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**Horizon 2020 - Research and Innovation Framework Programme**

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Coordination and support actions (Coordinating actions)

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## **Work Package 6**

Dissemination and Communication activities of project results

### **Deliverable D6.2**

Report on the brochure development

March 2018

Consorzio MIPA

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## **Deliverable 6.2**

### **Report on the brochure development**

#### **Summary**

The aim of deliverable 6.2 is to create a very clear communication tool (brochure) that outlines the strategic goals, the main activities, the expected results and the dissemination activities provided for MAKSWELL project. The brochure of the project has been released as a communication tool to promote the activities of the project and to enlarge the audience. It is important to note that for the printing of the brochures is used paper whose production is sustainable and certified with the FSC label (Forests for all forever).



<b>1. The project brochure .....</b>	<b>4</b>
Annex (Brochure).....	5



## 1. The project brochure<sup>1</sup>

The MAKSWELL brochure was released on March 2018 to be widely distributed at the 1<sup>st</sup> workshop of Makswell. It was designed taking into account the graphic characteristics of the logo and the website. In this way, all the project communication tools show a coherence which makes the communication and dissemination strategy effective.

Before its issue, the brochure was submitted not only to the European Commission but also to the partners to receive their feedbacks, comments and possible corrections/integrations. After taking into account some corrections received and having fixed the number of the brochure copies to be printed, all the partners received an amount of copies to be distributed for dissemination purposes. Moreover, the brochure is also available on the project website to be downloaded.

As for the structure, the brochure has been thought to be as much straightforward as possible, giving few but clear elements to promptly catch the project objectives in a comprehensive way.

In particular, the six sections of the brochure give some details about the key features of the project. In the section "strategic goals", are described the general objectives of the project, giving some clarifications about new challenges to face about the issue "beyond GDP" as: new data sources (big data), innovative methodologies to improve data availability (small area estimation and now-casting techniques), new and traditional data for a consistent and reusable framework to measure people well-being. The "main activities" of the project are described in the related section with particular attention to the seven main activities dealing with. Particular attention is paid in providing details about the expected results of the project and dissemination activities provided. Other useful information was given about the partners of the consortium, the duration of the project and its main contacts. Moreover, the MAKSWELL website is clearly highlighted on its titlepage.

All the copies of the brochure have been distributed to the project partners to be disseminated during the project public conferences and workshops and in the related events as well, thus representing an important step forward a wide dissemination at national and international level.

Finally, it's worth pointing out that for the printing of the brochures was used paper whose production is sustainable and certified with the FSC label (Forests for all forever). FSC's logo is used to indicate that the product is certified under the FSC system, which means that the paper used is produced with confidence that you are helping to ensure our forests are alive for generations to come.

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<sup>1</sup> Consorzio MIPA, in coordination with Istat which gave support for the contents, is the main responsible for the realization of MAKSWELL brochure, with particular regard to its graphic project and its implementation.



## Annex (Brochure)

### CONTACTS

#### PROJECT OFFICER

Marianne Paasi, *Directorate-General for Research and Innovation,  
European Commission*

#### SCIENTIFIC COORDINATOR

Fabio Bacchini, *Istat (Italian National Institute of Statistics)*

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### PARTNERS



# MAKSWELL

MAKING  
Sustainable development and  
WELL-being frameworks work  
for policy analysis

November 2017 / April 2020



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## STRATEGIC GOALS

- Create opportunities to share experiences, best practices and innovative proposals for well-being and sustainability statistics
- Extend the existing well-being frameworks with new data sources (e.g. big data)
- Improve data availability on well-being using innovative methodologies, such as small area estimation and now-casting techniques
- Foster the use of the beyond GDP approach in European official statistics to better assess countries' development
- Put new and traditional data into a consistent and reusable framework for policy evaluation

## MAIN ACTIVITIES

- Stocktaking of the existing experiences on measuring well-being and sustainability and their use in policy making
- Methodological development for the use of new data sources, data integration and small area estimation
- Development of adequate statistical methodologies for measuring poverty and inequality at regional level and recommendations for transferring them to other areas
- Development of time series techniques (now-casting and mixed frequency models) for Macroeconomic Imbalance Procedures (MIPs), well-being and Sustainable Development Goal indicators (SDGs)
- Estimation of survey discontinuities
- Extension of macroeconomic models to well-being and SDGs variables to support policy making
- Pilot studies for innovative well-being frameworks in Italy and Hungary

## EXPECTED RESULTS

- Reflection paper on future pathways for the 9th Framework Programme
- Database on existing beyond GDP initiatives within official statistics
- Insights into aspects of traditional and non-traditional data sources and collection of good practices
- Indicators based on big data to complement the SDGs framework
- SDGs indicators related to land use and agriculture constructed using satellite images
- Implementation of most relevant methods for measuring poverty and inequality under different data conditions in different countries
- Estimation of prices for regional baskets based on household expenditures
- Regional maps for well-being and performance indicators
- Multivariate time series models for sustainability and welfare indicators
- Development of a framework for assessing survey discontinuities
- Extended macroeconomic models
- Improved well-being frameworks with innovative sources and indicators for policy decisions

## DISSEMINATION ACTIVITIES

- 3 workshops: Spring 2018, 2019, 2020
- Final Conference: April 2020
- Webinars and virtual fora to foster the debate and the engagement of stakeholders
- Participation of the consortium in the main EU and international events