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*“Understanding the impact of the digital transformation on people’s lives, supporting inclusive and sustainable growth, and restoring people’s trust in institutions, require having better metrics truly reflecting people’s conditions to inform policy decisions. SDD continues to work towards this goal with innovative research to advance the statistical agenda in areas like measuring trust, income and wealth inequalities, and the distance to SDG targets. SDD is also developing new accounting frameworks to better capture the nature and impacts of globalisation and digitalisation.”*

## Statistics and Data Directorate

The **Statistics and Data Directorate (SDD)** provides statistics, frameworks and methodologies on national accounts, trade, prices and well-being, among others, for evidence-based decision making in emerging policy areas such as digitalisation and trust. SDD also supports the OECD statistical system, providing tools and “smart data” solutions and tapping into non-conventional data sources.

SDD is addressing the measurement challenges of globalisation and digitalisation by developing indicators and conceptual frameworks to account for their impact on measures of economic activity, productivity, inflation and material well-being. It places particular emphasis on the valuation of “free goods and services” and on the treatment of intellectual property flows and data. Central to these efforts is a push for more granular insights on the types of firms engaged in 21st century production, the types of products produced and the increasing role of consumers as producers. Innovative tools and smart data techniques are also being developed, including a new Analytical Database on Individual Multinationals and their Affiliates (ADIMA) and its early warning system to identify company restructurings likely to have an impact on measures of economic activity.

Continuing its leadership in measuring well-being, SDD held the sixth OECD World Forum that explored what trends will reshape people’s well-being in the future. SDD also released *How’s Life in the Digital Age?*, providing a comprehensive description of digital impacts on people’s lives and underlining data gaps.

In the context of its new Smart Data Strategy, SDD also acts as the data steward for all OECD data used in developing high-quality statistics and evidence for policy. ■

## ■ AREAS OF FOCUS

- Composite leading indicators and business tendency surveys, [www.oecd.org/SDD/leading-indicators](http://www.oecd.org/SDD/leading-indicators)
- Entrepreneurship indicators and business statistics, [www.oecd.org/SDD/business-stats](http://www.oecd.org/SDD/business-stats)
- Productivity statistics, [www.oecd.org/SDD/productivity-stats](http://www.oecd.org/SDD/productivity-stats)
- OECD Better Life Initiative, [www.oecd.org/betterlifeinitiative](http://www.oecd.org/betterlifeinitiative)
- Measuring well-being and progress, [www.oecd.org/statistics/measuring-well-being-and-progress.htm](http://www.oecd.org/statistics/measuring-well-being-and-progress.htm)
- Inclusive growth, [www.oecd.org/SDD/inclusivegrowth-theoecdmeasurementframework.htm](http://www.oecd.org/SDD/inclusivegrowth-theoecdmeasurementframework.htm)
- Gender equality, [www.oecd.org/gender](http://www.oecd.org/gender)
- Green growth, [www.oecd.org/greengrowth](http://www.oecd.org/greengrowth)
- Labour statistics, [www.oecd.org/SDD/labour-stats](http://www.oecd.org/SDD/labour-stats)
- International trade and balance of payments, [www.oecd.org/SDD/its](http://www.oecd.org/SDD/its); [www.oecd.org/sdd/its/balanced-trade-in-services.htm](http://www.oecd.org/sdd/its/balanced-trade-in-services.htm)
- National accounts and financial statistics, [www.oecd.org/SDD/na](http://www.oecd.org/SDD/na); [www.oecd.org/SDD/fin-stats](http://www.oecd.org/SDD/fin-stats)
- Prices and purchasing power parities, [www.oecd.org/SDD/prices-ppp](http://www.oecd.org/SDD/prices-ppp)
- Statistical Information System Collaboration Community (SIS-CC), <https://siscc.org>

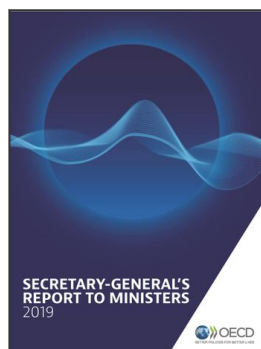
## ■ KEY EVENTS

- OECD-IAOS Conference on Better Statistics for Better Lives, 19-21 September 2018
- 6th OECD World Forum on Statistics, Knowledge and Policy: The Future of Well-being, 27-29 November 2018
- OECD COPE-ATD Fourth World Conference on Addressing the Hidden Dimensions of Poverty, 10 May 2019

## ■ KEY CONTENT

- *Beyond GDP: Measuring What Counts for Economic and Social Performance*
- *How's Life in the Digital Age? Opportunities and Risks of the Digital Transformation for People's Well-being*
- *Measuring the Distance to the SDG Targets 2019*
- *OECD Compendium of Productivity Indicators 2019*





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