

# RAISING THE BAR

**BETTER POLICIES  
FOR BETTER LIVES**



## **04 I. Raising the bar through common standards**

- 06** Benefits and impact of OECD standards
- 07** Supporting implementation of OECD standards

## **08 II. Raising the bar through data and analysis to inform better policies**

- 09** Highlights of data comparisons across countries
- 10** Highlights of analysis of public policies across countries
- 11** Examples of support to policy reforms

## **12 III. Raising the bar by engaging globally**

- 12** Promoting policy reform beyond OECD membership
- 13** Supporting effective global fora: some examples

## **14 IV. Lifting the bar even higher**

Through almost 60 years of its existence, the OECD has been ‘raising the bar’ in almost every sphere of policy at national and international levels through its evidence-based common standards, trusted statistics and analysis, platforms for dialogue, and support to policy reform. In this way, the Organisation has developed or contributed to concrete solutions to issues that matter, with real impact on delivering better policies for better lives around the world.

By Angel Gurría, OECD Secretary-General



Signature of the OECD Convention,  
14 December 1960, Paris



Meeting of the OECD Council at Ministerial level,  
30-31 May 2018, Paris

**As an international organisation working on public policies since 1961, the OECD has been ‘raising the bar’ for what governments can achieve individually and collectively for their citizens.**

By convening countries and experts, stimulating high level and technical dialogue, and sharing our expertise on social, economic and environmental issues, we help identify innovative and effective policy solutions to support domestic reforms, as well as tackle shared global issues.

‘Raising the bar’ means the OECD is consistently aiming to support countries in improving policy solutions to achieve better lives for people. We do this by:

- Helping countries develop and implement common evidence-based standards
- Collecting, analysing and sharing data and insights to inform policies
- Engaging globally and influencing decision-makers

Some of today’s key standards, practices and references in the social, economic and environment areas are the result of the OECD’s work, such as the Anti-Bribery Convention, the Polluter-Pays Principle, and the Programme for International Student Assessment (PISA) annual education test and ranking.

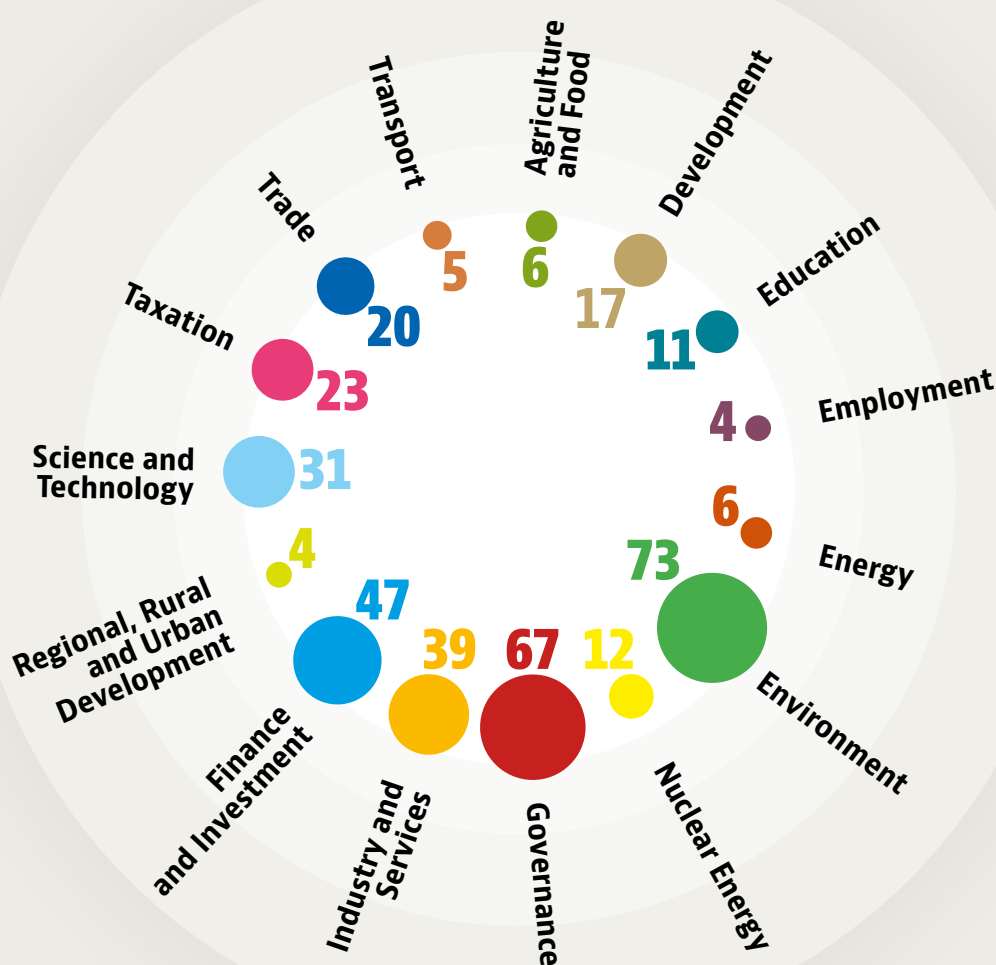
# I. Raising the bar through common standards

## What is a standard?

Standards reflect agreement between governments on the best policies or practices in a specific field. Some OECD standards are legally binding, e.g. Decisions or international treaties, while others are not, e.g. Recommendations. In the OECD, standards are developed at the request of Member countries, agreed on by consensus, and developed through a rigorous evidence-based process of negotiation led by expert committees, and involving a variety of stakeholders.

WE HAVE DEVELOPED OVER **450 INTERNATIONAL STANDARDS**, INCLUDING CONVENTIONS, RECOMMENDATIONS, DECISIONS AND DECLARATIONS OVER THE PAST **55 YEARS**. CURRENTLY, MORE THAN **250 LEGAL INSTRUMENTS ARE IN FORCE**, SOME RELATING TO MULTIPLE SECTORAL AREAS.

OECD legal instruments in force by subject matter



Online Compendium of OECD Legal Instruments  
<https://legalinstruments.oecd.org>

**MICHELLE BACHELET,**  
FORMER PRESIDENT OF CHILE, OECD MCM 2016

*Global challenges require a multidimensional and coordinated response from the international community; a common response that takes into account diverse national contexts. [...] In this context, the OECD plays a very important role as a standard setter of policies based in empirical evidence and reliable comparative data.*

**EMMANUEL MACRON,**  
PRESIDENT OF FRANCE, OECD MCM 2018

*The OECD's BEPS project has made unprecedented progress in tackling all such practices of transferring activities for tax purposes. The Inclusive Framework of this project, on which over 100 States and territories are collaborating, is an undeniable success in terms of involving emerging countries from around the world in global tax governance.*



As a result of the OECD Anti-Bribery Convention, **560 individuals and 184 entities** received criminal sanctions for foreign bribery between 1999 and 2018. By the end of last year, there were **500 investigations** ongoing in **30 countries**.



Through the OECD Inclusive Framework on Base Erosion and Profit Shifting (BEPS), over **130 jurisdictions** have agreed on minimum standards to fight tax avoidance and profit shifting by multinationals which costs countries up to **USD 240 billion** annually.

In 2015/16 one-third of the global seed trade - **1.6 billion kg of seeds** - was certified under the OECD Seeds Schemes.



The OECD is leading the way with the first **intergovernmental standard on the use of Artificial Intelligence**, which has the potential to transform every aspect of our lives.



# Benefits and impact of OECD standards

OECD STANDARDS HELP TO LEVEL THE GLOBAL PLAYING FIELD, DEEPEN INTERNATIONAL TECHNICAL CO-OPERATION, AND IMPLEMENT SHARED POLICY OBJECTIVES TO IMPROVE CITIZEN WELL-BEING. IN A GLOBALISED WORLD, THEY CREATE EFFICIENCY SAVINGS FOR GOVERNMENTS AND ENSURE THAT POLICIES BENEFIT CITIZENS.



## Examples of savings produced by OECD standards



The OECD's Mutual Acceptance of Data (MAD) System ensures that a chemical test performed in one country is accepted in over **40 other countries**. This saves more than **EUR 309 million** per year as well as tens of thousands of laboratory animals' lives.



The OECD Recommendation on Regulatory Policy and Governance helps to identify ways to cut red tape. For Greece, this represented **EUR 4.08 billion** of savings in administrative costs.



OECD standards to fight tax evasion mobilise **157 countries** and jurisdictions, with more than **EUR 95 billion** recovered to be spent on other policy priorities like health, education and housing.



The United States estimates that participation in the OECD Export Credits agreement saves US taxpayers **USD 800 million** per year.

# Supporting implementation of OECD standards



THROUGH THE **PEER REVIEW** PROCESS, THE POLICIES OF A COUNTRY IN A PARTICULAR SUBJECT AREA ARE EXAMINED BY ITS PEERS ON AN EQUAL FOOTING. THIS ROBUST DIALOGUE AND OPEN EXCHANGE OF EXPERIENCES, SUPPORTED BY EXPERT ANALYSIS IN COMMITTEES, IS THE OECD'S HALLMARK.

## OECD peer reviews - Examples of real reforms, real impact

The 2018 Environmental Performance Review has helped the Czech Republic to overcome the silo approach to environmental policy making, and supported the development of new waste legislation and a carbon tax.

In 2018, 23 countries used OECD work on competition for competition law reform and enforcement.

Since 2011, 85% of peer review recommendations have been implemented or partially implemented.

**OECD Environmental Performance Reviews** provide an independent, fact-based assessment of a country's environmental performance individually and in comparison with other countries, and policy recommendations.

**OECD Peer reviews of competition law and policy** assess how countries manage competition issues, from the soundness of competition laws to the structure and effectiveness of competition institutions.

**Development Assistance Committee (DAC)** peer reviews evaluate Members' development co-operation policy frameworks and systems against 7 key dimensions and provide recommendations.

The implementation and enforcement of the **OECD Anti-Bribery Convention** is monitored by the OECD Working Group on Bribery through a rigorous peer review monitoring system, which is considered by Transparency International to be the 'gold standard' of monitoring.

In 2016 France adopted a new anti-corruption law in response to a recommendation made following the evaluation of France's implementation of the OECD Anti-Bribery Convention.

# II. Raising the bar through data and analysis to inform better policies

## What do we do?

The OECD informs decision-making on better policies and standard-setting through knowledge and evidence. As one of the world's largest and most trusted sources of comparable statistics, data and policy analysis, we help inform debates in governments, parliaments, the media, and research work. Along with our Members and Partners, we provide analysis on policy solutions, identify emerging challenges and frame the debate on policy issues.

Our strength lies in the ability to help countries learn from one another, and compare best practices so that one solution may also be adapted and applied elsewhere.

Our analysis is captured in the more than **500 major reports** and country surveys and more than **5 billion data points** we release every year, as well as the hundreds of policy briefs, articles and digital content on policy issues that we produce.

The OECD works through different types of analysis and tools to support countries. They include:

- Data comparisons across countries
- Analysis of public policies across countries such as through recurring analysis or cutting-edge publications
- Support for policy reforms such as through country reviews and Better Policies Series

**Programme for International Student Assessment (PISA)** assesses 15-year-old student performance in mathematics, science and literacy. The most recent 2018 survey included around 80 nations/economies.

### Geographical coverage of PISA



OECD Member countries

Partner countries and economies in PISA 2018

Partner countries and economies in previous cycles

#### KOREA

Based on the results of PISA, Korean policy makers have seriously considered the fact that the gender difference has been increased and the student ratio of high performances has been lower than the other high-performing countries.

#### GERMANY

The PISA-2000 results were rather disappointing and had a high impact on educational policy. People often refer to this as some sort of beneficial PISA shock ... The German States started many programmes and projects at the regional/local level as well as at the federal level to approach the problems that PISA had revealed.



# Highlights of data comparisons across countries



**Green Growth Indicators** measure progress at balancing environmental and economic performance across 25 indicators and 4 themes.



The pioneering **OECD Better Life Index** has shifted discussion on social and economic performance towards recognition that well-being is multidimensional, encompassing both economic and quality of life dimensions. It allows countries to compare well-being based on 11 topics in the areas of material living conditions and the quality of life.



The **Services Trade Restrictiveness Index (STRI)** provides an up-to-date snapshot of services trade barriers in 45 countries and 22 service sectors, now covering 80% of global services trade.

**Trade in Value Added (TiVA)** indicators consider the value added by each country in the production of goods and services that are consumed worldwide. They provide indicators for 64 economies including all OECD, EU28 and G20 countries, most East and Southeast Asian economies and a selection of South American countries.



**Product Market Regulation (PMR)** is a well-established tool to analyse the potential gains of product market reforms, measuring barriers to entry, entrepreneurship, competition, trade and FDI, covering over 70 countries. The PMR indicators are widely used in policy analysis and research done outside the OECD on these issues and are key inputs into G20 deliverables.



**SME Policy Index** assesses and compares policies for SMEs. It has so far been carried out in Eurasia, Middle East and Africa, Southeast Asia, Western Balkans and Turkey.



# Highlights of analysis of public policies across countries

## 'At a glance' publications

The OECD publishes more than a dozen 'At a Glance' titles biennially, covering a diverse range of topics, including health, pensions, education, government, national accounts, trade, entrepreneurship and regional development.



## Examples of recurring analysis of the latest global trends or country performance

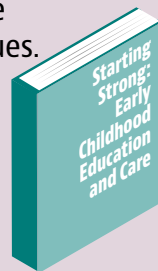
Flagship annual publications provide trusted snapshots of global trends and innovative OECD analysis on specific policy issues, identify emerging challenges and frame the debate on key global issues.



The country pages of the May 2018 Economic Outlook received almost 30 000 views within two weeks of the report's launch. The report was featured on 22 newspaper front pages and in 9 000 tweets.

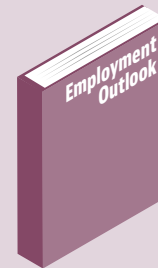


Over 25% of recommendations made in Going for Growth during 2017 have led to actions in OECD countries.



*France:*  
"The work has helped us to undertake a reflection on the evaluation of infant schools."

*Canada:*  
"Starting Strong III: A Quality Toolbox for Early Childhood Education and Care' was discussed at the federal, provincial and territorial levels. It was used and is still being used to inform the discussions on a Framework for Early Childhood Education and Care".



The Czech Republic used and referenced the Employment Outlook as a source of information in its Work Initiative 4.0, which provides guidelines for preparing the economy and society to technological changes.

## Examples of cutting-edge publications on pressing issues



Germany and the United Kingdom established Inclusive Growth Commissions and Centres, Scotland put in place a Framework on Inclusive Growth, and Korea used the report as input for its economic policy on people-centred growth.



This joint OECD-European Commission publication presents a comprehensive international comparison of the integration outcomes of immigrants and their children across all EU and OECD countries, as well as selected G20 countries.



Has shifted international climate discussions towards a more holistic economic policy framework.



Shows that achieving gender equality in the economy and in political leadership remains an ongoing challenge across the world.



Had impressive media impact, with over 100 articles published in the days immediately following the launch, a tweet reaching 187 000 people, and a Facebook post reaching 1.7 million people with over 50 000 interactions.

# Examples of support to policy reforms

## Examples of country reviews

Country reviews compare country policies in a particular subject area and provide targeted policy recommendations, promoting convergence towards best practices, improving implementation of OECD standards, and helping governments build support for concrete reform measures at home.

### ECONOMIC SURVEYS

Japan recently introduced several reforms in response to Economic Survey recommendations, such as increasing the number of childcare places by 320 000 between 2017 and 2022, introducing a compulsory cap on overtime hours in June 2018, and setting a target to raise the share of generics by 24 percent between 2017 and 2020.

### RECRUITING IMMIGRANT WORKERS

The 2011 review of Sweden, published a few years after its reform of the labour immigration system, constituted the first major evaluation of the system and allowed the government to demonstrate its success.

### REVIEWS OF INCLUSIVE GROWTH

A new series of national studies on Inclusive Growth apply the Framework for Policy Action on Inclusive Growth to national circumstances, and deep dive into inclusive growth challenges and countries' performance on the recommended policies. The reviews are concretely supporting national strategies on Inclusive Growth, as for instance in Korea and Spain.

### TERRITORIAL REVIEWS

Following the recommendations of the 2004 Territorial Review of Montreal (Canada), the federal and provincial governments worked together to co-finance and establish performance measures of the regional organisations responsible for export promotion on the Quebec territory (Organismes régionaux de promotion des exportations (ORPEX)).

### DIGITAL GOVERNMENT REVIEWS

Policy recommendations of the 2011 Digital Government Review of Norway informed new actions of the government to strengthen the policy environment for using government data as a strategic asset to improve public services and public value creation.

### REVIEWS OF NATIONAL POLICIES FOR EDUCATION

Several OECD reviews of education in Chile have led to the development of a new teaching career structure and the elaboration of a range of policies to reduce student segregation in schools.

### TELECOMMUNICATION AND BROADCASTING REVIEWS

The review of Mexico has led to reforms resulting in gains of several billions of dollars by consumers over 2015-2017, an increase in broadband subscriptions by 50 million, and a drop in prices for mobile internet and calls to below the OECD average.

### REVIEWS OF LOCAL JOB CREATION

- The reviews have encouraged the introduction of a regional Employment Trials programme in Australia in 10 selected disadvantaged regions, helping bring together stakeholders and employment service providers to tackle employment challenges.
- In Korea, the reviews led to the establishment of a Local Job Creation programme, enabling cities to co-design employment and skills programmes with employment services and vocational education and training providers.
- In Slovenia, the reviews resulted in the introduction of a pilot to provide local employment offices with a 5% flexible budget envelope to design employment programmes in partnership with other local stakeholders.

## Better Policies Series

Better Policies Series reports tailor OECD policy advice to country Leaders and Ministers, and focus on specific and timely priorities of Member and Partner countries and how governments can make reform happen.

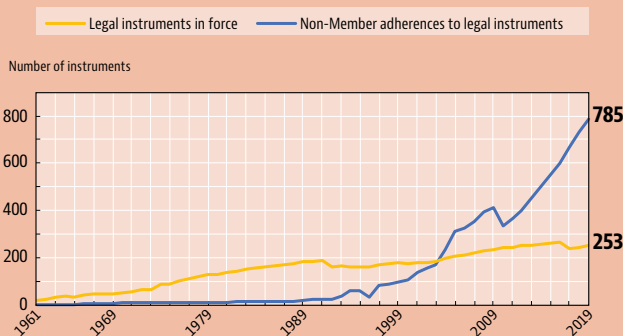


# III. Raising the bar by engaging globally

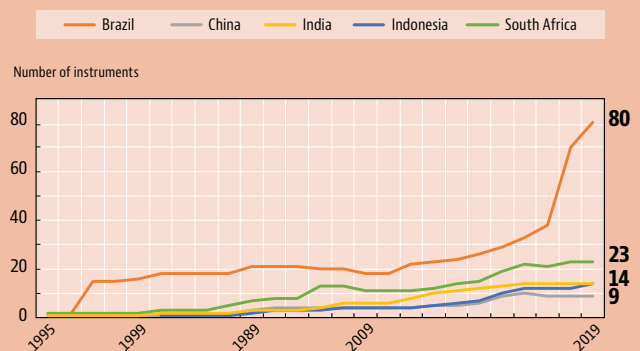
## Promoting policy reform beyond OECD membership

Specific tools support Partner economies, especially Key Partners (Brazil, China, India, Indonesia, South Africa), to move closer to OECD standards and best practices, promoting sound economic governance and benefiting OECD Members by levelling the playing field globally.

### Adherence to OECD instruments by non-Members



### Adherence to OECD instruments by Key Partners



### Regional approaches

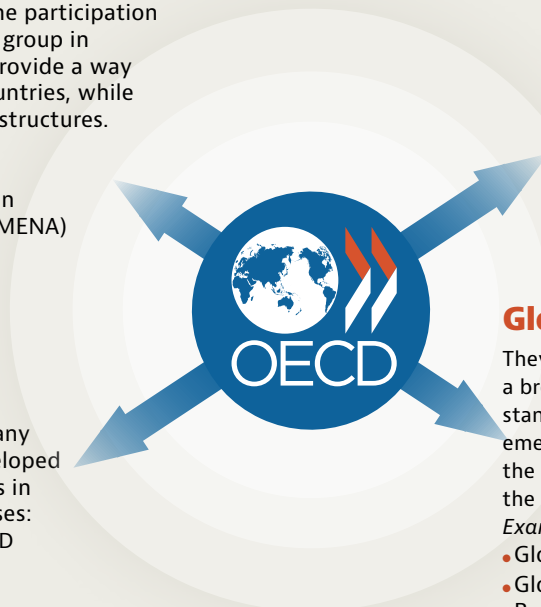
Regional approaches facilitate the participation of economies from a region as a group in selected OECD activities. They provide a way of reaching large numbers of countries, while anchoring into existing regional structures.

- Africa
- Eurasia
- Latin America and the Caribbean
- Middle East and North Africa (MENA)
- Southeast Asia
- South East Europe

### Country-specific approaches

While the OECD has included many countries in its work, it has developed more comprehensive approaches in some strategically important cases:

- Countries having applied for OECD membership
- Country Programmes
- Joint Work Programmes



### 5 Key Partners

The OECD promotes direct and active participation of its five Key Partners in the work of its substantive committees, and they contribute to OECD activities in a sustained and comprehensive manner.

- Brazil
- China
- India
- Indonesia
- South Africa

### Global Forums

They help foster convergence of views by a broad range of relevant players on policy standards and good practices and to identify emerging issues. OECD Global Forums enable the OECD to improve the relevance and expand the reach of its international standards.

Examples:

- Global Forum on Competition
- Global Forum on Responsible Business Conduct
- Global Forum on Digital Security for Prosperity

### Partnerships in OECD bodies and adherence to legal instruments

Partners' active participation in OECD bodies, projects and programmes is an essential tool for the promotion of policy reforms in accordance with OECD standards and practices. The Organisation encourages Partners' active and mutually beneficial involvement in a broad range of areas.



2018 OECD Global Forum on Competition, OECD Headquarters, Paris

# Supporting effective global fora: some examples

## G20

- The OECD has been, for years, supporting the G20 with its analysis, expertise and standards to achieve the objective of strong, sustainable, balanced and inclusive growth and level the global economic playing field.
- Ensuring a **fairer level of taxation of multinational enterprises**, through the OECD/G20 BEPS project, has been a successful example of this contribution. The OECD has been entrusted by the G20 to develop global common solutions to address the tax challenges arising from the digitalisation of the economy – to be delivered by 2020.
- By the same token, the **OECD Artificial Intelligence (AI) Principles**,

the first global standard in this area, served as the basis for the elaboration of the G20 AI Principles endorsed at the Osaka Summit.

- In 2019, the OECD has also actively supported G20 efforts to **fight against corruption**, by helping develop standards for whistleblowing protection and integrity, and transparency in infrastructure development.
- The OECD is also a G20 partner for implementation: for instance, OECD's tracking of progress towards the **achievement of the "25 by 25" G20 target on women's labour market participation** continues to underpin this major commitment by Leaders.

## G7

- The OECD is working closely with G7 Presidencies. In 2019, it supported the G7 French Presidency to help operationalise its priorities, starting with the fight against inequalities.
- On the eve of the Biarritz Summit, **34 leading global firms** were brought together and committed to step up their actions to fight inequalities under the OECD Business for Inclusive Growth coalition.
- The OECD worked side-by-side with the G7 Gender Advisory Council to adopt and implement a package of progressive laws to advance the **rights of girls and women**.
- We actively worked with the G7 to advance bold proposals – notably in the area of financing - for a new global **biodiversity framework**, in the run-up to the 2020 Kunming COP15 on biodiversity.
- At the request of the G7 French Presidency and Canada, the OECD will consider the possibility of hosting the **Global Partnership on Artificial Intelligence**.

## The OECD and the environment

- The recently released report on **'Climate Finance Provided and Mobilised by Developed Countries in 2013-17'** has been a major contribution to the UN Climate Summit in September 2019 and the forthcoming COP 25.
- The OECD developed the four indicators used to monitor progress towards **Aichi Target 3** under the UN's Convention on Biological Diversity.
- OECD analysis of the **use of carbon pricing on energy** in 42 OECD and G20 economies sheds light on ways of strengthening carbon pricing in light of the 2015 Paris Agreement on climate.

## The OECD and other International Organisations: the example of the SDGs

- **'Measuring Distance to SDG Targets'** provides a set of indicators that shows countries' distance to the achievement of SDG targets. It has been referenced in the voluntary national reviews that the Czech Republic, Denmark and Slovenia submitted to the UN High Level Political Forums on SDGs.
- The OECD actively supports **SDG 4** on education.
- The OECD Social Institutions and Gender Index (SIGI) is an official data source for **SDG indicator 5.1.1**.
- The OECD-hosted Global Partnership for Effective Development Co-operation's monitoring data form the basis for **SDG indicators 17.16, 17.17, 5c**.



## The OECD and international trade and agriculture

- The **OECD Trade Facilitation Indicators** provide a powerful tool to monitor worldwide efforts to improve border procedures, reduce trade costs, boost trade flows, and contribute to inclusive growth.
- The **OECD Services Trade Restrictiveness Index (STRI)** is a unique, evidence-based tool that provides information on regulations affecting trade in services in 22 sectors across OECD Member countries and several Partner countries that together represent over 80% of global trade in services, which is currently in the process of coverage expansion to APEC and ASEAN countries.
- For over 30 years, the OECD produces the annual **Agricultural Policy Monitoring and Evaluation** flagship publication, one of the premier and regularly updated sources of information on agriculture policies.

## APEC

- The OECD supports and informs discussions in several APEC workstreams, including the digital economy, competition policy and law, trade and investment, good regulatory practices and SMEs. As an important breakthrough this year, the OECD has been granted the status of Observer in the APEC Economic Committee and has been invited to participate in the APEC

Senior Officials' Meeting during Chile's host year.

- We are actively supporting Chile's priorities in the areas of **Women, SMEs, Inclusive Growth, and economic integration**.
- The OECD also supports the implementation of the **Finance Ministers Process's Cebu Action Plan**.

# IV. Lifting the bar even higher

The OECD is not resting on its laurels but is constantly reviewing its tools, policy analysis and standards to ensure that they are fit for purpose and maintain their relevance and impact.

## Staying ahead of the curve



**New Approaches to Economic Challenges (NAEC)** provides a space for the OECD to discuss and debate how to improve the analytical approaches to some of our most important policy questions. Initially focusing on critiques of prevailing economic theories, it is now developing alternative policy frameworks, new objectives and measurement as well as advanced tools and techniques.



**Strategic Foresight** is a structured and systematic way of thinking about the future. The OECD Strategic Foresight Unit assists the OECD, governments and other organisations with examining emerging trends, exploring alternative scenarios for the future, and identifying implications for policy making today.

## An increasingly multidisciplinary approach to addressing policy challenges

The broad range of areas covered by the OECD makes it an ideal forum to explore cross-cutting issues, analyse policy synergies and inter-linkages, and explains why the work of the Organisation increasingly incorporates a horizontal 'whole-of-OECD' approach.

### 2019-2020 OECD Horizontal Projects

**Going Digital: Making the Transformation Work for Growth and Well-being (second phase)** aims to continue addressing the full range of opportunities, challenges and policy issues raised by the digital transformation, and to develop policy guidance on these issues.

**Strategic Policies for Sustainable Infrastructure** aims to provide a cross-cutting and multidisciplinary OECD response to address the challenges around sustainable infrastructure, and to ensure that infrastructure reaches its economic, environmental, social and development objectives.

**Building an OECD Housing Strategy** aims to help governments design and implement coherent policy strategies to ensure that housing sector developments are consistent with policy goals such as a better functioning housing market in terms of housing supply, housing quality, affordability, access to public services, labour market efficiency, economic resilience, poverty reduction and a clean urban environment.



Launch Ceremony of the OECD Recommendation on Artificial Intelligence, Meeting of the OECD Council at Ministerial level, 22 May 2019, Paris. Prime Minister of Slovakia Peter Pellegrini and OECD Secretary-General Angel Gurría.



# Key numbers about the OECD



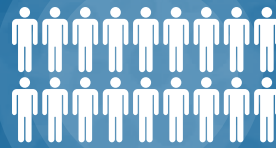
36

MEMBER COUNTRIES



80%

OF WORLD TRADE  
AND INVESTMENT  
(MEMBERS & KEY PARTNERS)



140 000

VISITORS PER YEAR



4 000

CONFERENCES PER YEAR



5 billion

DATA POINTS



500

MAJOR REPORTS PER YEAR



>450

INTERNATIONAL STANDARDS  
DEVELOPED SINCE 1961