

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

Scanning the horizon: Looking for lands of opportunity

*An inspirational tour of the places, people, outfits and organisations worth adding to your list of best benchmarks. A five-part **SPECIAL REPORT***

issue 60 . volume 06
FEBRUARY 2013

- A AFFAIRS** After the flame:
a report card for London
 - B BUSINESS** Fujifilm: a lesson
in rethinking your image
 - C CULTURE** Das Book: Germans
are better between the sheets
 - D DESIGN** Redefining the perfect
wardrobe in Japan and Sweden
 - E EDITS** Checking into the Oyster
Inn, a Toronto 'hood and a new
spread of food and drink
- EXPO** The UK's freshest design
hub: Central Saint Martins

Where
shall
I set up
shop
next?



THE HOW TO GENERATION

1

BECOME A MAYOR: how local know-how
can help you beat the old parties

2

REVIVE A BRAND: meet the Parisians who
added a fresh flavour to a forgotten name

3

MAKE A 'KILLING': the secrets of creating
a global TV thriller franchise

4

RUN A SHOP: the Portuguese posse who
have found success isn't all click-click

5

START A WINE LABEL: the woman who
uncorked her potential in sunny Sicily

6

BE A K-POP STAR: a top producer on
choreographing Seoul classics

7

BUILD A COMMUNITY: get a lesson in how
to inject life into your town



PLUS: raise the curtain on your own
cinema • run a cosy cottage industry • be a
media revolutionary

FANCY A FLAT IN FUR CITY? 'PAMBASSADORS' AND OTHER TALES FROM THE SICHUANESSE CAPITAL CHENGDU

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

issue 60 . volume 06
FEBRUARY 2013

Scanning the horizon: Looking for lands of opportunity

An inspirational tour of the places, people, outfits and organisations worth adding to your list of best benchmarks. A five-part **SPECIAL REPORT**

Where shall I set up shop next?



THE HOW TO GENERATION

- 1** BECOME A MAYOR: how local know-how can help you beat the old parties
- 2** REVIVE A BRAND: meet the Parisians who added a fresh flavour to a forgotten name
- 3** MAKE A 'KILLING': the secrets of creating a global TV thriller franchise
- 4** RUN A SHOP: the Portuguese posse who have found success isn't all click-click
- 5** START A WINE LABEL: the woman who uncorked her potential in sunny Sicily
- 6** BE A K-POP STAR: a top producer on choreographing Seoul classics
- 7** BUILD A COMMUNITY: get a lesson in how to inject life into your town

PLUS: raise the curtain on your own cinema • run a cosy cottage industry • be a media revolutionary

Urban Liveability

1) Liveability Rankings and Indices — aims, formats and critiques

3) Ancient Roots of 'Liveability' — Welfare; Well Being; Happiness; Hedonism; Good Life; Eudaemonia

5) Modern Interpretations — Psychology: Self-Actualisation; Maslow's Hierarchy of Needs; Human Development Index

7) Urban Cases — Singapore/Batam

9) Discussion — Liveability for whom? Where? and When?

Introduction

Liveability: Rankings and Indices

1) Mercer (Financial Services Consultancy) — Quality of Life Survey

39 criteria used including: [safety](#), [education](#), [hygiene](#), [health care](#), [culture](#), [environment](#), [recreation](#), political-economic stability and public transportation.

2) Monocle (Style Magazine) — Most Liveable City Index

Criteria in this survey are safety/crime, international connectivity, climate/sunshine, quality of architecture, public transportation, tolerance, environmental issues and access to nature, urban design, business conditions, pro-active policy developments and medical care

3) Economist Intelligence Unit (EIU — economic forecasting) — Global Liveability Survey

Criteria include: availability of goods and services, low personal risk, and an effective infrastructure. 'Provides scores for lifestyle challenges in 140 cities worldwide'.

4) OECD (Organisation for Economic Co-operation and Development) — Better Life Index

There is more to life than the cold numbers of GDP and economic statistics – This Index allows you to compare well-being across countries, based on 11 topics the OECD has identified as essential, in the areas of material living conditions and quality of life.



Introduction

Liveability: Rankings and Indices

1) Mercer (Financial Services Consultancy) — Quality of Life Survey

39 criteria used including: [safety](#), [education](#), [hygiene](#), [health care](#), [culture](#), [environment](#), [recreation](#), political-economic stability and public transportation.

2) Monocle (Style Magazine) — Most Liveable City Index

Criteria in this survey are safety/crime, international connectivity, climate/sunshine, quality of architecture, public transportation, tolerance, environmental issues and access to nature, urban design, business conditions, pro-active policy developments and medical care

3) Economist Intelligence Unit (EIU — economic forecasting) — Global Liveability Survey

Criteria include: availability of goods and services, low personal risk, and an effective infrastructure. 'Provides scores for lifestyle challenges in 140 cities worldwide'.

4) OECD (Organisation for Economic Co-operation and Development) — Better Life Index

There is more to life than the cold numbers of GDP and economic statistics – This Index allows you to compare well-being across countries, based on 11 topics the OECD has identified as essential, in the areas of material living conditions and quality of life.

Critiques

1) Bias:

- The Economist Intelligence Unit report is [anglocentric](#): "The Economist clearly equates livability with speaking English (*New York Times*)"
- EIU does not take into account the [cost of living](#) as a factor in 'liveability'.
- The Mercer list helps multi-national companies decide where to open offices or plants, and how much to pay employees.

2) Philosophical: Measuring the unmeasurable?

3) Simplistic:

- Amartya Sen saw the development of the Human Development Index (HDI) as incapable of capturing the full complexity of development processes, yet ultimately saw the pragmatic value of estimating a single number for policy purposes (for development).
- 'Boring' cities dominate: Vancouver, Melbourne, Zurich, Calgary — missing the grime, where's the mess? Full complexity of urban experience. Related to Sen's critique of HDIs

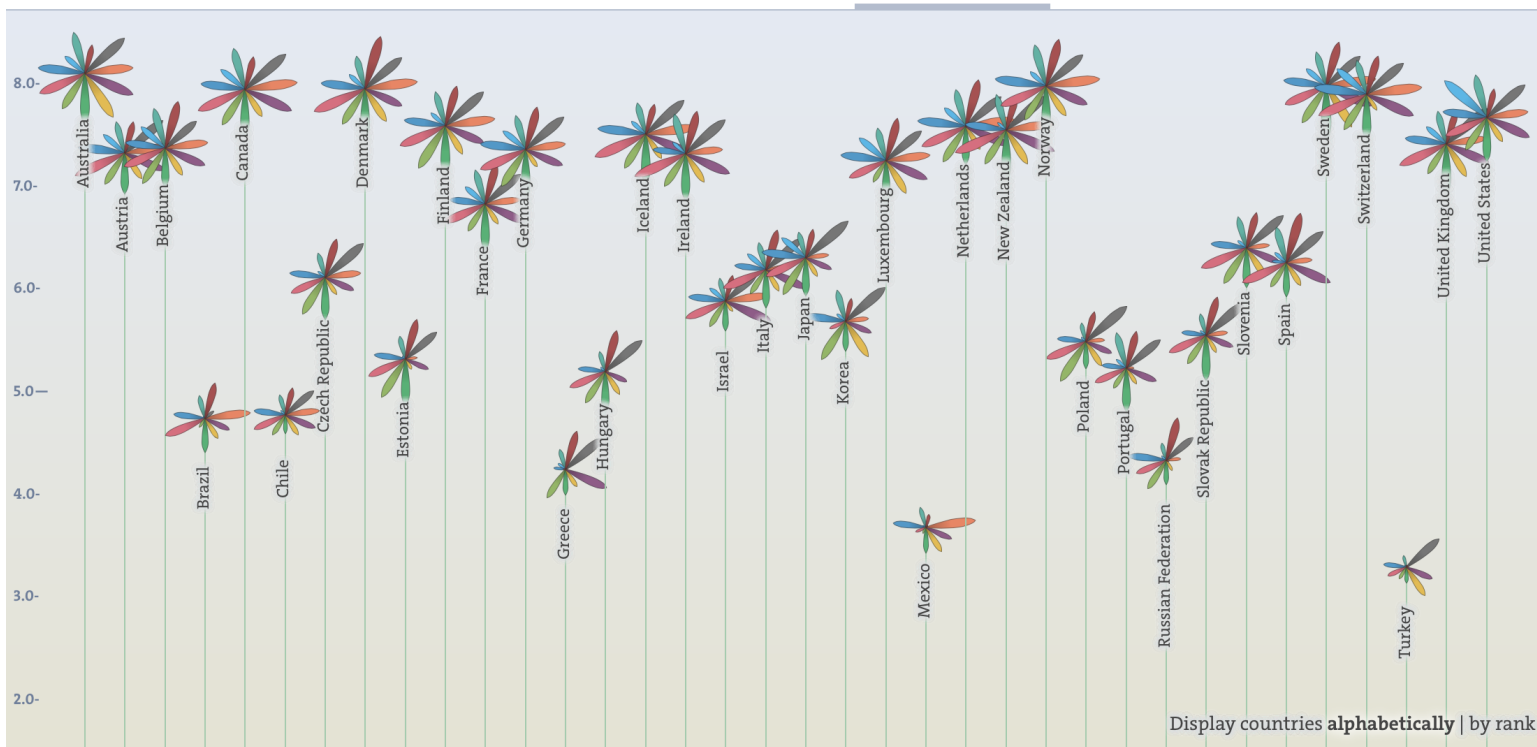
Index

Responses

Countries ▾

Topics ▾

FAQ



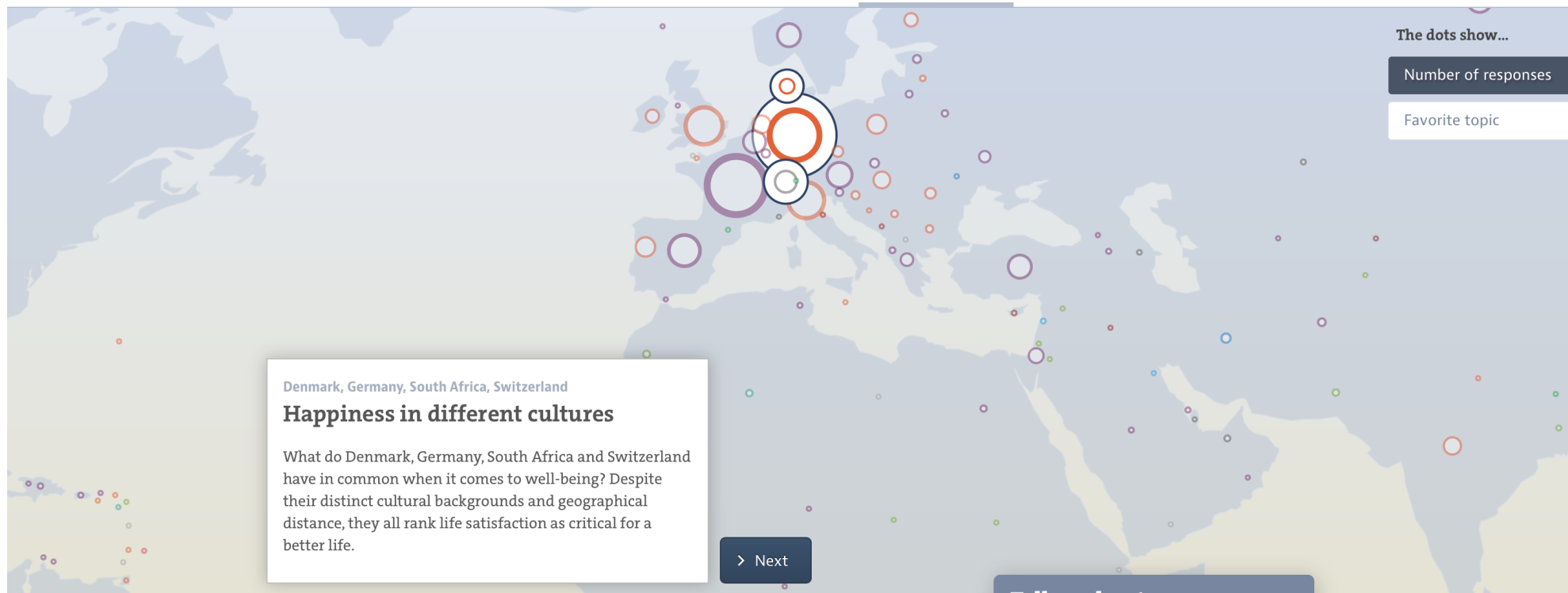
Create Your Better Life Index

Rate the topics according to their importance to you:

-
+

	Housing	<input type="range"/>
	Income	<input type="range"/>
	Jobs	<input type="range"/>
	Community	<input type="range"/>
	Education	<input type="range"/>
	Environment	<input type="range"/>
	Civic Engagement	<input type="range"/>
	Health	<input type="range"/>
	Life Satisfaction	<input type="range"/>
	Safety	<input type="range"/>
	Work-Life Balance	<input type="range"/>

Reset
Help



The dots show...

Number of responses

Favorite topic

Tell us about you.

Reset map

The dots show...

Number of responses

Favorite topic

India

816 responses

Gender



Age



15 25 35 45 55 65

Topics



lowest

Importance

highest

Compare with

...

Tell us about you.



Reset map

The dots show...

Number of responses

Favorite topic

Japan

628 responses

Gender

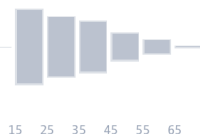


54%

Age



45%



Topics



lowest

Importance

highest

Compare with

...

Tell us about you.

	Housing	<input type="checkbox"/>	<input type="range"/>
	Income	<input type="checkbox"/>	<input type="range"/>
	Jobs	<input type="checkbox"/>	<input type="range"/>
	Community	<input type="checkbox"/>	<input type="range"/>
	Education	<input type="checkbox"/>	<input type="range"/>
	Environment	<input type="checkbox"/>	<input type="range"/>
	Civic Engagement	<input type="checkbox"/>	<input type="range"/>
	Health	<input type="checkbox"/>	<input type="range"/>
	Life Satisfaction	<input type="checkbox"/>	<input type="range"/>
	Safety	<input type="checkbox"/>	<input type="range"/>
	Work-Life Balance	<input type="checkbox"/>	<input type="range"/>

'Liveability' is an ancient theme

Classical Roots in 'Eudaemonia'

In his *Nicomachean Ethics*, (1095a15–22) [Aristotle](#) says that eudaimonia means 'doing and living well'. The term is sometimes translated as 'happiness' or 'flourishing'

The treatise begins with a discussion of *eudaimonia*; followed by an examination of the nature of *aretê* ("virtue," "excellence") and the character traits that human beings need in order to live life at its best. The treatise examines the conditions in which praise or blame are appropriate, and the nature of pleasure and friendship; near the end of the work, we find a brief discussion of the proper relationship between human beings and the divine (dictionary of philosophy)

'Liveability' is an ancient theme

Classical Roots in 'Eudaemonia'

In his *Nicomachean Ethics*, (1095a15–22) [Aristotle](#) says that eudaimonia means 'doing and living well'. The term is sometimes translated as 'happiness' or 'flourishing'

The treatise begins with a discussion of *eudaimonia*; followed by an examination of the nature of *aretê* ("virtue," "excellence") and the character traits that human beings need in order to live life at its best. The treatise examines the conditions in which praise or blame are appropriate, and the nature of pleasure and friendship; near the end of the work, we find a brief discussion of the proper relationship between human beings and the divine (dictionary of philosophy)

Let us resume our inquiry and state, in view of the fact that all knowledge and every pursuit aims at some good, what it is that we say political science aims at and what is the highest of all goods **achievable by action**. Verbally there is very general agreement; for both the general run of men and people of superior refinement say that **it is happiness**, and identify **living well and doing well with being happy**; but with regard to **what happiness is** they differ, and the many do not give the same account as the wise. For the former think it is **some plain and obvious thing, like pleasure, wealth, or honour**; they differ, however, from one another- and often even the **same man identifies it with different things**, **with health when he is ill, with wealth when he is poor**; but, conscious of their ignorance, they admire those who proclaim some great ideal that is above their comprehension. Now some thought that **apart from these many goods there is another which is self-subsistent and causes the goodness** of all these as well. To examine all the opinions that have been held were perhaps somewhat fruitless; enough to examine those that are most prevalent or that seem to be arguable.

eudaimonia:
happiness or 'flourishing'

Modern Eudaimonia

Models of eudaimonia in psychology emerged from early work on self-actualisation and the means of its accomplishment by researchers such as [Erikson](#), [Allport](#), and Abraham [Maslow](#). The psychologist C. D. Ryff highlighted the distinction between *eudaimonia wellbeing*, which she identified as psychological well-being, and *hedonic wellbeing* or pleasure. Building on Aristotelian ideals of belonging and benefiting others, flourishing, thriving and exercising excellence, she conceptualised eudaimonia as a six-factor structure:

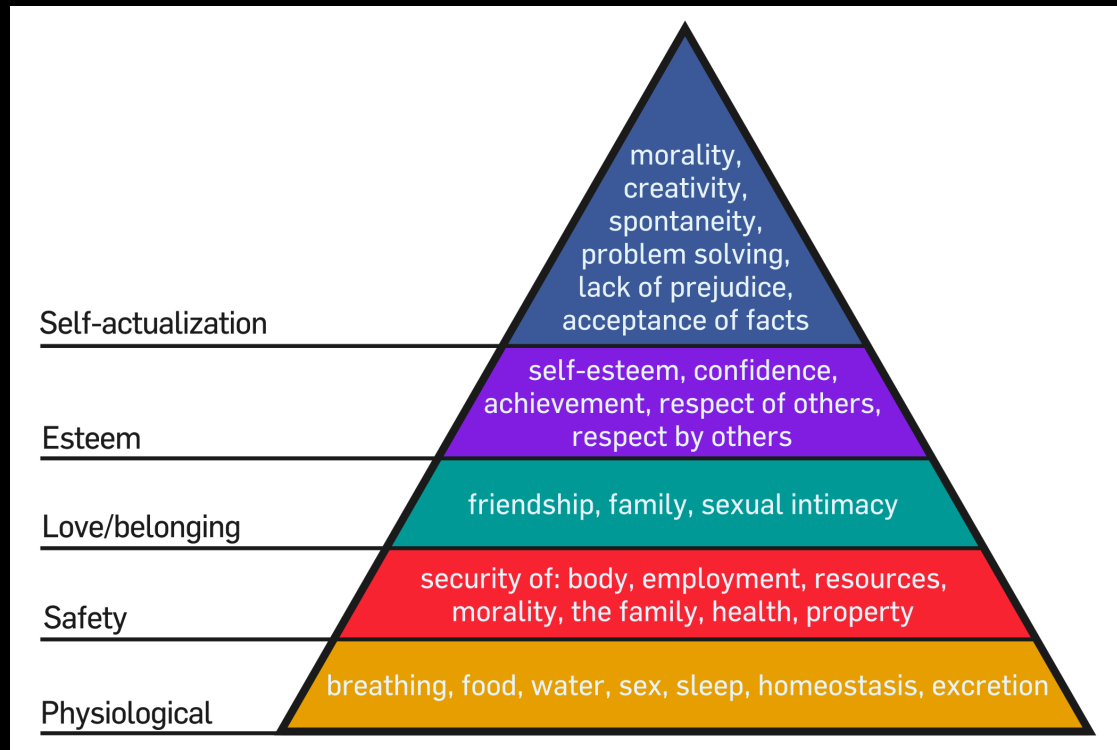
- 1 Autonomy
- 2 Personal growth
- 3 Self-acceptance
- 4 Purpose in life
- 5 Environmental mastery
- 6 Positive relations with others.

Modern Eudaimonia

Models of eudaimonia in psychology emerged from early work on self-actualisation and the means of its accomplishment by researchers such as [Erikson](#), [Allport](#), and Abraham [Maslow](#). The psychologist C. D. Ryff highlighted the distinction between *eudaimonia wellbeing*, which she identified as psychological well-being, and *hedonic wellbeing* or pleasure. Building on Aristotelian ideals of belonging and benefiting others, flourishing, thriving and exercising excellence, she conceptualised eudaimonia as a six-factor structure:

- 1 Autonomy
- 2 Personal growth
- 3 Self-acceptance
- 4 Purpose in life
- 5 Environmental mastery
- 6 Positive relations with others.

Maslow's Hierarchy of Needs



Human Development Index

- Life expectancy at birth
- [Education index](#): Mean years of schooling and Expected years of schooling
- Standard of living (GNI per capita)

UNDP began using a new method of calculating the HDI in 2010 — with refinements in Education index

Annual Development Reports of the [United Nations Development Programme](#) (UNDP).

Devised "to shift the focus of development economics from national income accounting to people-centered policies".

To convince the public, academics, and policy-makers that they can and should evaluate development not only by economic advances but also improvements in human well-being.

M

Mahbub Ul Haq (Pakistani economist) proposed the idea. Amartya Sen initially opposed this idea, but he soon went on to help Haq develop the Index in the future. Sen was worried that it was going to be difficult to capture the full complexity of human capabilities in a single index but Haq persuaded him that only a single number would shift the attention of policy-makers from concentration on economic to human well-being.

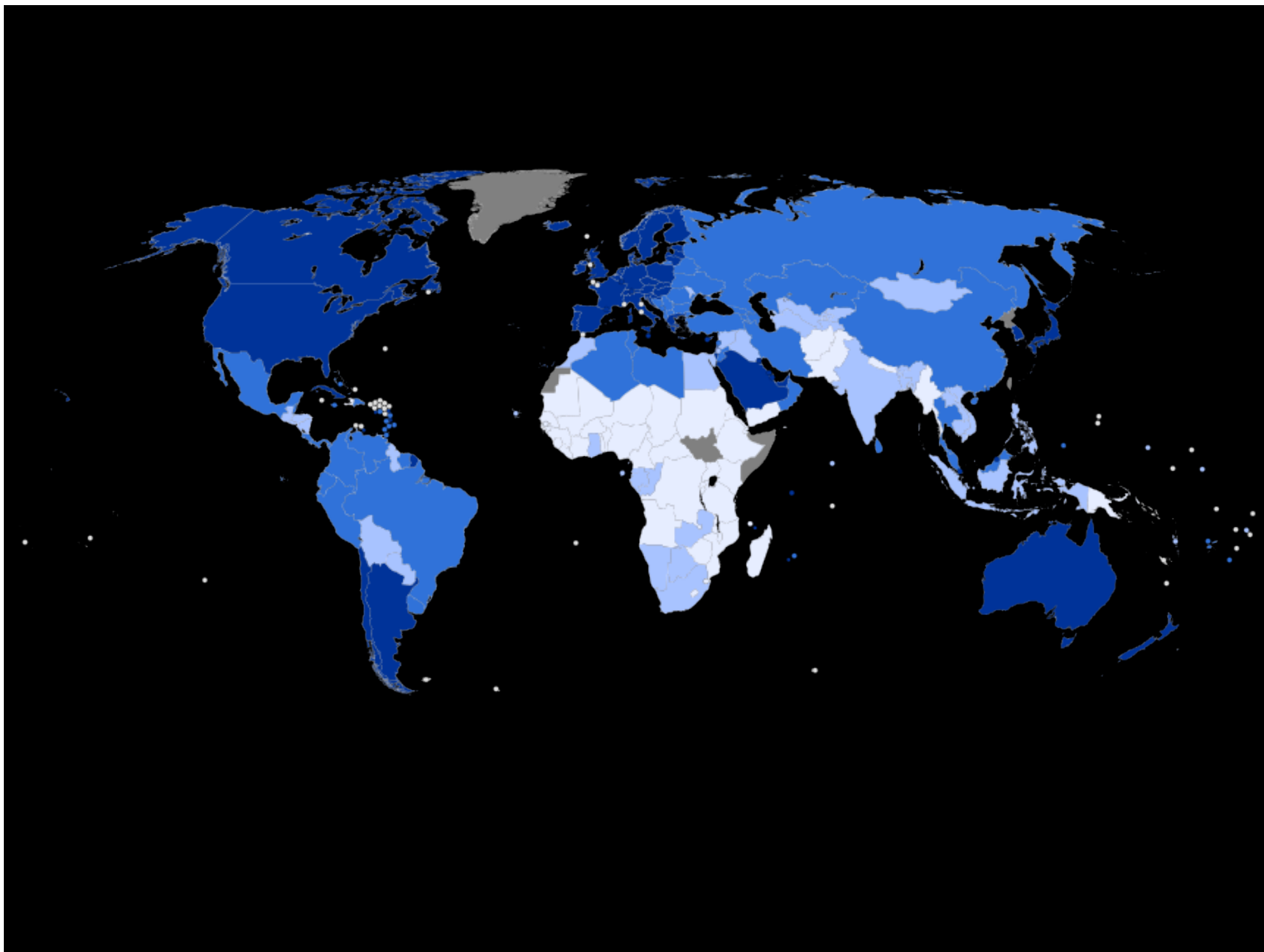


Table 1: Human Development Index and its components

[Download all data](#)

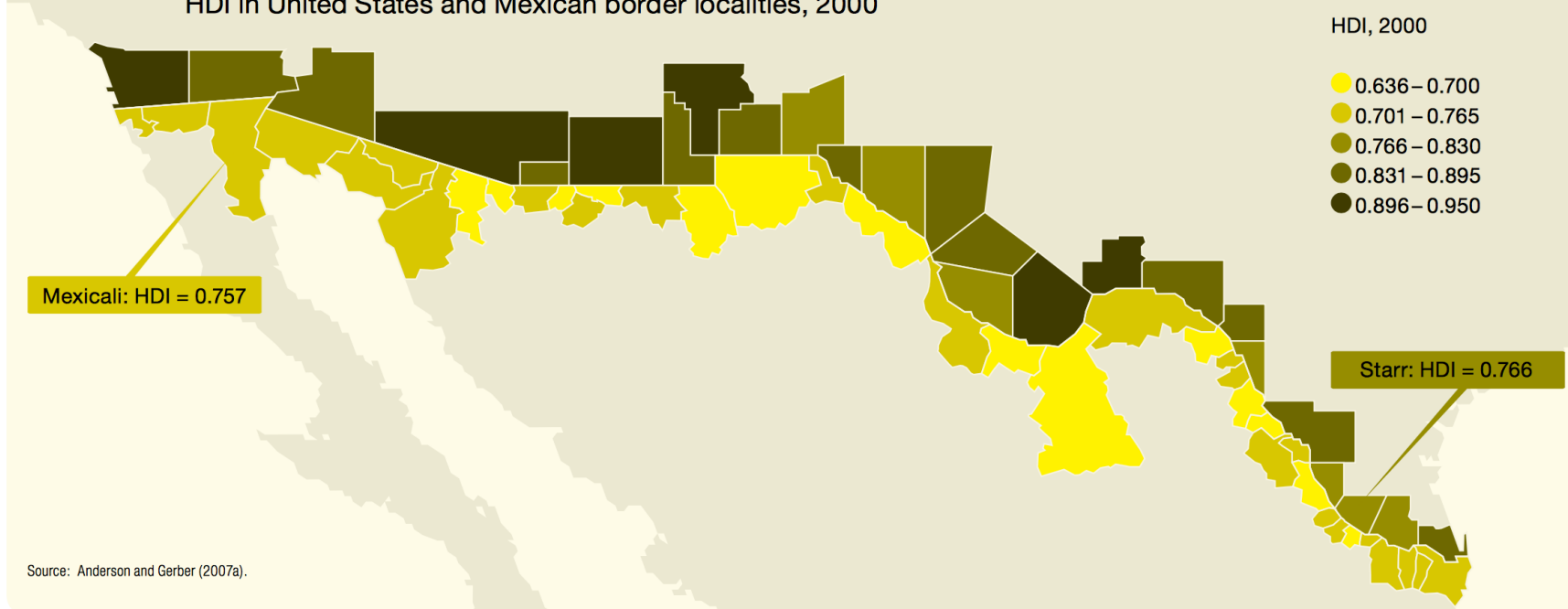
Table 1: Human Development Index and its Components

HDI rank	Country	Human Development Index (HDI) Value, 2013	Life expectancy at birth (years), 2013	Mean years of schooling (years), 2012 ^a	Expected years of schooling (years), 2012 ^a	Gross national income (GNI) per capita (2011 PPP \$), 2013	Human Development Index (HDI) Value, 2012	Change in rank, 2012-2013
Very high human development								
1	Norway	0.944	81.5	12.6	17.6	63,909	0.943	0
2	Australia	0.933	82.5	12.8	19.9	41,524	0.931	0
3	Switzerland	0.917	82.6	12.2	15.7	53,762	0.916	0
4	Netherlands	0.915	81.0	11.9	17.9	42,397	0.915	0
5	United States	0.914	78.9	12.9	16.5	52,308	0.912	0
6	Germany	0.911	80.7	12.9	16.3	43,049	0.911	0
7	New Zealand	0.910	81.1	12.5	19.4	32,569	0.908	0
8	Canada	0.902	81.5	12.3	15.9	41,887	0.901	0
9	Singapore	0.901	82.3	10.2 ^b	15.4 ^c	72,371	0.899	3
10	Denmark	0.900	79.4	12.1	16.9	42,880	0.900	0
69	Turkey	0.759	75.3	7.6	14.4	18,391	0.756	0
70	Kazakhstan	0.757	66.5	10.4	15.0	19,441	0.755	0
71	Mexico	0.756	77.5	8.5	12.8	15,854	0.755	-1
71	Seychelles	0.756	73.2	9.4 ^o	11.6	24,632	0.755	-1

Map 1.1

Borders matter

HDI in United States and Mexican border localities, 2000



Human Development Index Report, 2009 (10)
Overcoming barriers: Human mobility and development. UNDP
<http://hdr.undp.org/en/data-explorer>

Anderson, J. B. and J. Gerber. 2007. "Data Appendix to Fifty Years of Change on the U.S.-Mexico Border: Growth, Development, a







Liveability for whom? When? Where?

Paradoxes of 'liveability'

Fragility and danger of universal standards

