

Assessment, Competition and Reform

Brainstorming

Paris, 30 January 2015



Model of impact



Write for readers – imagine a focus group

BIG BOSS

LITTLE BOSS

BUSINESSWOMAN

CITIZEN

APPLEBY

Thinking forward to October 2015

A new report appears ... what is new?

The strategic challenge

Information is not in short supply.

What we lack is the **human attention** to make sense of it all.

Reports and impact

A Attention

I Interest

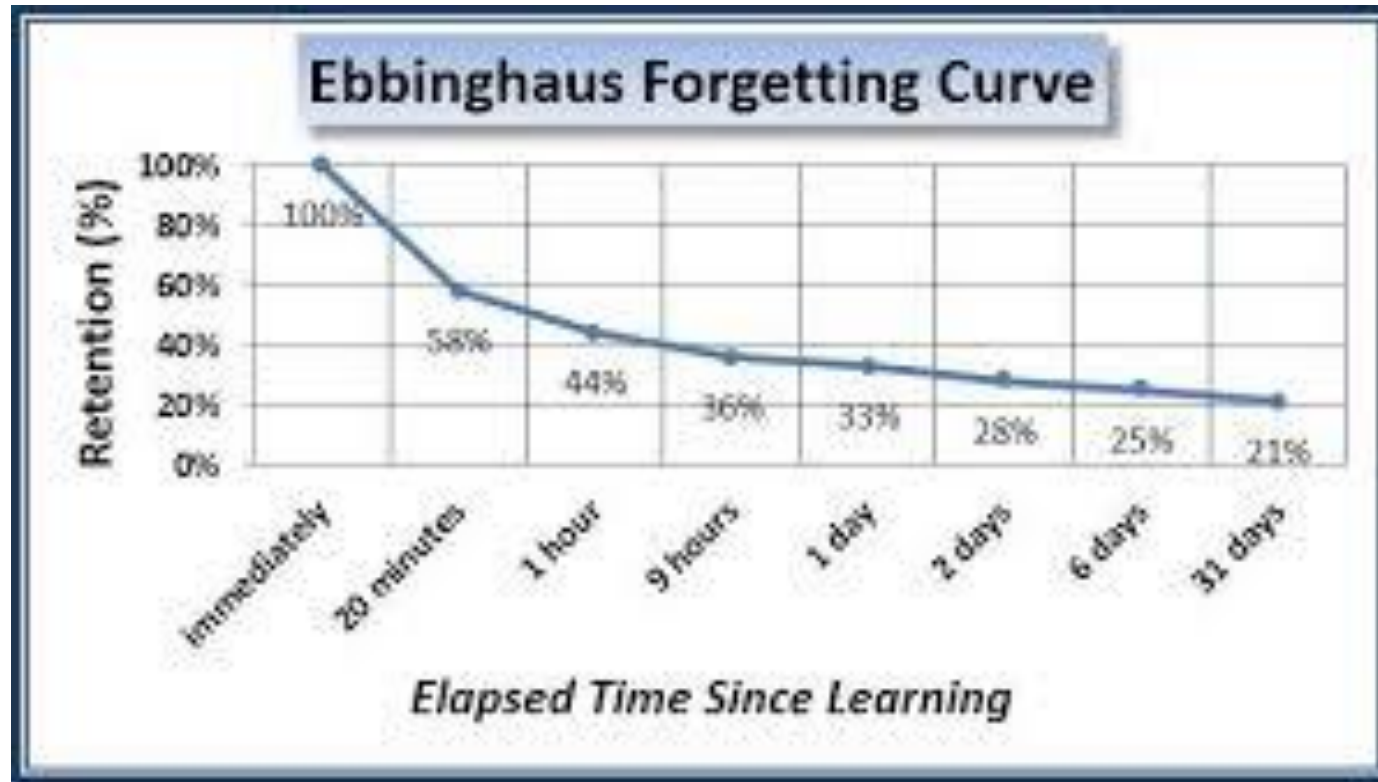
M Motivation

A Action

The scarcest of resources for decision makers



Even *if* we read, we forget almost everything



Writing to be
remembered



Memory only works if we see *meaning*

FQAOKNYCZEPÜÖWQUKONWWRSÖPQ
HEADSANDSHOULDERSKNEESANDTOES

8303175924181435 (random)
1706197023101970 (2 birthdays)

„Seven-plus/minus two“ rule

Three criteria

Three fundamentals

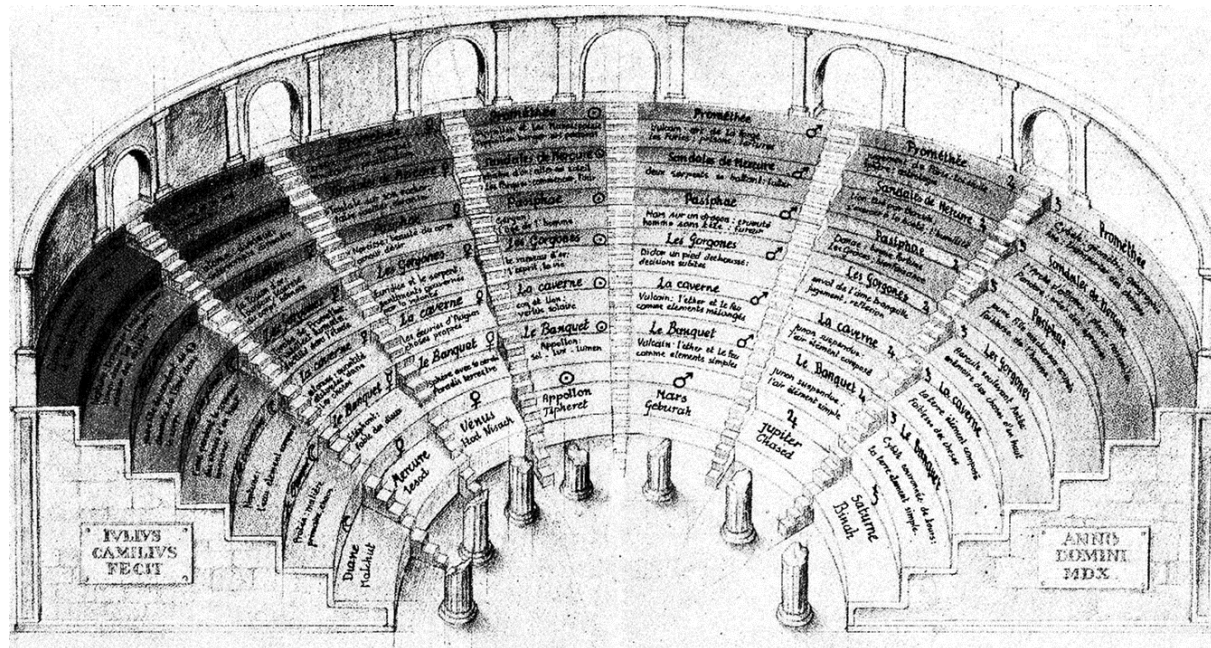
Four freedoms

but

29 principles?

We remember what is *concrete*

Memory places and how memory works



Economic governance: either abstractions ...

Accountability

Transparency

Effectiveness

Efficiency

... or concrete institutions

Institute of Standardisation

Institute of Accreditation

Metrology Office

State Market Inspectorate

...

Meaning requires *context*

Cereal A contains 31 milligram more sodium than Cereal B

My cousin earns 45,000 Euro less this year than last

The local football club wins 120 percent more often this season

Average vs. Median (Bill Gates problem)

Clustering: compare List A ...

Key areas – solid methodology

Comparability – impact

Easily understandable

Credibility

Expert missions

Checklists of requirements

Relevance of indicators

When is a country „ready“?

... List B ...

IMPACT - easily understandable - comparability

SOLID methodology - expert missions

CREDIBILITY - relevance of indicators

KEY AREAS - checklists of key requirements

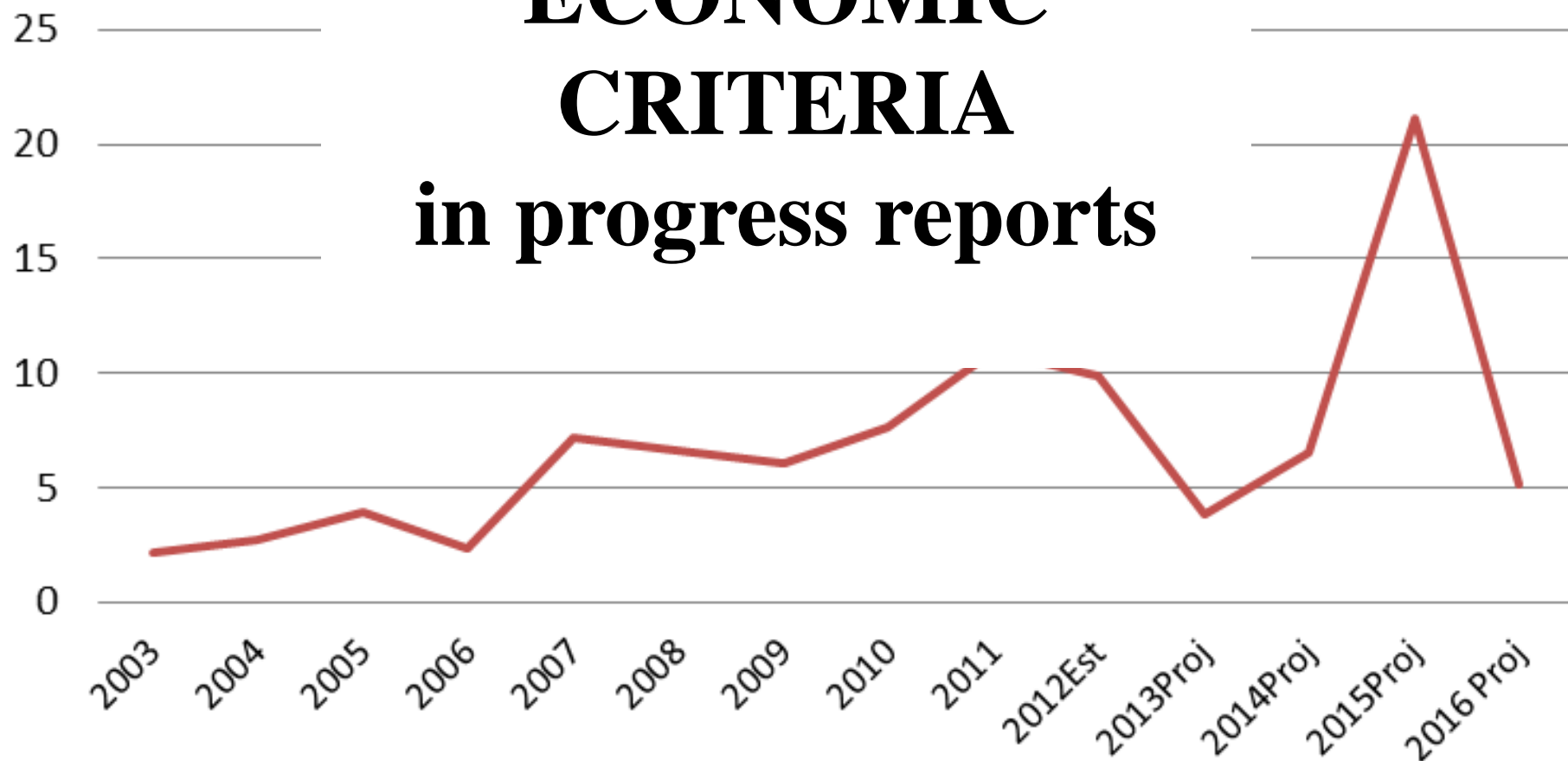
When is a country „ready“?

... and List C

IMPACT depends on
METHODOLOGY and on
INDICATORS

Focus on
KEY AREAS - CHECKLISTS

ECONOMIC CRITERIA in progress reports



What is a FU-MAR-E?

Functioning Market Economy:

an economy with the capacity
to cope with competitive pressure

or

a competitive economy

Focus on *results* of competitiveness

A track record of *catching up*

GDP / capita

Employment rate

Export per capita

Strong indicators are those where ...

Methodology of measurement is clear

Data is credible

It is *obvious what is better*

(higher GDP, higher employment rate,
more exports)

Good economic governance: where ...

... economic policies lead to catching up

A straightforward definition that directs attention
towards the results of policies.

Implications:

Only use *numbers (statistics) you trust* – *improving these is priority*

To identify *structural* change short term trends are uninteresting

If there are technical terms, explain them

Every table should be self-explanatory

Functioning market economy:

Instead of *defining* a camel, show one! Concrete, not abstract.



2005-2015

Bulgaria, Romania are FU-MAR-E

Turkey is a FU-MAR-E

Macedonia, Serbia, Albania are not (still falling behind)



The background of the slide is a repeating pattern of various numbers (0, 1, 2, 3, 4, 6, 8) drawn in a thick, textured, hand-drawn style using a variety of colors including blue, green, red, yellow, orange, and pink. The numbers are scattered across the entire slide, with some appearing larger and more prominent than others.

TRUST IN NUMBERS

Chapter 18 (Statistics) is key

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