

# Social progress and sustainable tourism

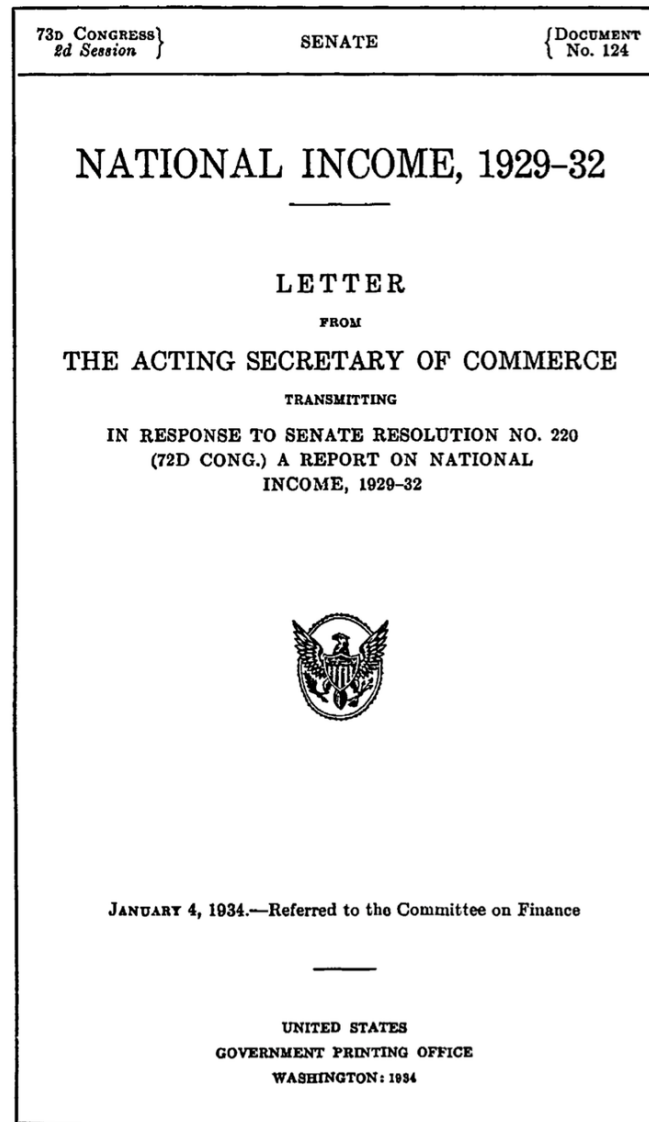
Barcelona  
21 March 2024

**SOCIAL  
PROGRESS  
IMPERATIVE**

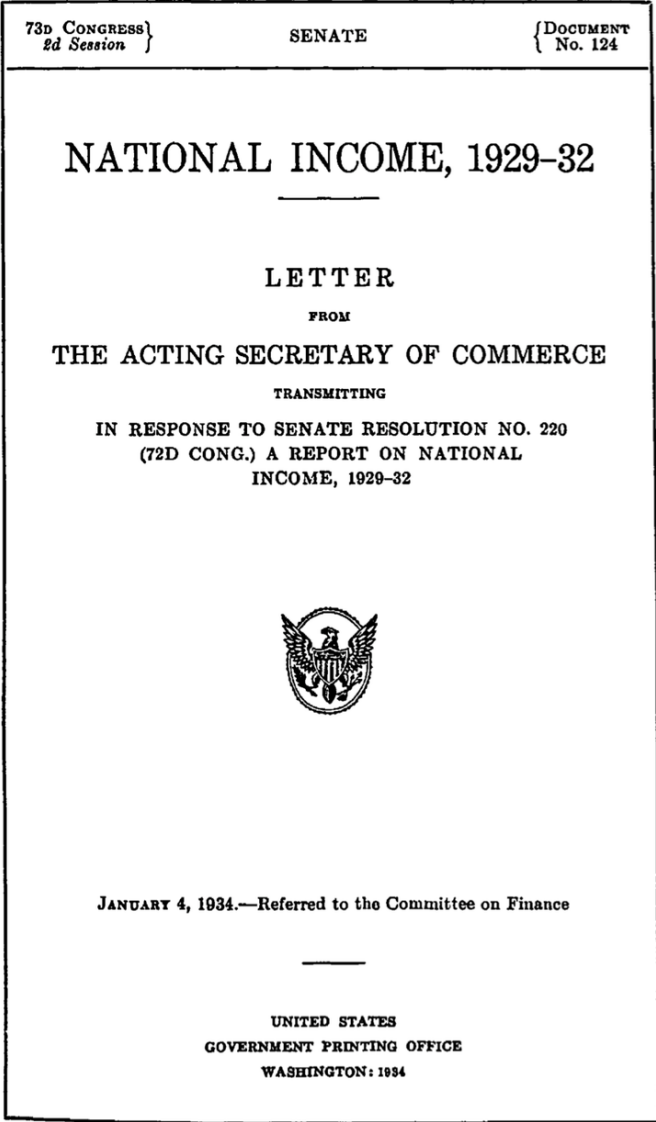
# SIMON KUZNETS (1901-1985)



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“The welfare of a nation can scarcely be inferred from a measurement of national income”



**Professor Michael E. Porter**  
Harvard Business School Professor  
and Social Progress Imperative  
Advisory Board Chair



“**Economic growth alone is not sufficient** to advance societies and improve the quality of life for citizens.

True success, and growth that is inclusive, requires achieving **both economic and social progress.**”

**Professor Michael E. Porter**

Harvard Business School Professor  
and Social Progress Imperative  
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**SOCIAL  
PROGRESS  
IMPERATIVE**

# The **Social Progress Index** asks 12 universally important questions about the success of our societies

## BASIC NEEDS



### Nutrition & Medical Care

*Do people have enough food to eat and are they receiving basic medical care?*



### Water & Sanitation

*Can people drink water and keep themselves clean without getting sick?*



### Housing

*Do people have adequate housing with basic utilities?*



### Safety

*Do people feel safe?*

## FOUNDATIONS OF WELLBEING



### Basic Education

*Do people have access to an educational foundation?*



### Information & Communications

*Can people freely access ideas and information from anywhere in the world?*



### Health

*Do people live long and healthy lives?*



### Environmental Quality

*Does the environment support societal well-being?*

## OPPORTUNITY



### Rights & Voice

*Are people's rights as individuals protected?*



### Freedom & Choice

*Are people free to make their own life choices?*



### Inclusive Society

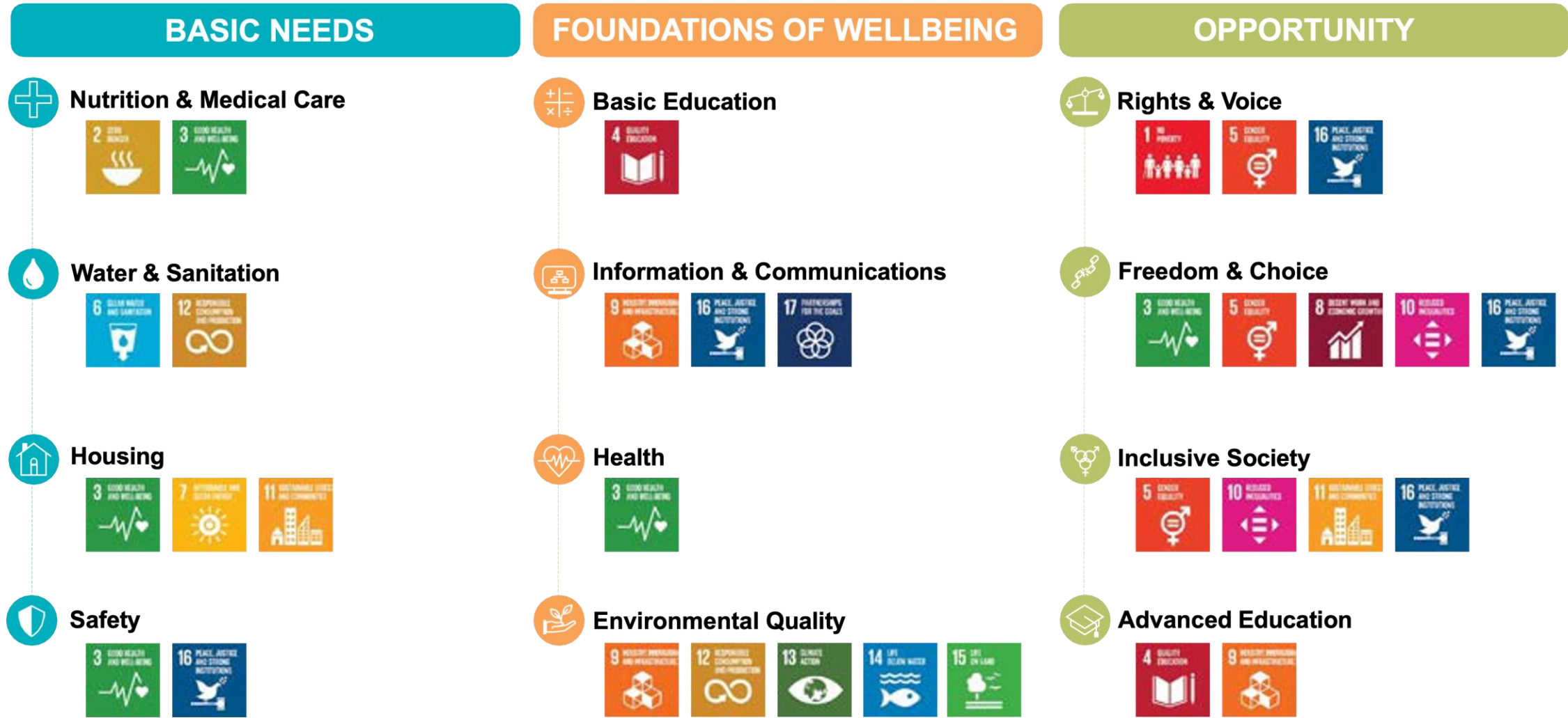
*Is no one excluded from the opportunity to be a contributing member of society?*



### Advanced Education

*Do people have access to the world's most advanced knowledge?*

# The Social Progress Index aligns with all SDGs, offering a practical way to track and report progress





# The 2024 Social Progress Index aggregates 57 social and environmental outcome indicators from 170 countries

## BASIC NEEDS



### Nutrition & Medical Care

- Undernourishment
- Maternal mortality
- Child mortality
- Child stunting
- Infectious diseases
- Diet low in fruits and vegetables



### Water & Sanitation

- Basic water service
- Basic sanitation service
- Unsafe water, sanitation and hygiene
- Satisfaction with water quality



### Housing

- Access to electricity
- Household air pollution
- Dissatisfaction with housing affordability
- Usage of clean fuels and technology for cooking



### Safety

- Interpersonal violence
- Intimate partner violence
- Money stolen
- Feeling safe walking alone
- Transportation related injuries

## FOUNDATIONS OF WELLBEING



### Basic Education

- Population with no schooling
- Primary school enrollment
- Secondary school attainment
- Gender parity in secondary attainment
- Equal access to quality education



### Information & Communications

- Mobile telephone subscriptions
- Internet users
- Access to online governance
- World Press Freedom Index



### Health

- Life expectancy at 60
- Mortality 15-50
- Access to essential health services
- Equal access to quality healthcare
- Satisfaction with availability of quality healthcare



### Environmental Quality

- Outdoor air pollution
- Species protection
- Particulate matter pollution
- Lead exposure
- Recycling

## OPPORTUNITY



### Rights & Voice

- Political rights
- Freedom of peaceful assembly
- Equality before the law and individual liberty index
- Equal protection index



### Freedom & Choice

- Vulnerable employment
- Early marriage
- Satisfied demand for contraception
- Perception of corruption
- Freedom over life choices
- Young people not in education, employment or training



### Inclusive Society

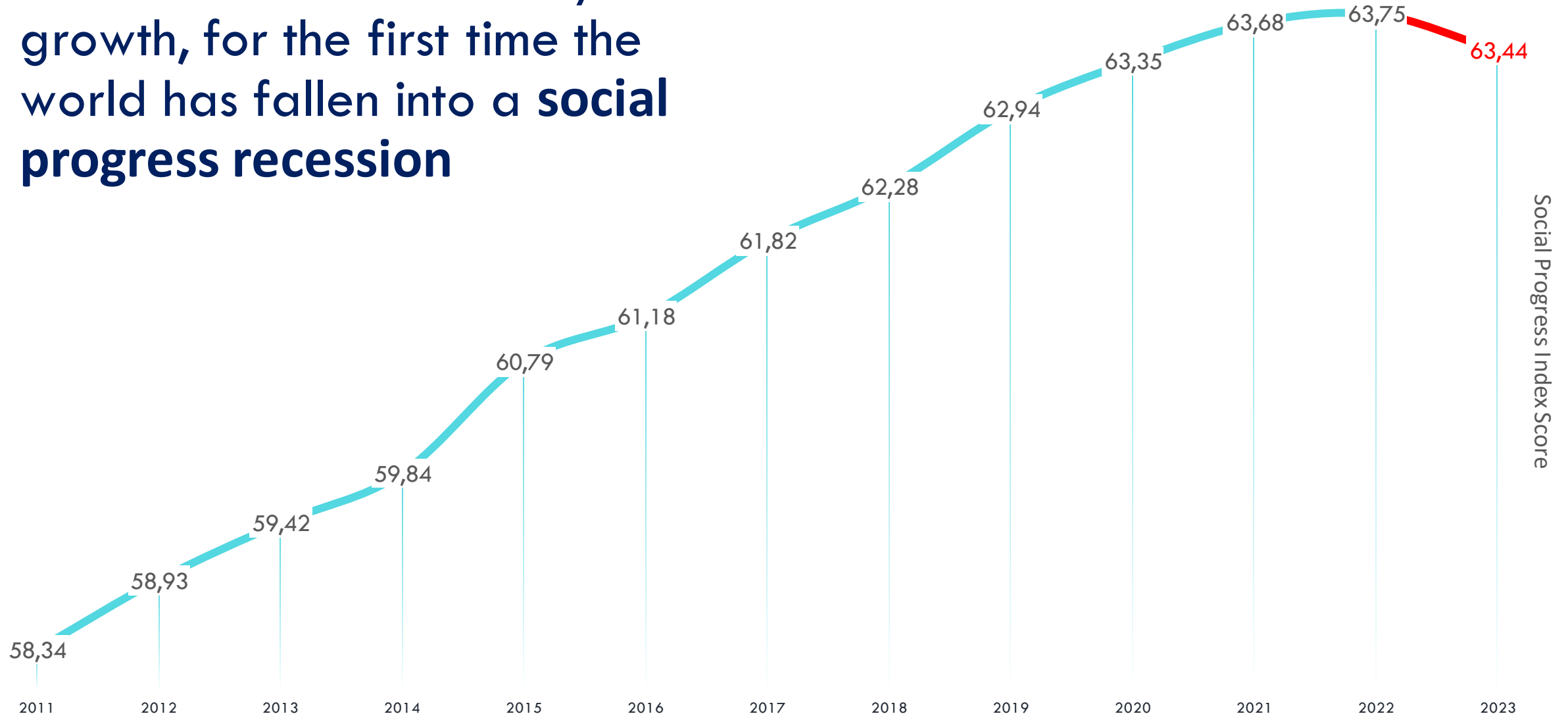
- Acceptance of gays and lesbians
- Discrimination and violence against minorities
- Equal access index
- Count on help



### Advanced Education

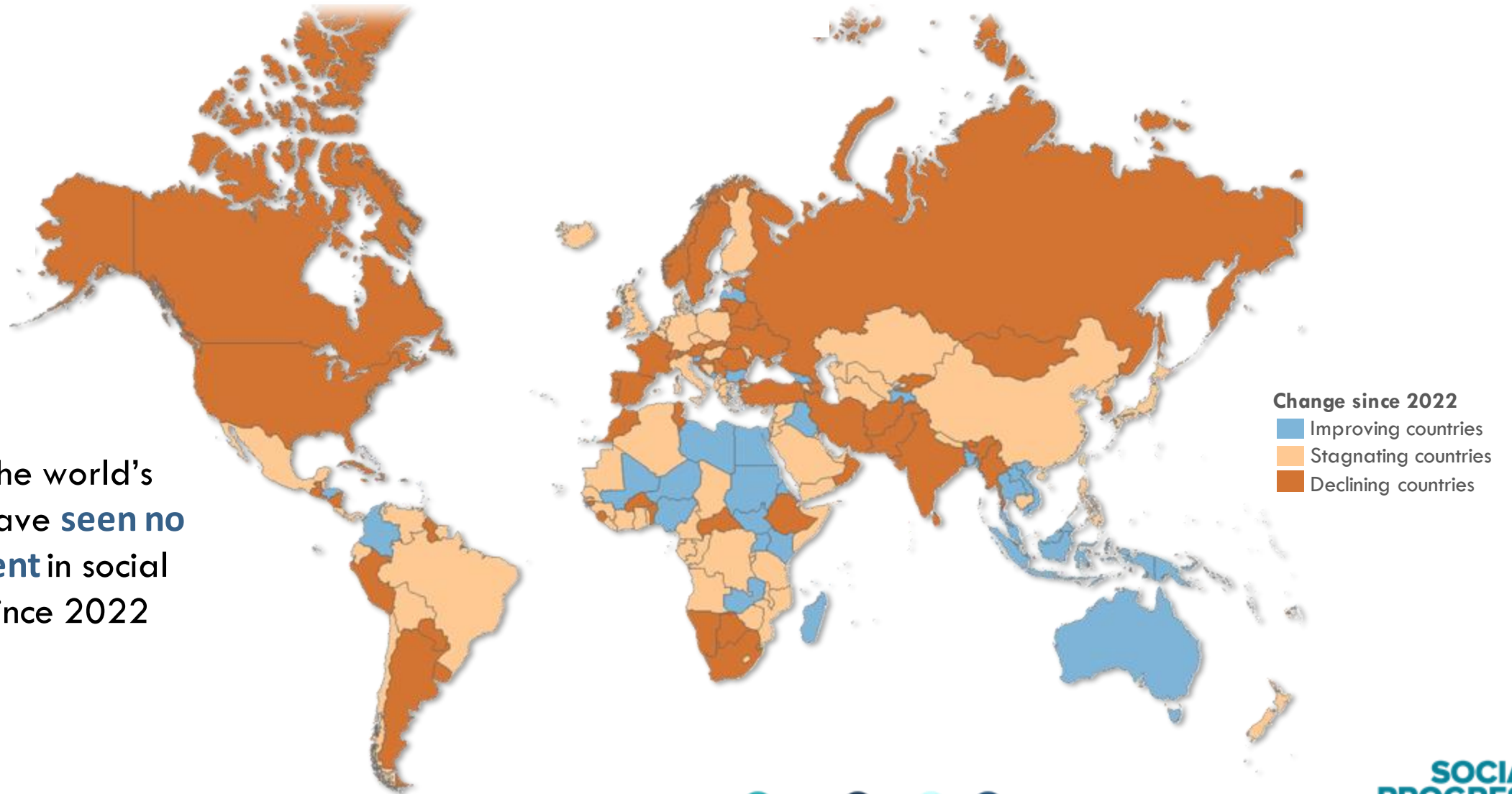
- Expected years of tertiary education
- Women with advanced education
- Quality weighted universities
- Citable documents
- Academic freedom

After a decade of steady growth, for the first time the world has fallen into a **social progress recession**

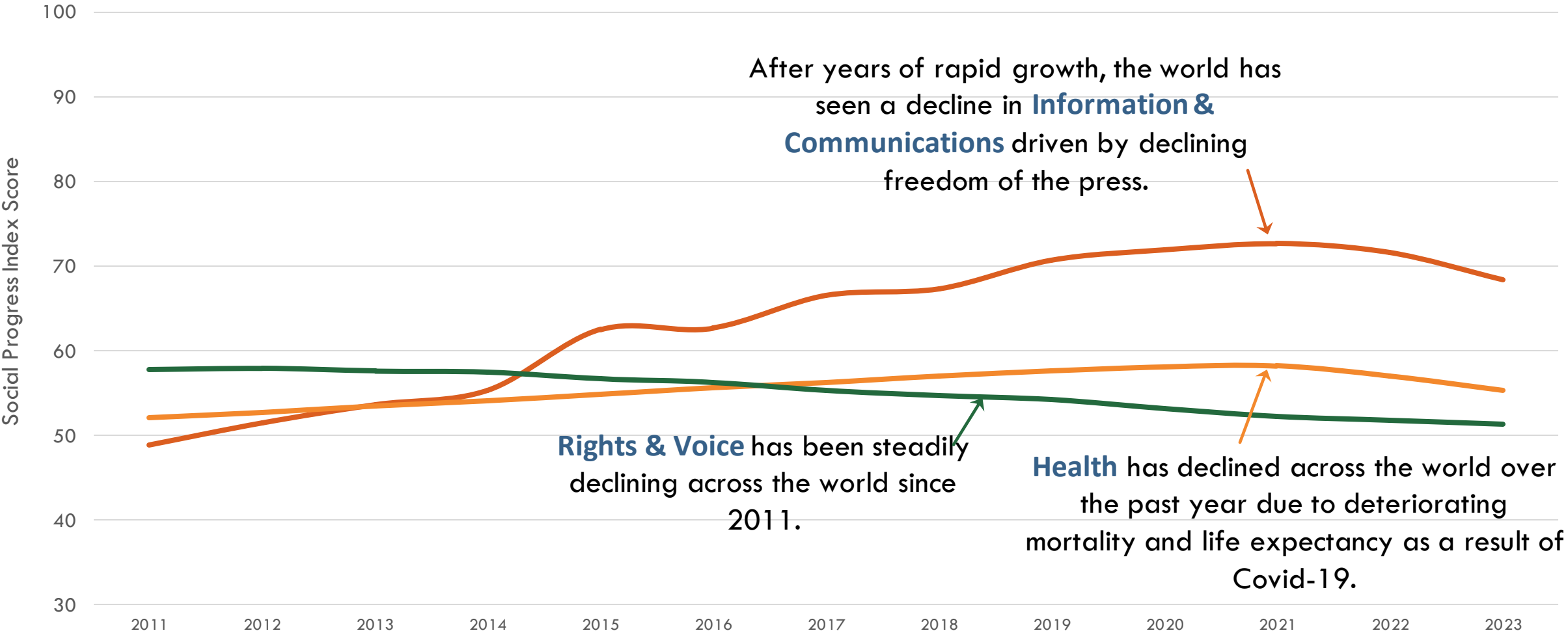


# 4 out of 5 people in the world live in a country that is stagnating or declining in social progress

81.5% of the world's population have seen no improvement in social progress since 2022



# The world's social progress recession is largely driven by declines in Health, Information and Rights & Voice

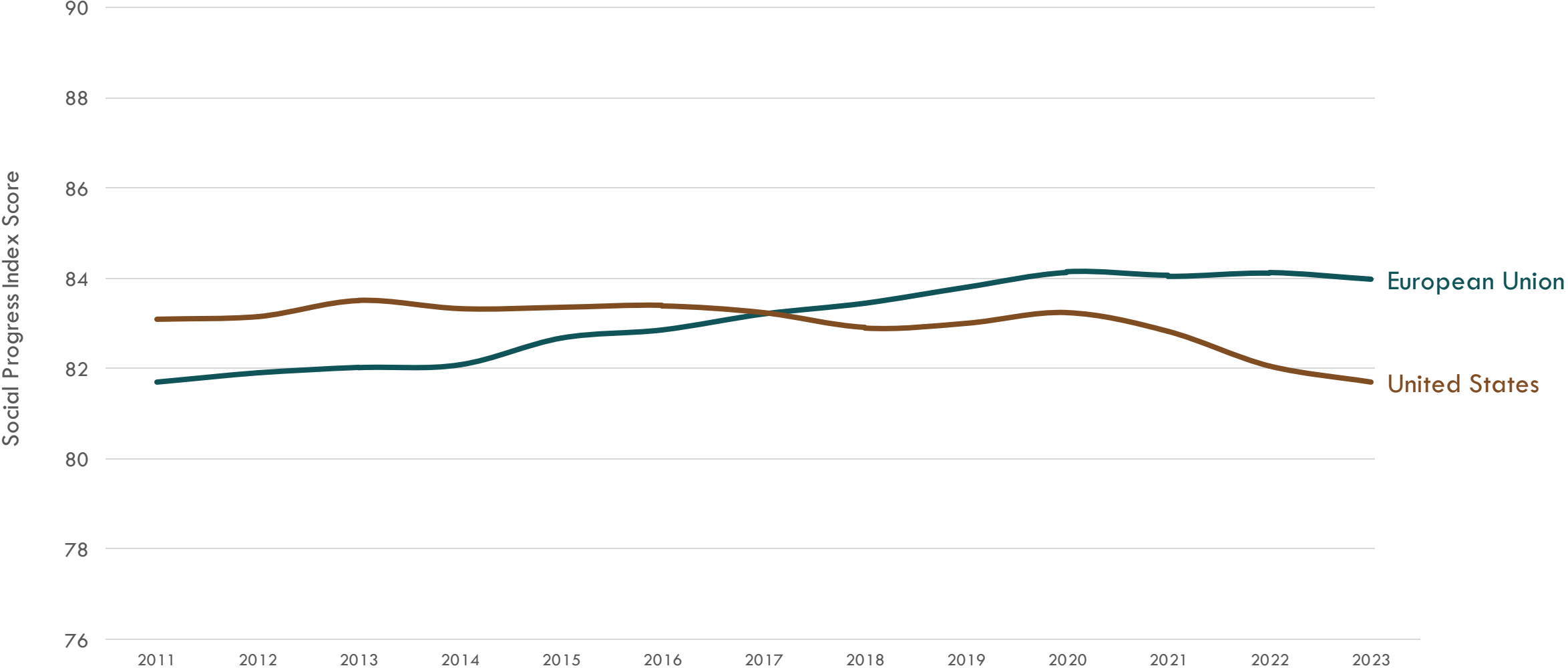


After years of rapid growth, the world has seen a decline in **Information & Communications** driven by declining freedom of the press.

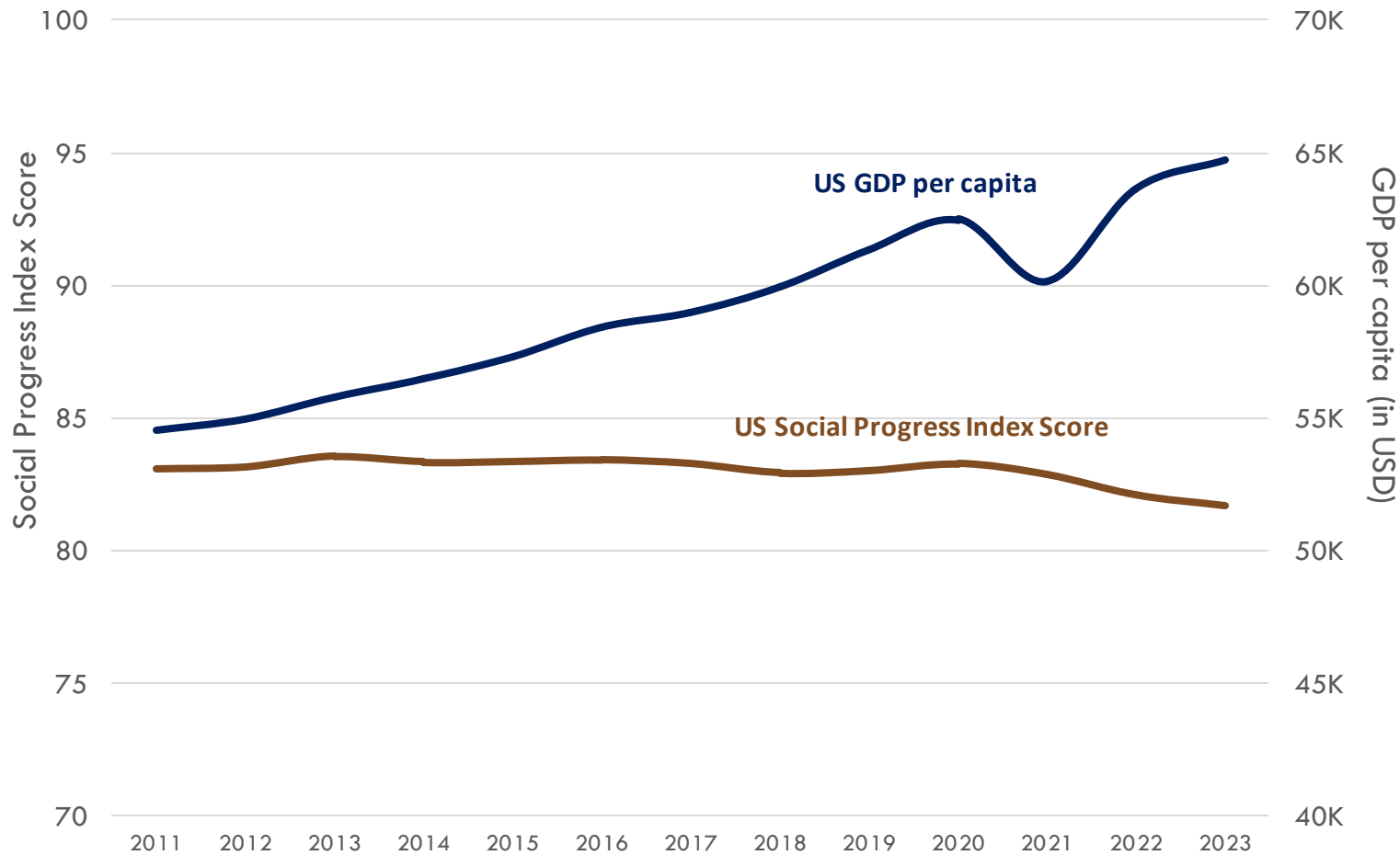
**Rights & Voice** has been steadily declining across the world since 2011.

**Health** has declined across the world over the past year due to deteriorating mortality and life expectancy as a result of Covid-19.

# The European Union has overtaken the US in social progress



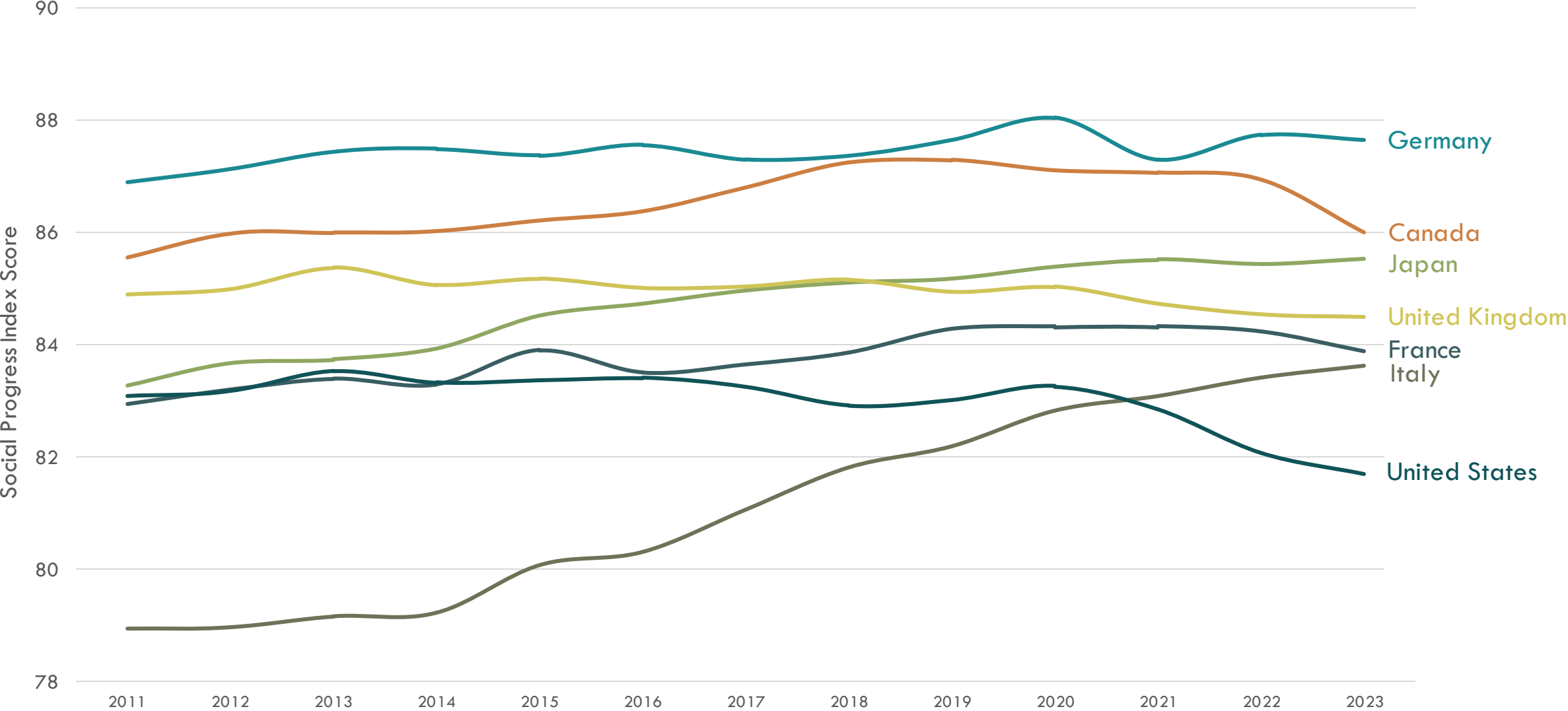
# The US is doing a remarkably poor job converting its economic resources into positive social progress outcomes



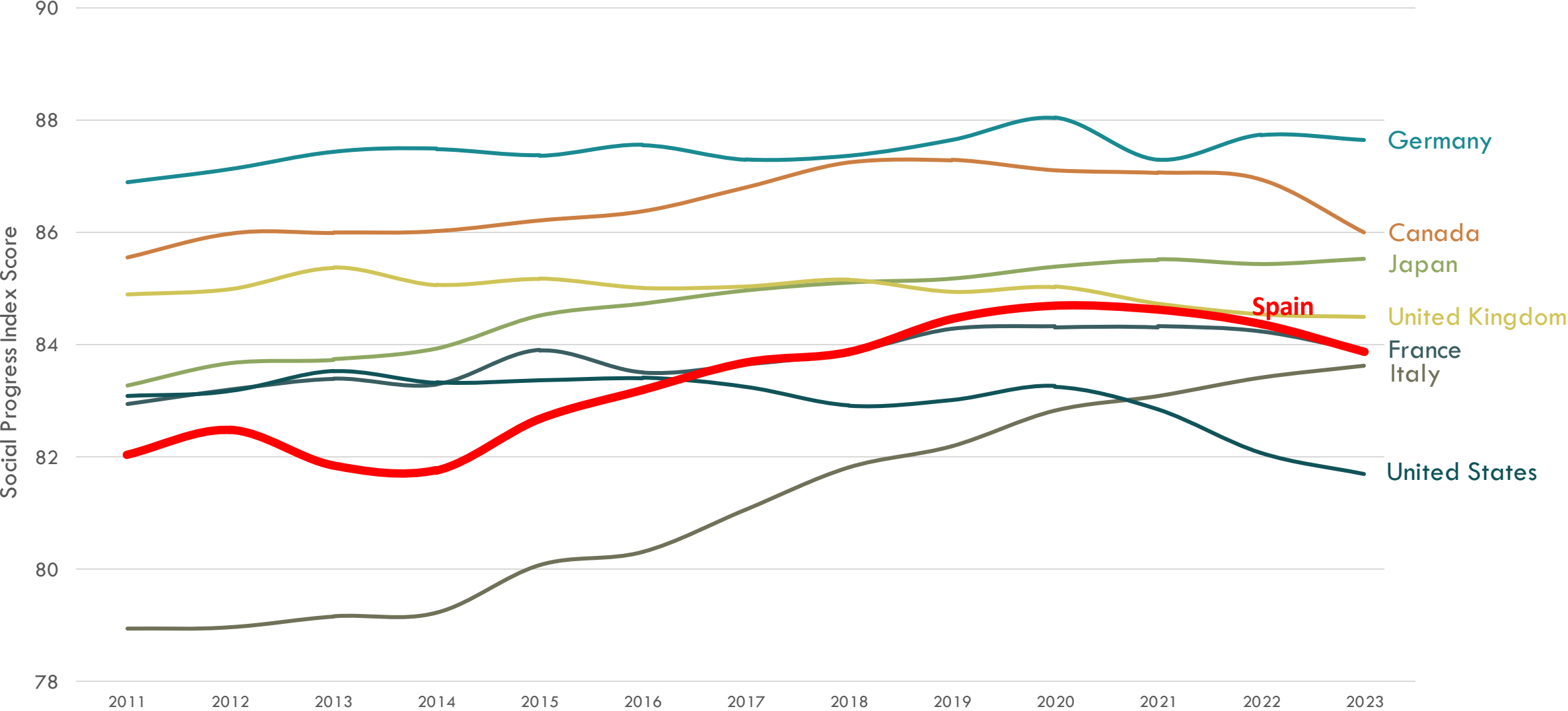
US GDP per capita has significantly increased since 2011, maintaining its rank as the **8th highest GDP per capita** in the world.

Meanwhile its social progress has **declined** and the US has fallen 10 places in the ranks since 2011 to **29th** in 2023.

# G7 Social Progress 2011 to 2023



# G7 Social Progress 2011 to 2023



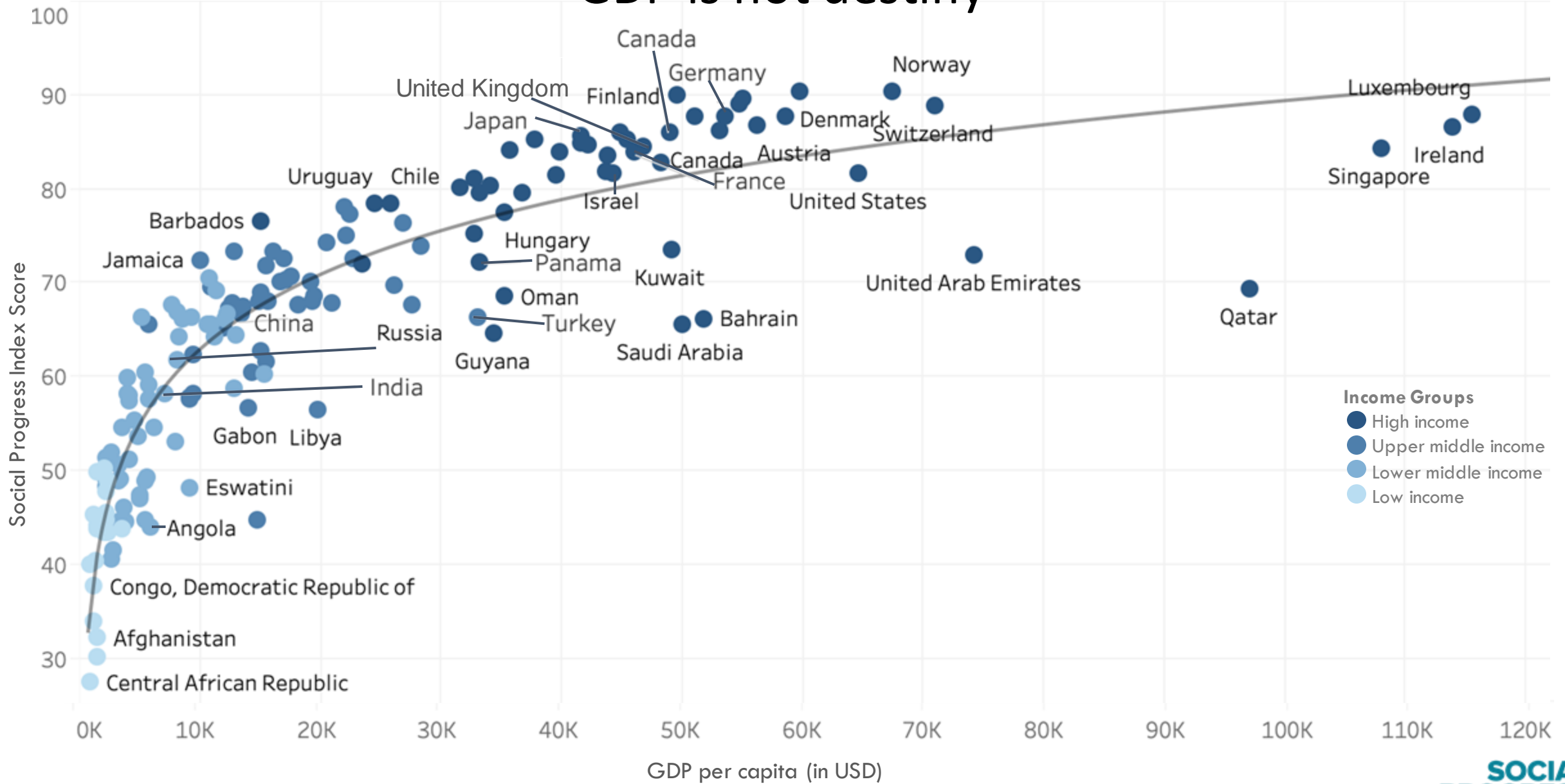


# Since 2011, Spain has excelled in Advance Education and Safety, but has declined in Rights and Inclusive Society, and it is also failing to meet the basic needs of people in Housing and Health

Change in scores - 2011 vs 2023

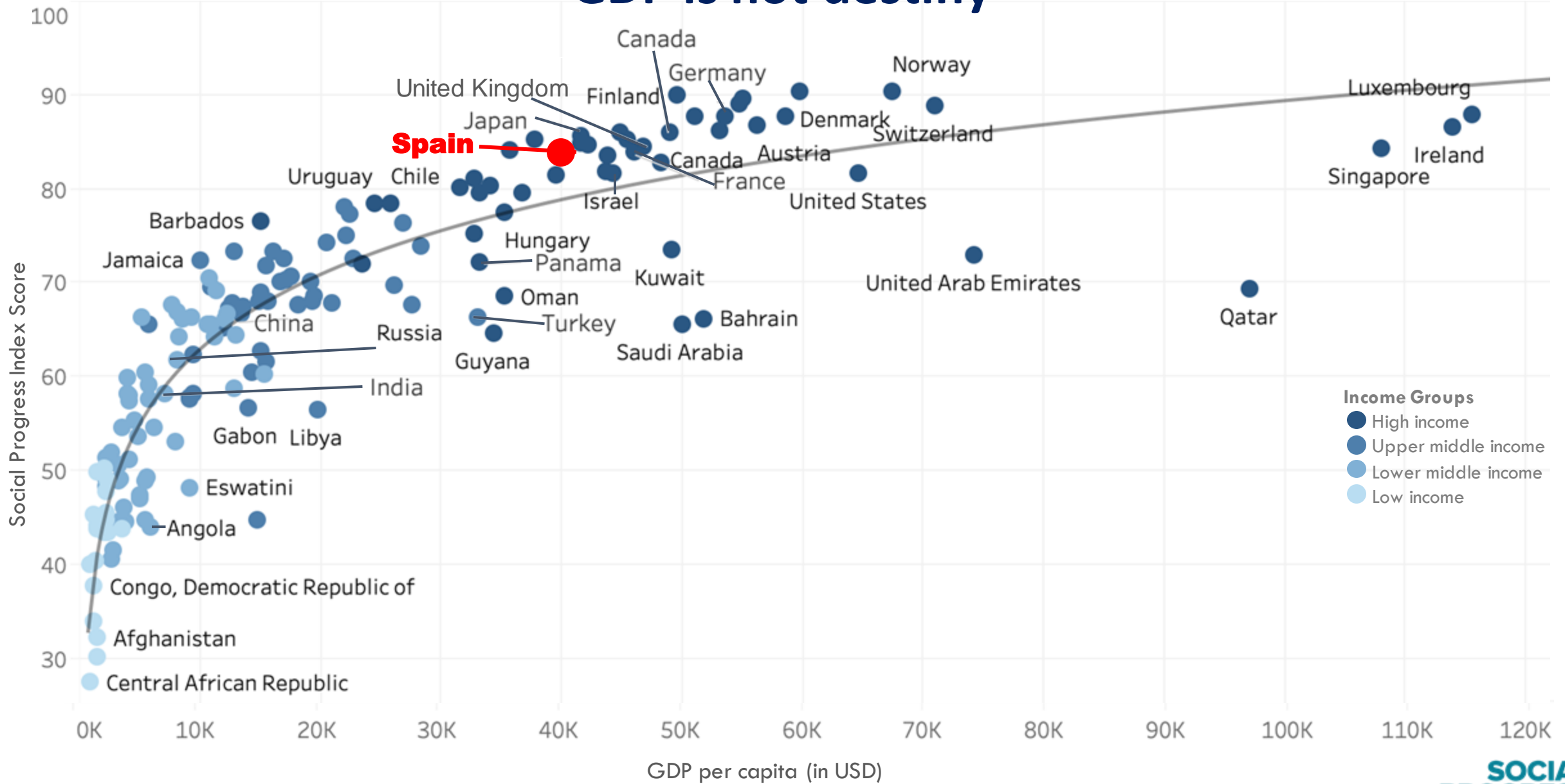


# GDP is not destiny



**Income Groups**  
● High income  
● Upper middle income  
● Lower middle income  
● Low income

# GDP is not destiny





	Score	Rank		Score	Rank		Score	Rank			
<b>Basic Needs</b>	<b>91.01</b>	<b>14</b>		<b>Foundations of Wellbeing</b>	<b>82.07</b>	<b>25</b>		<b>Opportunity</b>	<b>78.52</b>	<b>23</b>	
Nutrition and Medical Care	95.36	3		Basic Education	89.49	53		Rights and Voice	91.44	23	
Child mortality	98.00	16		Equal access to quality education	78.90	37		Equal protection index	79.10	45	
Child stunting	97.68	2		Gender parity in secondary attainment	96.87	69		Equality before the law and individual liberty index	97.70	11	
Diet low in fruits and vegetables	75.28	21		Population with no schooling	88.46	96		Freedom of peaceful assembly	96.43	9	
Infectious diseases	99.05	17		Primary school enrollment	97.11	55		Political rights	92.50	26	
Maternal mortality	99.82	4		Secondary school attainment	80.67	64					
Undernourishment	100.00	1									
<b>Water and Sanitation</b>	<b>92.46</b>	<b>39</b>		<b>Information and Communications</b>	<b>86.85</b>	<b>20</b>		<b>Freedom and Choice</b>	<b>79.00</b>	<b>27</b>	
Basic sanitation service	99.91	12		Access to online governance	75.00	25		Early marriage	99.10	3	
Basic water service	99.90	31		Internet users	94.49	20		Freedom over life choices	70.27	83	
Satisfaction with water quality	72.22	54		Mobile telephone subscriptions	100.00	1		Perception of corruption	60.00	31	
Unsafe water, sanitation and hygiene	99.93	9		World Press Freedom Index	75.37	32		Satisfied demand for contraception	81.45	41	
								Vulnerable employment	88.22	38	
<b>Housing</b>	<b>88.03</b>	<b>64</b>		<b>Health</b>	<b>77.67</b>	<b>24</b>		Young people not in education, emplo..	82.23	28	
Access to electricity	100.00	1		Access to essential health services	85.26	15		<b>Inclusive society</b>	<b>74.64</b>	<b>29</b>	
Dissatisfaction with housing affordability	34.12	112		Equal access to quality healthcare	74.10	48		Acceptance of gays and lesbians	87.50	5	
Household air pollution	99.96	38		Life expectancy at 60	70.72	9		Count on help	90.91	13	
Usage of clean fuels and technology for cooking	100.00	1		Mortality 15-50	93.99	14		Discrimination and violence against minorities	30.00	119	
				Satisfaction with availability of qualit..	62.09	51		Equal access index	81.60	41	
<b>Safety</b>	<b>88.19</b>	<b>6</b>		<b>Environmental Quality</b>	<b>74.29</b>	<b>19</b>		<b>Advanced Education</b>	<b>68.98</b>	<b>25</b>	
Feeling safe walking alone	77.84	25		Lead exposure	82.00	36		Academic freedom	93.80	15	
Interpersonal violence	89.79	4		Outdoor air pollution	95.60	12		Citable documents	57.35	25	
Intimate partner violence	93.65	4		Particulate matter pollution	90.12	14		Expected years of tertiary schooling	88.54	10	
Money stolen	88.39	19		Recycling	27.74	38		Quality weighted universities	83.88	14	
Transportation related injuries	93.64	9		Species protection	80.85	24		Women with advanced education	42.28	70	

**Peer Countries (based on GDP per capita)**  
Lithuania, Slovenia, Estonia, Czechia, Japan, Cyprus, Israel, Italy, Poland, Oman, Portugal, New Zealand, Republic of Korea, Hungary, France

**Color key**

- Overperforming by ≥ 1 point against peers
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# Spain



## Social Progress Index

Score/Value **83.87 / 100**

Rank **25 / 170**



Select Country  
Spain

## GDP per Capita (PPP)

USD **39,834.09**

Rank **33 / 164**

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Diet low in fruits and vegetables	75.28	21		Population with no schooling	88.46	96		Freedom of peaceful assembly	96.43	9	
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# Just Transition Score

The Just Transition Score is a new measure to understand how countries are progressing in achieving sustainable and inclusive growth.

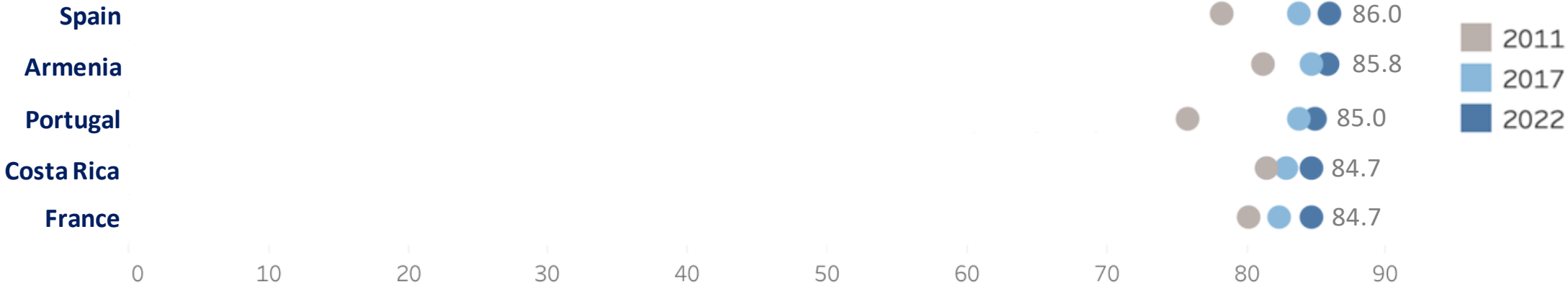
It is calculated by using two measures of a country's sustainability performance: CO<sub>2</sub> emissions and material footprint. These 'negatives', where a lower score is better, are then divided by two 'positives' Social Progress Index and Biodiversity and Habitat, where a higher score is better.

A high Just Transition Score means that a country is achieving higher social progress and biodiversity protection with lower CO<sub>2</sub> emissions and material footprint.

A low Just Transition Score means that a country is achieving lower social progress and biodiversity protection with higher CO<sub>2</sub> emissions and material footprint.

# Just Transition Score: Change over time from 2011 to 2022

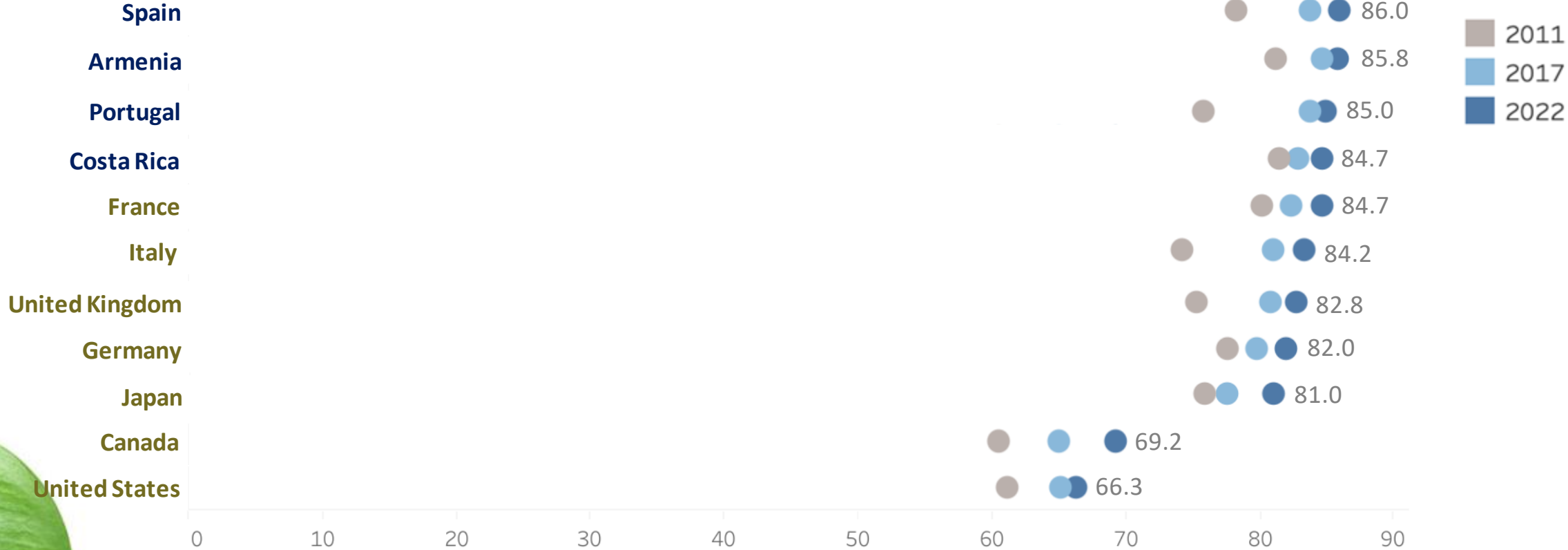
Highest performing countries



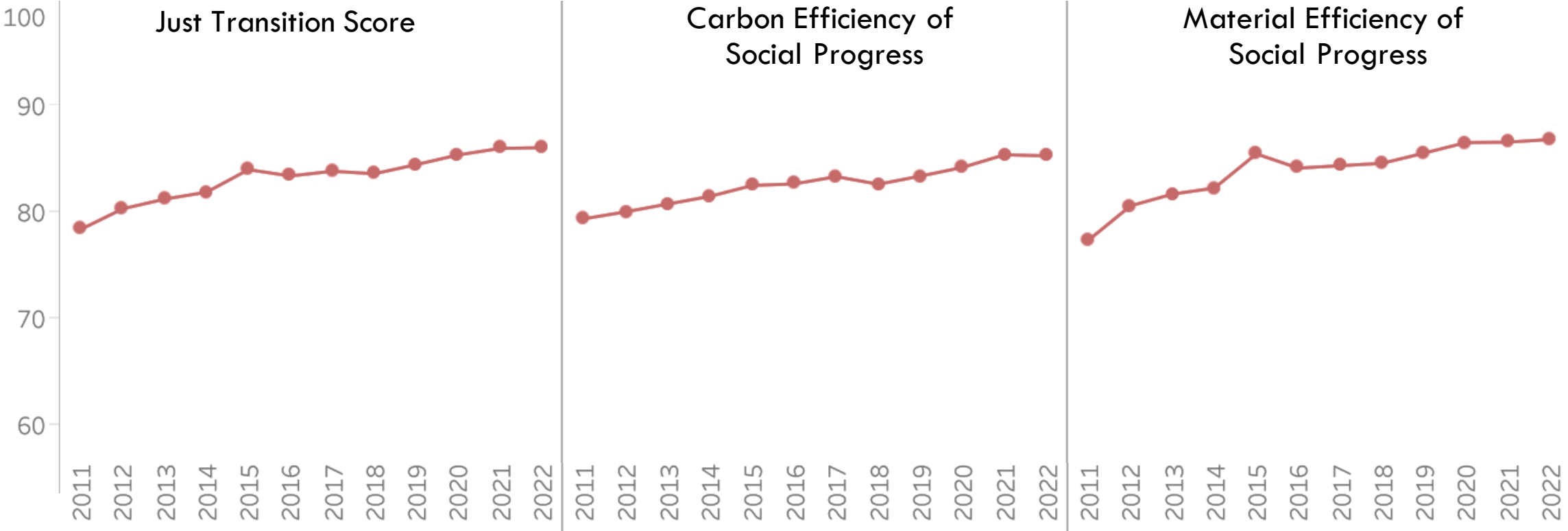


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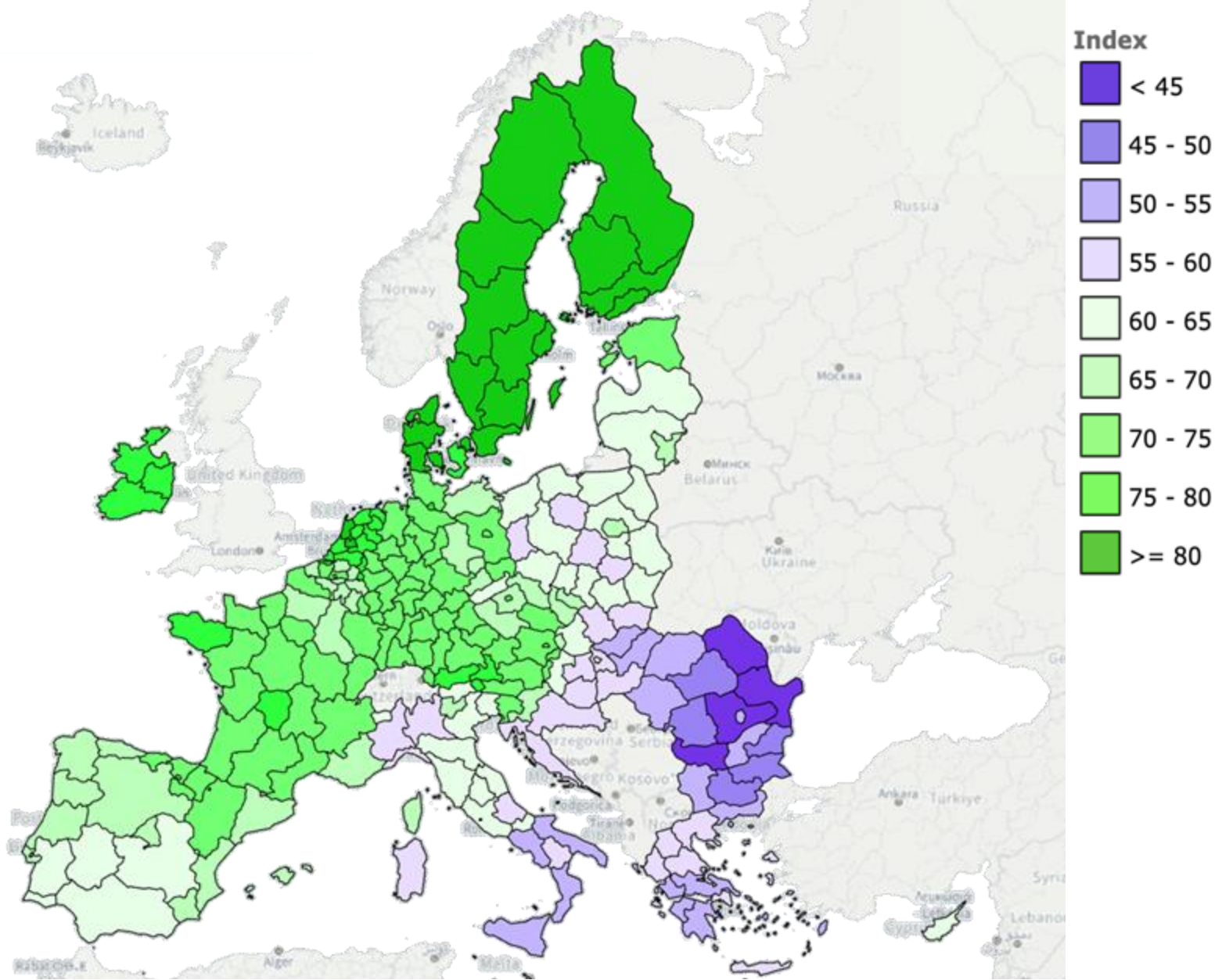
Highest performing countries + G7 countries



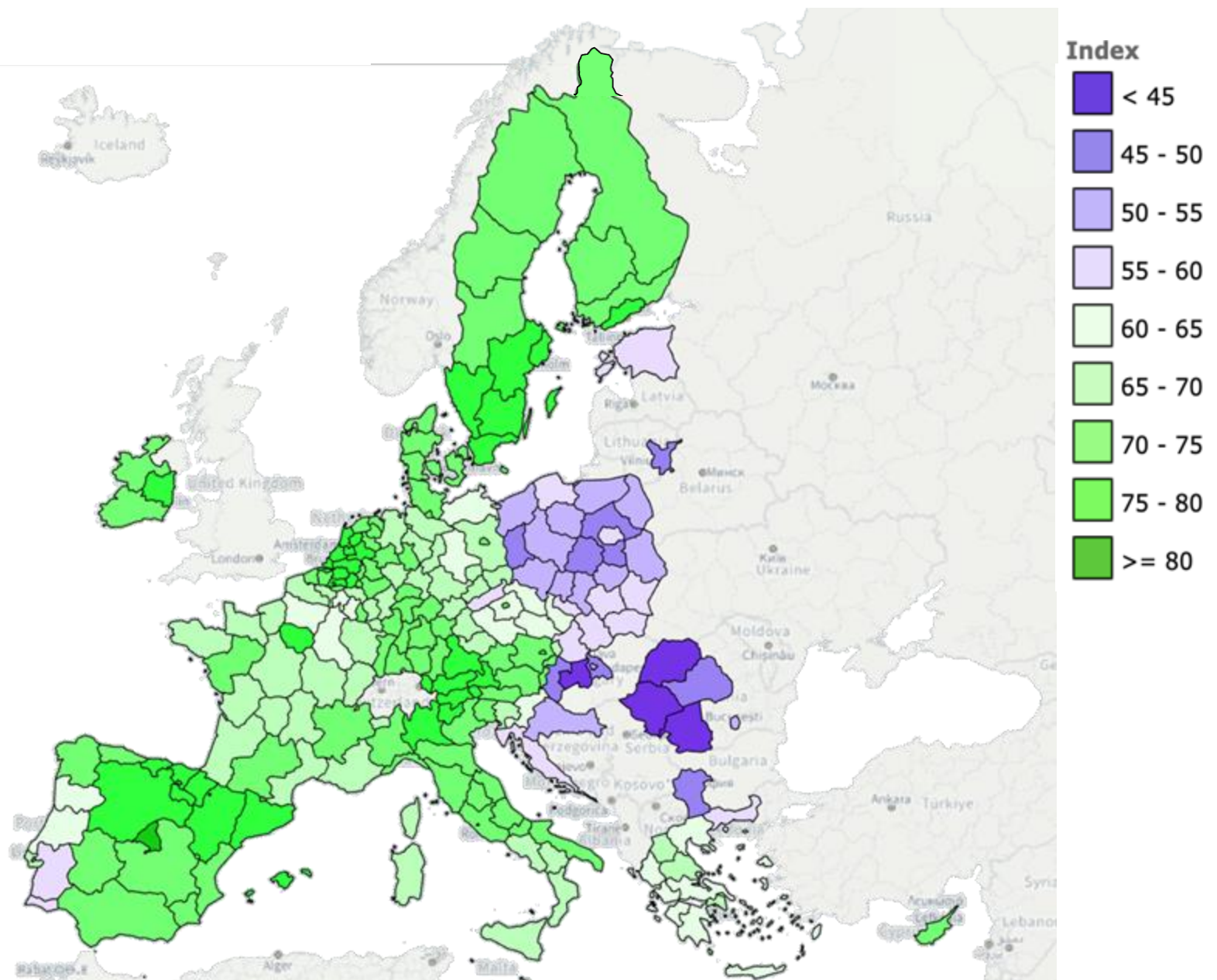
# Since 2011, Spain has significantly improved in Social Progress, biodiversity, CO<sub>2</sub> emissions & reducing its material footprint



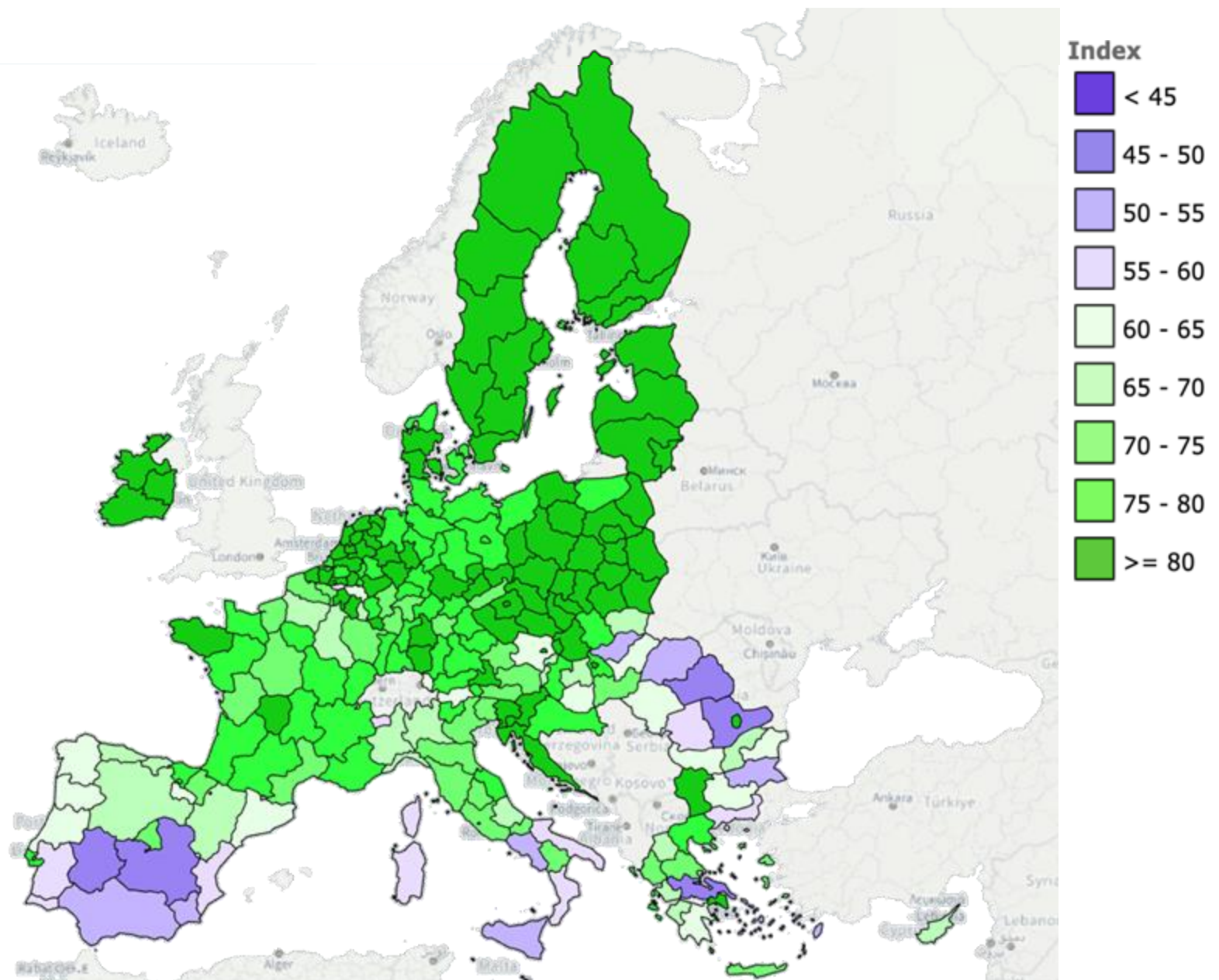
# EU Regional Social Progress Index



# EU Regional Social Progress Index HEALTH



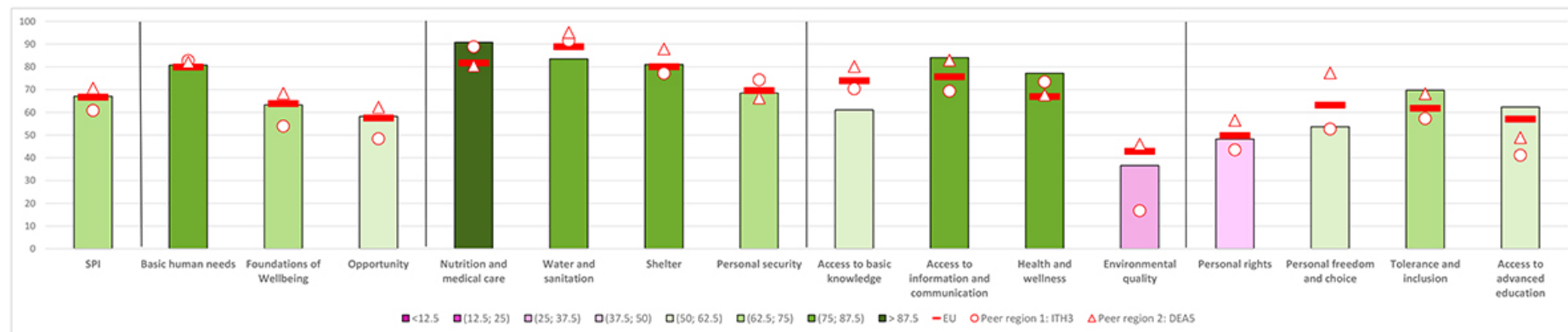
# EU Regional Social Progress Index BASIC EDUCATION



2020 EU-SPI	Score 0-100	Rank	EU score 0-100	GDP per head PPS - EU27=100	Value	Rank	Stage of economic development (1 = Lowest; 5 = Highest)*	Population
	67.1	135/240	66.7		109	71/240	4	7 499 000

Peer Regions: Oost-Vlaanderen; Gelderland; Nordjylland; Kärnten; Weser-Ems; Overijssel; Saarland; Veneto; Småland med öarna; Liguria; Arnsberg; Östra Mellansverige; Niederösterreich; Comunidad Foral de Navarra and Koblenz

	Score ES51	Score EU	peers comparison		Score ES51	Score EU	peers comparison		Score ES51	Score EU	peers comparison
<b>Basic human needs</b>	80.8	80.0	Underperforming	<b>Foundations of wellbeing</b>	63.3	63.9	Similar	<b>Opportunity</b>	58.2	57.5	Similar
Nutrition and medical care	90.8	81.7	Overperforming	Access to basic knowledge	61.1	73.9	Underperforming	Personal rights	48.2	49.8	Similar
Water and sanitation	83.5	88.9	Underperforming	Access to information and communication	84.1	75.7	Similar	Personal freedom and choice	53.7	63.2	Underperforming
Shelter	81.0	80.1	Underperforming	Health and wellness	77.2	67.0	Overperforming	Tolerance and inclusion	69.7	61.8	Similar
Personal security	68.5	69.6	Similar	Environmental quality	36.6	42.9	Underperforming	Access to advanced education	62.3	57.1	Similar



EU averages for the SPI, the sub-indexes and dimensions are indicated by a red bar in the above bar charts.  
 Closest peer regions in terms of population: Veneto (ITH3, pop. 4906000, red circle) and Arnsberg (DEAS, pop. 3584000, red triangle).  
 \* Based on GDP per head in PPS value: 1 when value below 50, 2 between 50 and 75, 3 between 75 and 90, 4 between 90 and 110, 5 above 110.

EU averages for the SPI, the sub-indexes and dimensions are indicated by a red bar.

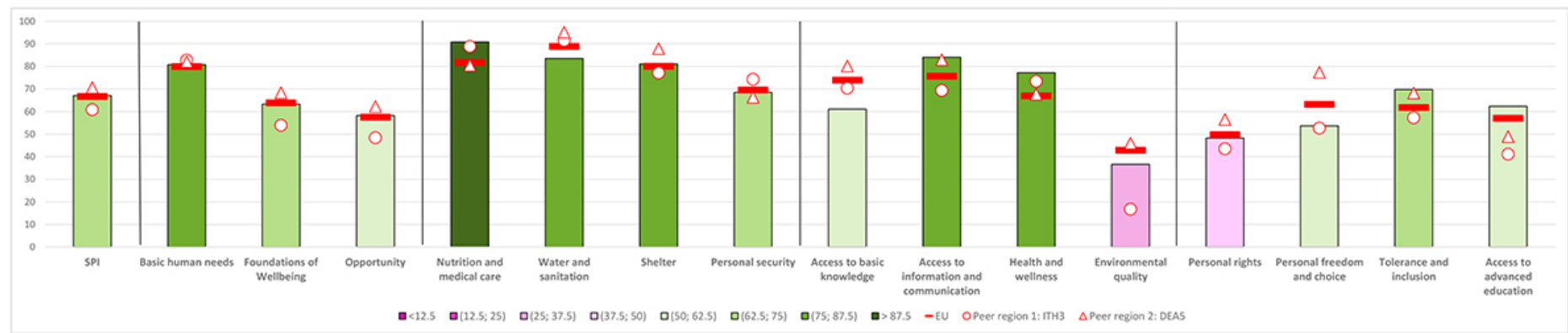
Closest peer regions in terms of population: Comunidad Foral de Navarra (ES22, pop. 645000, red circle) and Sostines regiones (LT01, pop. 807000, red triangle).

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<b>Opportunity</b>	58.2	57.5	Similar to peers
Personal rights	48.2	49.8	Similar to peers
Personal freedom and choice	53.7	63.2	Underperforming
Tolerance and inclusion	69.7	61.8	Overperforming
Access to advanced education	62.3	57.1	Overperforming



EU averages for the SPI, the sub-indexes and dimensions are indicated by a red bar in the above bar charts.

Closest peer regions in terms of population: Veneto (ITH3, pop. 4906000, red circle) and Arnsberg (DEAS, pop. 3584000, red triangle).

\* Based on GDP per head in PPS value: 1 when value below 50, 2 between 50 and 75, 3 between 75 and 90, 4 between 90 and 110, 5 above 110.

EU averages for the SPI, the sub-indexes and dimensions are indicated by a red bar.

Closest peer regions in terms of population: Comunidad Foral de Navarra (ES22, pop. 645000, red circle) and Sostines regiones (LT01, pop. 807000, red triangle).

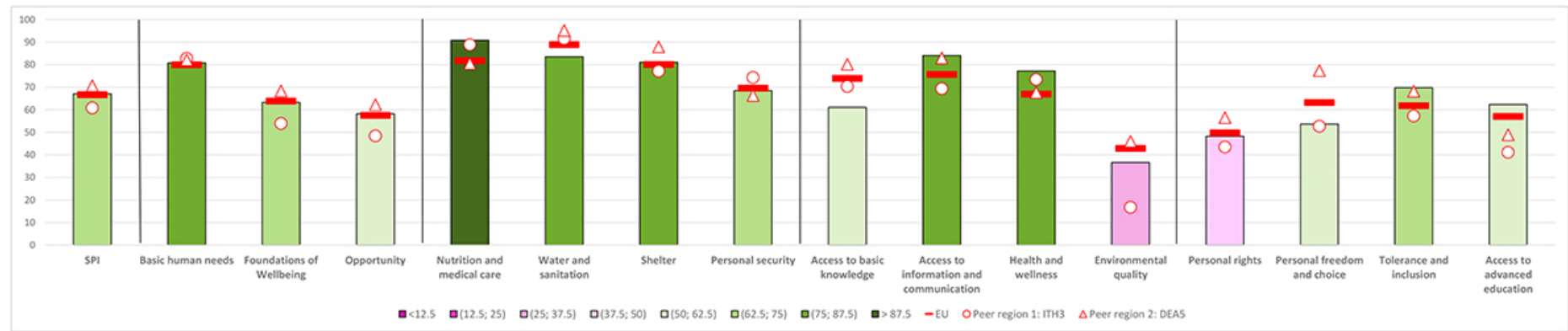
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2020 EU-SPI	Score 0-100	Rank	EU score 0-100	GDP per head PPS - EU27=100	Value	Rank	Stage of economic development (1 = Lowest; 5 = Highest)*	Population
	67.1	135/240	66.7		109	71/240	4	7 499 000

Peer Regions: Oost-Vlaanderen; Gelderland; Nordjylland; Kärnten; Weser-Ems; Overijssel; Saarland; Veneto; Småland med öarna; Liguria; Arnsberg; Östra Mellansverige; Niederösterreich; Comunidad Foral de Navarra and Koblenz

	Score ES51	Score EU	peers comparison		Score ES51	Score EU	peers comparison		Score ES51	Score EU	peers comparison
<b>Basic human needs</b>	80.8	80.0	🟡	<b>Foundations of wellbeing</b>	63.3	63.9	🟡	<b>Opportunity</b>	58.2	57.5	🟡
Nutrition and medical care	90.8	81.7	🟢	Access to basic knowledge	61.1	73.9	🔴	Personal rights	48.2	49.8	🟡
Water and sanitation	83.5	88.9	🔴	Access to information and communication	84.1	75.7	🟡	Personal freedom and choice	53.7	63.2	🔴
Shelter	81.0	80.1	🔴	Health and wellness	77.2	67.0	🟢	Tolerance and inclusion	69.7	61.8	🟡
Personal security	68.5	69.6	🟡	Environmental quality	36.6	42.9	🟡	Access to advanced education	62.3	57.1	🟡

🟢 Overperforming with respect to its peers    
 🟡 Similar to peers    
 🔴 Underperforming with respect to its peers



EU averages for the SPI, the sub-indexes and dimensions are indicated by a red bar in the above bar charts.

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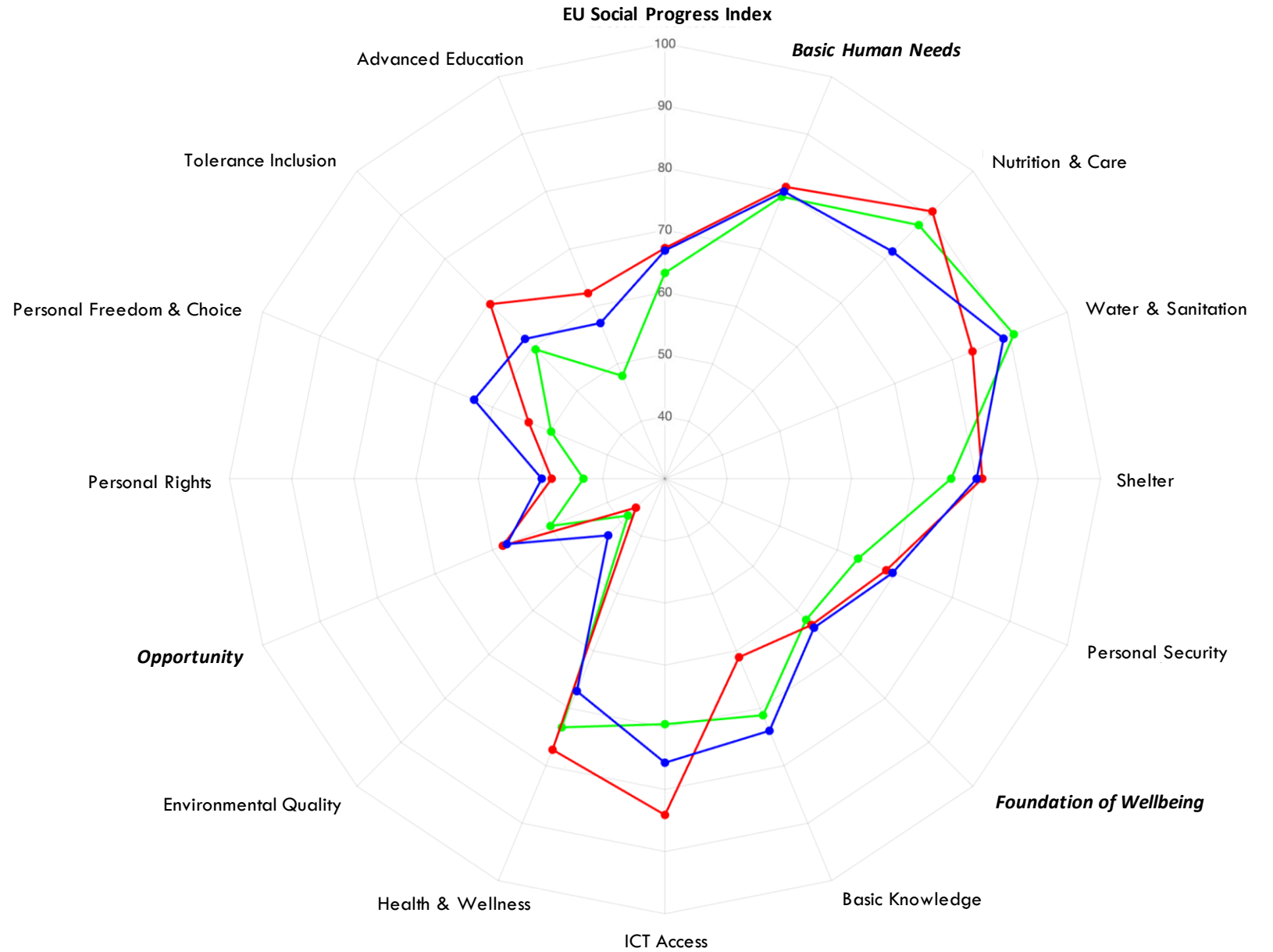
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- EU-27 Average
- ES51 - Cataluña
- ITI1 - Toscana



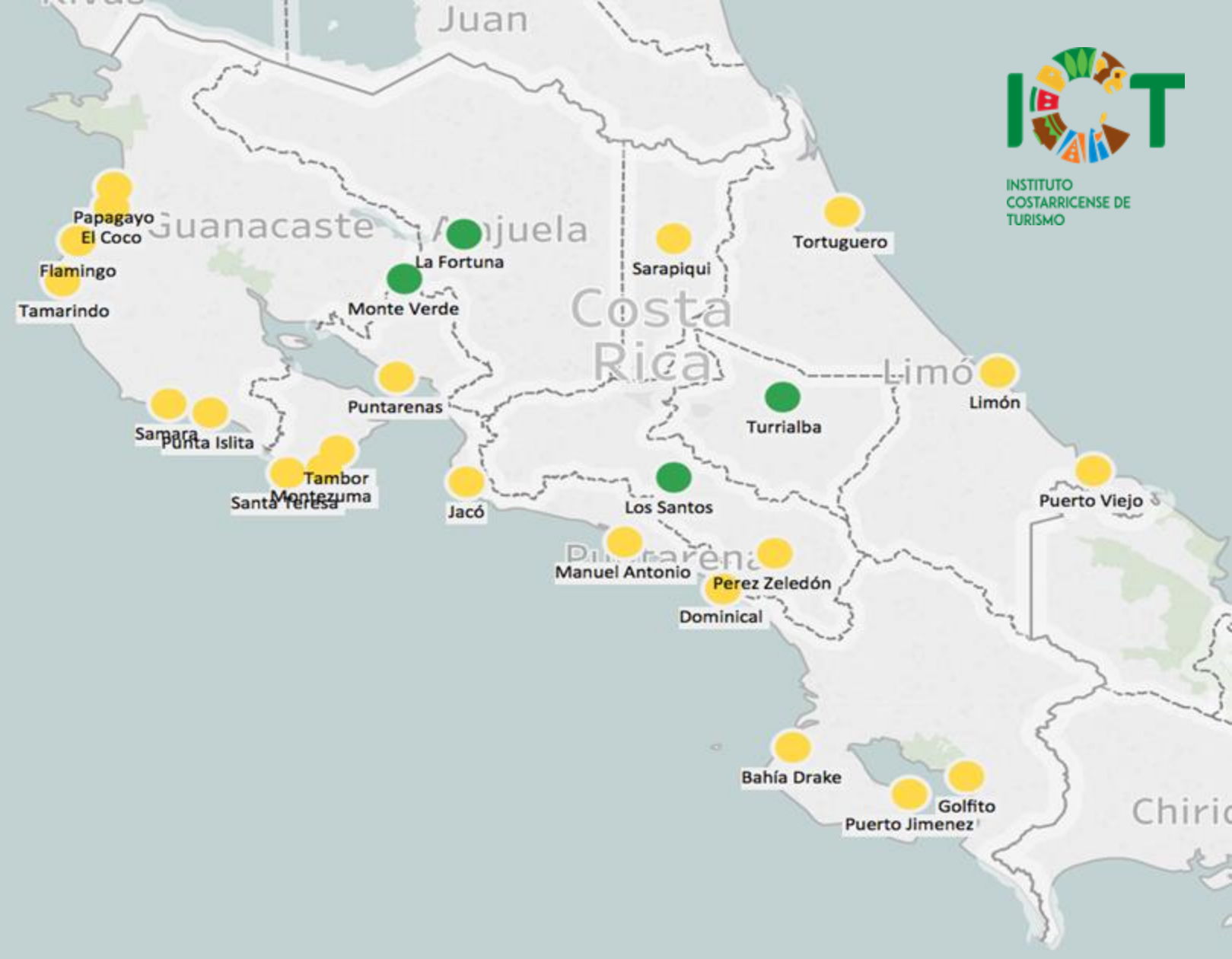


# SOCIAL PROGRESS INDEX IN TOURIST DESTINATIONS OF COSTA RICA

INSTITUTO COSTARRICENSE DE TURISMO



# Social Progress Index for 32 tourist destinations in Costa Rica



INSTITUTO  
COSTARRICENSE DE  
TURISMO



**SOCIAL  
PROGRESS  
IMPERATIVE**

# Social Progress Index used to define action plans for each of the tourist destinations

## Necesidades Humanas Básicas

### Nutrición y Cuidados Médicos Básicos

Acceso a alimentos	71.71	Red
Acceso a atención médica de emergencia	82.44	Yellow
Acceso a cuidados médicos infantiles	86.14	Yellow
Vacunación infantil	96.00	Red

### Agua y Saneamiento

Acceso a agua potable	95.12	Red
Acceso a saneamiento mejorado	98.96	Yellow
Continuidad del servicio	96.41	Yellow

### Vivienda

Acceso a la electricidad	100.00	Yellow
Calidad de la vivienda	0.00	Yellow
Hacinamiento	22.00	Red
Satisfacción con la vivienda	83.90	Yellow

### Seguridad Personal

Inseguridad en las calles	55.96	Red
Percepción de inseguridad	32.65	Red
Pleitos	9.33	Red
Robo en calle	17.62	Red
Robo en casa habitación	23.32	Red
Violencia con arma	11.40	Red

## Fundamentos del Bienestar

### Acceso a Conocimientos Básicos

Adultos sin secundaria	17.45	Yellow
Analfabetismo	6.25	Yellow
Matriculación primaria	96.02	Yellow
Matriculación secundaria	77.65	Yellow

### Acceso a Información y Comunicaciones

Acceso a computadora	42.44	Green
Cobertura 3g	86.38	Yellow
Usuarios de Internet	50.24	Red
Usuarios smartphones	89.76	Yellow
Usuarios telefonía móvil	98.96	Yellow

### Salud y Bienestar

Alcoholismo	59.02	Yellow
Enfermedades crónicas	34.63	Yellow
Enfermedades respiratorias	11.71	Yellow
Obesidad	39.52	Yellow
Suicidios	6.34	Yellow
Tabaquismo	31.22	Yellow

### Calidad Medioambiental

Acceso a espacios verdes	37.50	Yellow
Acumulación de basura	6.22	Yellow
Calidad de recursos hídricos	85.71	Yellow
Calidad del aire	66.83	Yellow
Separación de residuos	25.39	Yellow

## Oportunidades

### Derechos Personales

Acceso a la información	15.34	Yellow
Libertad de asociación	97.16	Yellow
Libertad de expresión	98.01	Yellow
Libertad de movimiento	70.24	Yellow
Participación electoral	49.27	Yellow
Propiedad privada	53.66	Yellow

### Libertad Personal y de Elección

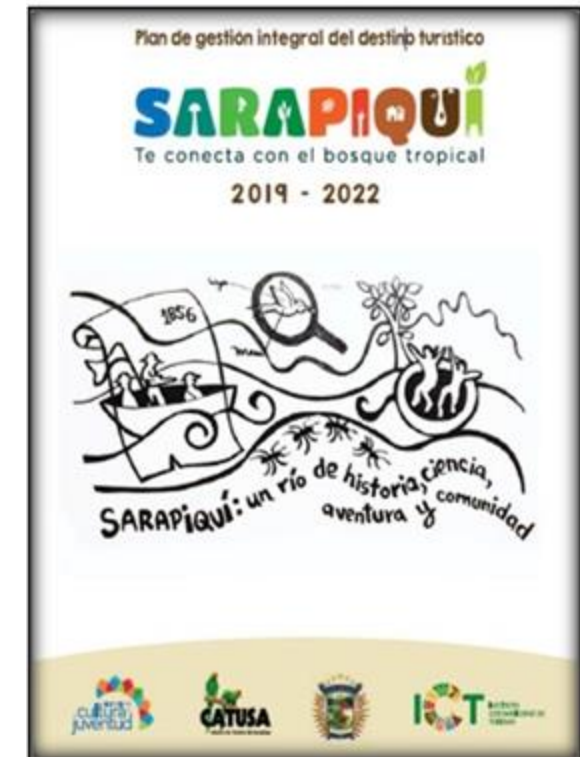
Corrupción	48.78	Yellow
Embarazo adolescente	19.51	Red
Libertad para decidir sobre su vida	84.88	Yellow
Libertad religiosa	86.83	Yellow
Liderazgo de mujeres	82.93	Red
Trabajo forzado/ trata de personas	15.61	Yellow

### Tolerancia e Inclusión

Redes de apoyo en la comunidad	46.83	Red
Tolerancia Inmigrantes	66.83	Red
Tolerancia LGBT	62.93	Red
Tolerancia Religiosa	93.17	Yellow
Violencia contra mujeres	20.97	Red

### Acceso a Educación Superior

Accesibilidad a la educación superior	82.44	Yellow
Acceso mujeres a educación superior	82.44	Yellow
Adultos con educación superior	8.99	Yellow
Educación promedio mujeres adultas	6.69	Yellow
Jóvenes con educación superior	16.57	Yellow



## Índice de Progreso Social

Sarapiquí **66.55**

Centro Turístico

Sarapiquí

# What kind of tourism do we want?

"We don't want 5 star hotels in 1 star communities."

**Márcio Favilla Lucca de Paula**  
Former Executive Director  
UN World Tourism Organization



Thank you



**SOCIAL  
PROGRESS  
IMPERATIVE**