



Putting Prosperity On The Map:

The Legatum Institute Prosperity Index™

Independent public policy organisation the Legatum Institute advances ideas that develop free and prosperous societies around the world.

Objectives: Building Awareness & Authority

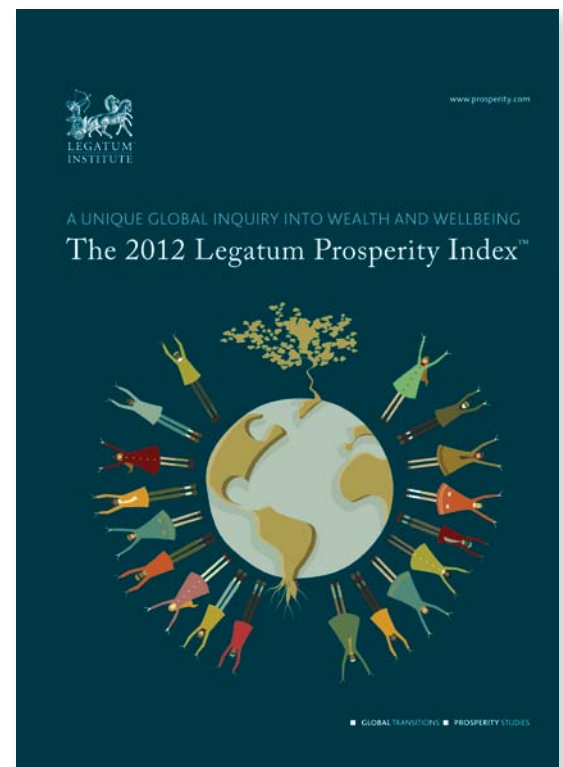
With a vision to become the world's primary commentator and thought leader on prosperity, the jewel in the Institute's crown is its annual Prosperity Index™. Now in its seventh year, the Index is the world's only global assessment of national prosperity based on both wealth and wellbeing.

Minimal annual movement in the Index's global rankings, combined with an overload of indices and leagues tables in the media, meant that the Legatum Institute needed to find a clever way to cut through the noise and articulate the critical importance of prosperity, in order to place this issue firmly on the policy agenda.

The Legatum Institute appointed Man Bites Dog to reinvent the 2012 Prosperity Index™, requiring a PR campaign that would:

- 1. Generate impact:** Promote awareness and understanding of the concept of prosperity among international media, policy makers, academics, business leaders and politicians.
- 2. Stimulate interaction:** Drive traffic to and engagement with Legatum Institute content.
- 3. Create ownership:** Position the Legatum Institute as the leading authority on prosperity.

Man Bites Dog had less than two months and a limited budget to develop and execute a high-impact global communications programme.



IDEAS ARE THE ONLY SOURCE OF DIFFERENTIATION

Strategy: Articulating Prosperity

In order to maximise impact, interaction and ownership, Man Bites Dog created a campaign that would:

1. Get underneath the skin of this complex issue by **conveying clear, simple messages** through creative, shareable multi-media content.
2. Highlight why prosperity is **policy-critical** via a strong, counter-intuitive story.
3. Tap into the **global** and **national news agenda** to demonstrate the topical relevance of this issue.

Prosperity was perceived as a 'soft' issue, often associated with 'happiness' rather than wealth and wellbeing. Man Bites Dog set out to make prosperity policy-critical by demonstrating that 'soft' factors (such as education, health, personal freedom and security) sit alongside economic performance as essential predictors of future prosperity.

Creative Execution: The New World Map

Working closely with the Legatum Institute, Man Bites Dog created a clear and captivating narrative to communicate the global story: The New World Map.

Man Bites Dog redrew the world map, pulling nations with similar 'prosperity profiles' together to form new continents. The map highlighted and branded the barriers nations must overcome to improve the prosperity of their citizens, from 'growth without freedom', to 'social capital as a substitute for governance'.

Man Bites Dog brought this concept to life with an infographic and videographic, which communicated the complex meaning of prosperity in simple, shareable and memorable terms.

In addition to a global press release, the Legatum Institute and Man Bites Dog produced a series of seven local and regional stories that drew on breaking news, economic trends and cultural patterns to create strong impact and a sense of relevance and urgency.

These included:

- 'American Dream at risk in key election year as US drops out of global prosperity top ten'.

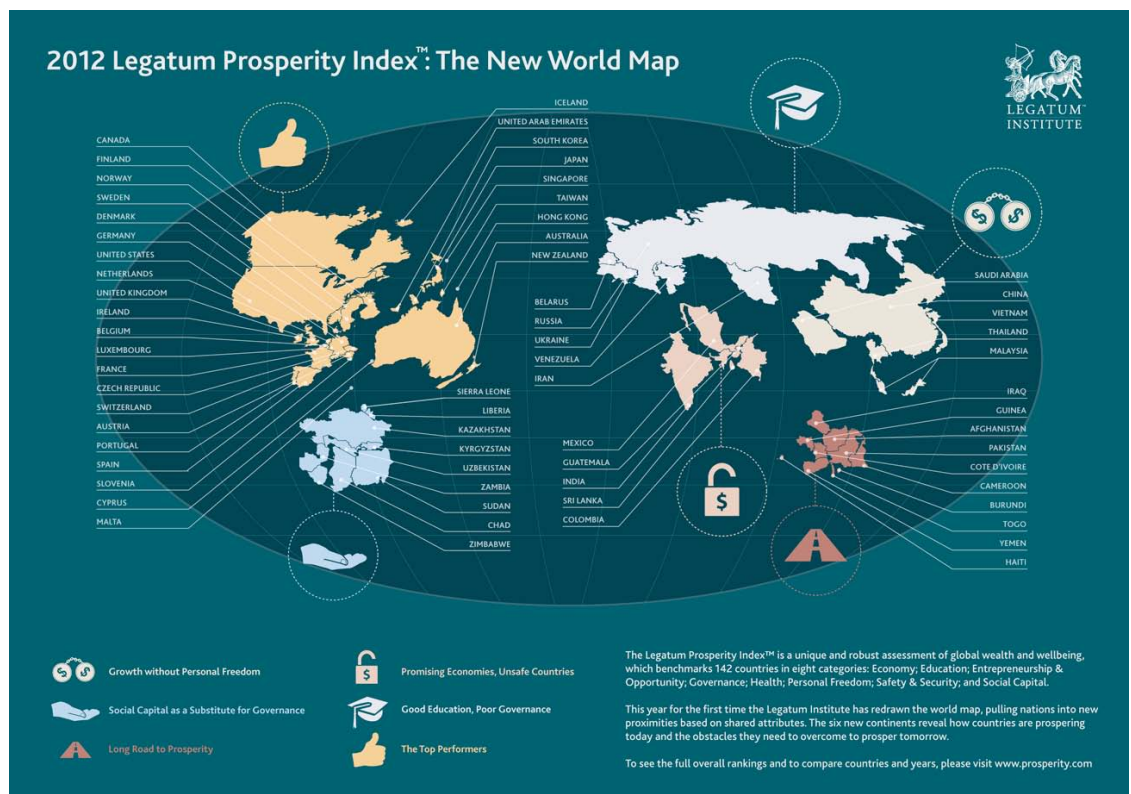
- 'Arab Springs take their toll on citizens in Middle East and North Africa'.
- 'Emerging "Asian Tiger Cubs" catching up to regional leaders'.

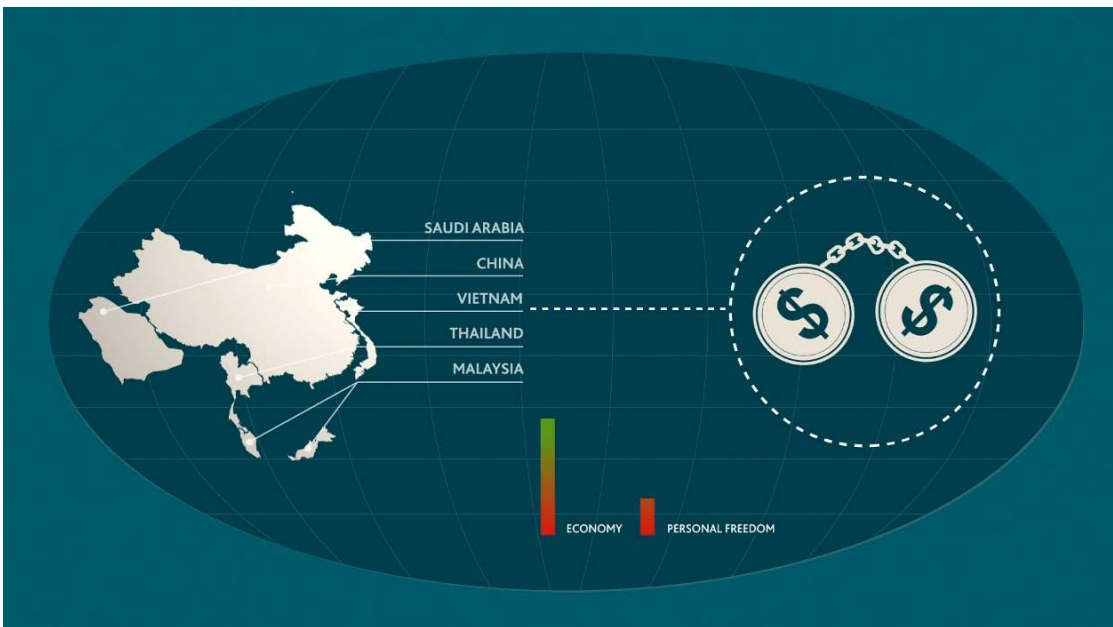
These creative elements were supported by a Prosperity Index™ white paper and in-depth country reports.

Using these materials, Man Bites Dog and the Legatum Institute conducted a full global press launch from the UK (English language and foreign language), operating a media relations 'war room' and reaching out to key journalists, bloggers and stakeholders in more than 50 countries.

Online traffic was driven to the Legatum Institute's interactive hub, which hosted the videographic, infographic, global and regional stories, downloadable reports and insight pieces, and allowed users to interrogate the Index data. To coincide with the press launch, headline findings and debate questions were shared via social media.

Man Bites Dog also delivered supporting guru building activity, placing expert comment and dedicated articles across a wide range of media to promote the findings, explain the concept of prosperity and profile the work of the Institute.





Outcome & Impacts

Above & Beyond: Campaign Targets

At the beginning of the campaign, the Legatum Institute challenged Man Bites Dog to generate impact for the Prosperity Index™ and create strong ownership on the issue of prosperity by securing **30** pieces of tier one international media coverage.

In addition, the Legatum Institute asked Man Bites Dog to increase interaction and engagement with proprietary content by driving a **30%** uplift in traffic to Prosperity.com during the course of the campaign.

Man Bites Dog has **far surpassed** each of these targets by:

- Exceeding the coverage target by more than **1,200%**.
- Securing high-quality media hits in more than **50 countries** around the world.
- Achieving a **300%** increase in web traffic and a **400%** rise in report downloads.
- Attracting more than **34,000** YouTube hits and **10,000+** social media 'shares'.

Campaign Results In Depth

To date, Man Bites Dog has generated more than **400** pieces of prestigious international coverage for Prosperity Index™ – **more than 13 times the initial target** – all of which referenced target key messages: prosperity, the Index and the Institute.

The campaign drove **200,000** unique visitors to Prosperity.com, representing a **300%** uptick compared to the same period in 2011. In addition, more than **25,000** people downloaded the 2012 Prosperity Index™ report during launch week – an increase of **400%** on the previous year.

The Legatum Institute and Man Bites Dog stirred lively debate online during the launch of the Prosperity Index™, enhancing the Institute's Twitter footprint and attracting tweets from **Bloomberg News, Harvard Business Review, Guardian Data, Slate France** and **Stern** (Germany) – a reach far in excess of **2.5 million users**.

High-quality coverage appeared in **51** key markets – including over **80** pieces in the US and UK, as well as China, Brazil, Germany, Dubai, Australia and many others – and stakeholder engagement across the world was impressive. For example, coverage on **The Huffington Post** prompted some **4,000 comments, 10,000 'likes'** on Facebook and almost **400 tweets**.

Campaign Results International

Print and online hits appeared in high-profile international titles **The Economist, Time, News Week, Bloomberg BusinessWeek, Wall Street Journal Europe**, and **Harvard Business Review**.

Top broadcast coverage includes: **BBC** (a specially commissioned 45 minute discussion programme on prosperity on the World Service), **Sky News, Al Jazeera, Fox Business News** and **Bloomberg TV**.

Campaign Results National

In the US, top-tier coverage included features in **The Washington Post, The Huffington Post, Forbes, Boston Globe** and **Reuters**.

UK hits included: **The Sunday Times, The Daily Telegraph, The Guardian, Mail on Sunday** and **Politics Home**.

High-profile pick up in other regions ranged from **Die Welt** (Germany) and **Jakarta Post** (Indonesia), to **Gulf News** (UAE) and **China Post**.

The story captured the imagination of journalists, the public and policy-makers alike. The videographic has generated more than 34,000 views on YouTube and the infographic and data were embedded in coverage across the world, inspiring media photo stories, slide shows and themed programming, including the BBC and The Guardian, which created its own interactive map.

Summary

This campaign significantly raised the profile of the Institute and the Prosperity Index™, generating unparalleled levels of impact and engagement. It increased understanding and awareness of the concept of prosperity, effectively building thought leader status.

The Legatum Institute and Man Bites Dog have enjoyed an extremely fruitful partnership and

the success of the campaign is the result of a combination of world-class data and expertise, unlocked by narrative-led content and cross-channel communications.

Each of the campaign targets has been greatly exceeded; making the 2012 Index by far the most successful in its seven-year history.

BEST IN BONE SHOW

Endorsements

"Man Bites Dog helped us achieve an unprecedented level of impact throughout this campaign, significantly boosting our stakeholder engagement. The team has accelerated us along the path to achieving our ambition: to lead thought on the concept of prosperity."

Julian Knapp, Director of Communications,
Legatum Institute

"Man Bites Dog became a trusted extension of our team during this campaign, adding value and creativity. By finding a genuinely fresh and effective way to communicate the concept of prosperity, they took awareness and understanding of the Index to a new level, exceeding our expectations."

Shazia Ejaz, Senior Communications Manager,
Legatum Institute

the guardian
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DATABLOG
Facts are sacred

Global prosperity index 2012: how do countries compare?
The latest global prosperity index is out and the US has dropped out of the top ten for the first time. See how countries compare by economy, governance, health, personal freedom, safety and security.

- Get the data
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Gedmin: Americans Need to Live Within Means

GLOBAL OUTLOOK

GEDMIN: U.S. ENTREPRENEURSHIP SUFFERING

The U.S. fell to 12th position from 10th in the Legatum Institute's annual prosperity index and increased doubts about the health of its economy and ability of politicians. Bloomberg's Market Momentum speaks to Jeffrey Gedmin, chief executive officer of the Legatum Institute, about the possible outcomes of the U.S. election and how it may affect the country's prosperity.

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PROSPERITY INDEX
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U.S. Ranks 12th in Prosperity Index

DIE WELT
and worldwide success

Der deutsche Wohlstand wächst, USA büßen ein

Wohlstand ist mehr als Geld. Der Londoner Thinktank Legatum trägt auch nach dem Wohlbefinden der Menschen in 142 Staaten. Deutschland und den Deutschen geht es demnach immer besser. von Jürgen

Wohlstand und Wohlbefinden 2012

U.S. Prosperity Slides in Index That Ranks Norway No. 1

Im Vergleich mit 141 Ländern hat Deutschland im Legatum-Prosperity-Index 2012 Platz 14 erreicht – und sich damit zum Vorjahr um einen Platz gesteigert. Bei dem Report des in London ansässigen Thinktanks Legatum Institute steht das Bruttoinlandsprodukt als Messwert für Wohlstand im Vordergrund.

„Nur genug Geld ist nicht alles. Wirtschaftliche Reichtum und Entwicklung sind sehr wichtig, aber geben nicht vollständige Decksung wie zum Beispiel Gesundheitserwartung aus. Aber was macht die Entwicklung mit der Regierung und ihrem Lebensprogramm zufrieden?“, sagt Jeffrey Gedmin, Direktor des Legatum Institute. „Es aber keine einfacher als ein großes Bild zu zeichnen.“

Deutschland stark bei Wirtschaft und Gesundheit
Deutschland hat bei dieser Untersuchung besonders gut in den Bereichen Gesundheit (Platz 5) und Wirtschaft (Platz 4) abgeschnitten. „Nur ein 10 Prozent (Grunder), dass die deutsche Wirtschaft und das System ihnen als das Beste, was für ein gesundes und erfolgreiches Leben möglich ist“, sagt Jeffrey Gedmin.

Das gute Abschneiden in der Wirtschaft (der Grund) unter anderem auf die Rolle und die gute Haushaltsführung zurück. „Die Regierungsergebnisse zeigen Deutschland viel Experten“, sagt Gedmin. Und auch bei der Bildung hat Deutschland einen besseren Platz als im Vorjahr erreicht. 78 Prozent der Deutschen glauben, dass die Qualität der Bildung hoch sei und die Kinder von der Bildung besser profitieren.

Skandinavien an der Spitze des Rankings
Auf dem ersten Platz des Gesamt-rankings waren alle schon in der Vergangenheit skandinavische Länder zu finden. Norwegen hat sich auf Platz eins geföhrt, gefolgt von Dänemark und Schweden. Diese Länder schneiden besonders gut im Bereich Sozialpolitik und Chancen ab. Grund dafür liegt nicht im Vergleich der Länder, dass die Skandinavien die besten Länder sind, sondern die Qualität der Bildung und die Kinder von der Bildung besser profitieren.

Die meisten Länder Europas fallen fast unter den Top 20 – mit Ausnahme von Griechenland (Rang 33). Griechenland ist allen seit dem vergangenen Jahr am schlechtesten abgeschnitten. Die meisten europäischen Länder sind weiterhin bei den Skandinavien und Tschechien, die besser abschnitten, sind im Mittel zu finden.

USA nicht mehr im Top Ten
Ein überraschendes Ergebnis der Untersuchung: Die USA haben es diesmal nicht mehr in die Top Ten geschafft. Vor Jahr waren sie zum ersten Mal auf Platz zwölf. In fünf von acht Kategorien verschlechterten sich die Vereinigten Staaten im Vergleich mit allen im Bereich Chancen und Existenzsicherung.

Auch bei der Wirtschaft sinken die Vereinigten Staaten einen Platz ein. Und weniger US-Bürger glauben daran, dass ihre Arbeit noch bezahlt wird. „Der American Dream wird in fundamentaler Art und Weise herausgefordert“, sagt Gedmin.

Wohlstand steigt international leicht an
Im Durchschnitt sind Wohlstand und Wohlbefinden weltweit in fast allen untersuchten Bereichen seit 2009 leicht gestiegen – doch fallen sich die Menschen unzufriedener. Besonders in Lateinamerika ist das persönliche Sicherheitsgefühl gesunken. Deutschland ist in diesem Bereich auf Platz 65.

In Deutschland ist die Lebenserwartung höher als in den meisten anderen Ländern. Thailand, Malaysia und Indonesien. Lateinamerika hat sich in den vergangenen vier Jahren am meisten verbessert und schaffte es vom Platz 85 im Jahr 2009 auf Platz 65.

Ein weiterer Indikator: Offiziell sind heute allerdings auch China, Mexiko, Saudi-Arabien, Thailand und Vietnam schneller als zuvor. Die Proben im internationalen Vergleich im Bereich Wohlstand zeigen, aber zugleich schlechter als im Vergleich mit der Proben nach dem persönlichen Fröhlichkeit oder Bürger.

Als Grundlage für den Report dienten unter anderem Daten der Weltbank, der Weltgesundheitsorganisation, von Regierungen und vom Forschungsnetzwerk Gallup.

Bloomberg
U.S. Prosperity Slides in Index That Ranks Norway No. 1

U.S. fell from the top ten most prosperous nations for the first time in a league table which ranked three Scandinavian nations the best for wealth and wellbeing.

The U.S. slid from the top ten most prosperous nations for the first time in a league table which ranked three Scandinavian nations the best for wealth and wellbeing.

The U.S. fell to 12th position from 10th in the Legatum Institute's annual prosperity index and increased doubts about the health of its economy and ability of politicians. Norway, Denmark and Sweden were declared the most prosperous in the index, published in London today.

With the presidential election just a week away, the research group said the standing of the U.S. economy has deteriorated to beneath that of 10 rivals. The report also showed that support for the government has fallen, fewer Americans perceive working hard gets you ahead, while companies face higher startup costs and the export of high technology products is dropping.

“As the U.S. struggles to reclaim the building blocks of the American Dream, now is a good time to consider who is best placed to lead the country back to prosperity and compete with the more agile countries,” Jeffrey Gedmin, the Legatum Institute's president and chief executive officer, said in a statement.

The 10-year-old Legatum Prosperity Index is a study of wealth and wellbeing in 142 countries, based on eight categories such as economic strength, education and governance. Covering 90 percent of the world's population, it is an attempt to broaden measurement of a nation's economic health beyond indicators such as gross domestic product.

The Legatum Institute is the public policy research arm of the Legatum Group, a Dubai-based private investment group founded in 2006 by New Zealand billionaire Christopher Clendon.

Global Prosperity
The report shows that even amid the worst financial crisis since the Great Depression, global prosperity has increased across all regions in the past four years, although the sense of safety and security is decreasing amid tension in the Middle East and fear of crises in Latin America.

Norway and Denmark retained the title positions they held last year in the overall prosperity measure, while Sweden edged out Finland and New Zealand in third. Canada, Finland, the Netherlands, Switzerland and Ireland rounded out the top ten. The Central African Republic was ranked bottom.

In its sub-indexes, Legatum named Switzerland the strongest economy and home to the best education, while health in Luxembourg and Iceland is the safest. Canada was the most personal freedom and Norwegians have the greatest social capital.

Hard Work
With President Barack Obama and Republican challenger Mitt Romney battling for the White House, Legatum said the U.S. economy achieved two places from last year to 20th, but that 89 percent of Americans believe hard work produces results, up from 88 percent last year, and the government's approval rate dropped to 59 percent from 42 percent.

Plagued by the numerous debt crises, 24 out of 33 European nations have witnessed a decline in their economic score since 2009, according to Legatum. On the prosperity scale, Greece recorded the biggest drop in 2012, falling 15 places since 2009 to 49th. Spain had slid to 23rd place.

The UK remained 13th, one place ahead of Germany, and Legatum predicted it will overtake the U.S. by 2014 as it scores well for entrepreneurship and governance. Nevertheless, the sense of safety and security remains a weakness as it sits five places to 26th on that score and job satisfaction is low.

Asian Scores
In Asia, Hong Kong, Singapore and Taiwan ranked in the top ten for their economies and the top 20 overall. 40-year-old tiger cub economies Vietnam and Indonesia also rose. Indonesia experienced the largest gain in prosperity of any country since 2009, jumping 29 positions to 83rd.

Switzerland, Norway and Singapore topped the economy sub-index, which measures satisfaction with the economy and expectations for it, the efficiency of the financial sector and foundations for growth. In a gauge of entrepreneurship, Denmark an ahead of Sweden and Finland for the strength of innovation and access to opportunity.

Switzerland also topped the rankings for best governments. It was followed by New Zealand and Canada. In a measure concerned by the effectiveness and accountability of governments, the fairness of elections, the participation of people in the political process and rule of law, the highest marks for education went to New Zealand, Australia and Canada.

Luxembourg, the U.S. and Switzerland were graded the best for health treatments and infrastructure as well as preventative care and satisfaction with the service. Iceland, Norway and Finland topped the chart for safety and security; Chad, Congo and Afghanistan ranked the lowest on that index.

Canadians, New Zealanders and Australians enjoy the most freedom and social tolerance, Legatum said. Norway, Denmark and Austria had the highest scores for social capital as measured by social cohesion and family and community networks.

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U.S. Ranks 12th in Prosperity Index

#20 in Economy
#12 in Entrepreneurship
#14 in Freedom

U.S. Ranks 12th in Prosperity Index

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PROSPERITY INDEX
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U.S. Ranks 12th in Prosperity Index

Legatum Institute's prosperity index, now in its sixth year, assesses global wealth and wellbeing and benchmarks 142 countries around the world in eight categories: economy, education, entrepreneurship and opportunity, governance, health, personal freedom, safety and security and social capital.

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Global prosperity index 2012 interactive. Click on a country to get ranking details by category.

Overall prosperity in Europe has increased – the Netherlands, Ireland and Germany have seen their positions rise and are now ranked at eighth, tenth and 14th place respectively. Despite overall prosperity increasing, more than two thirds of European countries have recorded a decline in the score for the economy sub-category since 2009.

The drop for the US in the rankings has come at a crucial time according to Jeffrey Gedmin, President and CEO of the Legatum Institute:

“As the US struggles to reclaim the building blocks of the American Dream, now is a good time to consider who is best placed to lead the country back to prosperity and compete with the more agile countries that have pushed the US out of the top ten.”

A drop in the economy sub-index has led the US at 20th place – far behind many of Asia's leading economies and European countries such as Germany. The UK economy is placed at 26th place coming in behind behind Kuwait and Ireland.

The rankings have placed:

- Norway top for the overall prosperity index
- Switzerland is number one for the economy sub-category
- Denmark has scored highest for entrepreneurship and opportunity
- Top spot for the governance sub-category goes to Switzerland
- Luxembourg is ranked number one for health
- The highest ranking country for safety and security is Iceland
- Canada scores highest for the personal freedom sub-category
- Norway rank highest for social capital

Below is the table showing the overall prosperity index rankings for countries from 2009 to 2012. Please note that the number of countries ranked has increased from 110 to 142 so there may not be data for all countries. The spreadsheet which you can download shows the rankings by sub-categories also.

the guardian
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Czech politics

Petr Nečas's battle for survival

Nov 1st 2012, 16:36 by B.C. | PRAGUE



OMINOUS clouds are gathering over the Czech prime minister's tenuous government as Petr Nečas (pictured above on the left) faces an existential challenge from within his own party.

Mr Nečas's Civic Democratic Party (ODS) is holding a party congress November 3rd and 4th and six intra-party rebels seem intent on scuttling a pair of tax hikes that the premier insists are necessary to control the deficit. Proposals to raise the VAT and the rates paid by high-income earners have been delayed twice already, including earlier this week when Mr Nečas postponed a parliamentary debate until after the party congress. Like a sea captain, the prime minister looks set to go down with the ship if necessary as he looks to tie the policies to a confidence vote.

Austerity measures are unpopular at the best of times. Despite a national character set to default scepticism when it comes to politics, the Czech mood is increasingly sour. A survey earlier this month found that 69% of people have trouble meeting monthly household expenditures. This is 9% higher than a year ago and the worst since the poll began a decade ago. Just this week, the release of London-based Legatum Institute's Prosperity Index noted the Czech economic environment in decline even as neighbouring Slovakia saw its prospects improve.

Such studies are particularly bad news for Mr Nečas and the centre-right, as it has kept power at the national level in recent years by portraying itself as a responsible economic steward. A hallmark of this mantra has been controlling deficits. While yields on Czech government bonds remain at record lows, the proposed tax increases come as economic growth fell below expectations, harming the public purse. Planning for next year's budget remains on hold until the dispute is resolved.

There are myriad results that could come from the ODS congress. One has the factions coming to some agreement, likely via the horse trading of jobs and earmarked funds. Another sees Mr Nečas and his already unpopular government give way for early elections. One more, where Mr Nečas steps down but the ODS cobbles together an ad hoc leadership to continue the coalition, would perhaps be the worst for public mood as it furthers the acute impression of politics divorced from voters.

There is no evidence coalition partners would stand for such a thing, and they may in fact judge their lot better cast with early elections than association with such poisonous politics. Earlier this week, Karel Schwarzenberg, the urbane foreign minister who is chairman of the coalition TOP 09 party, called future government prospects "dark."

Things are looking bright, however, for Mr Klaus, the founder of the ODS. He has allied himself with the rebel faction to undermine Mr Nečas and bring see coincidence in the timing. Mr Klaus' second presidential term ends in the spring and he looks unlikely to ride off quietly into the sunset. He still commands loyalty among some in the ODS and many see an inevitable return as an influential parliamentary player amid such chaos.

BBC WORLD SERVICE In The Balance

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Measuring prosperity

DIE WELT

DIENSTAG, 30. OKTOBER 2012

1,25 Millionen Euro für Redner Steinbrück

Kanzlerkandidat legt seine Nebenverdienste detailliert offen

Saudi-arabischer Tabubruch

König Abdullah besetzt eine Enden seiner geliebtesten Stimpfpflicht mit Frauen

Die große Furcht vor Hurrikan „Sandy“

Die USA bereiten sich auf den schlimmsten Fall vor

600 Milliarden Euro für den Fiskus

Experten rechnen mit Rekordsummen

Bleibender Schaden

Nach dem Sturm auf die Inseln

Klitschko nur Vierter bei Wahl in Kiew

Der Profiweltmeister über sein schlechtes Ergebnis

Die Welt gehört denen, die lieber zu weit gehen als zu nah.

THE SUNDAY TIMES

NEWS

Ireland's prosperity up

Overall prosperity in Ireland has increased this year, according to an influential poll

The global prosperity index ranks Ireland as the sixth most prosperous country in the world, up from sixth place last year and ahead of the United Kingdom (13), United States (20) and Germany (24).

The index is calculated by the Legatum Institute, a public policy organisation in London, and rates the prosperity of 145 countries every year.

It measures global wealth and well-being based on eight criteria: economy, education, entrepreneurship and opportunity, governance, health, personal freedom, safety and security, and social capital.

While Ireland's economic strength was its weakest performer in the eight categories, it was still assessed as being stronger than the UK.

Ireland was rated highly in the other seven categories, especially safety and security, personal freedom and social capital. Norway, Denmark and Sweden took the top three places.

America dropped out of the top six for the first time since the index began six years ago.

Despite the economic gloom in Ireland, several international barometers of "well-being" have found that most Irish people still describe themselves as happy or well off.

A recent Europe-wide Gallup poll found more than half of Irish people described themselves as "thriving".

Harvard Business Review

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HBR Blog Network

Where Does Your Nation Rank on Wellbeing?

By Nathan Garmaier | 12:00 PM October 30, 2012

Comments (18)

Today we launch the sixth edition of the annual Legatum Prosperity Index™, benchmarking 142 countries on measures of wealth and wellbeing. For Americans, the headline is a simple if unwelcome one: the US is a nation in decline. For the first time, the US does not rank among the top 10 countries in the world in terms of overall prosperity.

If you are familiar with the Legatum Prosperity Index, you know it is an effort to look beyond GDP. We want to present a fuller picture of how prosperity is forming and changing across the world by combining traditional measures of financial wealth with subjective wellbeing. Building on Robert F. Kennedy's assertion that economic data "measures everything in short, except that which makes life worthwhile," the index captures data in areas beyond economic performance.

These factors are presented in eight sub-indices that combine "hard" outcome data with survey data reflecting how citizens themselves experience reality:

- Economy (macroeconomic policies, economic satisfaction and expectations, foundation for growth, and financial sector efficiency)
- Entrepreneurship & Opportunity (entrepreneurial environment, innovative activity, and access to opportunity)
- Governance (effective and accountable government, fair elections and political participation, and rule of law)
- Education (access to education, quality of education, and human capital)
- Health (basic health outcomes, health infrastructure and preventive care, and physical and mental health satisfaction)
- Safety & Security (national security and personal safety)
- Personal Freedom (individual freedom and social tolerance)
- Social Capital (social cohesion and engagement, as well as community and family networks)

In 2006 when the first Prosperity Index was published, this was a surprising exercise. By now there has been a global shift toward the view that national success should and can be measured more meaningfully. A movement that began with Bhutan's Index of Gross National Happiness has grown to include Nicolas Sarkozy's 2009 commission, and David Cameron's new initiative to track wellbeing in the UK.

Finding ways to measure overall prosperity on a comparative basis across countries and across time is not a simple undertaking. Doing so, however, produces insights on vital questions the answers to which are not yet (and may never be) reflected in GDP. For example, a major event within the span of the past six years has been the "Arab Spring." In its aftermath, the world's gaze has settled on the affected nations to see if their fortunes are heading in the right direction.

Here, the 2012 index sheds light. It reveals a marked decline in Social Capital across the Middle East and North Africa. Tunisia has been hardest hit, falling to 122nd out of 142 countries for Social Capital (32 places since 2010), with Syria also dropping 30 places (to 131st position) in the same time period. Even those countries not directly involved in the Arab Spring have seen a decline in Social Capital. Saudi Arabia, for example, has fallen 21 places and now ranks 43rd in the sub-index.


Even within the realm of economic health, broader measures can illuminate the drivers of change and serve as leading indicators. Take, for example, citizens' perceptions of job markets. In India and China, the percentages of citizens who think that it is a good time to find a job is 40% and 36%, respectively. In the US and UK, those percentages are, respectively, 26% and 12%.

While the US still reigns as the world's greatest economy on the simple measure of GDP, we all know the story: like many western countries, the US has seen its economy deteriorate. But more surprisingly, our index reveals that the US has also dropped in the sub-indices focused on Governance, Personal Freedom, and Entrepreneurship & Opportunity. Of these, the latter saw the worst decline, as the US fell eight places in the Entrepreneurship & Opportunity sub-index since 2009. For the self-styled Land of Opportunity, the decline in one specific measure since last year should be a real cause for worry: Fewer US citizens now believe that hard work will get them ahead in life.

Whenever we think of the lives we hope to enjoy, we think beyond material wealth. In the same way it is important that we continue to refine the tools for evaluating nations on that broader measure of wellbeing. With better monitoring of overall prosperity come big implications for decision-making. As Nobel Prize-winning economist Joseph Stiglitz asserts, "What you measure affects what you do."

By measuring a wide range of factors within a society, the Prosperity Index hopes to change the way policy makers and global leaders view and act in the world. As Americans head to the polls next week, they should be thinking about the dimensions on which they want prosperity to rise, and how those gains can best be realized.

2012 Legatum Prosperity Index: The New World Map



Washington Post Business section header with navigation and a call to action: 'The quick and easy way to cut your business energy costs'.

U.S. Prosperity Slides in Global Index That Ranks Norway No. 1. By Erin Kennedy. Oct. 26, 2012. The U.S. slid from the top ten most prosperous nations for the first time in a league table which ranked three Scandinavian nations the best for wealth and wellbeing.

With the presidential election just a week away, the research group said the standing of the U.S. economy has deteriorated to beneath that of 19 rivals. The report also showed that respect for the government has fallen, fewer Americans perceive working hard gets you ahead, while companies face higher startup costs and the export of high-technology products is dropping.

As the U.S. struggles to reclaim the building blocks of the American Dream, now is a good time to consider who is best placed to lead the country back to prosperity and compete with the more agile countries, Jeffrey Gedmin, the Legatum Institute's president and chief executive officer, said in a statement.

The six-year-old Legatum Prosperity Index is a study of wealth and wellbeing in 142 countries, based on eight categories such as economic strength, education and governance. Covering 96 percent of the world's population, it is an attempt to broaden measurement of a nation's economic health beyond indicators such as gross domestic product.

The Legatum Institute is the public policy research arm of the Legatum Group, a Dubai-based private investment group founded in 2006 by New Zealand billionaire Christopher Chander.

Table titled 'The World's Most Prosperous' listing 2012 Prosperity Index scores for various countries, with Norway at the top and the U.S. at 33rd.

But there's more. For three-quarters of a century, gross domestic product has been single most important framework for evaluating economic success. In recent years, though, a "beyond GDP" debate has started. An increasing number of academics and policy makers around the world have been exploring the idea that there may be a more comprehensive and meaningful way to look at national prosperity.

TIME World Must-Reads from Around the World. Includes article: 'Happier Budget - Venezuela President Hugo Chavez's administration allocated nearly 40% of the national budget - more than what it set aside for military and energy expenses - to what it calls "supplies happiness".'

Most Prosperous - A new survey shows that Norway is the world's most prosperous nation, followed by Denmark, Sweden and Australia, reports Bloomberg. The 2012 Legatum Prosperity Index, compiled by the Legatum Institute, measures wealth and well-being in 142 countries based on eight criteria, such as economic strength, governance, health, social capital and personal freedom.

Job Data - Swiss bank UBS has announced that it will cut up to 30,000 jobs and make other significant cost reductions in its investment banking division after revealing worldwide losses during the quarter. The New York Times reports the company posted a loss of \$1.1 billion from Oct. 1 to Sept. 30.

Protest Ban - Protests and gatherings in Bahrain have been banned after clashes between police and demonstrators, according to the BBC. Protests would only be permitted once "security and stability were sufficient to maintain national unity," according to Interior Minister Ekhab Khalifa.

JakartaGlobe advertisement for '3 Remukkan' (3 bottles) with a promotional offer.

Indonesia Makes Huge Jump in Annual Global Prosperity Index. The Summa Sahabat | October 31, 2012. Indonesia has been ranked 63rd in the latest prosperity index, published by think-tank Legatum Institute on Tuesday, which showed an improvement that put it in line with its growing economic position.

SHARE THIS PAGE social media sharing buttons for Facebook, Twitter, and Google+.

THE WALL STREET JOURNAL. Wednesday, October 31, 2012. Home World Europe U.K. U.S. Business Markets Market Data Tech.

U.S. Prosperity Is in Decline. The latest data on economic prosperity from countries around the world, the U.S. has fallen out of the Top 10 for the first time ever, if elections were decided by data, today's findings would spell trouble for President Obama.

Earlier this month the Obama administration received good news: U.S. unemployment seems finally to be coming down. This week, however, the news is not so good. Fresh data on economic prosperity from countries around the world, the U.S. has fallen out of the Top 10 for the first time ever, if elections were decided by data, today's findings would spell trouble for President Obama.

Table titled 'The World's Most Prosperous' listing 2012 Prosperity Index scores for various countries, with Norway at the top and the U.S. at 33rd.



How does the picture look for the U.S.? The index identifies eight "foundations" for national success, including factors such as effective and accountable government, personal freedom, national security and personal safety. The news is not good for America. Across the eight components that make up the Index, the U.S. declines in five, including the economy, personal freedom, and entrepreneurship and opportunity.

The next U.S. president will also face a rapidly changing global environment. The rise of China speaks for itself, but the Prosperity Index also has Singapore, Taiwan, Hong Kong, Japan and Malaysia ranking within the top 15 countries in its economic rankings this year. Our index also reveals a new group of Asian up-and-comers: Vietnam, Thailand and Indonesia are on the move. Indonesia, the world's most populous majority-Muslim nation, has experienced the largest increase in prosperity globally since 2008.

Indonesia ranked 63rd in the economy criteria, in which 75 percent of respondents said that they had confidence in financial institutions and 65.9 percent of respondents were satisfied with their living standards - higher than the global average of 60.9 percent and 62.8 percent, respectively. Indonesia, however, fared poorly in the health criteria, in which it was ranked 95th. The report showed that Indonesia's average health expenditure was around \$99, far below the global average of \$1,323. The undernourishment rate was 13 percent, higher than the global average of 7.7 percent.

Superstorm Sandy Could Cost The US \$45bn

The US is set to incur the cost of Superstorm Sandy which caused widespread flooding and power outages across the East Coast.



Superstorm Sandy, which lashed through the east coast of the US, has caused an estimated \$45 billion in damage, according to the latest estimates. The figure, from a preliminary report by the US Army Corps of Engineers, is the highest estimate for the full scale of damage caused.

The report also says that the storm caused the loss of 100,000 jobs and 100,000 homes. It also caused the loss of 100,000 jobs and 100,000 homes. It also caused the loss of 100,000 jobs and 100,000 homes.

Poor job prospects holding back Britain's prosperity

Britain has failed to make the top 25 in a ranking of the world's most prosperous economies because of its poor job prospects, according to a survey of wealth and happiness.



By **Rosemary Moxon, Political Correspondent**
12:02 AM GMT+0 22 Oct 2012

Britain's economy has 'held back on the index of prosperity' according to a report by the Legatum Institute, a London-based think-tank, found job satisfaction is 'antithetical' in Britain, with just one in ten people agreeing now is a good time to find employment.

This caused the UK to drop four places in the rankings for its economy to 28th place, below Kuwait, Malaysia, Taiwan, South Korea, China and Thailand.

The think-tank put Britain in 13th place overall in the rankings that grade economies, opportunities, governance, education, health, security, personal freedom and social capital.

The UK scored highly on governance and opportunities, but was dragged down the rankings by its economic situation, education and security.

Its overall prosperity, taking into account happiness and wealth, is rising year on year.

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However, the continuing recession held it back from rising in the rankings compared with last year.

The think-tank also predicted that Britain will overtake the US in terms of prosperity within two years, as America falls out of the top ten for the first time.

Jeffrey Gedmin, president of the Legatum Institute: "In order to ensure it remains competitive, keeping in step with its European neighbours, Britain must focus on growth without losing out in other areas such as Governance."

The annual report found that prosperity has increased across the world over the last four years, despite the most severe financial crisis in modern times and a number of citizen uprisings toppling governments.

However, it said safety and security has decreased because of the Arab Spring and worsening crime rates in some Latin American countries.

The experts also found that a key factor enabling countries to become more prosperous is good governance. The report said 27 out of the top 30 countries in the index are democracies.

DAVID FRUM

Who's the Least Socialist of Them All?

By David Frum




The Legatum think tank releases its 2012 index of world prosperity. The libertarian-leaning British group wishes to broaden the definition of prosperity beyond GDP. In an opinion piece in the Wall Street Journal, president Jeffrey Gedmin and program director Nathan Garment explain:

The index challenges age-old theories that nations flourish, including freedom, rule of law, and economic growth. Instead, it argues that nations flourish through the rule of law, economic growth, and the rule of law. It argues that nations flourish through the rule of law, economic growth, and the rule of law.

It also argues that nations flourish through the rule of law, economic growth, and the rule of law. It also argues that nations flourish through the rule of law, economic growth, and the rule of law.

Low Start-Up Costs Help Brits Rise Up Entrepreneur Leadership Board

New research has indicated that the UK is among the top global performers for prosperity and will overtake the US by 2014.



The Legatum Prosperity Index found Britain has climbed one place in the worldwide prosperity rankings to 28th (up from 32nd) as well as improving its Governance, Health, Safety & Security sub-categories (7th and 6th respectively).

In addition, the UK is fast becoming a global hub for entrepreneurs, ranking 4th in the world for entrepreneurship and opportunity – thanks largely to the low start-up costs for new businesses.

Jeffrey Gedmin, president and chief executive of the Legatum Institute, said: "All a time of rampant growth, entrepreneurship will be a key catalyst of recovery."

"In order to take advantage of the opportunities on offer, UK citizens must be empowered with belief, drive and inspiration, and be given access to the ingredients needed to succeed – such as favourable business conditions, and access to capital."

However, poor economic performance and low confidence in the health of the UK economy could hold back Britain's prosperity. The UK fell four places in the Economy sub-index since last year, now ranking 16th globally.

According to the Index, job satisfaction is particularly low in Britain. Just 13.3% agree that it is a good time to find a job, compared with 26% in the US and 50% in Brazil.

Interestingly, Germany has scaled the Economy rankings – rising from 10th to 6th place – reporting high levels of confidence in its financial institutions (47% compared to the UK at 19%) and high levels of satisfaction with their living standards (high report being satisfied), in the UK, our satisfaction with living standards is 44%.

Gedmin added: "GDP alone can cover offer a complete view of prosperity, which goes some way to explaining why the UK has climbed the global rankings despite slow economic growth."

"In order to ensure it remains competitive, keeping in step with its European neighbours, Britain must focus on growth without losing out in other areas such as governance."

However, a report from Viking – supplier of office supplies to small and medium sized businesses – has revealed almost one in five small business owners admit they had to sell or mortgage their home in order to gain enough capital to start-up or run a business.

Many respondents also said they had been forced to sell their property completely and move back in with their parents, and 32% admitted they had personal debt, such as loans or credit cards, tied in with the business.

"The implications of having to sell or mortgage a property are substantial, not just economic but also social," says John O'Sullivan, commercial director at Viking, said.

"The issue here is not so much finding – it is keeping to see that as many entrepreneurs are deciding to start their own business, but it is apparent that there is a lack of money available to support these businesses."

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