MAKSWELL
MAKing Sustainable development and WELL-being frameworks work for policy analysis

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Final conference

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Event on remote

ISTAT

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Deliverable 6.7

Final Conference

Summary

On October 21st 2020, the final conference of MAKSWELL project took place as a fully virtual event, in the light of the coronavirus pandemic. The focus of the event was on the most relevant results of the three-year research activity carried out by the MAKSWELL's partners. The use of new data sources and statistical methodologies for improving the measurement frameworks for well-being and sustainability were presented and the way forward to deepen their role in policy-making processes.

The broadcasting of the event on remote, that could be attended under registration, brought together around 150 among statisticians and researchers, academics, policy analysts and other institutions' representatives from different European countries interested in the research themes of the project as well as in its main outputs and the way forward in the path already traced.

The working programme, opened by the welcome address of Istat President, was followed by invited Consortium partners' presentations and an interesting round table with useful inputs by Gaby Umbach from European University Institute, GlobalStat and Martin Karlberg from Eurostat, addressing the future steps to be taken.

In this document the aim of the final conference is described and the major outcomes are highlighted.

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INTRODUCTION

MAKing Sustainable development and WELL-being frameworks work for policy analysis (MAKSWELL) is a co-ordination and support action project financed in the EU Horizon 2020 research and innovation programme. The project, coordinated by Istat with the partnership of other three NSIs (CBS, Destatis and HCSO), three Universities (University of Trier, University of Southampton and UNIPI) and a non-profit entity focused on public management and organisation (Consorzio MIPA) is going to close its activities that started on November 2017. The main goal of the MAKSWELL project was to extend and harmonising the indicators able to capture the main characteristics of the beyond-GDP approach proposing a new framework that includes them in the evaluation of the public policies. At the same time, MAKSWELL aimed to improve data availability, their timeliness and geographical representation using new data sources and adequate statistical methodologies. One of the most important contributions of MAKSWELL is how to use the big data in the context of Beyond-GDP measures.

This final conference closes the three-year research activities of MAKSWELL pursuing the scope to present the work that has been performed during the lifetime of the project and to disseminate the research results so as to share knowledge and main scientific achievements with a wider community of statisticians, academics, and other civil society stakeholders.

Presentations have been shaped along two main research themes. The first is that of new data sources and methods to improve the quality of indicator estimation for granular spatial units, especially for indicators of poverty and well-being. The second is related to the use of SDGs and well-being indicators in the process of policymaking. A round table centred on the role in the near future for official statistics in providing information and data to support better decisions closes the event.

This document contains a report on the event. It describes the programme, provides a focus on the presentations and the debate from the round table and gives some statistics on the participants and first measures on the impact of the event through its communication tools.

1. Programme of the Conference

2. Focus on the presentations and the debate

The moderator Marina Gandolfo, Head International Affairs at Istat, welcomed all the participants and explained the purpose of this important event describing the agenda and introducing the various speakers by stressing their role and contribution within the project and in this event1. Then, before giving the floor for the opening address, she announced the absence of two important speakers due to sudden work commitments. Both the Project Officer David Ferroni, from the European Commission, DG RTD Research & Innovation, and Federico Giammusso, Chief Economic Advisor to the Minister of Economy and Finance, were not able to attend the conference any more.

Professor Giancarlo Blangiardo, President of Istat, opened the work of the conference stressing the importance of the event that closes the three-year research activities of the MAKSWELL project that Istat was very proud to coordinate. The project has brought together eight institutions, National Statistical Institute, Academia and other from five European confirming that the statistical community, academia and stakeholders can work together for a common goal. It has represented an important challenge for official statistics called to improve data availability, their timeliness and geographical representation using new data sources and adequate statistical methodologies, pursuing the main goal of extending the actual boundaries in the measurement of well-being and sustainability. As the President stressed, Istat has a long experience on the work on the system to measure Equitable and Sustainable Well-being (BES) and on the SDGs indicators in order to define a methodologically consistent mapping and their assessment. Moreover, since 2016, the "Equitable and sustainable well-being" has been part of the economic planning in Italy, included in the Economic and Financial Document (Def) by providing an analysis of recent trends for a reduced number of indicators and an impact assessment of proposed policies. Within this context, MAKSWELL project tried to provide a preliminary map on the ways in which the beyond-GDP indicators could represent a benchmark in the evaluation of the public policies. To reach this goal the project has concentrated attention on the methodologies able to extend the measurement of poverty and inequality at territorial level and more important the project has presented a comparison across two national experiences, Hungary and Italy. He concluded on saying that all these aspects seem to be especially important at this historic moment when the pandemic crisis has revived in a new and dramatic way the issue of the fragile balance between health, environment, well-being and prosperity. It is essential to anticipate emerging needs, and official statistics in partnership with academia can provide data for better decisions. These appears solid motivation to continue to work on these topics and he hopes that both Eurostat and European Commission will improve their efforts on this direction.

2.1. Project overview and main results

After the speech of the President, the floor was given to Maria Grazia Calza from Istat, MAKSWELL Project manager, who presented an overview of the project. She started her presentation by giving some details about the project, mentioning the Horizon 2020 call and its funding; the type of action that is a Coordination and support action; the duration of the activities and the project officer. Then she described the consortium, composed by 8 partners from five European countries that involves 4 National Statistical Institutes, 3 universities and one Italian consortium for the innovation in public administration. As she said, on pursuing the main goal of "extending and harmonizing the indicators able to capture the key characteristics of the beyond-GDP approach proposing a new framework that includes them in the evaluation of the public policies", the project was shaped around 8 work packages with a core of 5 scientific work packages and 3 related to supporting activities. She listed some main research activities performed within the 5 scientific work packages mentioning the work package leaders and the deliverables submitted. She pointed out the involvement of all partners within each work package and into the deliverables, many authors contributed to them also besides the consortium partners, thus witnessing the engagement of a wider scientific community. Then she turned to another important output of the project that is the events. They were divided into those planned into the dissemination plan, where specific sessions or dedicated meetings were organized for the MASKWELL project and the others events in which the consortium partners and their researchers presented on going results and main achievements of their research activities into the project. The high number of these events witnesses the consortium efforts to disseminate the project results by sharing experiences and practices with different audiences and other ongoing research activities on the same themes. A final comment was dedicated to the project website and social media (Twitter) as means to communicate the project's activities and outputs but also as a first tool to measure the impact that the communication activity has reached in the course of the lifecycle of the project. Very impressive numbers about website hits and tweets visualizations were reported.

Then the focus of the conference moved to the main results of the project that were presented by the consortium partners. The first presentation "Use of remote sensing data to improve spatial resolution of well-being and poverty indicators" steams from the work done by the partners Statistics Netherlands (CBS), University of Trier and University of Southampton and was jointly presented by Professor Ralf Münnich from the University of Trier and Professor Nikos Tzavidis from the University of Southampton. The presentation focuses on some important aspects related to the use of remote sensing data to improve spatial resolution of well-being and poverty indicators that were deeply analysed in the work package 3 of MASKWELL project2. The use of images for socioeconomic data is not a new topic and some of the main applications are in forest and agriculture statistics but the interest in such data for the measurement of other SDG areas is a newer development that was investigated in MAKSWELL project. Satellite information can be relatable to social phenomena like poverty and present many statistical opportunities. The applications in the course of the MAKSWELL project refer to the following cases: Model-based downscaling of grid cells from register data that makes estimation and imputation from greater

grid cells to smaller area cells using modelling approaches with optical satellite data; Household-proportional break-down of survey data that deals with the Estimation of housing quantities using LiDar information to break down census data to city districts; Small area estimation of wealth in Upazilas in Bangladesh using DHS survey data and remote sensing covariates. Professor Münnich focused his presentation on an exploratory case study made by CBS and the University of Trier that investigates the opportunities of employing remote sensing data for disaggregating or downscaling official statistics on poverty and income. Results show that, while not having the same explanatory power as information from administrative data, variability in the median income could at least partly be explained by remote sensing based indicators of vegetation and urbanity. They, thus, believe that it is worthwhile to pursue this approach further and to develop adequate methods to exploit this information source. Professor Tzavidis presented an application in which remote sensing covariates are used in area-level models for producing estimates of average wealth in areas in Bangladesh. The results from this small-scale application confirm previous studies i.e. that the use of remote sensing covariates can produce reasonable small area estimates. This is important because much of the effort in applications of small area estimation now focuses on approaches that rely less on Census data and instead use sources of auxiliary information that are frequently updated and are easily accessible.

The next presentation on “Calculating regional price indices to improve poverty measurement” that reports the works done by the partners University of Pisa-Dagum Centre and University of Southampton, was jointly given by Professor Monica Pratesi from the University of Pisa and Professor Paul A. Smith from the University of Southampton. It consists of two sections, the first focused on improving poverty studies, the second related to the construction of regional price indices. Professor Pratesi started her presentation explaining the aim of this work that intends to improve the SDGs monitoring-Policy actions by providing measures related to the places where people live, measurement of cost of living and its spatial variation at local level and to extend the geographical notation of poverty indices to have local measures. Moreover, the proposed methodology is applicable in European countries as it is based on current sample surveys as EU-SILC and HES to produce local indicators of monetary relative poverty and on scanner data on prices of RTCs that are generally available for NSIs in western countries. In more detail, two experiments (World Bank method and ASESD method) were implemented to compute sub national Spatial Consumer Price Indexes at provincial level in order to use them to adjust the local economic poverty indicators taking into account the differences in the cost of living in the different areas by using a scanner data base3. The results of the two experiments are quite different, but it should be taken into account that they followed different procedures as well. The presentation ends with a focus on the impact of cost of living on poverty incidence. In the second section, Professor Smith focused his presentation on the construction of regional inflation measures (regional temporal price indices). First, he defined the conceptual framework for such indicators, and then he presented the results in the construction of experimental regional consumer price indices for the UK that uses existing price and household expenditure collections. This includes the investigation of small area estimators to assist in the construction of regional

baskets and regional expenditure weights from the existing household survey data. It is important that any regional CPI which is produced can be accompanied by an assessment of its quality, so that users can know how much confidence to place in measures derived with this information. Further research should address small area estimation for baskets and weights, exploring spatiotemporal index, comparing variance approaches and applying quality measurement to regional indices (total quality for national and regional indices).

The last presentation in the session about the project results was that given by Fabio Bacchini from Istat, MAKSWELL Project scientific coordinator, on "Using well-being and sustainability indicators for policy". He started his presentation with a crucial question whether we should reinforce the present framework of National accounts to take into accounts for well-being and SDG. To this effect, he presented an economic forecasting model developed by Istat (MeMo-It) where the firm's demand for energy inputs, the household's consumption of energy products and their relative price functions through behavioural equations are able to explain both short and long run dynamics. The introduction of income inequality in the aggregate consumption equation may allow to better evaluate the macro-economic consequences of redistributive policies. To test this hypothesis he implemented a policy simulation related to an increase of disposable income in two scenarios, with and without a reduction of the income inequality index. The results show the considerable impact of this index on the economy dynamics. A second crucial question relates to the importance of the institutional framework to foster well-being and sustainability. The case studies implemented in two countries, Hungary and Italy, and reported in deliverable 5.3 of MAKSWELL allow to collect insights and evidence on the use of well-being and SDGs indicators for policy-making when different institutional framework are in place. Then the last part focuses on data and how many frameworks for policy. It is presented an example that applies a multivariate analysis to a selected sample of 16 Macro Imbalance Procedure (MIP) indicators and 11 Sustainable Development Goals (SDG) indicators, investigating along four different dimensions to argue on the (dis)similarity of the two frameworks. Results suggest that the multivariate analysis applied to MIP and SDG indicators returns a complementary picture with some common drivers able to explain the (dis)similarity across European countries. This can support the idea for an integrated dataset for policy analysis rather than different frameworks. He concluded the presentation summarising the main results achieved by the project during its lifetime.

2.2. The round table debate

Marina Gandolfo, in her role of moderator, explained how the event had to run after the first part dedicated to the overview of the project and its main findings. She stated her pleasure in introducing the two panelists in agenda, Gaby Umbach, Part-time Professor at Robert Schuman Centre for Advanced Studies, European University Institute, and Martin Karlberg, Team leader for Trusted Smart Statistics and Research at Eurostat, with whom to exchange significant opinions and open a discussion starting from a general question she put to both:

Taking into accounts the main results of the project: how do you see in the near future the role of NSIs with respect to their capacity to intercept new information needs for society as a whole and accompany policy makers in their knowledge and measurement of phenomena for their political decision.

Martin Karlberg started his answer affirming that there is a tension between, on the one hand, for the need of the official statistics to be of quality in terms, for instance, of accuracy and on the other hand, precisely, the need for quality in the sense of data that are rapid to policy makers, that are relevant to policy makers in their rapidly evolving situations. To discredit this circle many members of the European Statistical System inspired by the DIGICOM project, have started to publish experimental statistics. Experimental statistics, in their turn, have proven to be a useful outlet in the sense that they allow statistical authorities in a ordered fashion to publish information based on new methods, new data sources. By meeting these emerging information there is the need to much foster than the traditional way. All have experienced the fact that with the COVID crisis the need for experimental statistics has become even more acute. As a result, even more National Statistical Institutes have jointed the experimental statistics hub of the European Statistical System. Now, the COVID crisis has also pushed the boundaries for experimental statistics. Previously, in fact, the experimental statistics sites were mainly used as an outlet for planned innovation, meeting more slowing needs and fed, for example, by research projects such as MAKSWELL, but COVID has required urgent innovation to gather to information needs that are created by a rapidly evolving situation. This is even more fast than the usual experimental statistics going alone. The experimental statistics sides of National Statistical Institutes appear to be a great outlet for many of the outputs from MAKSWELL project such as poverty and well being indicators with an increased geographical granularity and regional price indices with some post processing. Obviously, it depends on the geographical coverage drawn. This is something that could be done and, hopefully, taken up by the NSIs' partners in the MAKSWELL Consortium. At this point he said to be happy to see that no less than 3 out of the 4 National Statistical Institutes that are part of the MAKSWELL Consortium also have experimental statistics sites that are represented in the European Statistical System experimental statistics hub. He concluded this answer putting a sort of sort of counter-question, to be further discussed on at the end of the event, i.e. whether there are any plans for integrating outcomes of the MAKSWELL project in the short or medium term in the respective experimental statistics sites of each NSI.

Gaby Umbach, in her turn, started first of all, thanking for enabling her to accompany the project which in her opinion is a really fascinating project ever since it started. As for her comments, she requested to zoom out and to take a step on the middle level and add something that recollects to what Marina Gandolfo had already said at the beginning about the public good function of official statistics. According to the panellist, this function provides a special position of the NSIs under the evidence providers. She then linked her first comment with the work of Sheila Jasanoff made in the mid-90ies, who worked on "Science advice" in government. Reporting her words, actually science advice is the fifth branch of the government. From this assumption, it could also be said

that statistics and data in evidence based policymaking has become a factual fifth power element of modern policymaking. This means that statistics are able to hold policymakers to account, to increase legitimacy in transparency in policymaking and that offers a particular position of NSIs in the future of policymaking. What NSIs can offer? They actually can enhance trust in the quality and credibility of statistics. Linked to them, in her opinion, in the future we will see an expansion of functions of work of NSIs. But she just wanted at moment to focus on five of them and have more, time allowing, in the following discussion.

NSIs can engage in the prevention of contestation of statistics, missing data literacy because people often don't know about statistics, about appropriate statistics, to use data and statistics in the way they were designed. The role of NSIs in engaging in statistical as well as data literacy in policymaking is relevant. Related to that, another important point is to defend the independence of the offices because it's this the particular function that they have in the policymaking process.

Another function to take into account for the future is an increase in highlighting the limits of certain statistics, underlying the uncertainty that surrounds data and statistics, to explain to the public, to citizens, to policymakers what certain statistics can and can't explain. That contestation is, in a way, a pre-step of prevention of contestation and misinformation. Like for example, in medicine, when they meet data, it takes more to account the limits of statistics and uncertainties.

Linked to that, there is the concept of more transparency of normativity of statistics, because it makes a difference if we currently, in the COVID situation, have data on this particular emergency of people with physical handicaps or not, to frame policies. What we count is the reality we create in policy. In her view, it's important for the public as well as for policymakers, to understand that. That links directly to the work of the other panellist of the round table, Martin Karlberg, i.e. to invest more in experimental statistics, also more in the interlinkages between co-creations of citizens' science, citizens' statistics and statistical offices to become more visible in the public discourse of a country to also increase the quality of statistics and trust in data, in general.

Marina Gandolfo warmly thanked for the very good inputs contained in the first round of comments and considerations referred to the first general question not only for the work of the project but also for the future of the research within the new Horizon Europe programme. Then she passed to put the specific questions for each of the two panelists, starting with Gaby Umbach.

According to your long experience, what will be the next stage for measuring well-being and sustainability and their use for public policy?

Gaby Umbach answered valuing it a very pertinent and good question because in her thought we have seen and witnessed a certain maturity in our understanding of sustainability and measuring of sustainability in two areas and maybe, still in a neonatal moment, in one area. She affirmed that in terms of the intergenerational focus on environmental and economic policies we have gone quite far in measuring, so we focussed on limits, on thresholds, on certain levels of pollution in the environmental sector; we have focussed on flows and stock related to resources and also to weak

and strong sustainability paradigms to measure the substitution of resources. According to her opinion that has been a strong pillar of the sustainable measurement practice.

Secondly, MAKSWELL project's topic came i.e. the human side of the approach to sustainability through the elements of happiness and well-being as well. At this point, in her opinion, it's important to focus on the policy relevance of the measurement because, apart from few countries where Italy has clearly a lead that integrates the indicators and well-being in their national and institutional policy frameworks, there are other countries where the same progress cannot be registered, except for the formal institutionalization, which sometimes has not a significant meaning.

What, in her opinion, is in a sort of "Cinderella status" is something that we are currently realizing is not a function of economic sustainability and that is social sustainability. She also stated that in terms of measurement we have not yet tried to brainstorm what this could be. Basically defined as the correlation and interrelation of social and cultural systems, in her opinion, this is an area that the future will need to drink to. In her thought, she added that social sustainability is one of the main reasons for many conflicts on different levels of governments. She affirmed that globally we have the migration crisis. What we see is that economic indicators impact on people's decisions to move which impact on other people's decisions to frame their societies in certain ways. Here we will have issues in measuring the social sustainability of integration of migrants' migration.

She went on saying that on the national level we do have new societal clever trees that are no longer the haves and haves not, so it is no longer economic. It is something that goes in the local nationalizing sense. Education and health play a strong role. We see more and more social indicators and their interaction playing role, too. In terms of their implication this has for NSIs and for statistics she wanted also highlight five points that in her opinion are essential.

We need to reflect on how statistics can represent adversity in a stronger way in different areas. This has an impact on **disaggregation**, in a way the partners Monica Pratesi, Ralf Münnich and Nikos Tzavidis dealt with already in their presentations, but this has also impact on **correlation**. She strongly sustained, in fact, that future measurements of social sustainability will focus more on correlation than current measurements do.

At this point she asked which is the best way to collect these aggregate data and the way to go down to the level that is important meaning the local level where policies are framed. Another question was how to deal with that in a politically correct way, knowing the sensitivities about certain disaggregate data under disaggregated cultural and religious parameters. That would represent a problem and has to do with what already hinted at by Martin Karlberg. She then expressed her thought that **dashboards** approaches will prevail in the future rather than the indices on culture seen in the past twenty years. From her point of view, her assessment is that we have reached certain limits in the policy relevance of these instruments.

In order to sum up, NSIs need to find a balance in-between the need to understand the diversity in data, acknowledgment of differentiation in data collection and the avoidance of discrimination based on missing data and on the data used to the data literacy

After having underlined that Gaby Umbach's input would very beneficial for the community to think about some other channels of the research and, hopefully, also within the European Commission, because new challenges and occasion are to start with the new Programme Horizon Europe, the moderator gave the floor to Martin Karlberg putting to him also a specific question.

The specific question:

What will be the actions to be taken within the European Statistical System and the evolution of methodologies, tools and innovation for the development, production and dissemination of European statistics referring to the monitoring of the public policies?

Martin Karlberg promptly answered that the question is very timely because the proposed next European Statistics Programme (ESP) will be the overarching strategic framework for the European Statistical System in the 2021-2027.

The ESP leads broad action on the eight different headings and here, no less than three out of the eight, concern horizontal and cross-sectoral actions in the fields of communication and dissemination, partnership and reaping the benefits of data revolution. Referring to the programme, he defined it as a quite high-level document and to make an intermediate bridge between this policy document and the more concrete actions that we will see in the annual Work Programme, the European Statistical System has developed a multi annual action plan which translated the ESP into concrete strategic actions. This multi-annual action plan foresees development and innovation in Euro's areas. There are numbers of actions foreseen for making it easier for users, including obviously policymakers to access and understand statistics. This includes, by providing attractive and interactive visualizations but also providing more tailored services like on-demand data, self-service analytics so that policymakers or their services with analytical skills can themselves extract relevant data, thus not having to wait for consultancy actions on their sights, when these are necessary. About dissemination, we will also count on making official statistics more machine accessible by APIs, a company by a high quality metadata, and, hopefully, it would be possible to link via linked Open Data process essentially to other data to add value and provide context. He, then, was happy to report that at Eurostat they are planning to explore citizens statistics based on the development and implementations of proposals for addressing methodological issues originating from new ways of data collection from citizens.

Concerning new data sources and enabling the capturing of emerging phenomena he said that there is a relevant planning. There is a large innovation initiative devoted to **trusted smart statistics**, hence - he let the audience note - the name of the team he is leading at Eurostat. Under this trusted smart statistics umbrella there are different genres mainly grouped by data source. Some examples of already ongoing teams are production of official statistics based on web

intelligence i.e. data scraped from the web or retrieved from platforms via their APIs. For instance, online job advertisements skills and collaborative economy consumer prices and the characteristic of multinational enterprises.
He, then, stated that there is an hard work also at producing special official statistics using mobile network data: for instance, human presence meaning demography and mobility, for instance, throughout commuting and migration.

Another aspect they are working on is **deploying trusted smart surveys** in the sense that they would integrate active respondent input on a mobile device with the device sensor data in a designed way, so using the benefits of surveys designers and the possibilities this lands to extrapolating to a known target population with the characteristics of these new devices.
There is also foresight of production of official statistics using data from smart devices in contrast from trusted smart surveys. This could be conceived as a non-designed study. He went on explained that they are harvesting data from systems that already exist such as smart energy meters and so far.

Another activity is counting large, as MAKSWELL in fact did, on making use of observation data for areas such as demography, economy, energy, transport and agricultural.
Closely linked to trusted smart statistics is the fact that we need to develop new approaches both to get permission for tolerance for using privately held data or data held by other custodians than themselves. There is also the need for the methods for safeguarding the privately held data allowed to use through the use of new technologies for private secret service computation and the secure multi-party computation.

Finally, another important issue is counting on actions for ensuring the capacity and the deployed computing solutions, the so called cloud computing for instance. There is also, and this goes hand in hand with what is doing with trusted smart statistics umbrella, to explore and deploy new methodologies for collecting, analyzing and processing data such as artificial intelligence and machine learning.
In conclusion, he pointed out that there is a lot of planning on European Statistical System's side referring to the work to do over the following seven years together.

Marina Gandolfo thanked both panelists for their wide and broad input and added that from the European Statistical System perspective, a new ESS dashboard for the Recovery Fund is being developed as an ESS answer to the emergent needs of information.
Anyway, the results of MAKSWELL have shown that together we can actively contribute on the development of indicators, a measurement useful for policy.

Closing the event, she had very warm thanking words to all those involved in the organization of the virtual meeting and all the partners for their contributions and commitment in carrying on all the activities planned by the MAKSWELL project agreement.

3. Presentations

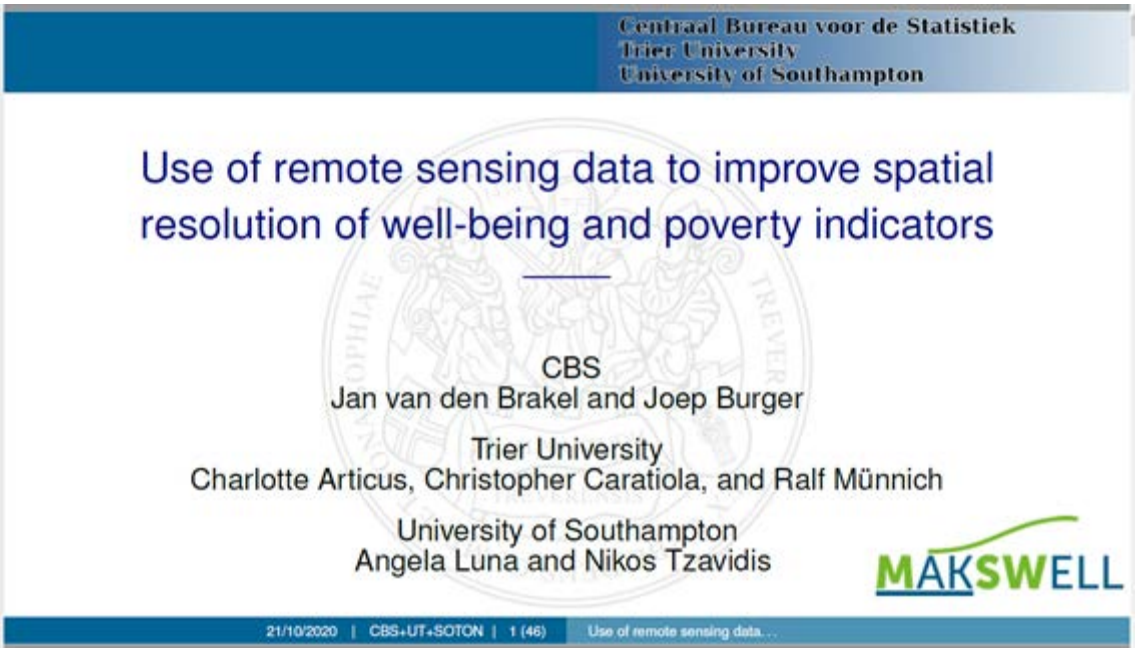
The full presentations are available at www.makswell.eu

MAKSWELL project overview

- Maria Grazia Calza, Maria Francesca D'Ambrogio and Tamara Zangla (Istat)

Use of remote sensing data to improve spatial resolution of well-being and poverty indicators.

- Jan van den Brakel (CBS), Ralf Münnich (UT) and Nikos Tzavidis (SOTON)



Calculating regional price indices to improve poverty measurement

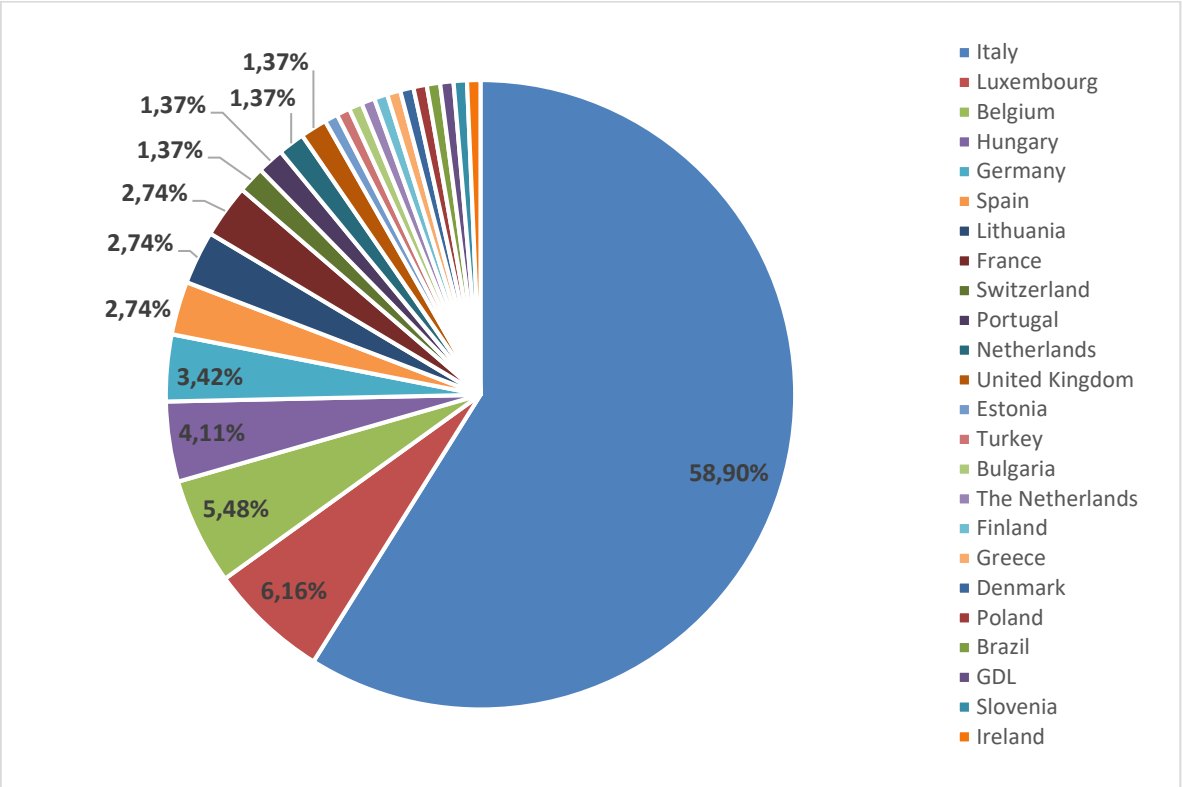
- Monica Pratesi (UNIPI) and Paul A. Smith (SOTON)

Using well-being and sustainability indicators for policy

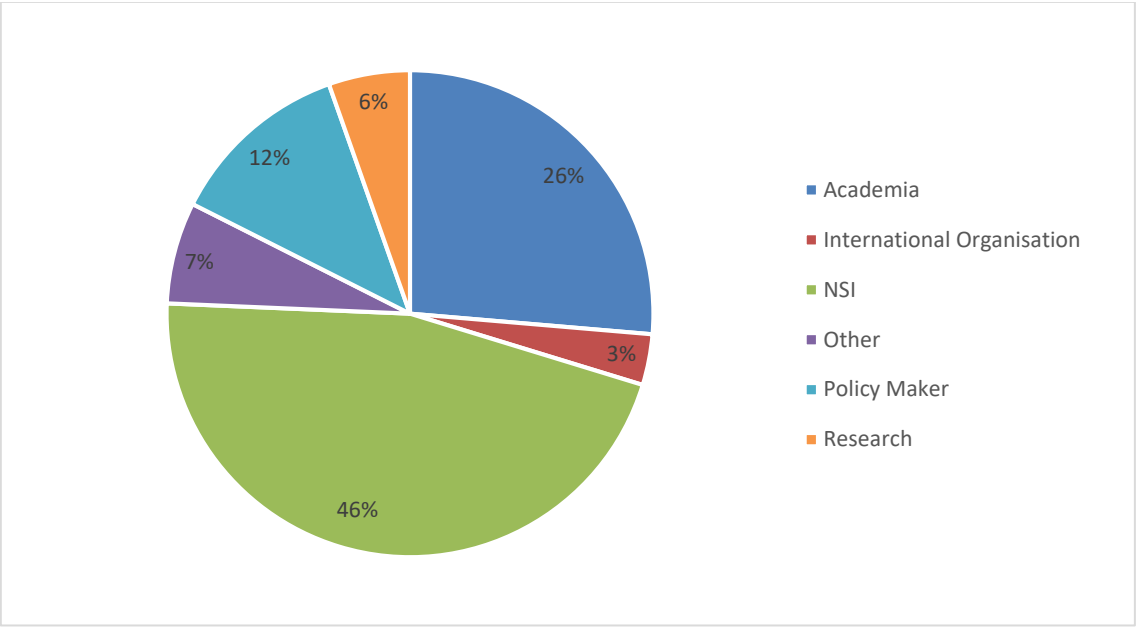
- Fabio Bacchini (Istat)

4. Participants

The virtual event has given the possibility to participants of many different countries within and outside European boundaries to join.

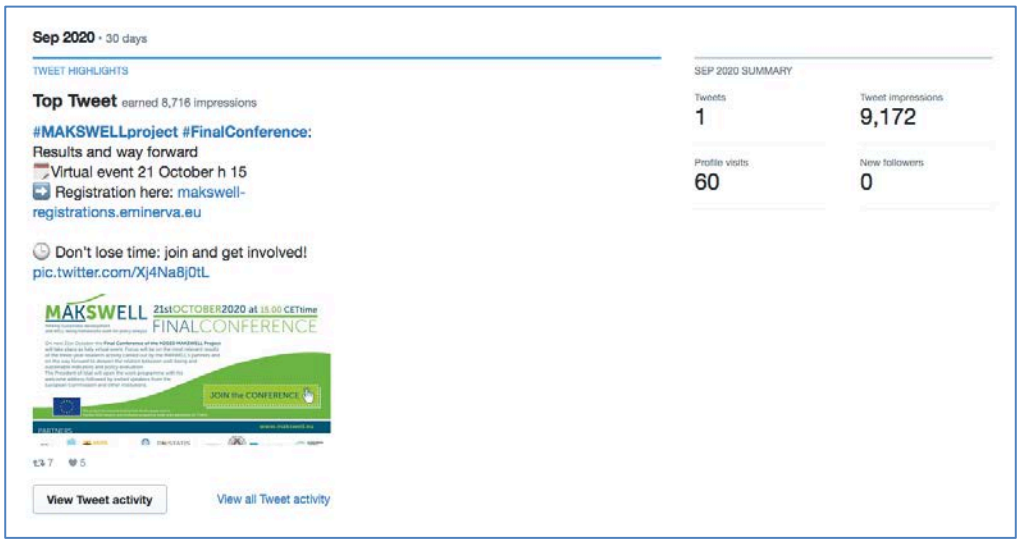


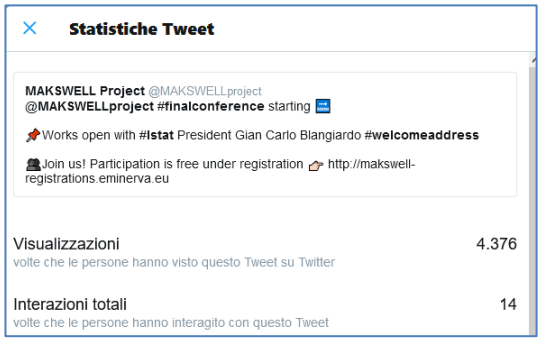
The targeted audience reached through the virtual event has registered among the major group of participants those coming from the world of NSIs, followed by researchers from the Academia and representatives of policymaking institutions.

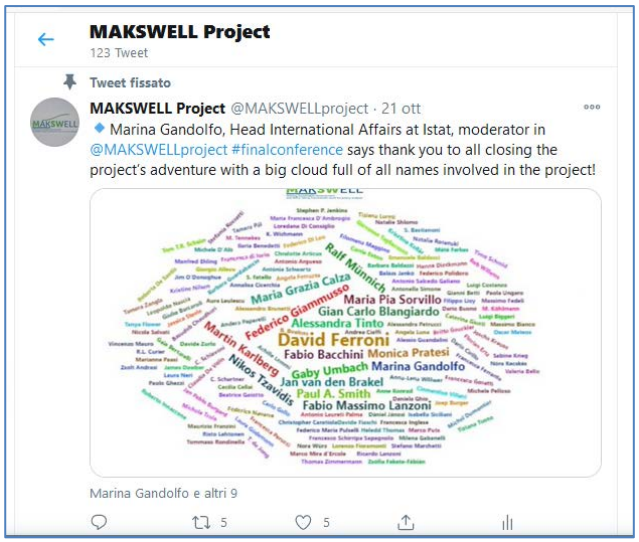


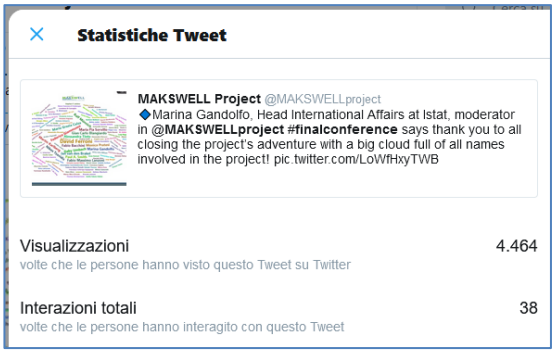
5. First impact measures

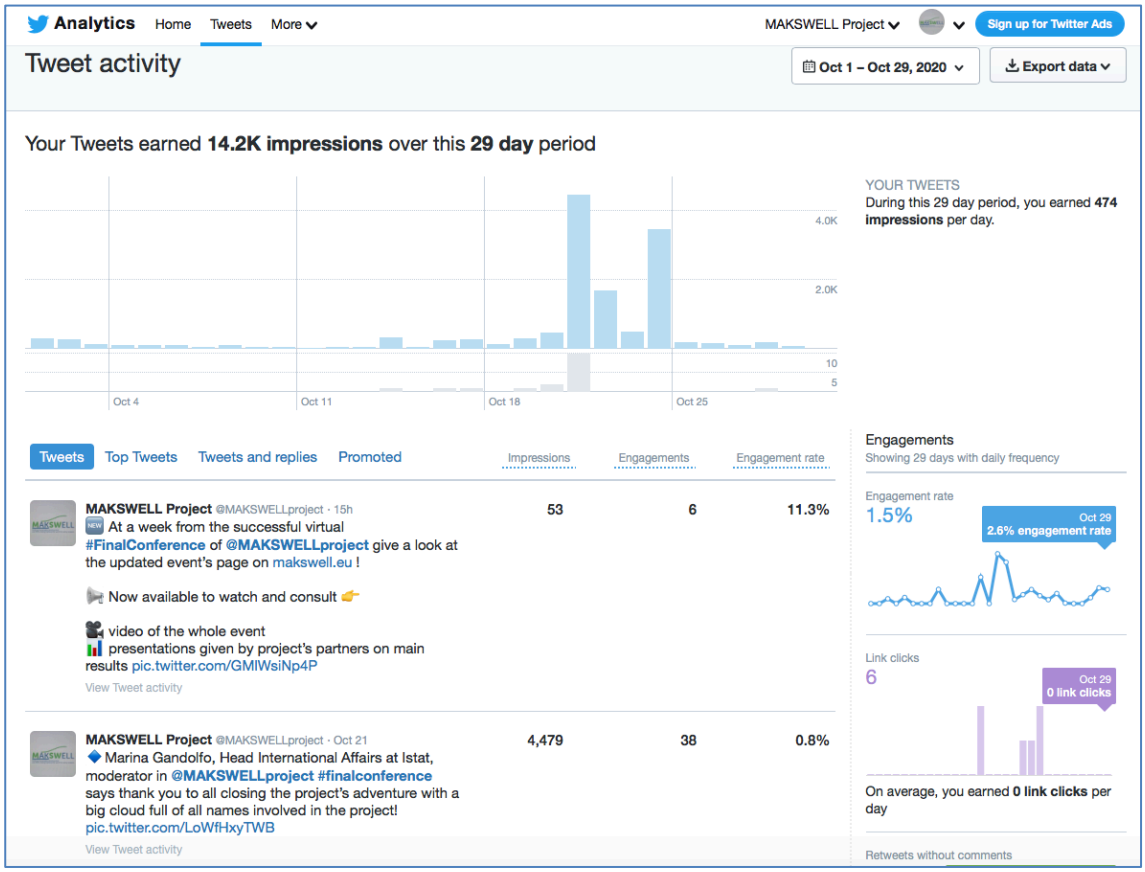
MAKSWELL Twitter



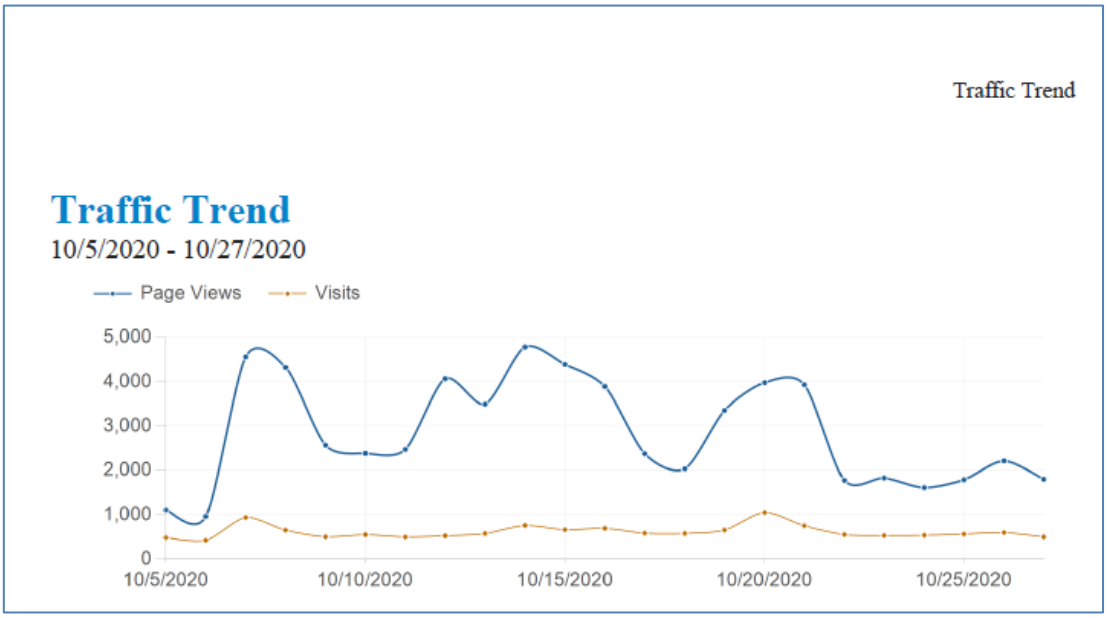








MAKSWELL Website


Traffic Trend
Traffic Trend
10/5/2020 - 10/27/2020
Page Views
Visits
5,000
4,000
3,000
2,000
1,000
0
10/5/2020
10/10/2020
10/15/2020
10/20/2020
10/25/2020