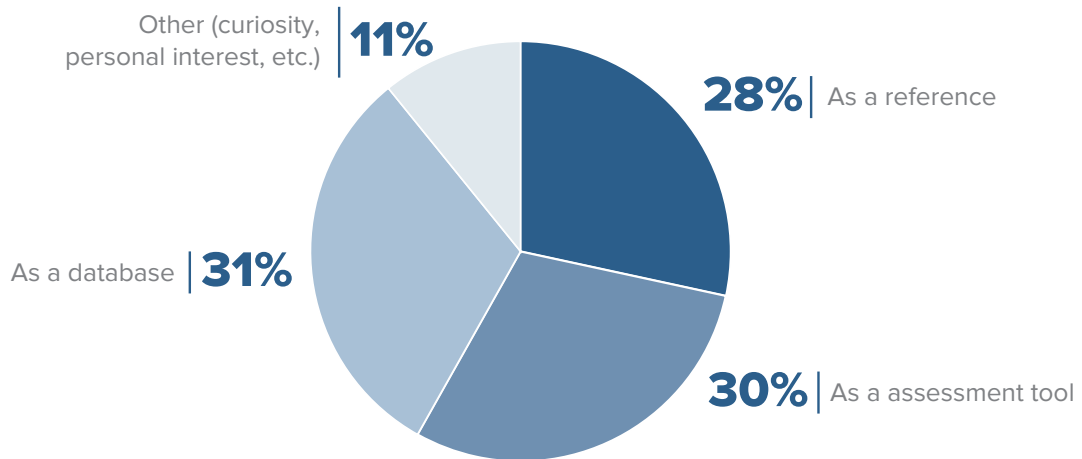
Figure 6: purpose for using the Index

When disaggregating these figures according to audience category, the results are coherent with the type of work these users perform (Figure 7). For example, a majority of academics (39%) use the Index as a database for scientific use and research. Similarly, a majority of governmental respondents (39%) use the Index as a reference document to inform policies. The use of the Index as an assessment tool to inform policies and strategies is most prevalent among social entrepreneurs (40%), civil society/NGOs (38%) and businesses (38%).
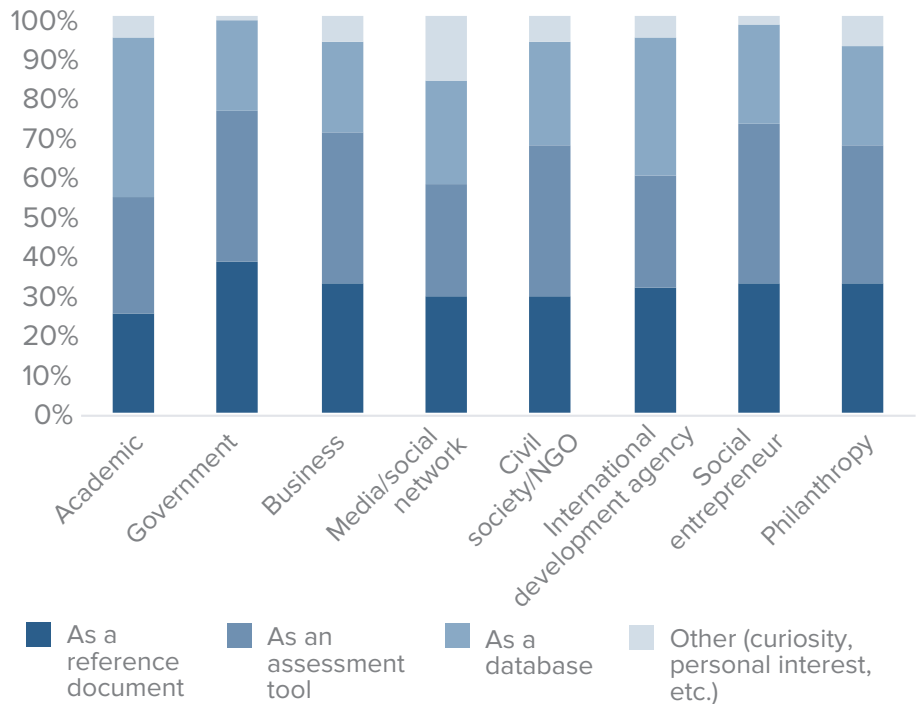
Figure 7: purpose for using the Index, disaggregated by audience category

When responses are broken down by Network membership, the data shows that the Index is used more as an assessment tool (39%) by members than by non-members (29%). Furthermore, the Index is used as a research database less frequently by Network members (24%) than by non-members (32%) (Figure 8). When asked about the usefulness of disaggregating the Index at sub-national levels, respondents did not consider all levels to be equal (Figure 9). A majority of respondents agreed that disaggregating the Index at 'regional' and 'city' levels would be useful. Indeed, disaggregating at 'regional' level was strongly favored across all categories. The high number of blanks for 'municipalities', compared to the results for 'city', may indicate confusion between these two levels. In addition, a significant number of blanks were registered for the 'neighborhood', 'family' and 'corporate' levels, which may hint at a lack of understanding of how the Index applies to non-geographical entities. However, when it comes to disaggregating the Index beyond 'regional' level, the data suggests that respondents assess usefulness based on the type of work they themselves perform. Government sector workers favored disaggregating at territorial unit level, such as cities and municipalities; whereas respondents from international development agencies, who tend to work at macro-level, were less interested in these areas. Social entrepreneurs, who tend to work at micro-level, were more interested than other audience categories in non-territorial units such as family and corporate levels.
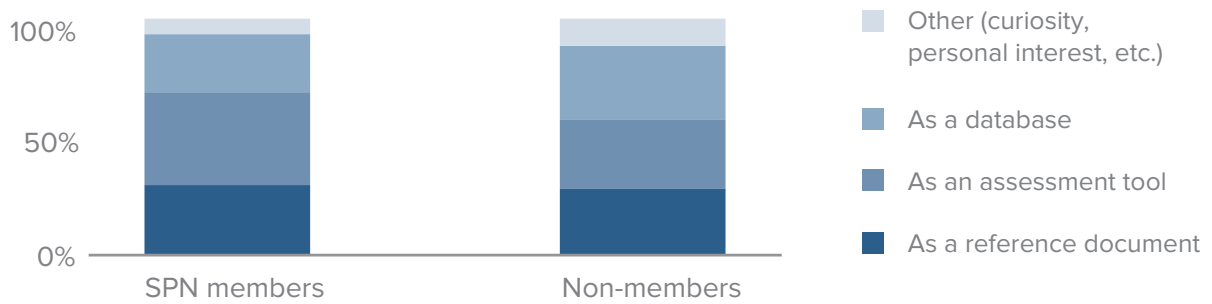
Figure 8: purpose for the using the Index, disaggregated by Network membership
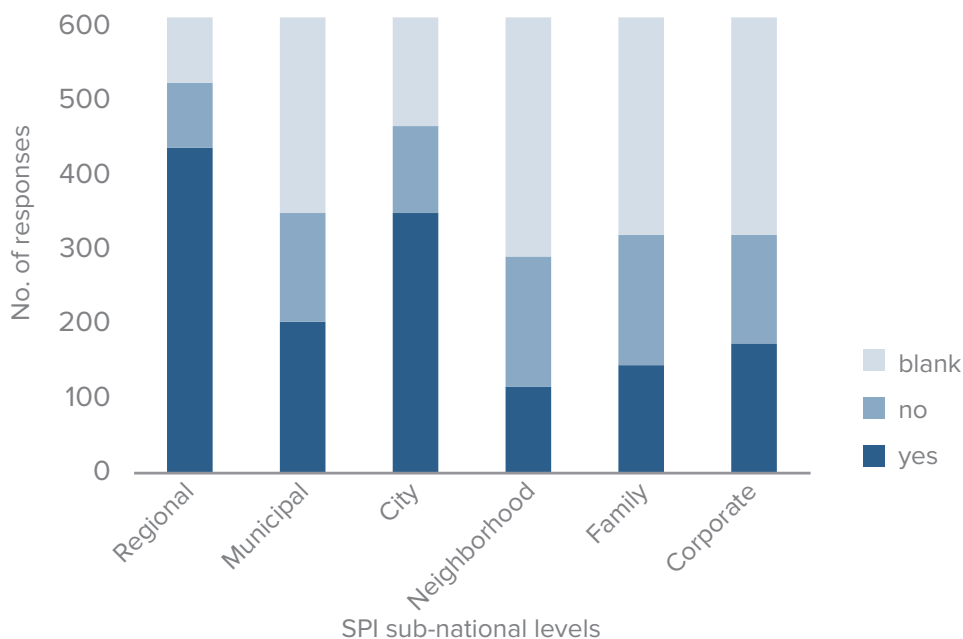
Figure 9: usefulness of disaggregating the Index at sub-national levels

ON-LINE USER STUDY RESULTS

USEFULNESS OF DISAGGREGATING THE INDEX AT SUB-NATIONAL LEVELS

	Academic			Government			Business		
	Yes	No	Blank	Yes	No	Blank	Yes	No	Blank
Regional	71%	15%	14%	84%	10%	6%	72%	18%	10%
Municipal	35%	26%	39%	44%	18%	38%	43%	24%	33%
City	61%	17%	22%	66%	10%	24%	71%	13%	16%
Neighborhood	20%	33%	47%	22%	32%	46%	20%	30%	50%
Family	26%	31%	43%	28%	26%	46%	29%	29%	41%
Corporate	30%	28%	41%	20%	26%	54%	41%	24%	30%

	Media/social network			Civil society/NGO			International development agencies		
	Yes	No	Blank	Yes	No	Blank	Yes	No	Blank
Regional	80%	5%	16%	76%	10%	13%	88%	0%	13%
Municipal	30%	27%	43%	43%	21%	36%	33%	29%	38%
City	61%	14%	25%	71%	8%	21%	50%	21%	29%
Neighborhood	20%	27%	52%	22%	28%	50%	17%	42%	42%
Family	30%	16%	55%	25%	26%	48%	25%	33%	42%
Corporate	32%	16%	52%	27%	25%	46%	29%	33%	38%

	Social entrepreneur			Philanthropy		
	Yes	No	Blank	Yes	No	Blank
Regional	76%	13%	11%	64%	12%	24%
Municipal	49%	16%	36%	36%	12%	52%
City	67%	12%	21%	56%	8%	36%
Neighborhood	32%	21%	47%	28%	28%	44%
Family	41%	18%	41%	32%	24%	44%
Corporate	46%	20%	34%	32%	16%	52%

Table 3: usefulness of disaggregating the Index at sub-national levels, per audience category

Looking closer at the perceived usefulness of sub-national disaggregation shows no significant variation between Network members and non-members. Both considered 'regional' and 'city' levels to be the most useful (Table 4).

	SPN members			Non-members		
	Yes	No	Blank	Yes	No	Blank
Regional	77%	5%	18%	73%	14%	13%
Municipal	31%	28%	41%	32%	27%	41%
City	64%	16%	20%	59%	18%	23%
Neighborhood	21%	20%	59%	18%	32%	50%
Family	28%	23%	49%	26%	27%	48%
Corporate	30%	21%	46%	29%	25%	44%

Table 4: usefulness of disaggregating the Index at sub-national levels, per Network membership

SPI'S PERCEIVED STRENGTHS AND WEAKNESSES

Questions relating to the perceived strengths and weaknesses of the Index did not require an answer. However, 400 out 617 respondents provided comments on SPI's perceived strengths. An overall quantitative text analysis suggests that these strengths lie in the way SPI gives "another view of the world," meaning that it provides indicators to measure wealth and development differently (Figure 10). In addition, 350 individuals provided answers related to the main perceived weaknesses of SPI. An overall quantitative text analysis of answers gives an initial indication that the main weakness lies with the data (Figure 11).

Figure 10: quantitative text analysis of Index's perceived strengths

Figure 11: quantitative text analysis of Index's perceived weaknesses

Deeper analysis confirms that 30 percent of all respondents considered that the Index's main strength is that it is an alternative to GDP and that it raises awareness that wealth can be measured in other ways than simply by economic growth (Figure 12). Interestingly, only 5 percent thought that the Index's strength is that it can act as a complement to GDP, rather than provide an alternative to it. Thirty-six percent thought that its strength lies in the way the Index is designed, i.e., its thematic comprehensiveness (25%) and robust methodology (11%). It should be noted that only 5 percent thought that its main strength is providing a framework for action.

Figure 12: SPI's perceived strengths

ON-LINE USER STUDY RESULTS

INDEX'S PERCEIVED STRENGTHS, PER AUDIENCE CATEGORY

Strengths	Academic	Government	Business	Media/social network	Civil society/NGO	International development agency	Social entrepreneur	Philanthropy
It's an alternative to GDP and raises awareness to consider wealth differently	28%	10%	11%	0%	25%	30%	42%	53%
It's thematically comprehensive	22%	20%	28%	13%	17%	50%	19%	6%
The methodology is robust/clear/transparent	11%	5%	6%	7%	5%	0%	5%	29%
It has a user-friendly interface/nice visuals	4%	20%	0%	13%	8%	0%	7%	0%
It covers nearly all countries in the world and allows comparisons between countries	5%	25%	11%	20%	14%	10%	2%	6%
It's complementary to economic indices such as GDP	12%	5%	22%	33%	10%	10%	5%	0%
It's a framework for action and can help decision makers to develop strategies and policies	2%	10%	8%	7%	7%	0%	5%	0%
It measures results, not intentions	10%	0%	11%	0%	9%	0%	5%	0%
It's an objective standard	2%	5%	3%	7%	3%	0%	9%	6%
It's up-to-date	2%	0%	0%	0%	1%	0%	2%	0%

Table 5: Index's perceived strengths, per audience category

ON-LINE USER STUDY RESULTS

Strengths	SPN members	Non-members
It's an alternative to GDP and raises awareness to consider wealth differently	11%	32%
It's thematically comprehensive	22%	26%
The methodology is robust/clear/transparent	19%	10%
It has a user-friendly interface/nice visuals	7%	10%
It covers nearly all countries in the world and allows comparisons between countries	7%	7%
It's complementary to economic indices such as GDP	22%	3%
It's a framework for action and can help decision makers to develop strategies and policies	4%	5%
It measures results, not intentions	0%	3%
It's an objective standard	0%	3%
It's up-to-date	7%	1%

Table 6: Index's perceived strengths, by Network membership

Closer analysis of Network member responses reveals that they viewed the Index's design as its greatest strength. Other positives were its up-to-datedness, geographic coverage, ability to compare countries, and its complementarity to economic indices such as GDP. The latter is important, as it shows a clear understanding by Network members that the Index's added value is to provide a multidimensional picture by complementing economic indices, rather than as an alternative to them. Surprisingly, only a few members pointed to the fact that the Index can be a framework for action or aid in developing strategies and policies. This is a potential concern, given the Network's ambition to serve as a hub for social change agents using the Index as a reference tool. In contrast, non-members praised the Index as an alternative, rather than a complement, to GDP. They also lauded its thematic comprehensiveness, its objectivity and the fact that it measures outcomes rather than intentions.

The main weakness of the Index, as identified by 34 percent of respondents, is that some data is incomplete and/or inaccurate (Figure 13). In their comments, respondents suggested that the following areas are not sufficiently taken into account in the Index: environmental hazards; energy usage; specific health issues; employment availability; employment quality (the 'working poor' issue); income inequality; gender inequality; and corruption.

In addition, 11 percent of respondents think that the Index is too subjective and/or provides a 'Western' view of the world. One particular area of concern was the issue of religious tolerance and practice. For example, an academic from an undisclosed location brought up the fact that Sweden, France and Saudi Arabia score the same in the category on religious tolerance and that this would seem incongruous to most people.

ON-LINE USER STUDY RESULTS

Action points (ie, 'what to do now?') are lacking — **3%**

The website is not accessible or user-friendly enough — **3%**

Data is not up-to-date, and/or is not comparable across time — **6%**

Data is incomplete and/or innacurate — **34%**

Data sources are not credible and/or reliable — **7%**

Sub-national levels are lacking — **9%**

Methodology and/or results are not explained clearly — **9%**

SPI is not known and/or used enough; or competes with other non-GDP indices — **18%**

Data is subjective and/or provides a 'western' view of the world — **11%**
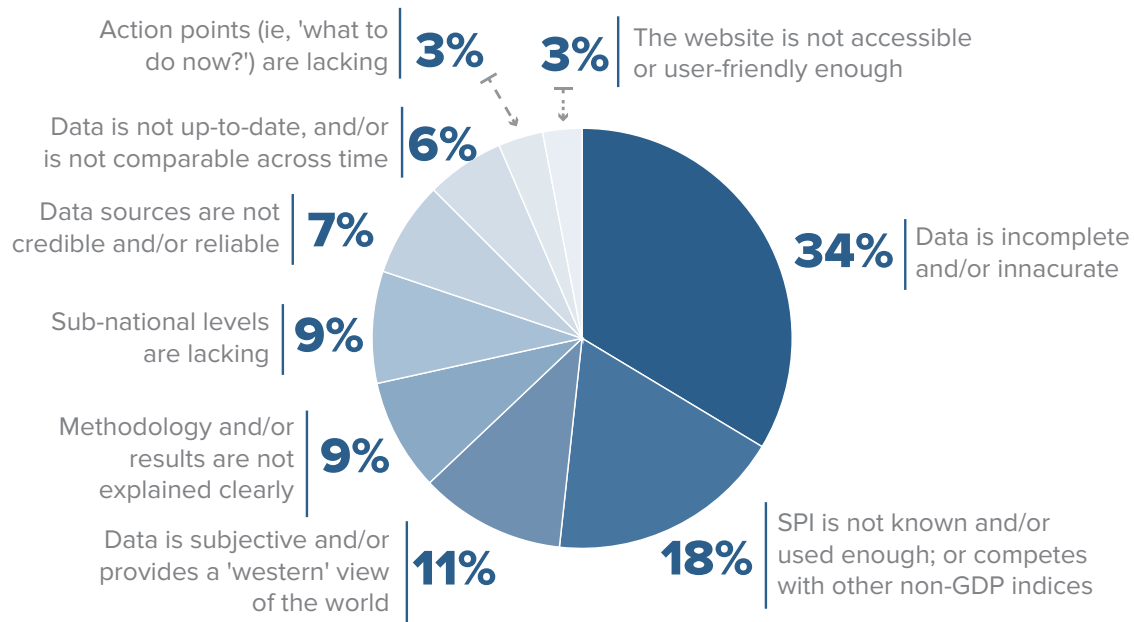
Figure 13: Index's perceived weaknesses

The second most identified weakness was marketing related, i.e. that the Index is not promoted or used enough, or that it duplicates efforts with similar indices offering alternatives to GDP (18%).

> " *SPI's main weakness is that it has not emerged ahead of the pack in an increasingly competitive sector.* - A London-based business consultant. "

Just under 10 percent think that the methodology and/or the results are not explained clearly enough, with several answers highlighting the need to put results into context (9%). Similarly, bringing data sources to the forefront and explaining how the Index uses them might help win over the 7 percent of respondents who considered data sources to be not credible and/or reliable. Only 3 percent of respondents viewed the Index's main weakness to be its lack of providing instructions for further action.

Some respondents questioned the relationship between the scores and the social reality in their country resulting from the decision to exclude all economic data.

> " *Portugal's SPI is 81.91, placing it in 18th position. The score for the Opportunity component is 76.76 putting it in 15th position, which can be considered good. However, a very significant and relevant work force with tertiary education is emigrating because they cannot find or foresee employment opportunities. Portugal has reasonable values in almost all indicators, and yet everyone is emigrating! This shows that employment is an important indicator that should be part of an index such as SPI.* - An individual from Portugal. "

ON-LINE USER STUDY RESULTS

Weaknesses	Academic	Government	Business	Media/social network	Civil society/NGO	International development agency	Social entrepreneur	Philanthropy
Data is incomplete and/or inaccurate	28%	20%	29%	23%	37%	20%	38%	33%
SPI is not known and/or used enough; or competes with other non-GDP indices	12%	20%	18%	15%	22%	0%	10%	8%
Data is subjective and/or provides a 'western' view of the world	15%	13%	15%	23%	7%	40%	3%	0%
Methodology and/or results are not explained clearly	10%	7%	15%	15%	17%	20%	21%	17%
Sub-national levels are lacking	10%	13%	3%	8%	10%	20%	5%	17%
Data sources are not credible and/or reliable	3%	0%	3%	0%	2%	0%	5%	8%
Data is not up-to-date, and/or is not comparable across time	8%	13%	9%	8%	0%	0%	5%	0%
Action points (i.e., 'what to do now?') are lacking	3%	0%	3%	0%	2%	0%	8%	8%
The website is not accessible or user-friendly enough	12%	13%	6%	8%	2%	0%	5%	8%

Table 7: Index's perceived weaknesses, per audience category

When disaggregating responses to the Index's perceived weaknesses by audience category, a mixed picture emerges (Table 7). Respondents from international development agencies above all highlighted the Index's perceived subjectivity. Their other concerns included incomplete or inaccurate data, unclear methodology and the lack of sub-national levels. For civil society/NGOs, on the other hand, the primary perceived weakness was that the data is incomplete and/or inaccurate. A secondary consideration for this group was the notion that the Index is not used or known enough.

Weaknesses	SPN members	Non-members
Data is incomplete and/or inaccurate	23%	34%
SPI is not known and/or used enough; or competes with other non-GDP indices	15%	18%
Data is subjective and/or provides a 'western' view of the world	15%	11%
Methodology and/or results are not explained clearly	8%	9%
Sub-national levels are lacking	15%	8%
Data sources are not credible and/or reliable	0%	8%
Data is not up-to-date, and/or is not comparable across time	8%	6%
Action points (i.e., 'what to do now?') are lacking	0%	4%
The website is not accessible or user-friendly enough	15%	2%

Table 8: Index's perceived weaknesses, per Network membership

In terms of Network membership, members cited certain perceived weaknesses more than non-members (Table 8). Surprisingly, these included the fact that sub-national levels are lacking, despite the fact that in reality, key Network initiatives have a regional or local focus. The fact that Network members considered the Index to be subjective and/or 'westernized' more than non-members also comes as a surprise.

THE SOCIAL PROGRESS NETWORK

Out of the 617 respondents, only 10 percent self-identified as being part of the Social Progress Network. The vast majority (88%) were not part of the Network, and 2 percent of respondents did not reply. However, 60 percent of those who are not already part of the Network (or did not reply to the question) would like to join it.

Three hundred ten users provided comments relating to their potential contribution to the Network. A quantitative textual analysis of these answers, followed by a manual in-depth analysis of each comment (Figure 14), reveal that a majority of respondents would like to contribute to collecting country-level or sub-national-level data for the Index (32%). This may point to some confusion about the distinction between the Index and the Network, and what belonging to the Network really involves. This confusion is reinforced by the noticeable proportion (23%) of respondents who were willing to help but are not sure how, and by the low proportion (11%) who indicated that they could use the Index as a framework for reflection or action in their fields – which, as far as we have understood it, is the main purpose of the Network.

An analysis of those who might want to join the Network showed mixed results. Media and social network sector respondents accounted for the largest group of self-identified members (23%). Yet, only 43 percent of non-members from this sector expressed an interest in joining. On the other hand, 64 percent of respondents from the philanthropic sector, which is currently the least well-represented in the Network, showed interest. Non-member respondents from the business, social entrepreneur and civil society/NGO sectors also expressed substantial interest in becoming part of the Network.
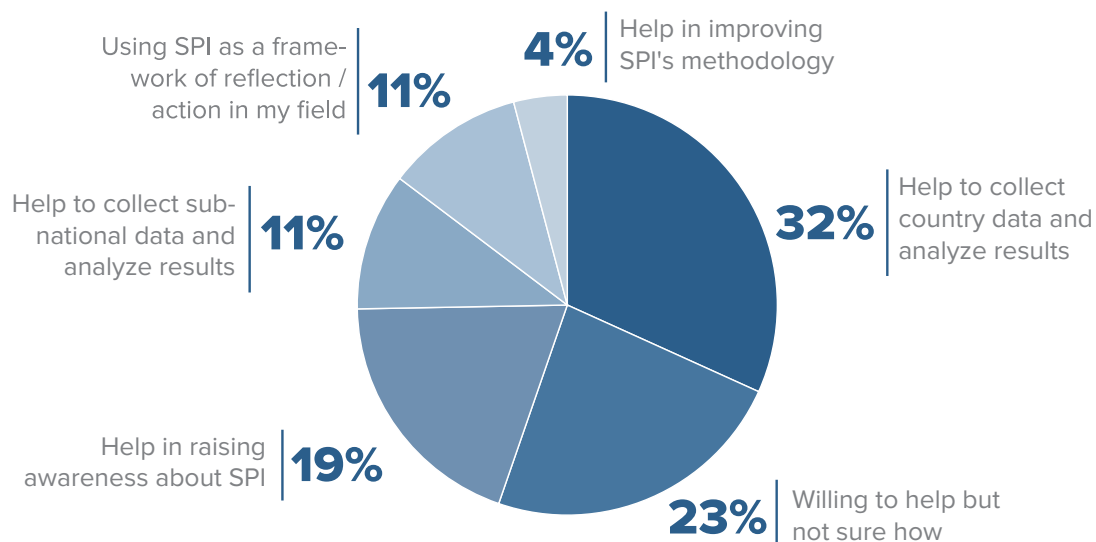
ON-LINE USER STUDY RESULTS

Figure 14: potential contributions to the Social Progress Network

	Are you already part of the Social Progress Network?			Would you like to be part of the Social Progress Network?		
	Yes	No	Blank	Yes	No	Blank
Academic	9%	88%	3%	52%	36%	12%
Government	18%	80%	2%	50%	30%	20%
Business	10%	88%	2%	68%	20%	12%
Media/social network	23%	77%	0%	43%	32%	25%
Civil society/NGO	12%	88%	0%	65%	22%	13%
International development agency	4%	88%	8%	54%	33%	13%
Social entrepreneur	12%	87%	1%	68%	18%	13%
Philanthropy	4%	92%	4%	64%	28%	8%

Table 9: Network membership and interest in joining, per audience category

ON-LINE USER STUDY RESULTS

WEB TRAFFIC AND PAY-PER-CLICK PROMOTION

An initial analysis of this data was undertaken for a preliminary report in November 2014. Results were updated in mid-March 2015, and then again in June 2015. Two objective sources of geo-tagged data were identified: Really Engaged Traffic (RET) on the SPI website; and the geographical reach of SPI's Pay-Per-Click promotional campaigns on the internet using Google AdWords. Really Engaged Traffic occurs when visitors spend at least three minutes on the SPI website and view at least three different pages. In the period from April 2013 to June 2015, 9.8 percent of all traffic on the SPI website was RET (Figure 15). To determine where the most Really Engaged Traffic occurred, Google Analytics was used (Figure 16). RET primarily came from the main English-speaking and European countries. South American countries, where the Index is currently being developed at sub-national levels, also generated significant traffic. Little RET came from Asia or Africa and the lack of RET from China has been addressed above.

SPI's Pay-Per-Click (PPC) promotional campaigns are implemented using the Google AdWords service[3]. As illustrated in Figure 17, most AdWords clicks occurred in Asia and Africa, with India, Egypt, Iraq, Turkey, and Saudi Arabia in the lead. The amount of AdWords clicks in the main English-speaking, European, and South American countries was comparatively low.

The cost of SPI's PPC campaigns on AdWords correlates with their geographical reach (Figure 18). In other words, the more money spent on country-specific campaigns, the more clicks these campaigns generated in that country.

However, the data shows that the geographical distribution of RET contrasts with the geographical reach of the PPC campaigns, which means these clicks are not yet being transformed into an engaged audience. It is difficult to identify the reasons why this is the case, but SPI should consider redefining its PPC strategy to draw in engaged users as much as possible.
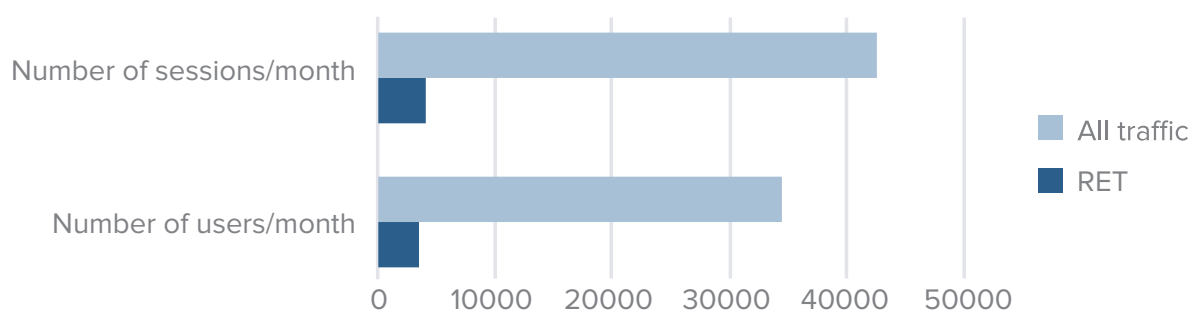

Figure 15: monthly traffic on the SPI website from April 1, 2013 to June 1, 2015

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[3] SPI is a beneficiary of Google's AdGrants program
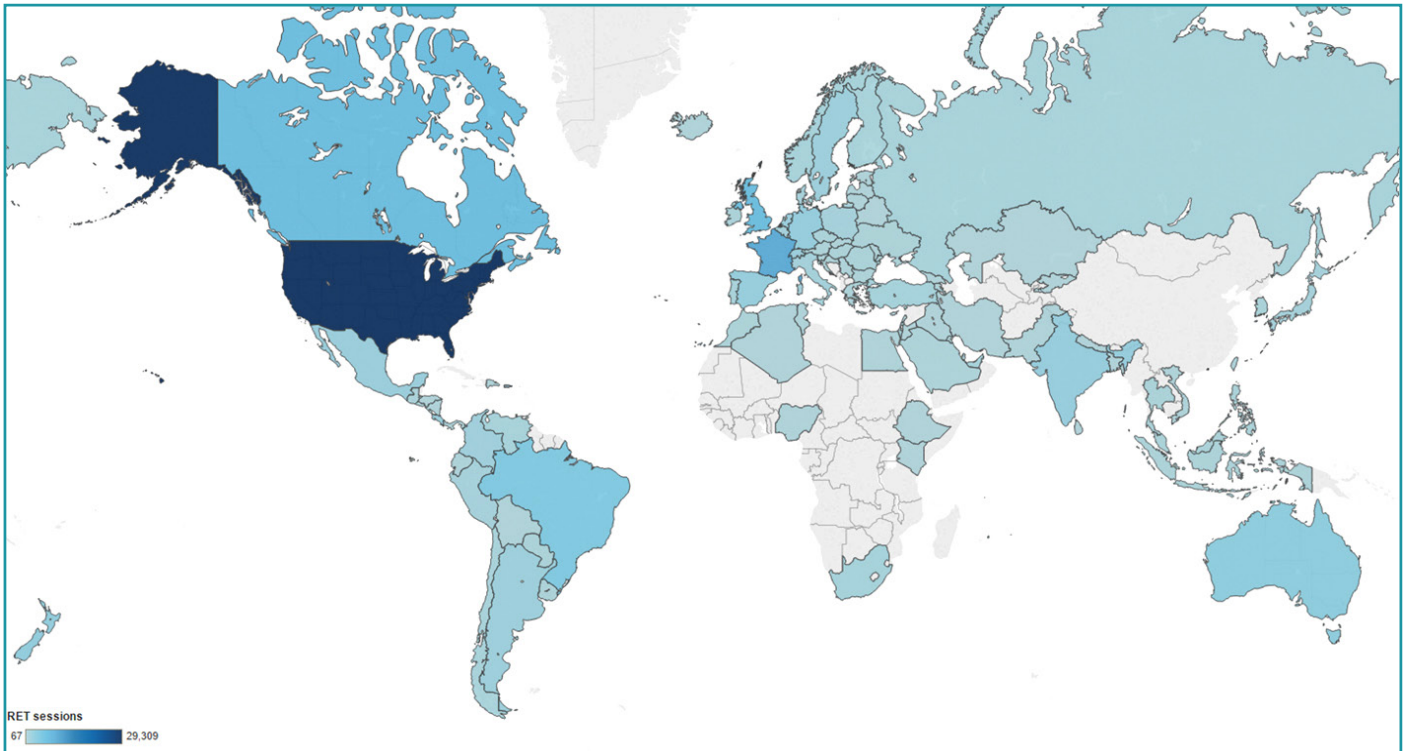
ON-LINE USER STUDY RESULTS

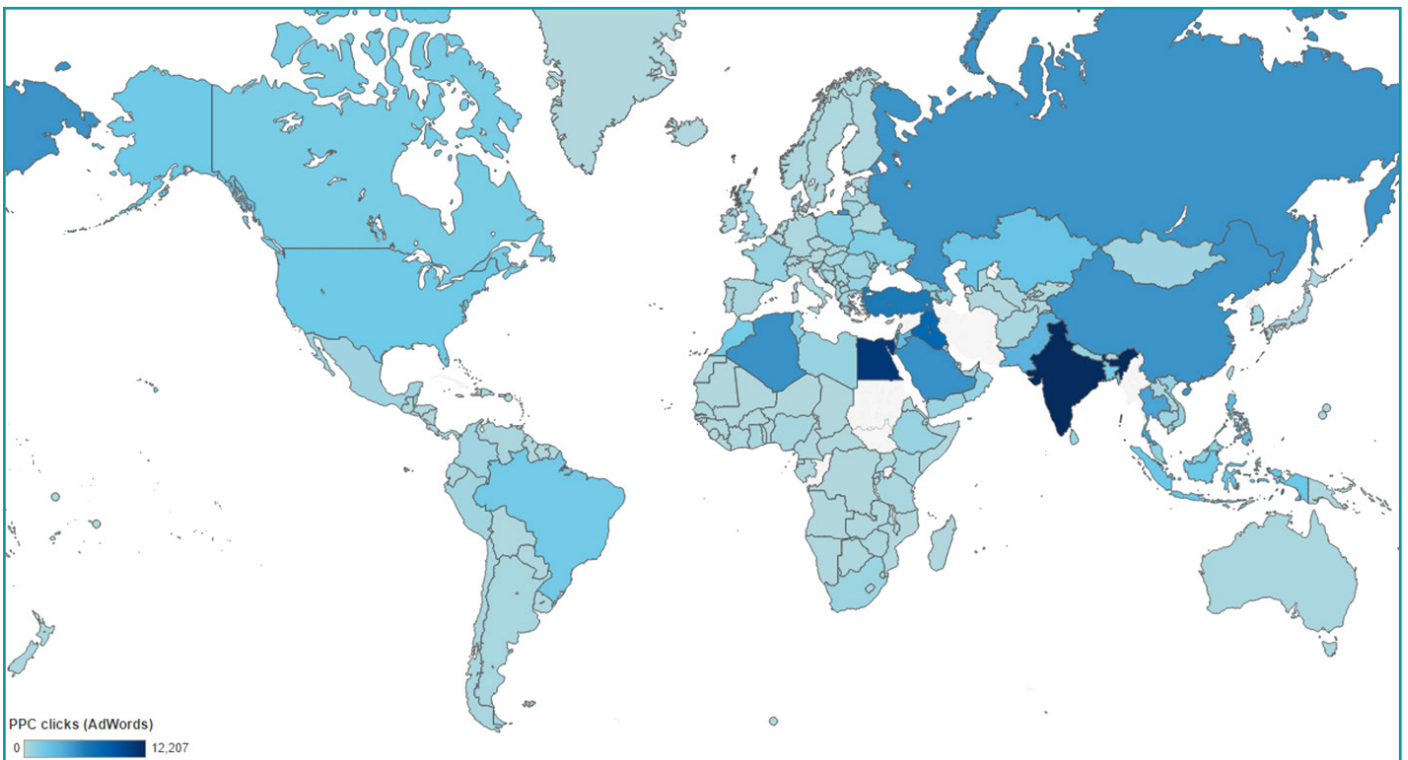*Figure 16: RET sessions on the SPI website from April 1, 2013 to June 1, 2015*

Figure 17: number of PPC clicks (Google AdWords promotional campaigns) from April 1, 2013 to June 1, 2015
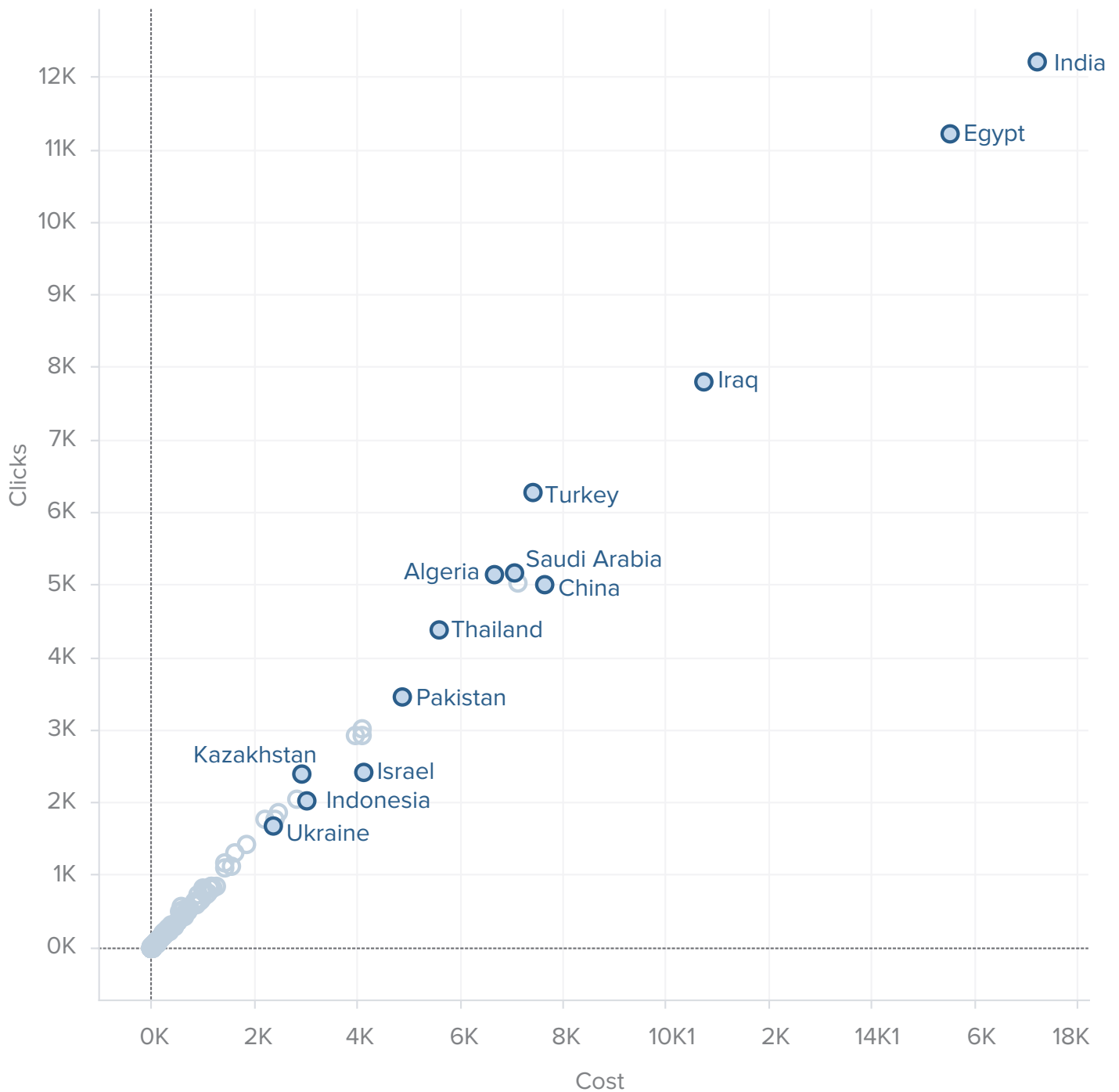
*Figure 18: correlation between the number of clicks per country
and the individual country costs of SPI's PPC campaigns from April 1, 2013 to June 1, 2015*

ON-LINE USER STUDY RESULTS

SURVEY ON ACADEMIC USE

To survey the academic use of the Social Progress Index, worldwide academic production was searched using Google Scholar, a freely accessible web search engine that indexes the full text or metadata of scholarly literature across an array of subject areas. Google Scholar's coverage is estimated at 80-90 percent of all articles published in English[4]. Using the search terms ["social progress" SPI] and ["social progress index"], a total of 266 academic outputs published since 2013 were found. After manually removing duplicates and false positives, a total of 75 remained. While this is less than older indices[5], it is a reasonable result at this stage of SPI's development.

Sixty percent of these academic outputs were published in 2014. But while only 10 were published in 2013, 19 were published by mid-year 2015[6]. This means that the use of SPI in the academic literature is increasing. Of the 75 outputs reviewed, 65 percent were peer-reviewed academic journal articles, 12 percent were on-line articles published autonomously by academics, 9 percent were chapters in edited works, 7 percent were conference papers, and 7 percent were postgraduate theses. A quarter of the academic outputs were authored by US academics or institutions. Germany, Romania, Lithuania, China and Italy followed.

More than 52 percent of the surveyed outputs focused on a theoretical or global use of the Social Progress Index, while 48 percent of the materials were focused on a specific country or countries. These countries were well distributed geographically with the top two, surprisingly, being China (6% of the total) and the European Union (5% of the total). This data contrasts with the low number of respondents to the On-line user study from these regions and to the low proportion of Really Engaged Traffic on the SPI website.

This curious paradox remains unexplained at present. A quantitative text analysis was performed to identify the subject areas in which SPI is most used (Figure 19). For this, the titles of academic outputs, including the titles of journals, books, conferences and the names of departments hosting theses were reviewed. In order of importance, the ten subject areas which used SPI the most were: social science studies; business and management studies; economics; development studies; engineering; life sciences and environment studies; sociology; health studies; finance; and education studies. This demonstrates that the Index is used as much in pure research products as in policy-oriented academic efforts.

An analysis of the titles of academic products and their abstracts was also performed (Figure 20 and Figure 21). This revealed similar themes running across subject areas, most notably social and economic development, sustainability, and how it is measured.

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[4] See: https://en.wikipedia.org/wiki/Google_Scholar#cite_note-nat_22_5_2014-2

[5] A similar search on the UN Human Development Index and the OECD Better Life Index showed 15,800 and 957 unfiltered results respectively.

[6] As of June 11, 2015

Figure 19: quantitative text analysis of sources of academic products using SPI

Figure 20: quantitative text analysis of titles of academic products using SPI

Figure 21: quantitative text analysis of abstracts of academic products using SPI

MATURE SPI INITIATIVES IN BRAZIL AND PARAGUAY

BACKGROUND INFORMATION

SPI initially developed its outreach in Paraguay and Brazil. Paraguay was the first country to adopt the Index as a national metric while Brazil was the first to undertake a regional index. A careful review of these initiatives was carried out in order to understand the sustainability of these efforts, as well as to analyze their possible replicability or scaling up in other regions of the world. Twelve interviews were conducted with individuals in Brazil and fifteen in Paraguay via Skype in February and March 2015[7]. Interviewees were selected by SPI from their networks and included change-makers from government, civil society, philanthropy, academia, and business. In addition, press and academic use of the Index were analyzed in both countries.

In Brazil, a regional Index includes 772 municipalities and nine states in the Amazon and a network, #Progresso Social Brasil, was established to mainstream SPI's work. In Paraguay, a Presidential decree enshrining SPI as a national metric was complimented by the creation of #Progreso Social Paraguay, a movement of business and civil society organizations guided by a Steering Group working alongside public institutions to advance social progress. In both cases, the interplay between the public and private sectors and SPI was exemplary.

> " Paraguay's Minister of Technical Secretariat for Planning José Molinas noted: *The SPI initiative presents a very attractive combination: It is a framework for alliances between the government, the private sector, civil society and academia… The adoption of SPI coincided with the development of the country's first National Development Plan, "Paraguay 2030", which offers a vision where Paraguay ranks among the highest in Latin America in terms of equal opportunity, poverty reduction, environmental sustainability and the knowledge economy. "Paraguay 2030" was informed to a large extent by the social and environmental priorities identified in SPI findings, and incorporates over 30 SPI indicators.* "

[7] Twelve interviews were conducted in Portuguese, fourteen in Spanish and one in English.

WHO USES THE INDEX AND HOW IS IT USED?

In light of governmental engagement in Brazil and Paraguay, it was important to understand if and how civil society and the private sector use the Index. In-depth interviews with local change agents revealed an array of uses: as an assessment tool, to track the progress of specific regions and help produce comparative analyses; as a database providing the basis for correlation studies (for example, between the Index and the Democracy Index); as a reference document for organizational planning and strategic development; and as a resource for non-governmental organizations to help develop their own strategies.

In both countries, information about SPI has circulated widely amongst a dense institutional network and is being used on a regular basis by core groups including: governmental bodies; NGOs and civil society associations; private enterprises and businesses; journalists and media; and universities and research centers.

> " *We use the Index to influence social investment priorities so that we can invest in the most critical territories and municipalities.* - An NGO leader "

It is also being used at universities. In the MBA program of the Catholic University of Asunción, for example, students have been encouraged to use the Index in their dissertations.

In addition to its visibility amongst civil society actors, the Index has been embraced by the business community where it serves several critical functions, including as a tool for planning and as an instrument to help devise CSR workshops in multinationals. Private sector actors are particularly engaged in local adaptations, which can directly impact investment strategies. In Paraguay, the Index has been widely used in conjunction with the "Poverty Stoplight" approach, which seeks to measure the social progress of each individual household. This 'bottom-up' approach complements the 'top-down' nature of Index's data to provide a full picture of social development.

THE SOCIAL PROGRESS NETWORK

Amongst members of the national networks in both countries, the Index was highly regarded and there was a sense of being able to impact on its substance. Interviews in the two mature markets underscored the importance of engaging high-level individuals to promote the project and foster acceptance. This notion was underscored in both Paraguay and Brazil, where interviewees remarked specifically on the role and importance of key individuals who brought together the Network and Index into a unified whole at a critical point in time. Interviewees also attested to the fact that the Network successfully brought together social innovators to share knowledge. The main challenge to emerge from these interviews is that the Index must be disseminated beyond informed circles. The need for SPI to go beyond a certain 'elite' to permeate both Brazil and Paraguay's social fabric is a fundamental concern. This is where the role of the Network will be critical to the sustainability of the project[8].

MEDIA COVERAGE

Broad media coverage was reviewed in both countries in order to understand SPI's impact, and, in particular, to see how civil society has been exposed to it. In the case of Brazil, a simple Google search[9] produced approximately 513,000 results; analysis was based on the first 100 results (Figure 22). The majority of articles were from newspapers and covered the Brazilian rankings compared to other BRICS countries, with a strong minority dedicated to the sub-national implementation of the Index in the Amazon region. SPI media coverage in Brazil has been significant and covers a wide range of themes (Figure 24).

A similar media assessment was undertaken for Paraguay where an analysis showed that SPI was featured in the mainstream press with items in several Paraguayan newspapers. On-line promotion of SPI by the Paraguayan government was substantial, bolstered by promotional support from NGOs and other organizations, such as Fundación Paraguaya, UNICEF, the World Bank, and the IDB. Business sector interest was reflected in prominent economic magazine coverage. In addition, foreign publications, including the Spanish newspaper El Mundo and BBC News in English, profiled SPI's work in the region (Figure 23). Analysis revealed the emergence of several main themes (Figure 25). The most prevalent was Paraguay's low Index ranking and the need to raise it, despite the fact that the country is socially outperforming its economic indicators, especially when compared to wealthier Latin American countries. Another important theme was the institutional development of the Imperative in Paraguay (including the visit of SPI's Michael Porter to the country). The promotion of and reflection on the Index in comparison with other indicators, and in particular as compared to the 'reductionist' approach of GDP measurements was widely noted.

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[8] The specifics of the Network organizations have not been included here for reasons of confidentiality.

[9] Brazilian version, using "índice de progresso social" (social progress index) as the keyword.
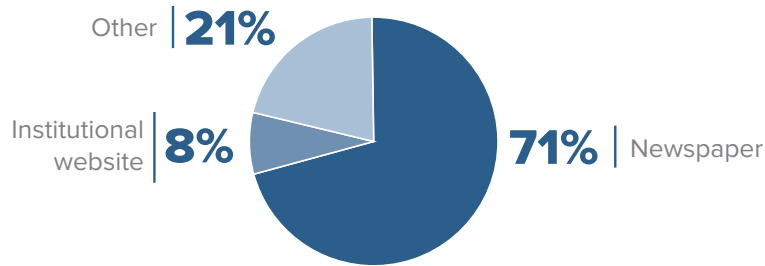
MATURE SPI INITIATIVES IN BRAZIL AND PARAGUAY

Other | **21%**

Institutional website | **8%**

71% | Newspaper

Figure 22: Brazil - type of media sources

Other | **38%**

28% | Newspaper

34% | Institutional website
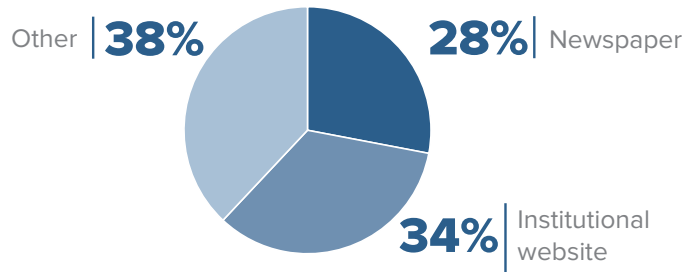
Figure 23: Paraguay - type of media sources

Brazil BRICS | **38%**

14% | Social Progress Imperative

31% | Brazilian Amazon Region

17% | SPI Comparative Analysis

Figure 24: Brazil - key themes

Official adoption of SPI | **6%**

3% | PND (National Development Plan)

44% | Index findings for Paraguay

Social Progress Imperative | **36%**

11% | Michael Porter's visit

Figure 25: Paraguay - key themes

INTERVIEWS
WITH PROSPECTIVE USERS

INTERVIEWS WITH PROSPECTIVE USERS

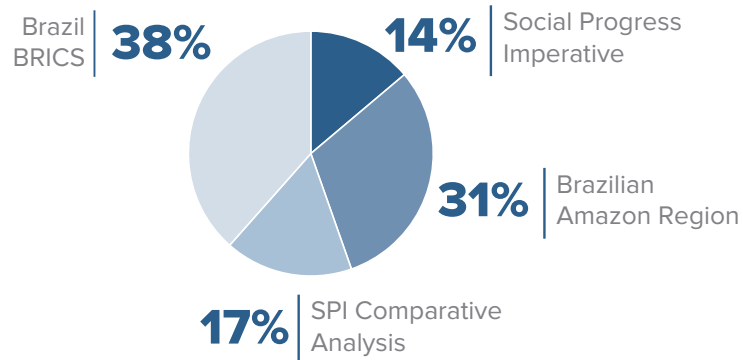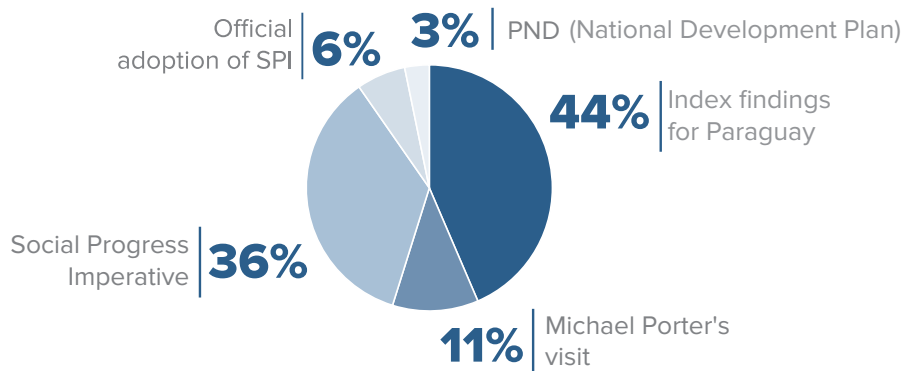In the course of our research, interviews were conducted with prospective users in Western Europe and the United States. In order to reach out to change-makers who did not know about SPI but who might be potential supporters and/or early adopters of the tool, a PowerPoint presentation was developed culled from the SPI website to present its concept and organization. A series of confidential in-depth interviews was then undertaken with a range of individuals working in academia, government, philanthropy, and international aid agencies. These interviews were regrouped into mini-case studies in order to contextualize the interviewees' comments, which informed the overall analysis of this Study. For reasons of confidentiality, these case studies were made available only to the SPI team. Topics covered included the following:

- Promoting Government Usage at EU, Regional, and National levels

- Developing European Local SPIs

- Engaging International Development Agencies

- Collaborating with the UN and Philanthropies on the SDGs

- Connecting to Advocacy Groups and Networks in Europe

- Informing Research and Academia

- Championing Human Rights and Social Justice

Interviewees were generally positive on the relevancy and robustness of the Index. However, they were concerned with "who is behind the project" in order to better understand it. Transparency regarding funding was seen as a key element of the branding itself.

There was a strong feeling that strategic partnerships will be crucial moving forward. Indeed, there is a real challenge in terms of how to position SPI ahead of the pack in an increasingly competitive sector. Moreover, several remarked that the three pronged approach (i.e. the Imperative, the Index and the Network) seems to be unnecessarily complicated. In countries which boast a dense tissue of social innovators and social platforms with engaged civil societies, interviewees recommended that the Network prioritize engaging with already existing structures; co-creation was favored over building a stand-alone organization.

IMPLICATIONS FOR THE SOCIAL PROGRESS IMPERATIVE

ON THE INDEX

Provide narrative country information sheets linking legal and policy developments to Index results. All users, whatever their category, need a "story" in addition to raw data. This would help them in interpreting the data and would likely help interested users become more engaged. In addition, SPI should **provide examples of what to do with the data.** Some users said the Index may accurately describe the situation but lacks action points (for example, what countries could do to improve scores). This is particularly important if the Index is going to have increasing resonance with civil society and advocacy groups.

Explain data sources clearly and make methodology more transparent. Put forward the credibility, accurateness and up-to-datedness of data sources. A summary of data sources could be included on each country brief, as well as a summary methodological note. If more attention were focused in the presentation of "how" and "why" ranks are developed, the Index could have added value as a planning and implementation tool. Review methodology on education and other intangibles.

Promote the use of the Index by scholars and researchers, as their adoption of the tool will be key to its long-term success. Intensify links with academic institutions.

Engage strategically with some of the organizations identified in the prospective interviews. A number of strategic activities have been suggested in keeping with SPI's theory of change.

ON SPI MARKETING AND PROMOTION

Reflect on the core audience. SPI's current theory of change makes assessing who the core audiences should be somewhat challenging. Additional techniques need to be developed to reach out to those who 'need persuasion'. **Redefine core geographical audience and adapt marketing strategy accordingly.** SPI's core audience contrasts with the geographical reach of its on-line promotion efforts, meaning that SPI is not successfully transforming users into an engaged audience. SPI should adapt its strategy to capitalize on engaged users as much as possible.

Provide User Cases. SPI's marketing efforts could be strengthened by providing concrete examples of possible uses, including how it can help different categories of users such as academic/NGO/corporate/etc. As one interviewee claimed: *"No one falls in love with an Index. The Index must be accompanied by a narrative that gives it color".*

Provide regular 'SPI in Context' insights. SPI is a window through which the world can be viewed and its developments understood. Currently, some items on SPI's social media accounts put news developments in perspective using the Index. This could be generalized in the form of a monthly news digest: "This is what happened in the world last month, and here's how SPI can help you understand these developments". Another opportunity would be to **provide regular 'SPI in Use' insights.** Both could be communicated more aggressively on SPI's social media accounts.

Translate SPI into additional languages. French, in particular, is a priority. This would increase outreach in three EU countries as well as in a large part of West Africa.

SPI's vision and brand need to be better communicated.

IMPLICATIONS FOR THE
SOCIAL PROGRESS IMPERATIVE

ON THE NETWORK

Clarify what the Network is. To general website users, there is an overall lack of clarity concerning the nature of the Network and its objectives. The presentation of the Network should be improved, including the role of SPI as convener.

Aim to develop the sustainability of the Network. SPI needs to reinforce existing Network activities so that they can be sustainable over time. Collaboration with existing networks should be a top priority. Additional resources need to be allocated to these activities.

Provide concrete examples of how people can contribute. A significant share of general website users are willing to help but are not sure how. This is an engaged audience which SPI could tap into. Concrete examples of what users can do to contribute to SPI through the Network could be provided. Many of the individuals interviewed are ready to engage and will need assistance to do so.

CONCLUSION

The vast majority of people who have engaged with SPI are positive. They see the Index as independent, well thought out, and easy to use. Users praised it as a valuable alternative to GDP and commended its thematic comprehensiveness and robust methodology. The Index was endorsed with an 8.4 out of 10 overall satisfaction rating on the On-line user study, which confirmed the tenor of our nearly 60 confidential interviews in four languages. Furthermore, the business community has been one of SPI's strongest advocates, sharing resources and contacts. Some 11 percent of those who filled out the On-line user study were from the business world, an indicator of success and interest in and of itself. Our interviews confirmed that SPI is being used by this cohort in several critical functions ranging from planning to CSR workshops in multinationals (albeit in a limited geographical area at present). Private sector actors seem to be particularly interested in local adaptation, as it can have direct impact on investment strategies.

In terms of the pertinence of the Index itself, four main concerns were touched upon: the lack of weighting; removing economic indicators from the equation; that it is "too Western" in its approach; and in Europe, an interest in ensuring that the areas being measured are specifically tailored to the regional context. Regarding the co-creation of indices per se, there is a strong demand for this type of activity and a number of interviewees would welcome the opportunity to engage in this manner. Nonetheless, this process requires substantial and sustainable resources.

One major issue that remains to be resolved is ownership of the Index and how it will be deployed over time as an open-source tool while ensuring that it will be used effectively. Another challenge actually relates to its success. When it is adopted as national policy, or its use is generalized through a regional application, what will this mean to the project and the brand itself?

SPI has had a remarkably rich track record to date with a number of significant successes and it meets an apparent need. One senior European civil servant noted: *"None of the other indices has really had a genuine breakthrough. There is still a gap and a need, and SPI should fill this. Measuring social progress is not unique to SPI, but it is superior because of its positioning as a concept with a tool kit".* Most echoed this position. Only a handful were not encouraging. Winning over the hearts and minds of active entrepreneurial civic-minded individuals and groups from many different global sectors is a realistic prospect.

There are nevertheless real challenges ahead. SPI has strived to develop an integrated approach so that the Index and Network are two aspects of a single project. The specificity of the Network, and how it relates to and supports the Index, needs to be clarified to users. Above all, consolidation is necessary to ensure the long term viability of the project.

ANNEX 1

FULL LIST OF INTERVIEWEES

NAME	TITLE	ORGANIZATION	TYPE OF CONTACT	COUNTRY
Sebastian Acha	Director	Pro Desarrollo	Civil Society/NGO	Paraguay
Alberto Acosta Garbarino	Director	Fundacion Desarrollo en Democracia	Civil Society/NGO	Paraguay
Cinzia Alcidi	Head Economic Policy Unit	CEPS	Academia/Think Tank	BEL - Brussels
Eduardo Almeida	Country Representative	Banco Interamericano de Desarrollo	International Development Agency	Paraguay
Jo Andrews	Director	Ariadne Human Rights Network	Philanthropy	UK - London
Glaucia Barros	Program Director	Avina	Civil Society/NGO	Brazil
Pierre Baussard	Director	Social Platform+	Civil Society/NGO	BEL - Brussels
Bruno Bidoia	Sustainability Senior Coordinator	Natura	Business	Brazil
Claudio Boechat	Full Professor	FDC	Academia/Think Tank	Brazil
Michael Borowitz	Chief Economist	Global Fund Against Aids, Tuberculosis and Malaria	International Development Agency	SWI - Geneva
Michael Bulbik	Statistical Expert	Baden-Wurttemberg Government - Ministry of Planning and Finance	Government	GER - Stuttgart
Martin Burt	CEO	Fundacion Paraguaya	Civil Society/NGO	Paraguay
Ed Cain	Vice President	Conrad Hilton Foundation	Philanthropy	US
Pascale Charon	Consultant	European Public Affairs and Human Rights Consultant	Civil Society/NGO	BEL - Brussels
Elizabeth Cheung	Senior Program Officer, Special Programs	Conrad Hilton Foundation	Philanthropy	US
Isabelle Chopin	Acting Director	Migration Policy Group	Academia/Think Tank	BEL - Brussels
André Degenszajn	General Secretary	GIFE	Civil Society/NGO	Brazil
Lewis Dijkstra	Deputy Head of Unit	European Commission - DG Regio - Economic Policy Analysis	Government	BEL - Brussels
Jean Christophe Donellier	Director	Expertise France	Government	France
Mark Esposito	Professor of Business and Economics	Grenoble School of Management	Academia/Think Tank	France

ANNEX 1

FULL LIST OF INTERVIEWEES

NAME	TITLE	ORGANIZATION	TYPE OF CONTACT	COUNTRY
Ricardo Fabris	Country Associate	Deloitte	Business	Paraguay
Susana Franco	Researcher Territory, Innovation and Clusters	Orkestra - Basque Competitiveness Institute	Academia/Think Tank	SPA - San Sebastian
Raul Gauto	Founding Curator	Global Shapers Asuncion HUB	Social Entrepreneur	Paraguay
Marianna Georgallis	Policy and Advocacy Coordinator	European Youth Forum	Civil Society/NGO	BEL - Brussels
Yasen Georgiev	Executive Director	Economic Policy Institute	Academia/Think Tank	Bulgaria
Ibon Gil de San Vicente	Deputy General Director	Orkestra - Basque Competitiveness Institute	Academia/Think Tank	SPA - San Sebastian
Enrico Giovannini	Full Professor; Committee Member	Rome University; Stiglitz-Sen-Fitoussi Committee	Academia/Think Tank	ITA - Rome
Heather Grady	Vice President	Rockefeller Philanthropy Advisors	Philanthropy	US
Angela Hariche	Director, International Data Relations	Foundation Center US	Philanthropy	US
Esther Houghes	Executive Director	Global Dialogue	Philanthropy	UK - London
Avila Kilmurray	Director	Global Fund For Community Foundations	Philanthropy	Northern Ireland
Gustavo Koo	President	Red del Pacto Global	International Development Agency	Paraguay
Aarat Kraay	Development Research Group	World Bank	International Development Agency	US
Patricia Loyola	Dissemination, Communication and CSRB Manager	Comunitas	Civil Society/NGO	Brazil
Beltran Macchi	Director	Federacion para la Produccion, la Industra y el Comercio	Business	Paraguay
Richard Manning	Senior Research Fellow	Blavatnik School of Government, University of Oxford	Academia/Think Tank	UK - Oxford
Marta Marín Sanchez	Representative to the EU	Basque Country Government - Representation to the EU	Government	BEL - Brussels
Pedro Massa	Social Business Manager	Coca Cola	Business	Brazil
Larry McGill	Vice President	Foundation Center US	Philanthropy	US

ANNEX 1

FULL LIST OF INTERVIEWEES

NAME	TITLE	ORGANIZATION	TYPE OF CONTACT	COUNTRY
Liz McGrath	Director of Index	Mo Ibrahim Foundation	Philanthropy	UK - London
Niamh McKenna	Deputy Director	Change X	Civil Society/NGO	IRL - Dublin
Rodrigo Medina	Former Coordinator, CEO - Centro de Altos Estudios del Paraguay (CAEP)	Steering Committee Progreso Social Paraguay	Academia/Think Tank	Paraguay
Jose Molinas	Minister	Ministry of Planning	Government	Paraguay
Marcelo Mosaner	Researcher	PUC	Philanthropy	Brazil
Sandra Ortiz	Representative Latin America	BMW Foundation Herbert Quandt	Business	BRA - Rio de Janeiro
Patrick O'Sullivan	Professor	Grenoble Ecole de Management	Academia/Think Tank	FRA - Lyon
Anna Peliano	Social Responsibility Studies Coordinator	USP	Academia/Think Tank	Brazil
Michael Privot	Director	European Network Against Racism	Civil Society/NGO	BEL - Brussels
Rodrigo Luna	Director	ICD	Civil Society/NGO	Brazil
Cesar Ros	President	Paraguay 2037 - Agenda para la competitividad	Government	Paraguay
Eduardo Rotela	Country Representative	Avina	Civil Society/NGO	Paraguay
Victor Salviati	Special Projects Coordinator	FAS	Civil Society/NGO	Brazil
Teresa Servin	Vice Chancellor for Administration Executive Director MBA	Universidad Catolica Nuestra Senora de la Asuncion	Academia	Paraguay
Renato Souza	Communication and Marketing Director	Deloitte	Business	Brazil
Yan Speranza	Executive Director	Fundacion Moises Bertoni	Civil Society/NGO	Paraguay
Victor Varela	Director	Juntos por la Educacion	Civil Society/NGO	Paraguay
Patrick Venturini	Former Secretary General	European Economic & Social Committee	Civil Society/NGO	BEL - Brussels
Beto Verissimo	Co-founder and Senior Researcher	Imazon	Philanthropy	Brazil
Ilsabe Von Campenhausen	Senior Manager	BMW Foundation Herbert Quandt	Business	GER – Berlin

ANNEX 2

A. QUESTIONS ON THE SOCIAL PROGRESS INDEX

1. What type of user are you? (one choice only)

- Government
- International development agency
- Business
- Civil society/NGO
- Social entrepreneur
- Media/social network
- Academic
- Philanthropy
- Other (please specify)

2. For what purpose do you use the Social Progress Index? (multiple choice allowed)

- As a reference document: a reference document where the annual report is used to inform and/or advocate for policies, or to develop strategies.
- As an assessment tool: a conceptual framework to make assessments of the social progress situation at national, sub-national and micro levels.
- As a database: a database for further scientific use, policy-oriented debates, and research.
- Other (please specify)

3. On a scale of 1 to 10, how would you rate the usefulness of the Social Progress Index
(1 being not useful at all and 10 very useful)?

4. The Social Progress Index is being adapted to the following levels of action.
Which would be most useful for you? (multiple choice allowed)

- Regional: yes/no | if yes, which region(s) in particular?
- Municipal: yes/no | if yes, which municipality(ies) in particular?
- City: yes/no | if yes, which city(ies) in particular?
- Neighborhood: yes/no | if yes, which neighborhood(s) in particular?
- Family: yes/no
- Other micro-units such as corporate, NGO, small enterprise or other: yes/no |if yes which micro-unit in particular?

5. On a scale of 1 to 10, how would you rate the usefulness of disaggregating
the Social Progress Index at the sub-national level as proposed in question 4?
(1 being not useful at all and 10 very useful)

6. What do you regard as the main strengths of the Social Progress Index? (free text)

7. What do you regard as the main weaknesses of the Social Progress Index? (free text)

ANNEX 2

B. QUESTIONS ON THE SOCIAL PROGRESS NETWORK

1. Are you already part of the Social Progress Network? - yes/no

2. If YES:

a) what would you expect from the Social Progress Network? (free text)

b) what would you like to contribute to the Social Progress Network? (free text)

3. If NO:

a) would you like to be part of the Social Progress Network? **- yes/no**

b) If yes, what would you like to contribute to the Social Progress Network? (free text)

C. OPTIONAL DETAILS:

- Surname (optional)
- First name (optional)
- Organization (optional)
- Would you like to receive a detailed evaluation questionnaire? (optional) **- yes/no**
- Would you like to be interviewed by Skype (optional)? **- yes/no**

  If yes, please provide your Skype user name

ANNEX 3

ON-LINE QUESTIONNAIRE (SPANISH)

A. ÍNDICE DE PROGRESO SOCIAL

1. ¿Qué tipo de usuario es usted? Selección múltiple permitida

- Gobierno
- Agencia de desarrollo internacional
- Empresa
- Sociedad civil/ONG
- Empresa social
- Medio de información/red social
- Académico
- Filantropía
- Otro:

2. ¿Con qué propósito utiliza usted el Índice de Progreso Social? El Índice de Progreso Social está siendo adaptado a los siguientes niveles de acción. ¿Cuál sería más útil para usted?

- Como un documento de referencia: donde se utiliza el informe anual para informar y / o abogar por políticas, o para desarrollar estrategias.
- Como una herramienta de evaluación: un marco conceptual para realizar evaluaciones de la situación del progreso social a nivel nacional, sub-nacional y micro.
- Como una base de datos: para su posterior uso científico, debates orientados a las políticas, y/o la investigación.
- Otro:

3. En una escala del 1 al 10, ¿cómo calificaría usted la utilidad del Índice de Progreso Social?

4. El Índice de Progreso Social está siendo adaptado a los siguientes niveles de acción. ¿Cuál sería más útil para usted? Selección múltiple permitida

4a. Regional
   o *en caso afirmativo, qué región(es) en particular?*
4b. Ciudad
   o *en caso afirmativo, qué ciudad(es) en particular?*
4c. Municipalidad
   o *en caso afirmativo, qué municipalidad(es) en particular?*
4d. Barrio
   o *en caso afirmativo, qué barrio(s) en particular?*
4e. Familia
4f. Corporativo
   o *en caso afirmativo, qué empresa y lugar en particular?*

5. En una escala del 1 al 10, ¿cómo calificaría usted la utilidad de desagregar el Índice de Progreso Social a nivel sub-nacional como se propone en la pregunta 4?

6. ¿Cuáles son las principales fortalezas del Índice de Progreso Social desde su punto de vista?

7. ¿Cuáles son las principales debilidades del Índice de Progreso Social desde su punto de vista?

ANNEX 3

B. RED DE PROGRESO SOCIAL

1. ¿Está usted involucrado/a en la Red de Progreso Social?

2. Usted ya forma parte de la Red de Progreso Social

a) ¿Qué espera usted de la Red de Progreso Social?

b) ¿Qué tipo de contribución le gustaría hacer a la Red de Progreso Social?

3. Usted no forma parte de la Red de Progreso Social

a) ¿Le gustaría formar parte de la Red de Progreso Social?

b) En caso afirmativo, ¿qué tipo de contribución le gustaría hacer a la Red de Progreso Social?

C. SUS DATOS (OPCIONAL)

- Apellido(s)
- Nombre
- Organización
- País

Si usted está interesado/a en recibir más información sobre el Índice de Progreso Social por favor indíquenos su dirección de correo electrónico aquí.

ANNEX 4

ON-LINE QUESTIONNAIRE (PORTUGUESE)

A. ÍNDICE DE PROGRESSO SOCIAL

1. Que tipo de utilizador é você? Escolha múltipla permitida

- Governo
- Agência de desenvolvimento internacional
- Empresa
- Sociedade civil/ONG
- Empreendedor social
- Media/ rede social
- Academia
- Filantropia
- Outro:

2. Para que finalidade utiliza o Índice de Progresso Social? Escolha múltipla permitida

- Como documento de referência: documento de referência usado para informar e/ou consubstanciar políticas ou desenvolver estratégias.
- Como ferramenta de avaliação: um enquadramento conceptual para fazer avaliações da situação de progresso social aos níveis nacional, sub-nacional e micro.
- Como base de dados: uma base de dados para usos científicos, debates de política e investigação.
- Outra:

3. Numa escala de 1 a 10, como classificaria a utilidade do Índice de Progresso Social?

4. O Índice de Progresso Social está a ser adaptado para os seguintes níveis de intervenção. Qual deles seria mais útil para si? Escolha múltipla permitida

4a. Regional
  o *se sim, que região/ões em particular*?
4b. Cidade
  o *se sim, que cidade(s) em particular?*
4c. Municipal
  o *se sim, que município(s) em particular?*
4d. Bairro
  o *se sim, which neighborhood(s) in particular?*
4e. Família
4f. Empresa
  o *se sim, que empresa e localização em particular?*

5. Numa escala de 1 a 10, como classificaria a utilidade da desagregação do Índice de Progresso Social ao nível sub-nacional tal como proposta na questão 4?

6. Quais os principais pontos fortes do Índice de Progresso Social?

7. Quais os principais pontos fracos do Índice de Progresso Social?

ON-LINE QUESTIONNAIRE (PORTUGUESE)

B. REDE DE PROGRESSO SOCIAL

1. Faz parte da Rede de Progresso Social

2. Faz parte da rede de Progresso Social

a) Quais as suas expectativas relativamente à Rede de Progresso Social?

b) Como pode contribuir para a Rede de Progresso Social?

DETALHES PESSOAIS (OPCIONAL)

- Apelido
- Primeiro nome
- Organização
- País

Se estiver interessado em receber informação adicional sobre o Índice de Progresso Social, por favor insira aqui o seu endereço electrónico.•

ANNEX 5

IN-DEPTH QUESTIONNAIRE (ENGLISH)

SECTION ONE: USEFULNESS OF THE SPI TOOL / HOW RELEVANT IS THE SPI TOOL FOR YOU?

Your Identity /Profession

Are you involved in social justice/or development issues?

1. How often do you consult this tool?

- On a regular basis?
- Frequently?
- Incidentally?
- Never?

2. Is it helpful for you?

- Have you used it for making the case for what your organization stands for?
- Have you used it to influence policies?
- Have you used it for awareness raising activities?
- Have you used it for scientific purposes?

3. Are the right areas being analyzed?

- If not, what is missing?
- Do you think the data are sufficiently validated?
- Do you think the scores reflect the reality of the situation on the ground?

4. Are you sharing it/recommending it to others?

- With whom are you sharing it?
  Staff, colleagues, other organizations, press, etc.?
- How often it is being used by those you share it with?

5. Do you think the Index is well presented, easily accessible and to the point?

- Do you have any suggestions for ease of access?

**6. The Social Progress Index is being adapted to the following levels of analysis.
Would any of the following be useful to you and if so, why?**

- Regional
- Municipal
- City
- Neighborhood

ANNEX 5

IN-DEPTH QUESTIONNAIRE (ENGLISH)

SECTION TWO: STRATEGIC POSITIONING OF THE SPI

1. **How are you using the Social Progress Index?**

a. As a reference document: a reference document where the annual report is used to inform and/or advocate for policies, or to develop strategies.

b. As an assessment tool: a conceptual framework to make assessments of the social progress situation at national, sub-national and micro levels.

c. As a database: a database for further scientific use, policy-oriented debates, and research.

d. Other (please specify)

2. **How do you understand the specificity of the SPI?**

3. **How do you think this tool is uniquely helpful?**

4. **How does the SPI compare to other tools?**

5. **What do you regard as the main strengths of the Social Progress Index?**

6. **What do you regard as the main weaknesses of the Social Progress Index?**

SECTION THREE: SOCIAL PROGRESS NETWORK / ENGAGEMENT

1. **How do you see the SPI Network?**

2. **How are you involved with the SPI network?**

3. **How is this involvement important to the mission and success of your organization?**

4. **Has the tool enhanced your (your organization's) work?**

5. **How is/ can your organization contribute to the on-going success of the project?**

6. **Do you have any suggestions on how the Network could operate moving forward to be even more effective?**

7. **Can you engage in an even more robust manner moving forward?**

8. **Would you like to continue to devote time to this project? / Is this feasible?**

9. **Do you have any suggestions on how SPI can develop partnerships moving forward?**

10. **Any other comments**

ANNEX 5

IN-DEPTH QUESTIONNAIRE (ENGLISH)

SECTION FOUR: QUESTIONS FOR SPECIFIC SECTORS

1. Government

- What are the main advantages and disadvantages in the use of SPI as an official measure by the Paraguayan government?
- Do you think that other governments could adopt the SPI as an official measure?
  - o *What steps might be needed for other governments to adopt the SPI as an official measure?*
- Could there be a reason why its adaptation by other governments is not important / of paramount importance?

2. International Development agencies / International social poverty/ social justice agencies

- Are you using it to adjust your priorities and/or understanding of the stage of development of various countries?
- How do you assess the basic premise of the SPI that if you change what you measure you will impact direct change?
- What is the most innovative aspect to this project?
  How do you think it can have practical applications?
- Will you promote the use of this tool? If so, how?

3. Business

- What is your primary interest in this project?
- Does engagement with SPI enable you to collaborate successfully with NGOs and civil society in meaningful ways?
- Does the SPI provide a uniquely positioned opportunity in this regard?
- Is your involvement connected to your CSR activities?
- Is it part of your corporate foundation's activities?
- Is it a "Mainstream" business priority?
- Would you recommend engaging with the SPI to other colleagues?

4. Civil Society/NGO

- How are you engaged in this project?
- Why are you involved in this?
- How can this tool enable you positively impact on the mission of your organization?
- What is the most important value added on this project compared to other partnerships you are involved in?
- Are you recommending this to other NGOS?

ANNEX 5

5. Media

- Who is your audience?
- What about this idea appeals most to you?
- What kinds of profiles/case studies would be most useful to you in order to be able to best demonstrate the impact of SPI?
- Have you published/blogged about the SPI?
- What is the weakest aspect of the SPI?

6. Academia

- How do you think the SPI team can best increase its outreach to academics? / get academics to work together with the SPI Team?
- Have you written or are you aware of a peer reviewed or other academic article that uses SPI materials?
- Have you read articles in the academic press that refers to SPI?
- How do you think the SPI team can best increase its opportunities for it to be cited in academic circles?
- What is SPI's biggest challenge in terms of reaching out to the academic community?

ANNEX 6

IN-DEPTH QUESTIONNAIRE (SPANISH)

SECCIÓN UNO: UTILIDAD DEL INSTRUMENTO IPS / ¿QUÉ RELEVANCIA TIENE EL IPS PARA USTED?

Su Identidad/Profesión

¿Usted está involucrado/a en cuestiones relacionadas con la justicia social o el desarrollo?

1. ¿Con qué frecuencia consulta usted el instrumento IPS?
- ¿Regularmente?
- ¿Frecuentemente?
- ¿Esporádicamente?
- ¿Nunca?

2. ¿Es útil para usted?
- ¿Lo ha utilizado para defender/promover la misión de su organización?
- ¿Lo ha utilizado para influir en las políticas?
- ¿Lo ha utilizado para actividades de sensibilización?
- ¿Lo ha utilizado con fines científicos/de investigación?

3. ¿Se están analizando los ámbitos apropiados en el IPS? SI o NO
- Si no, ¿qué falta?
- ¿Cree usted que los datos están suficientemente validados?
- ¿Cree usted que las puntuaciones reflejan la realidad de la situación sobre el terreno?

4. ¿Usted lo comparte con/lo recomienda a sus interlocutores/contactos?
- ¿Con quién lo comparte usted? ¿Su personal? ¿Homólogos? ¿Otras organizaciones? ¿Medios de comunicación? etc.
- ¿Con qué frecuencia cree usted que sus contactos lo usan?

5. ¿Cree usted que el Índice está bien presentado, de fácil acceso y preciso?
- ¿Tiene alguna sugerencia para mejorar la facilidad de acceso?

6. El IPS está siendo adaptado a los siguientes niveles de análisis. ¿Alguno de los siguientes sería útil para usted? En tal caso, ¿por qué?
a. Regional
b. Municipio
c. Ciudad
d. Barrio

ANNEX 6

IN-DEPTH QUESTIONNAIRE (SPANISH)

SECCIÓN DOS: POSICIONAMIENTO ESTRATÉGICO DEL IPS

1. **¿Cómo está usando usted el IPS?**

a. Como un documento de referencia: donde se utiliza el informe anual para informar y / o abogar por políticas, o para desarrollar estrategias.

b. Como una herramienta de evaluación: un marco conceptual para realizar evaluaciones de la situación del progreso social a nivel nacional, sub-nacional y micro.

c. Como una base de datos: una base de datos para su posterior uso científico, debates orientados a las políticas, y la investigación.

d. Otros (especificar por favor)

2. **¿Cómo entiende usted la especificidad del IPS?**

3. **¿Cree usted que esta herramienta tiene una utilidad especial?**

4. **¿Cómo compara el IPS con otros índices?**

5. **¿Cuáles son las principales fortalezas del IPS desde su punto de vista?**

6. **¿Cuáles son las principales debilidades del IPS desde su punto de vista?**

SECCIÓN TRES: RED IPS / COMPROMISO Y PARTICIPACIÓN

1. **¿Cómo percibe usted la Red IPS?**

2. **¿Cómo está involucrado usted en la red SPI?**

3. **¿Esta implicación es importante para la misión y el éxito de su organización? ¿De qué manera?**

4. **¿Ha mejorado el IPS su trabajo o el de su organización?**

5. **¿De qué manera su organización contribuye o puede contribuir al éxito continuado del proyecto?**

6. **¿Tiene alguna sugerencia sobre cómo la red podría operar en el futuro para ser aún más eficaz?**

7. **¿Cómo podría usted intensificar su implicación en el futuro?**

8. **¿Le gustaría seguir dedicando tiempo a este proyecto? / ¿Es esto posible?**

9. **¿Tiene alguna sugerencia sobre cómo el IPS puede desarrollar alianzas/asociaciones en el futuro?**

10. **¿Algún comentario adicional?**

ANNEX 6

IN-DEPTH QUESTIONNAIRE (SPANISH)

SECCIÓN CUATRO: PREGUNTAS A SECTORES ESPECÍFICOS

1. Gobierno

- ¿Cuáles son las mayores ventajas y desventajas en el uso del IPS como medida oficial por el gobierno paraguayo?
- ¿Cree que otros gobiernos podrían adoptar el índice IPS como medida oficial?
  - o ¿Qué medidas podrían ser necesarias para que otros gobiernos adoptasen el IPS como medida oficial?
- ¿Podría haber una razón por la cual su adaptación por otros gobiernos no es importante / de primordial importancia?

2. Agencias de Desarrollo Internacional / Agencias de lucha contra la pobreza

- ¿Está utilizando usted el IPS para ajustar sus prioridades y / o comprensión de la etapa de desarrollo de distintos países?
- ¿Cómo valora usted la premisa básica del IPS, que si se cambia lo que se mide se puede impactar directamente en procesos de cambio?
- ¿Cuál es el aspecto más innovador de este proyecto?
- ¿Qué aplicaciones prácticas puede tener?
- ¿Usted va a promover el uso de esta herramienta? En tal caso, ¿cómo?

3. Empresas

- ¿Cuál es su principal interés en este proyecto?
- ¿Su compromiso con el IPS le permite colaborar con éxito y de manera significativa con las ONG y la sociedad civil?
- ¿El IPS proporciona una oportunidad de posicionamiento especial en este sentido?
- ¿Su participación está conectada a sus actividades de RSC (Responsabilidad Social Corporativa)?
- ¿Es parte de las actividades de su fundación corporativa?
- ¿Es una prioridad de negocio "mainstream"?
- ¿Recomendaría comprometerse con el IPS a sus pares o contactos?

4. Sociedad civil/ONG

- ¿Cómo está involucrado usted o su organización en este proyecto?
- ¿Por qué se está involucrando en este proyecto?
- ¿Cómo puede esta herramienta tener un impacto positivo sobre la misión de su organización?
- ¿Cuál es el valor añadido más importante de este proyecto en comparación con otras alianzas/asociaciones en las que usted o su organización está involucrada?
- ¿Usted está recomendando el IPS a otras ONG?

5. Medios de comunicación

- ¿Quién es su público?
- ¿Qué aspectos del IPS le atraen especialmente?
- ¿Qué tipo de perfiles / estudios de caso serían más útiles para usted con el fin de poder demostrar mejor el impacto de IPS?
- ¿Ha publicado algún artículo / blog sobre el IPS?
- ¿Cuáles son las principales debilidades del IPS?

6. Academia

- ¿Cómo cree usted que el equipo del IPS puede aumentar la implicación y colaboración de los académicos en el trabajo del IPS?
- ¿Ha escrito usted algún artículo científico o tiene constancia de artículos científicos (con revisión por pares) que utilizan datos/resultados del IPS?
- ¿Ha leído artículos en la prensa científica que hacen referencia al IPS?
- ¿Cómo cree usted que el equipo IPS puede aumentar sus oportunidades para que pueda ser citado en los círculos académicos?
- ¿Cuál es el mayor reto del IPS en términos de llegar a la comunidad académica?

ANNEX 7

IN-DEPTH QUESTIONNAIRE (PORTUGUESE)

SECÇÃO UM: UTILIDADE DO IPS / QUÃO RELEVANTE É O IPS PARA VOCÊ?

Identidade/Profissão

Está envolvido em questões de justiça social ou desenvolvimento?

A. Questões gerais

(Quão profundo é o seu conhecimento do IPS)

1. Com que regularidade consulta o IPS?

- Com alguma regularidade?

- Ocasionalmente?

- Frequentemente?

2. Considera o IPS útil?

- Já o usou para consubstanciar as atividades da sua organização?

- Já o usou para influenciar políticas?

- Já o usou para atividades de consciencialização?

- Já o usou para fins científicos?

3. Considera que as dimensões analisadas são as corretas?

- Se não, qual a lacuna?

- Considera que a informação está suficientemente validada?

- Considera que os resultados espelham a realidade concreta?

4. Partilha/recomenda o IPS?

- Com quem o partilha? (Staff, colegas, outras organizações, imprensa, etc.?)

- Com que frequência é usado por aqueles com quem o partilhou?

(Apresentação)

5. Considera que o IPS está bem apresentado, é facilmente acessível e objetivo?

- Tem alguma sugestão para facilitar o acesso?

B. O Índice de Progresso Social está a ser adaptado para os seguintes níveis de intervenção.
Considera que algum deles seria útil para si, porquê?

1. Regional

2. Municipal

3. Cidade

4. Bairro

ANNEX 7

SECÇÃO DOIS: POSICIONAMENTO ESTRATÉGICO DO IPS. QUESTÕES DE RESPOSTA ABERTA.

1. **Para que finalidade usa o IPS?**

a. Como documento de referência: um documento de referência em que o relatório anual é usado para informar e/ou defender políticas ou desenvolver estratégias.

b. Como ferramenta de avaliação: um enquadramento conceptual para fazer avaliações da situação de progresso social aos níveis nacional, sub-nacional e micro

c. Como base de dados: uma base de dados para usos científicos, debates de política e investigação

d. Outros usos (por favor especifique)

2. **Como interpreta a especificidade do IPS?**

3. **Em que medida e de que maneira considera que esta ferramenta é útil?**

4. **Como compara o IPS com outras ferramentas similares?**

5. **Quais as principais vantagens/forças do IPS?**

6. **Quais as principais fraquezas/vulnerabilidades do IPS?**

SECÇÃO TRÊS: REDE DE PROGRESSO SOCIAL/ENGAJAMENTO

1. **Como olha para a Rede de Progresso Social?**

2. **Qual o seu envolvimento com esta rede?**

3. **Como é este envolvimento importante para a missão e sucesso da sua organização?**

4. **A ferramenta melhorou o seu trabalho (da sua organização)?**

5. **Como é que a sua organização está/pode estar a contribuir para o sucesso deste projeto?**

6. **Tem alguma sugestão acerca do modo como a rede pode desenvolver-se ou ser mais efetiva?**

7. **Pode envolver-se de modo mais robusto e consistente?**

8. **Pretende continuar a dedicar tempo a este projeto?/Pode fazê-lo?**

9. **Tem alguma sugestão sobre o modo como o IPS pode desenvolver parcerias para o futuro?**

ANNEX 7

IN-DEPTH QUESTIONNAIRE (PORTUGUESE)

SECÇÃO QUATRO: QUAISQUER OUTROS COMENTÁRIOS

Empresas

- Qual o seu principal interesse neste projeto?
- O envolvimento com o IPS permite-lhe colaborar com ONGs e a sociedade civil de formas significativas?
- O IPS oferece-lhe uma oportunidade única neste sentido?
- O seu envolvimento está ligado às atividades de Responsabilidade Social das Empresas?
- Faz parte das suas atividades corporativas?
- É uma prioriedade empresarial?
- Irá recomendar o uso do IPS a outros colegas?

Sociedade Civil/ONG

- De que modo está envolvido neste projeto?
- Porque está envolvido neste projeto?
- Como é que esta ferramenta pode ter impactos positivos na missão da sua organização?
- Qual é a mais-valia mais importante deste projeto quando comparado com outras parcerias com que está envolvido?
- Tem recomendado o IPS a outras ONGs?

Academia

- Como pensa que a equipa do IPS pode chegar melhor aos académicos/fazer com que estes trabalhem juntos com a equipa IPS?
- Já escreveu ou tem conhecimento de algum artigo com peer review ou outro que use informação do IPS?
- Já leu artigos na imprensa académica que refiram o IPS?
- Como pensa que a equipa do IPS pode aumentar as possibilidades para que este índice seja citado nos círculos académicos?
- Qual é o maior desafio do IPS no que diz respeito à sua capacidade de chegar à comunidade académica?

ANNEX 8

SHORT BIOGRAPHIES OF RESEARCHERS

PROJECT DIRECTOR AND LEAD AUTHOR

KAREN WEISBLATT is a Paris-based consultant to private philanthropies. Her firm, Weisblatt & associés specializes in innovative strategic planning, program design, grant making and evaluation. Her expertise is in social entrepreneurship, inter-cultural dialogue, human rights, and mission-based issues. Ms. Weisblatt's publications in the philanthropic sector include notably *Untapped Potential: European Foundation Funding for Women and Girls* (with Mama Cash foundation), Foundation Center (May 2011); *Championing Diversity: Opportunities for the European Foundation Sector*, European Foundation Centre (May 2009); *Shedding Light on Our Own Practice: Lessons About the Impact and Effect of our Own Behavior* (co-author), European Philanthropy Learning Initiative (June 2012); and the chapter "Individual Giving, Collective Action" in *The Power of Giving: Philanthrocapitalism debated* (edited by Tony Curzon Price and David Hayes), openDemocracy Collections (June 2009). Previously, Ms. Weisblatt spent a decade as Program Director and Adjunct faculty member at Sciences Po – Institut d'études politiques (IEP) de Paris. She holds an MPhil (D.E.A.) in Contemporary History and International Relations from the Université de Paris I - La Sorbonne, an M.Sc. from the London School of Economics and Political Science, a B.A. in History from Oberlin College, and was a Thomas J. Watson Foundation Fellow.

CO-AUTHOR

ALEX KIRCHBERGER is an independent consultant specializing in social policy and communications. He has worked extensively with political parties, civil society organizations, local authorities and foundations. He joined Weisblatt & associés in 2014, and his main responsibilities include the development of policy-oriented benchmarks, survey instruments and user analyses. Mr. Kirchberger regularly works with European institutions such as the European Commission and Council of Europe, not-for-profit European networks, and think-tanks. Previously, Mr. Kirchberger was Programme Manager at the Migration Policy Group, leading several project on immigrant integration. He graduated with Honors from the universities of Reading and Sussex in the United Kingdom.

ANNEX 8

SHORT BIOGRAPHIES OF RESEARCHERS

CONTRIBUTING AUTHORS

DR. ANDRÉ CARMO is an invited assistant at the Institute of Geography and Spatial Planning of the University of Lisbon (IGOT-UL) and researcher at the Centre for Geographical Studies (CEG-UL). Additionally, he is currently the local coordinator of the DELI-Lisbon Platform, and vice-president of Habita – Collective for the Right to Housing and to the City. He holds a PhD in Human Geography from the IGOT-UL and has been involved in various research projects, such as Social Polis – Social Platform on Cities and Social Cohesion, REHURB: Rehousing and Urban Regeneration, and RUcaS: Real Utopias in Socially Creative Spaces. His research interests include issues of citizenship and the right to the city, spatial (in)justice and urban segregation(s), political art and cultural activism.

DR. ANDREAS TSOLAKIS is of French and Greek origin, grew up in Brussels, and studied in England for eight years. He has been in living in Madrid for the past six, where he worked as an international development officer in the Fundación Secretariado Gitano and provided technical assistance to Fresno consulting services before dedicating himself to research consultancy. He holds a PhD in Political Science from the University of Warwick and has extensive experience researching and providing technical assistance on international development and governance issues, economic and social policy, migration policy, poverty reduction and anti-discrimination strategies, civil society and the non-profit sector, among others.

SCIENTIFIC ADVISER AND SENIOR ASSESSMENT EXPERT

DR. JAN NIESSEN is the former director of the Brussels based Migration Policy Group, an independent policy agency. His professional activities include designing and conducting international campaigns (such as the Starting Line on European anti-discrimination law) and comparative research projects (such as the MIPEX, the immigrant integration policies index where he also led the development of the user network); undertaking feasibility studies; establishing and managing international expertise networks and authoring reports, handbooks (such as the EU Handbooks on Integration) and manuals for the OSCE, the Council of Europe, the European Commission and the European Parliament. He is a member of the Editorial Board of the European Journal of Migration and Law; co-editor of a book series on migration and law; and previously co-editor of the European Anti-discrimination Law Review. He advises public and private sector organizations on matters related to international migration, integration, anti-discrimination and diversity.