

WELL-BEING : PROXIMITY MATTERS

A European Perspective from Aix-Marseille-Provence Metropolis

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Presentation Plan

I

Well-Being and Satisfaction, a Relative Matter

II

Well-Being : Tools for a Necessary Composite Approach

III

Well-Being : Why Proximity is Important in Europe and in Aix-Marseille-Provence

Part 1

Well-Being and Satisfaction, a Relative Matter

Well-being : What are we speaking about ?



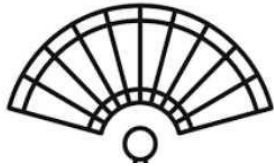
Diverse methods to approach Well-being:

- Individual or Collective ?
- Perceived or « objectively » measured ?
- Mono-topic or multi-topic approach ?
- At what scale (local, regional, national, international...) ?
- Cultural dimension and population profiles

Two methods



"Subjective" survey-based approach

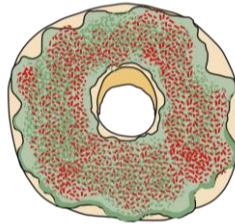


Multi-thematic "objective" approach
(indicators and composite indices)

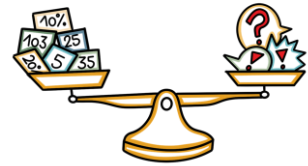
Our Vision of Territorial Well-being



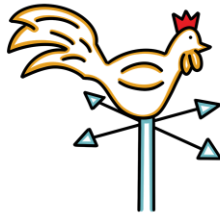
COLLECTIVE



SUSTAINABLE



**BOTH OBJECTIVE AND
SUBJECTIVE**



SYSTÉMIC



SEVERAL SCALES

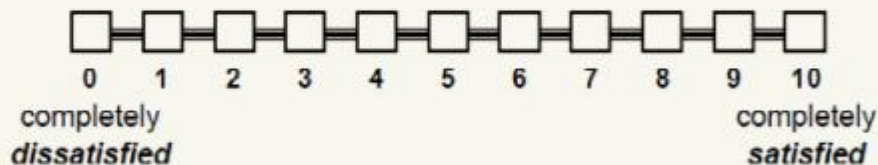
Life Satisfaction

- Exemplary survey question on individual life satisfaction measured on 0-to-10 Likert scale

Please answer according to the following scale:

0 means "completely dissatisfied", 10 means "completely satisfied".

How satisfied are you with your life, all things considered?



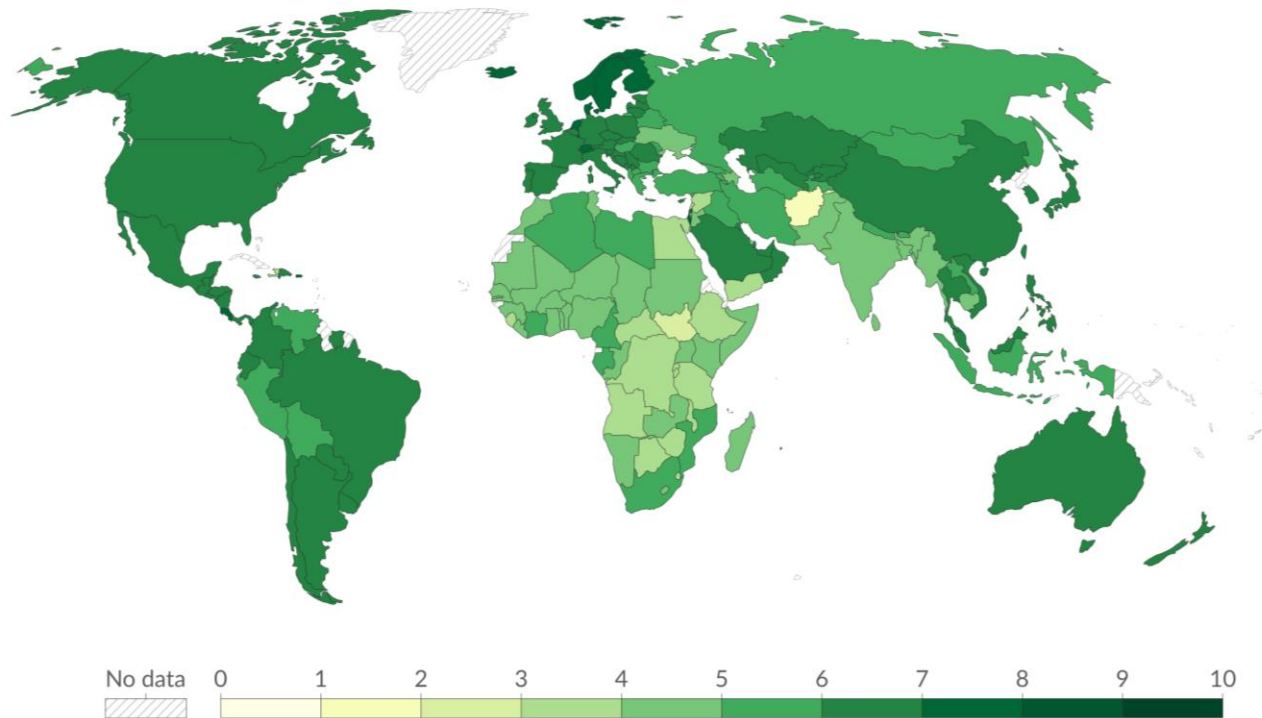
Source: German Socio-Economic Panel Study (SOEP)

Self-reported life satisfaction, 2025

Average of survey responses on current position on a hypothetical ladder:

- the best possible life for them is a 10
- the worst possible life is a 0.

Wellbeing Research Centre
(Oxford), in partnership with
Gallup and the UN Sustainable
Development Solutions

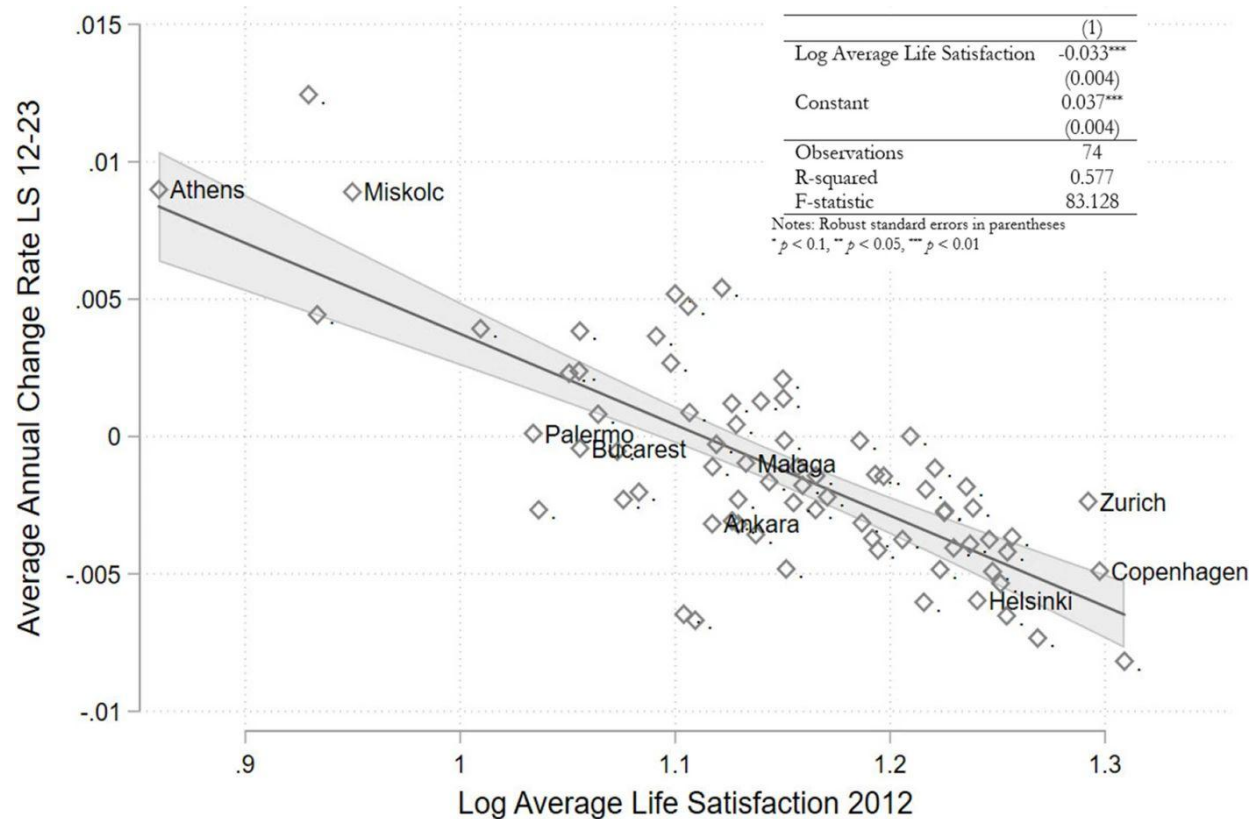


Data source: Wellbeing Research Centre (2026)

OurWorldinData.org/happiness-and-life-satisfaction

European Cities converge over time on life satisfaction (2012-2023)

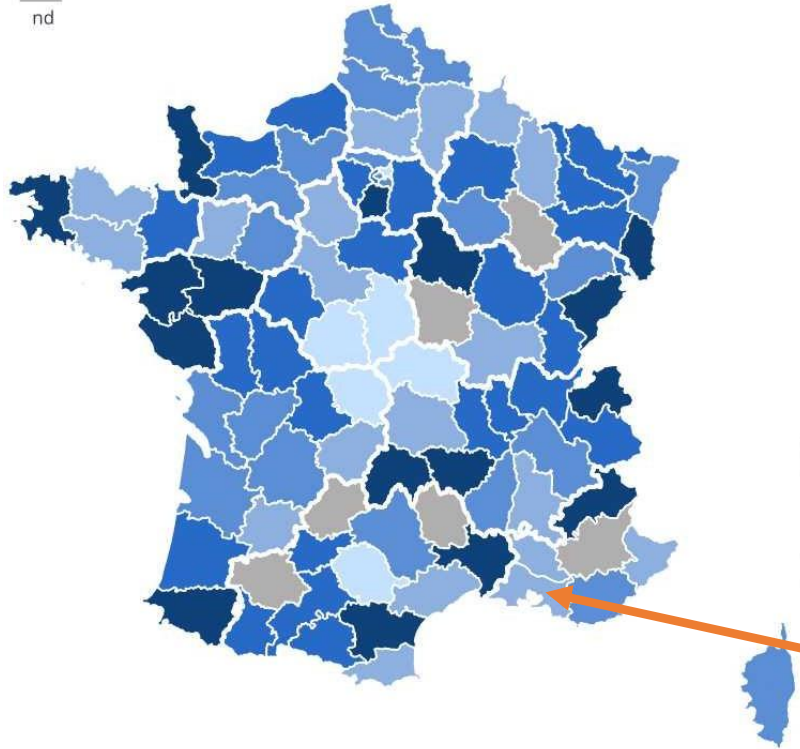
Convergence because of
a decrease in the most
...but they increase
their internal disparities



Life satisfaction in France

INSEE statistical survey on resources and quality of life

9



© IGN - Insee 2023

22000 households surveyed

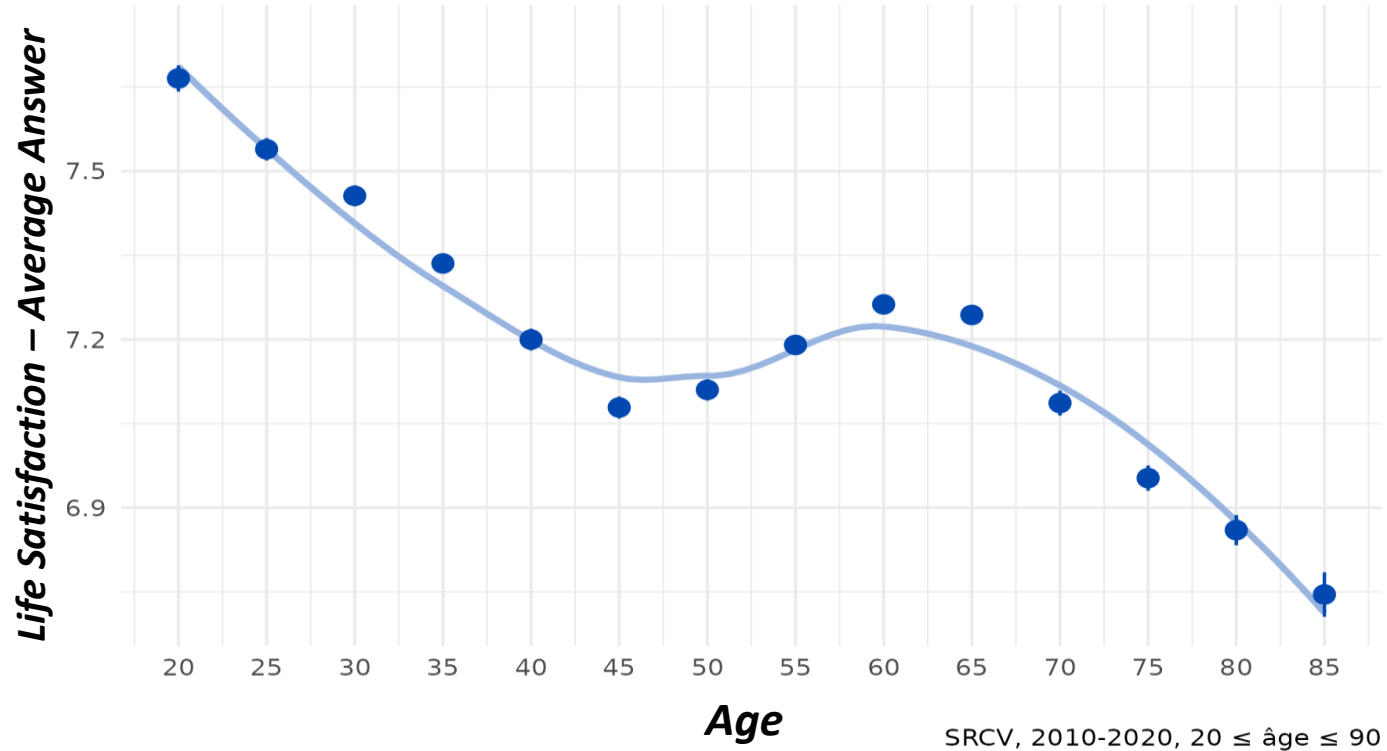
- physical and mental health
- social relationships
- economic security
- standard of living / inequalities
- environment / sustainability
- living environment: access to services, leisure activities, etc.

A measure that can be applied at a territorial level (by compiling data over 10 years)

Aix-Marseille-Provence

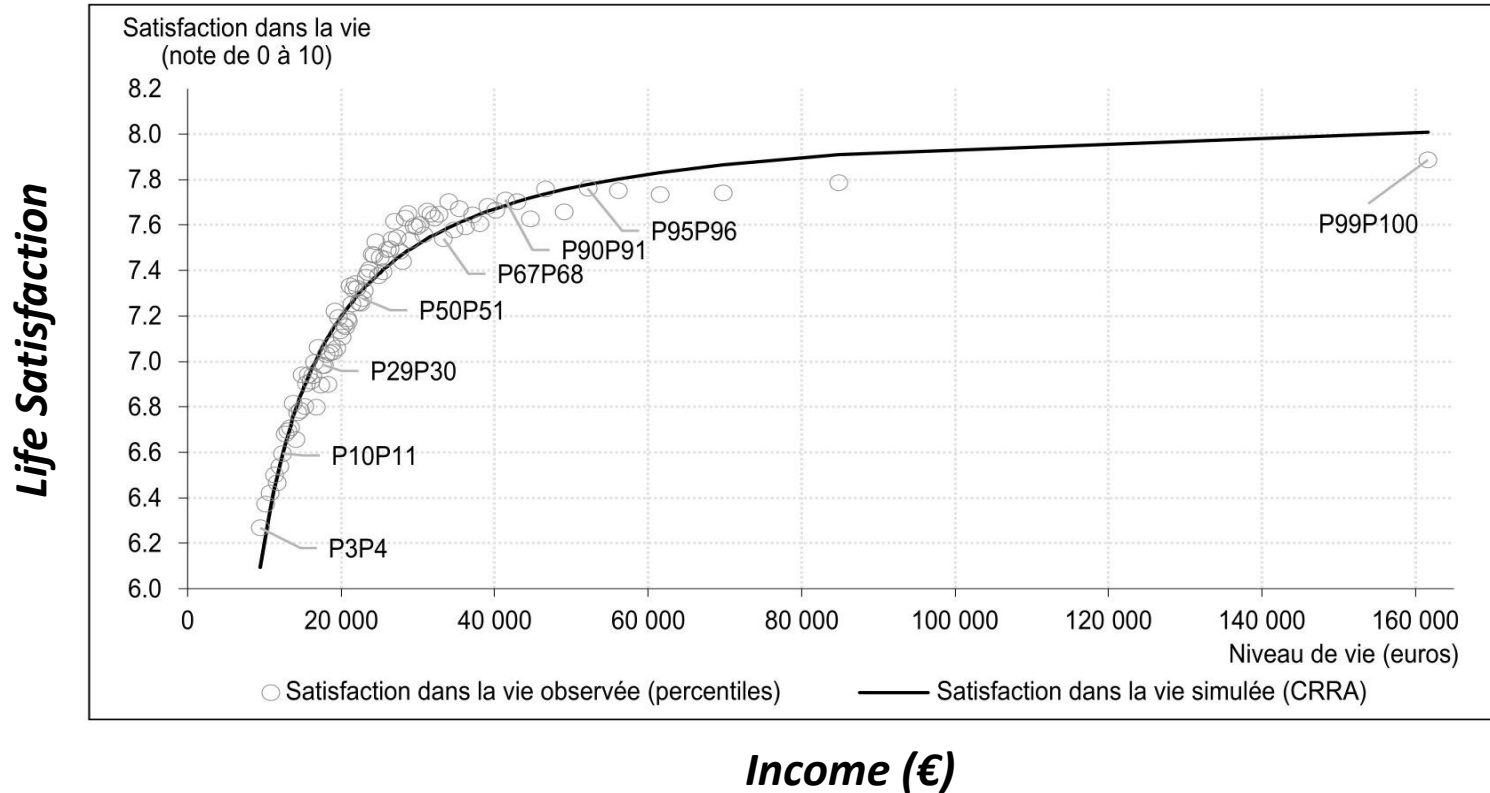
Life satisfaction by age

in France



The Role of income in life satisfaction

in France



The Most Happy Countries

World Happiness Report 2026

Six key variables: GDP per capita, healthy life expectancy, having someone to count on, freedom to make life choices, generosity, and freedom from corruption.

Ranking based on the average of three years of samples.

Over 100,000 people in 140 countries and territories

HK dropped from 88th to 90th in the latest index, sandwiched between Georgia and Armenia. China ranked 65th, Taiwan 26th and Singapore 36th. The US sat at 23rd place, and the UK at 29th.

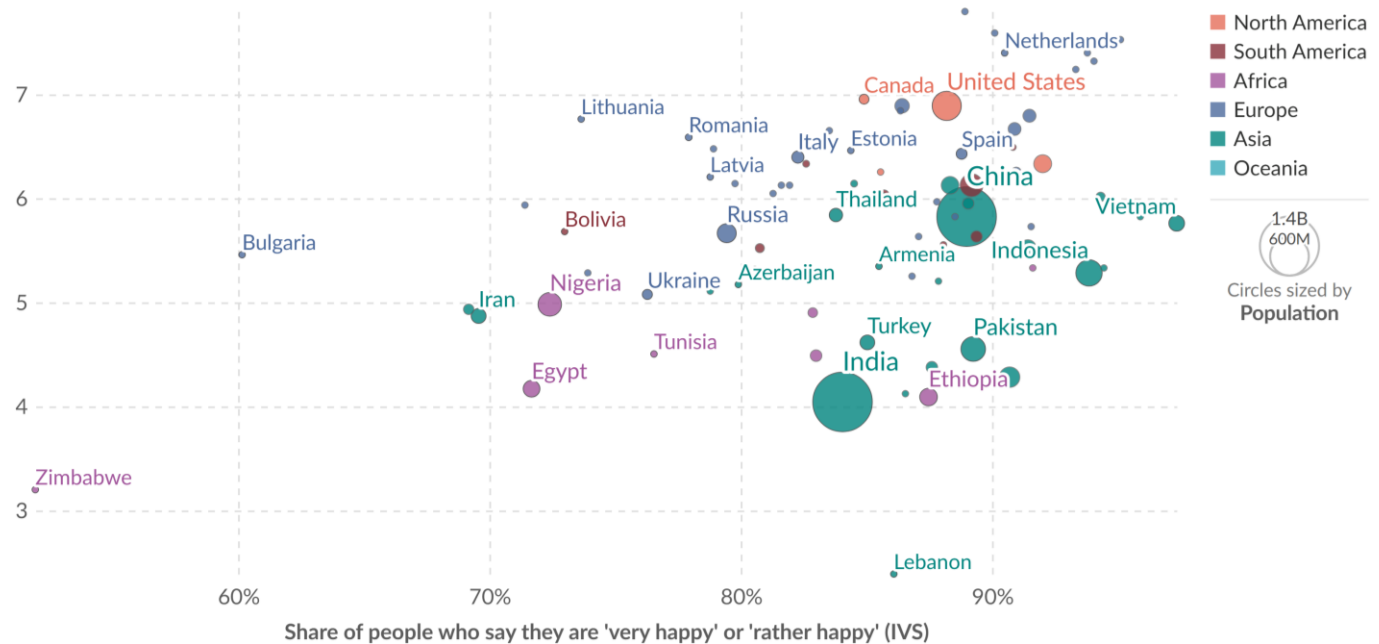
				Score sur 10
1		Finlande		7,764
2		Islande		7,540
3		Danemark		7,539
4		Costa Rica		7,439
5		Suède		7,255
6		Norvège		7,242
7		Pays-Bas		7,223
8		Israël		7,187
9		Luxembourg		7,063
10		Suisse		7,018
11		Nouvelle-Zélande		6,995
12		Mexique		6,972
13		Irlande		6,928
14		Belgique		6,926
15		Australie		6,916
16		Kosovo		6,910
17		Allemagne		6,882
18		Slovénie		6,868
19		Autriche		6,845
20		Tchéquie		6,821

Source : World Happiness Report 2026 (Oxford Wellbeing Research Centre, Gallup, ONU). Moyenne 2023-2025, échelle de Cantril.
Nicolas Tarnaud Advisory

Happiness vs. life satisfaction

Vertical axis =
self-reported life
satisfaction scores

Horizontal axis =
share of people being
'very happy' or 'rather
happy'



Data source: Wellbeing Research Centre (2026); Integrated Values Surveys (2024)

OurWorldinData.org/happiness-and-life-satisfaction | CC BY

The price of Happiness

= income level at which additional earnings no longer produce meaningful gains in happiness.

The Price of Happiness by Country in 2026

In **Iceland**, increases in income continue to affect a person's happiness before leveling out at **\$163,579 USD**, based on figures (adjusted for local purchasing power and living costs) from Purdue University's income satiation study. That's more than 16 times the price of happiness in Ethiopia (**\$10,176 USD**).

THE PRICE OF HAPPINESS (USD)

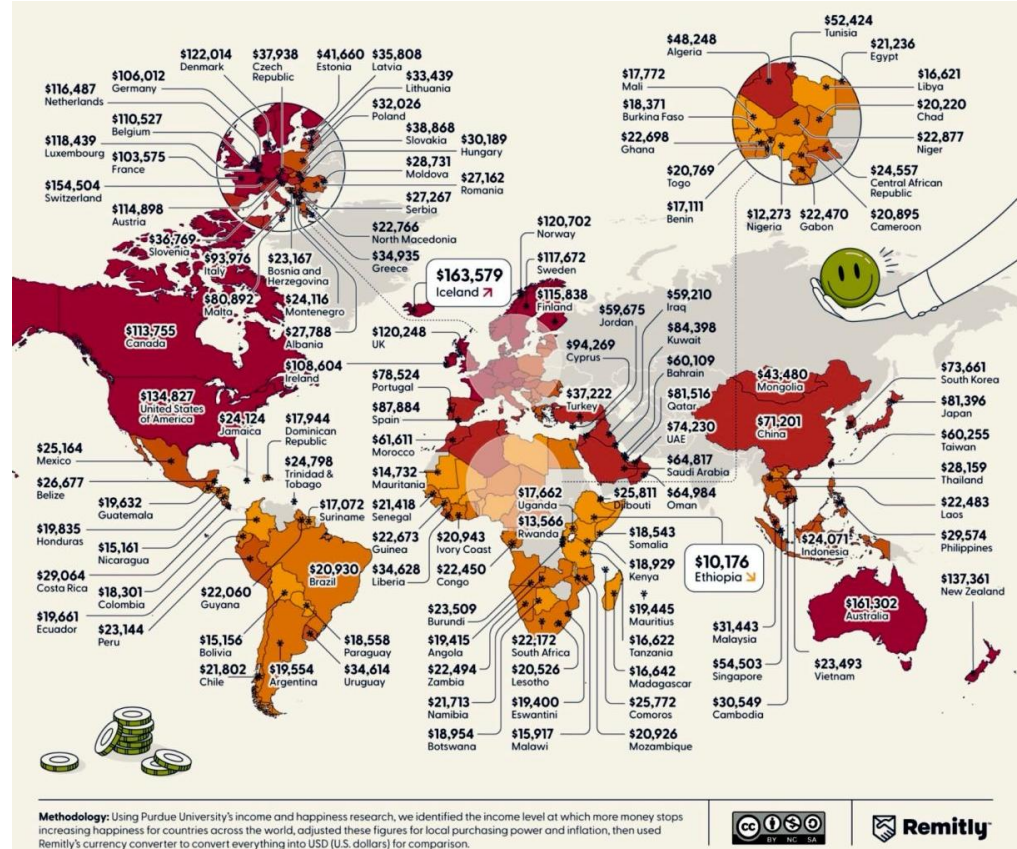
Least Expensive Most Expensive No Data

Top 5 Most Expensive Countries

- 1 Iceland: \$163,579
- 2 Australia: \$161,302
- 3 Switzerland: \$154,504
- 4 New Zealand: \$137,361
- 5 USA: \$134,827

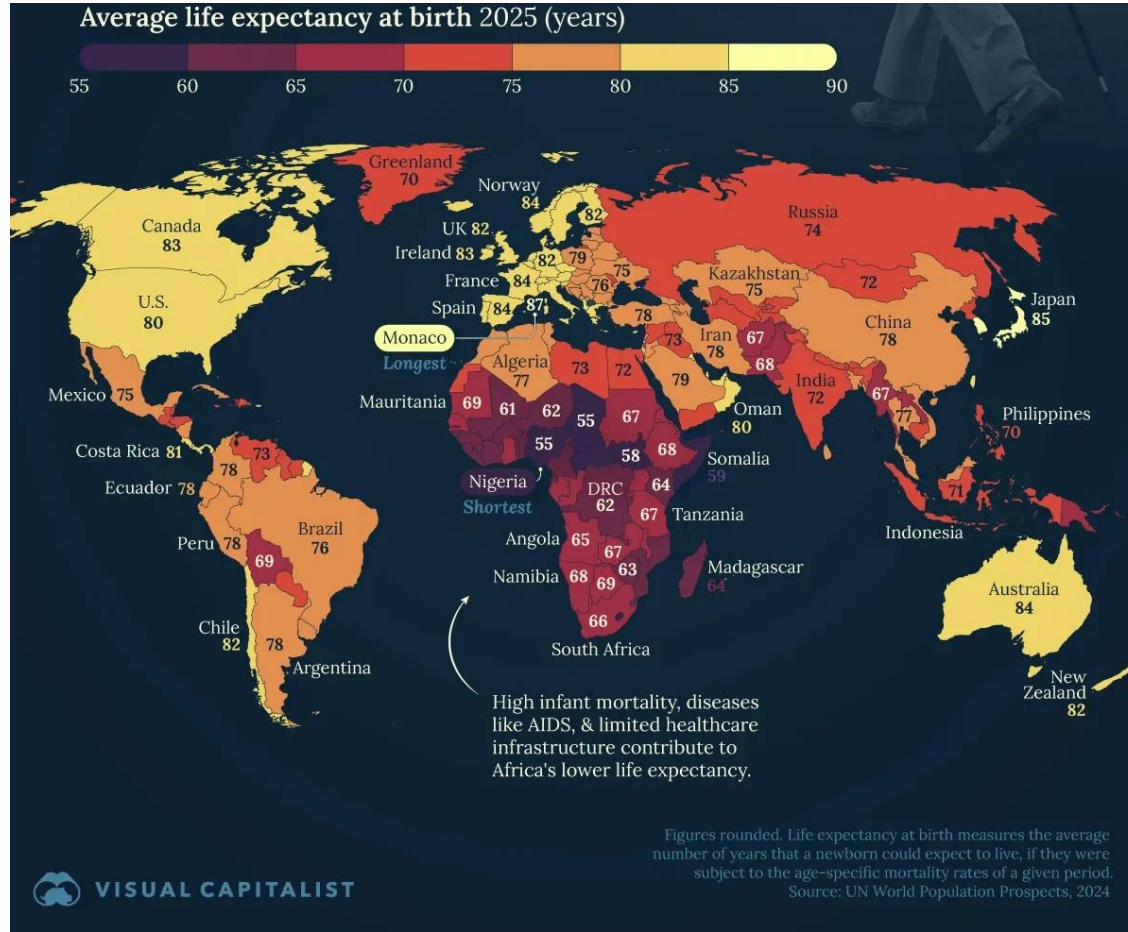
Bottom 5 Least Expensive Countries

- 1 Ethiopia: \$10,176
- 2 Nigeria: \$12,273
- 3 Rwanda: \$13,566
- 4 Mauritania: \$14,732
- 5 Bolivia: \$15,156



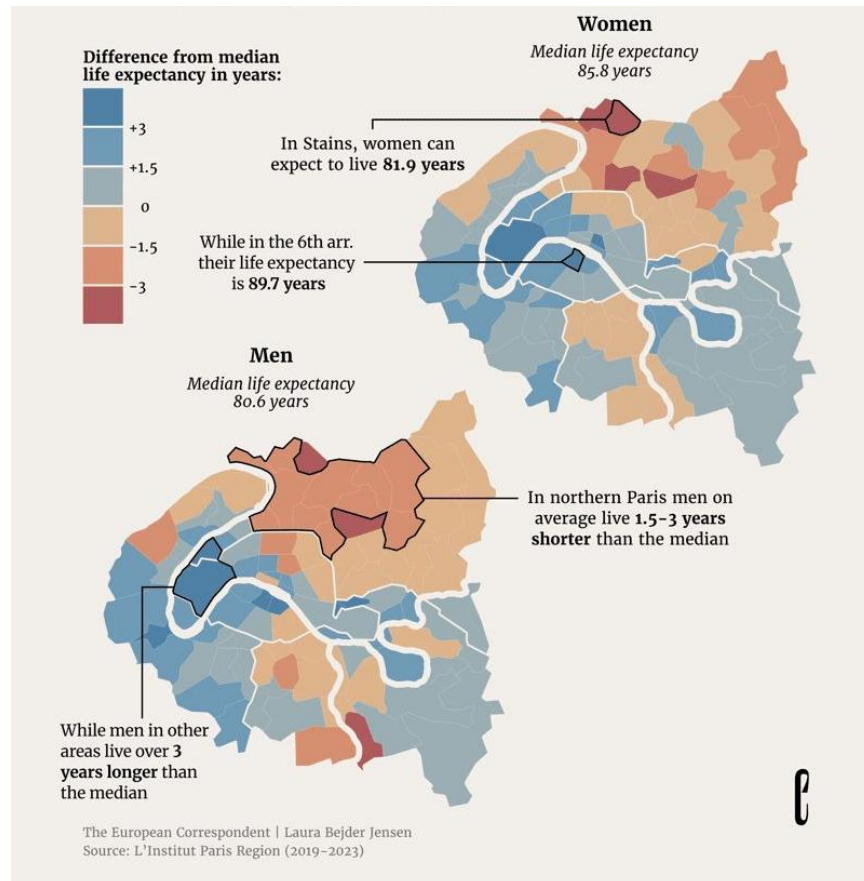
Source : [Remitly](#) graphic,
based on [Purdue University's](#) Income Satiation Study

Countries Where People Live the Longest



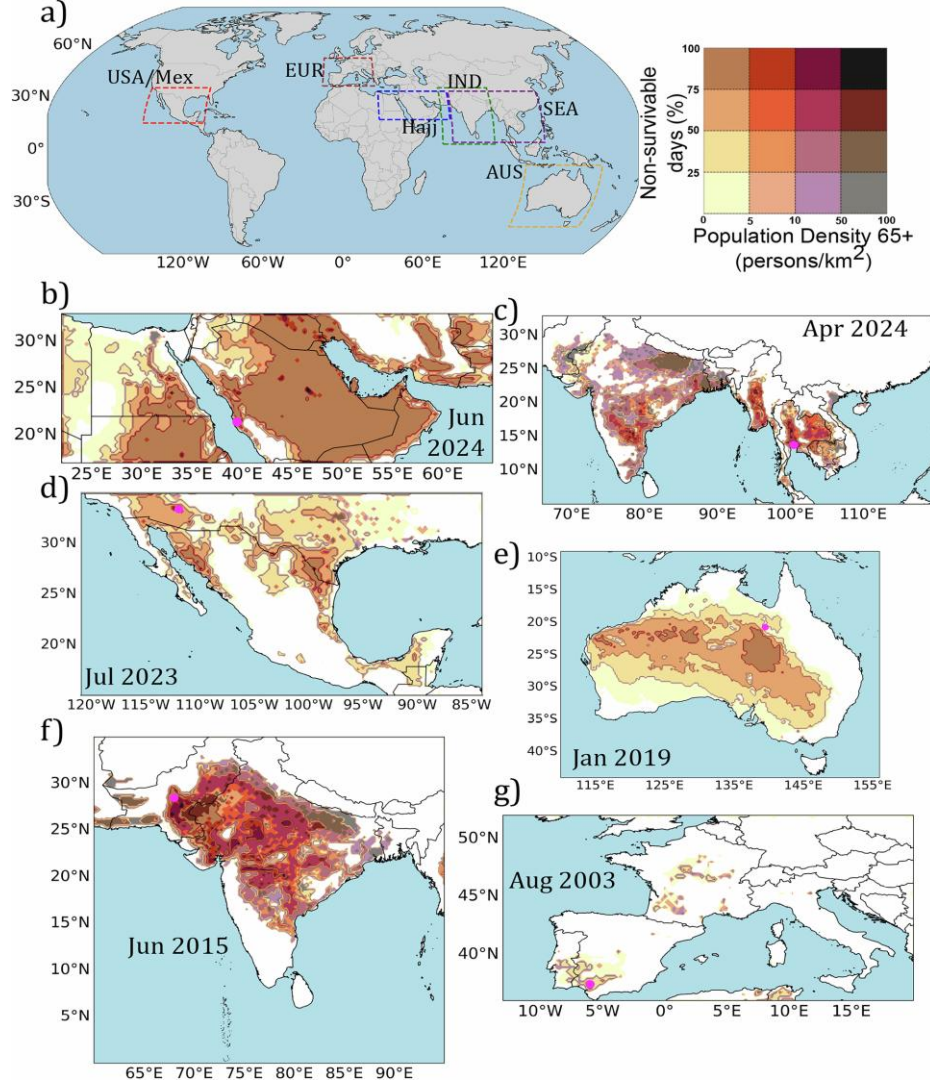
Life expectancy in Paris Metropolis...

...varies by up to 8 years depending on where you live

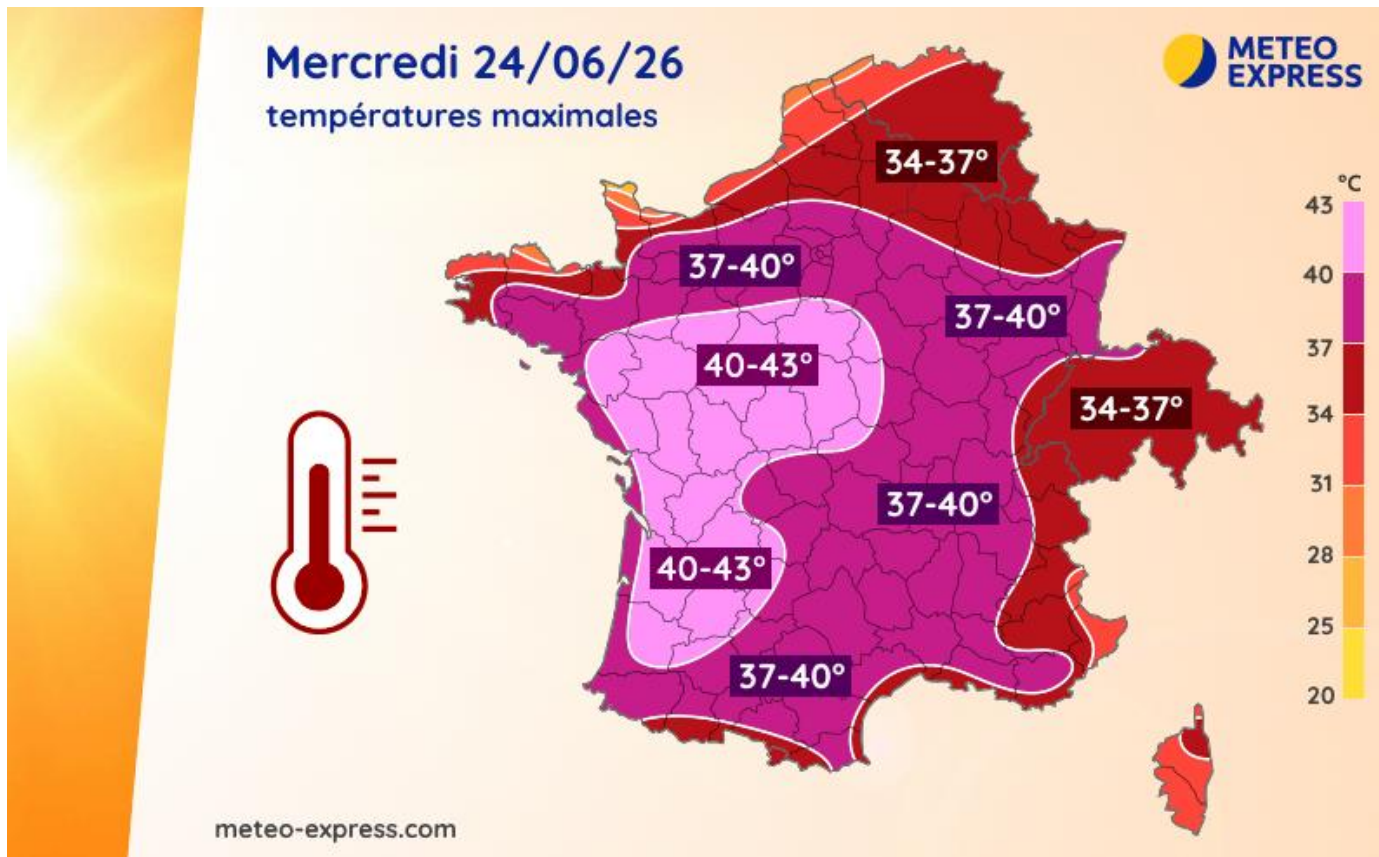


Non-survivable conditions for older people in direct sun

Source : Sarah E. Perkins-Kirkpatrick and alii, “Deadly heat stress conditions are already occurring”, March 2026



This Week Record Temperatures in France

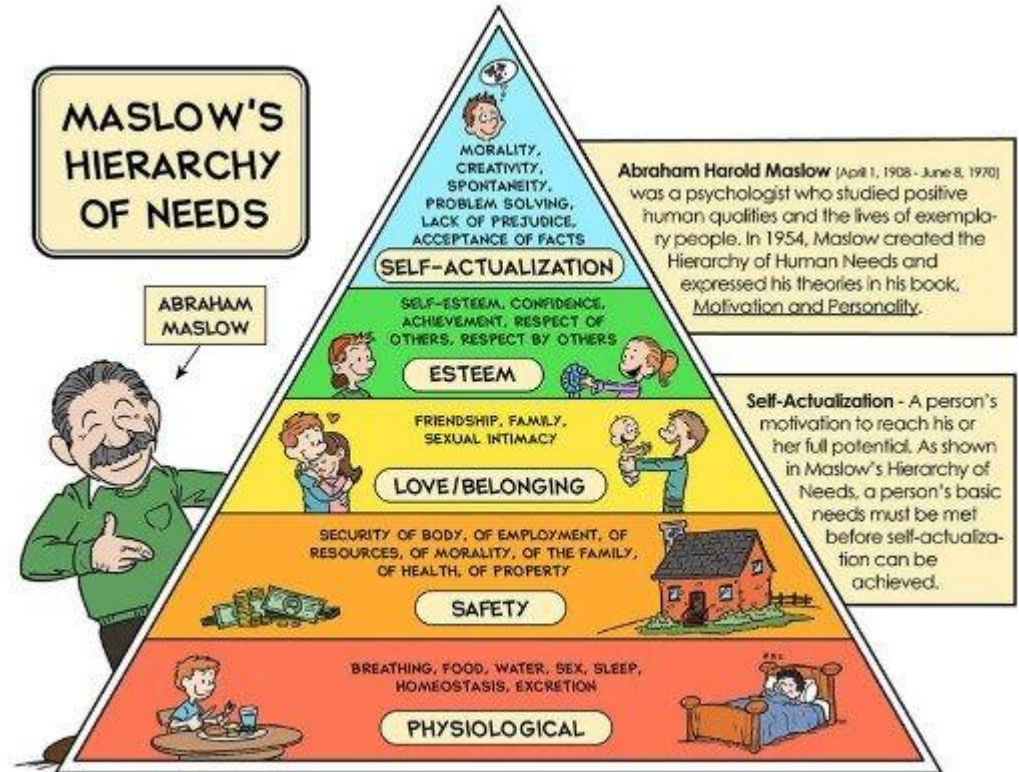
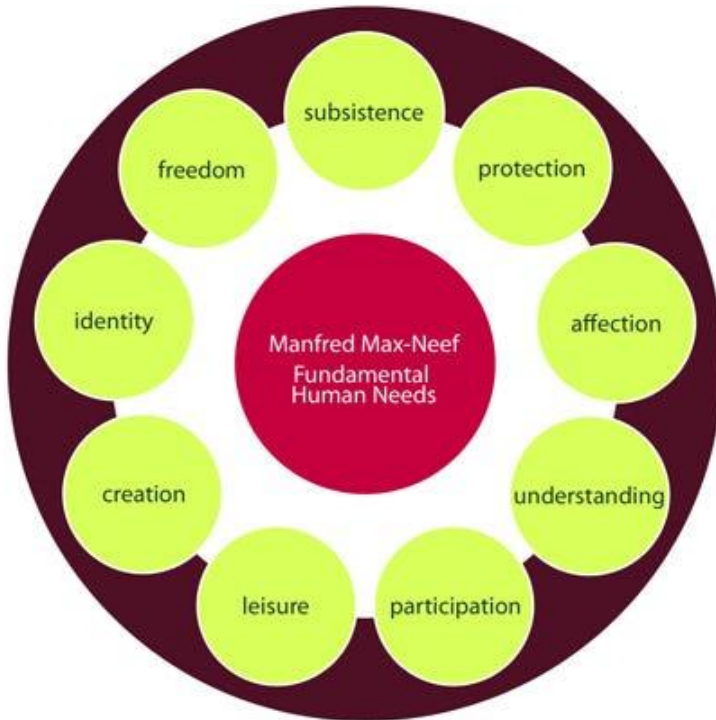


Part 2

Well-Being : Tools for a Necessary Composite Approach

Manfred Max-Neef's typology of needs

a list of 9 needs

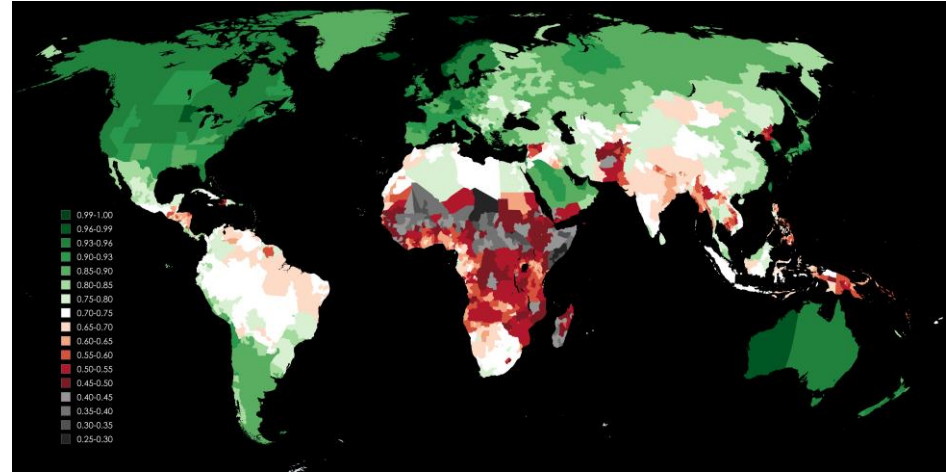


The Human Development Index (HDI)

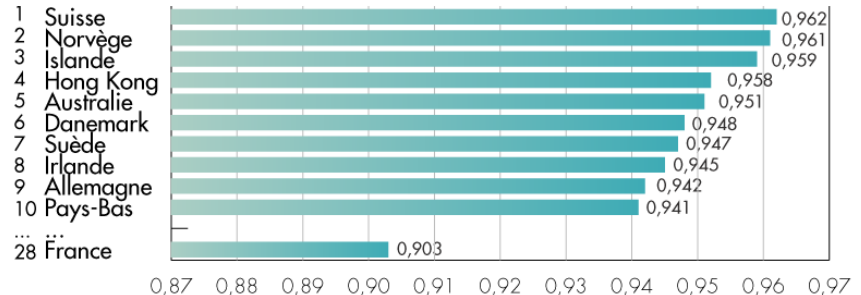
A summary measure of average achievement :

- a long and healthy life,
- being knowledgeable
- having a decent standard of living.

The HDI is the geometric mean of normalized indices for each of the three dimensions.

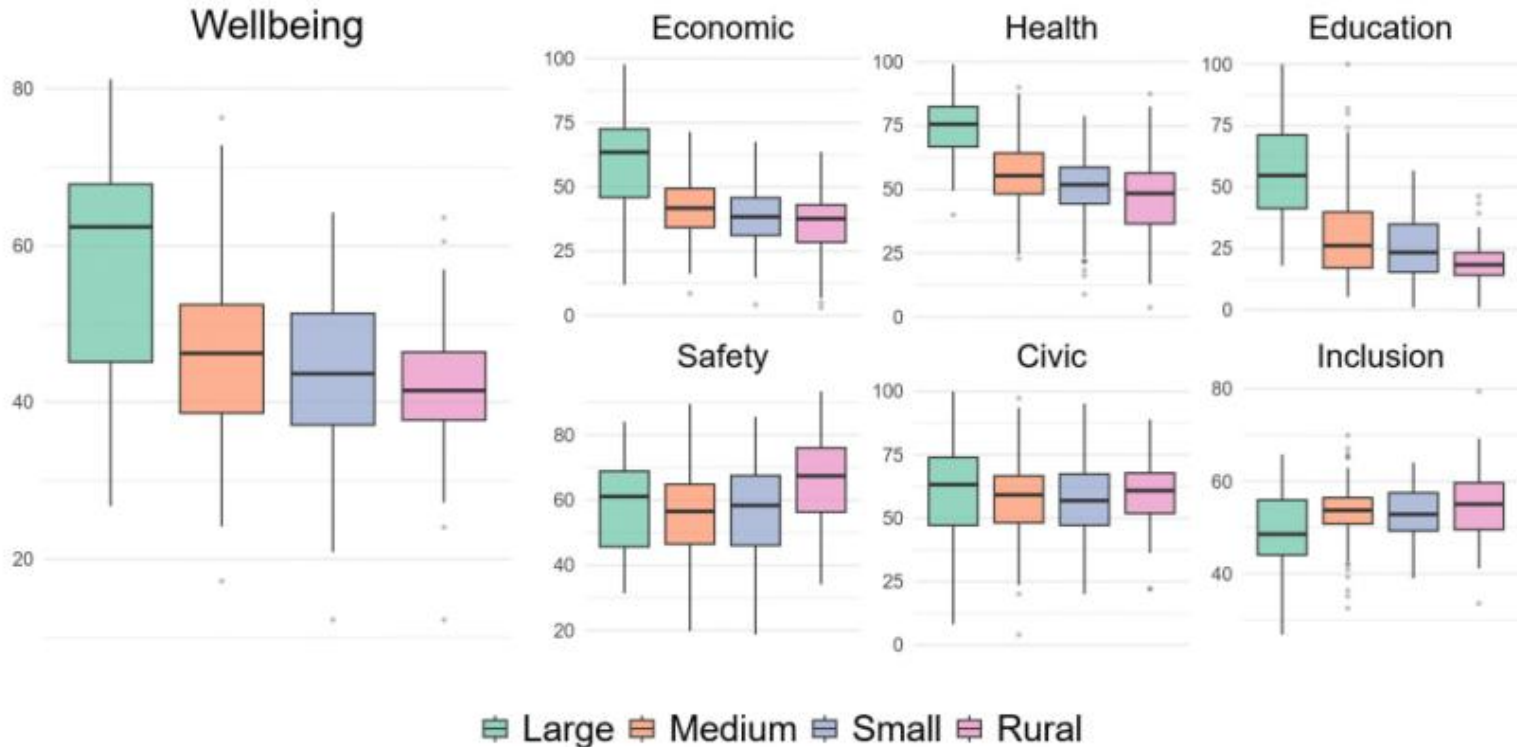


Credit: ThomasWhitebread. Country Subdivisions by Human Development Index (HDI) (Original Creation). r/MapPorn, 2020

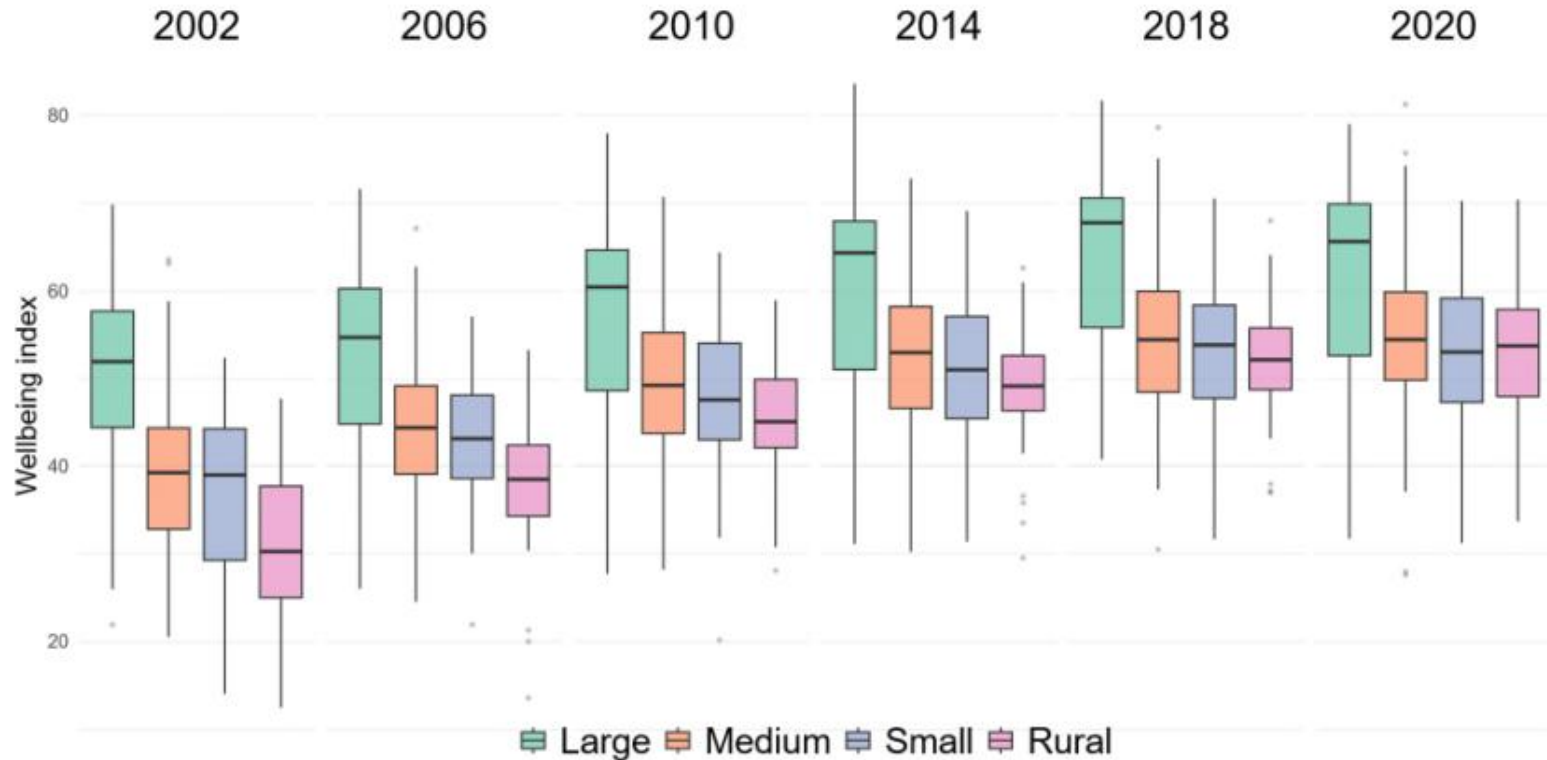


INFRA-NATIONAL SPECIFICITIES

Overall wellbeing and dimensions by municipality type in Sweden (2020)



Well-being by municipality type (2002-2020) in Sweden

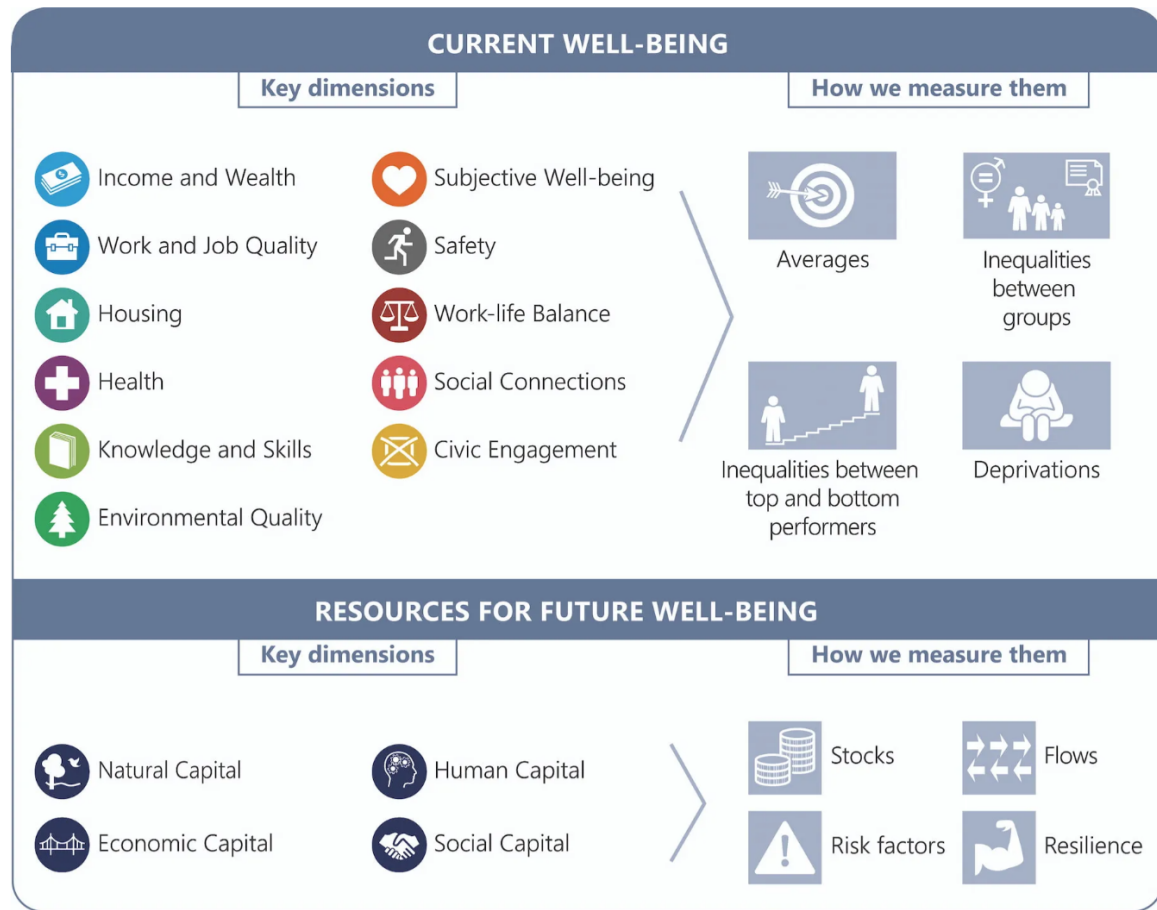


The OECD's Well-being Framework

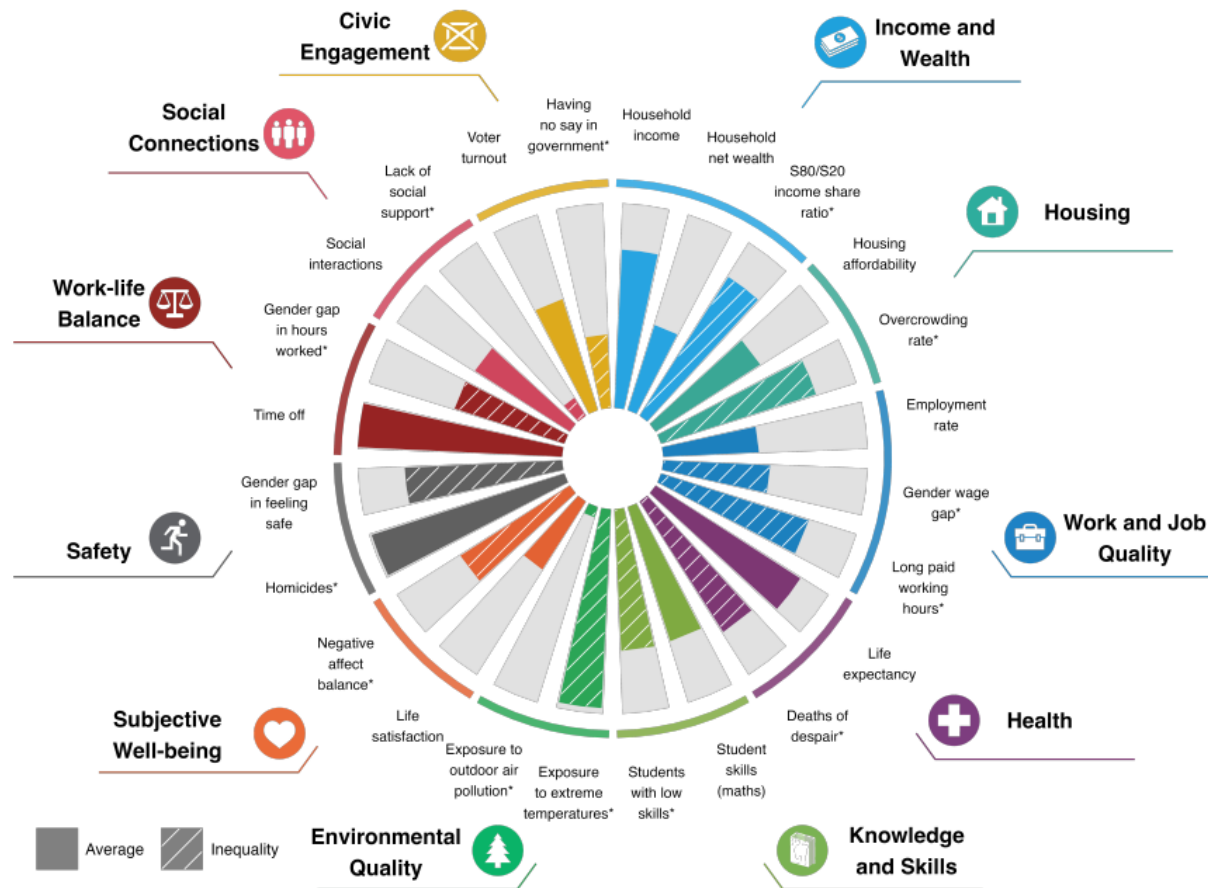
Since 2011, monitoring well-being beyond GDP.

11 dimensions of current well-being and **4 types of resources for future well-being**, also highlights **gaps** in well-being outcomes.

OECD Well-being Database, a collection of more than **80 indicators** updated quarterly and visualised in this Data Monitor.



France's current well-being, OCDE 2023



Longer bars = better outcomes (i.e. higher well-being),

Shorter bars = worse outcomes (lower well-being) – including for negative indicators, marked with an *, which have been reverse-scored.

Inequalities are gaps between those at the top and those at the bottom of the achievement scale in each dimension, differences between population groups, or the percentage of the population falling under a given deprivation threshold and are shaded with stripes.

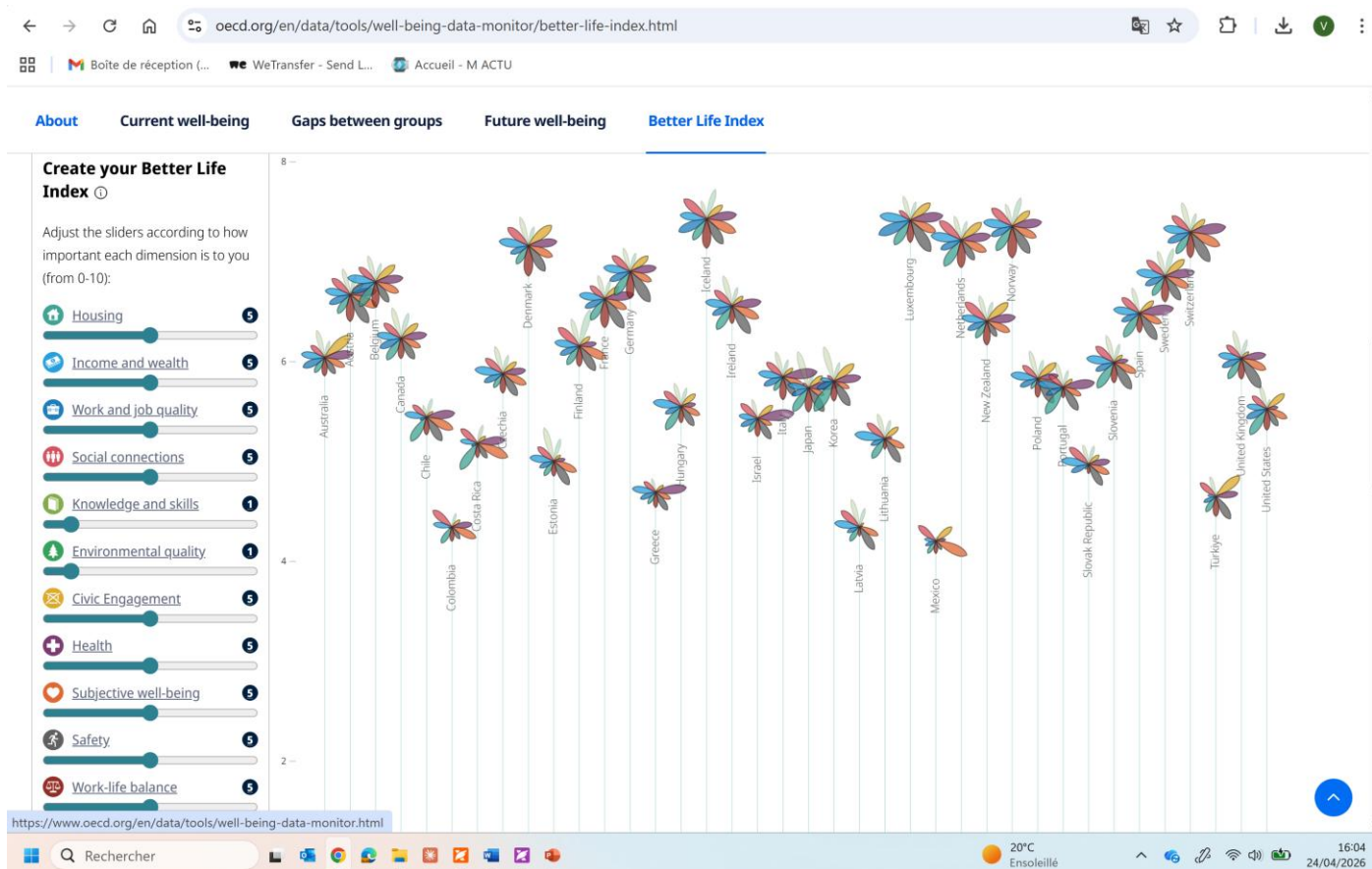
Indicators in **dark red** refer to missing data for the indicator for the country, but are indicators otherwise available in the How's Life database.

The Better Life Index (OCDE) : an interactive tool

The Better Life

Index lets you visualise and summarise the key well-being factors that matter most to you at one glance.

It's an **interactive tool** that allows you to see how countries perform according to the importance *you* give to each of the headline indicators of current well-being featured in the OECD Well-being Framework.

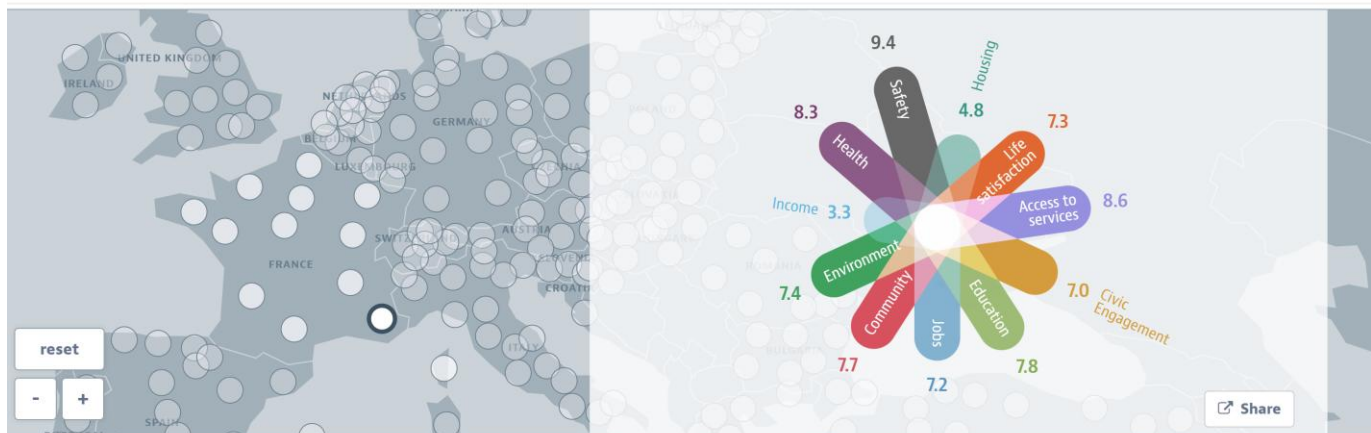


Provence-Alpes-Côte d'Azur

Search for a region...

oecdregionalwellbeing.org/FRL.html

Boîte de réception (...) WeTransfer - Send L... Accueil - M ACTU



Explore the map to find out how life is across OECD regions and discover regions with similar well-being.

Each region is measured in eleven topics important for well-being. The values of the indicators are expressed as a score between 0 and 10. A high score indicates better performance relative to the other regions.

Help

Regions with similar well-being in other countries



Austria
Vienna



Canada
Ontario

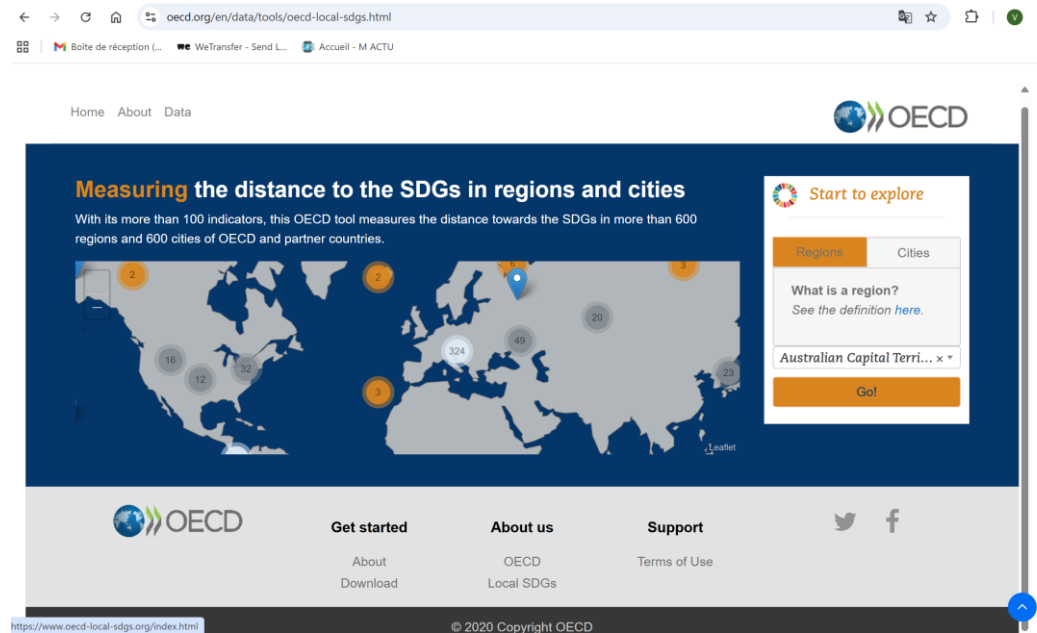


Belgium
Brussels Capital
Region



Denmark
Capital Region

A OECD online tool on Localising the SDGs data

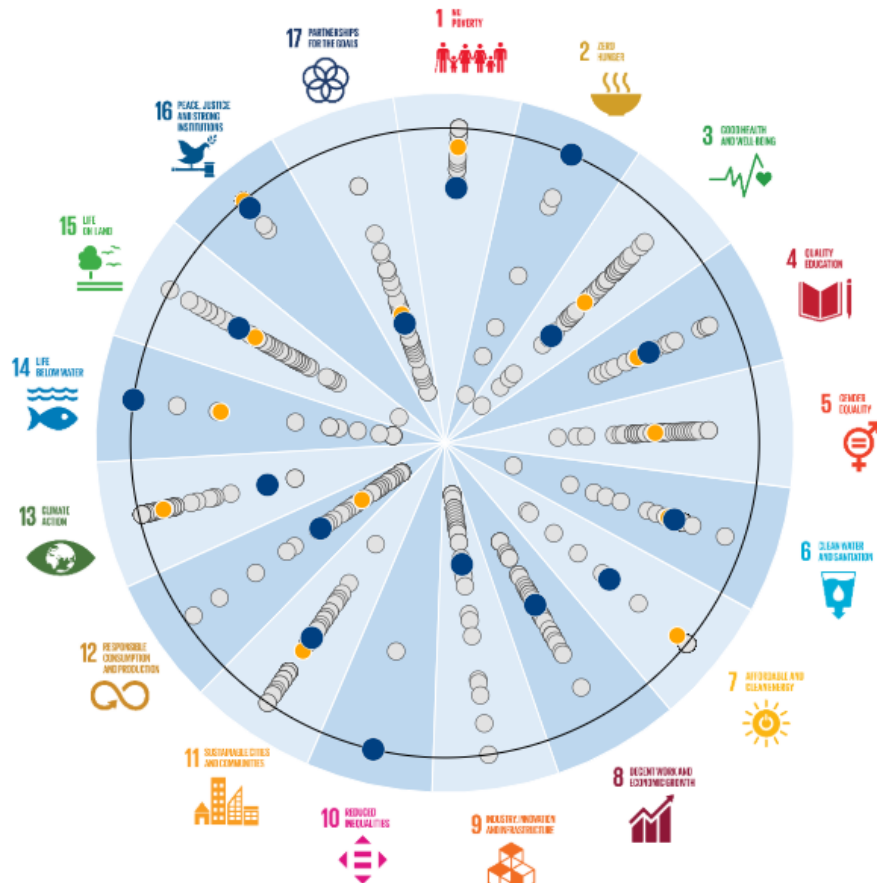


Overview of Marseille, France

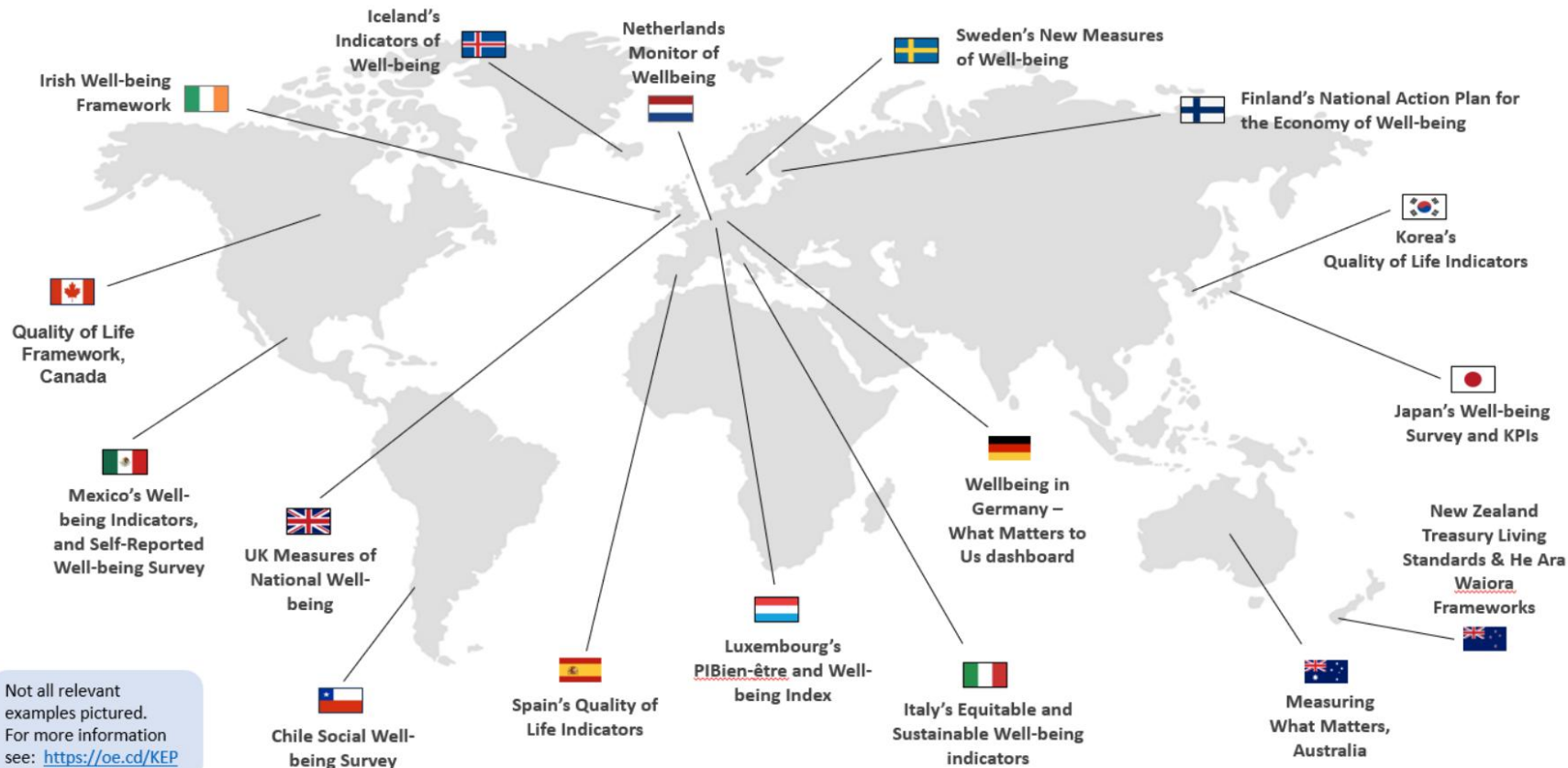
[See all cities and indicators](#)

[How to read this graph](#)

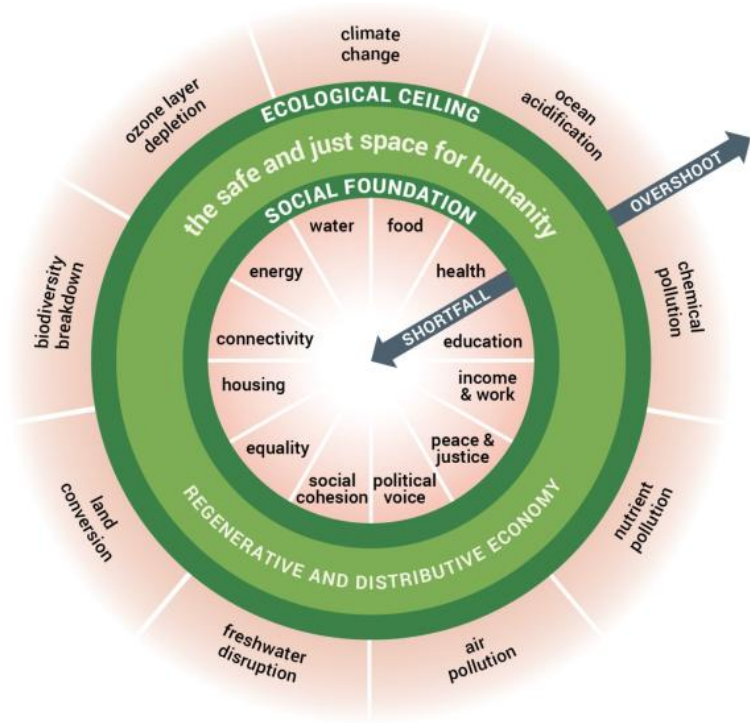
- Selected city
- Country average
- Other cities
- End value for 2030



Two-thirds of OECD countries have developed a national multidimensional well-being policy or monitoring framework in the last two decades



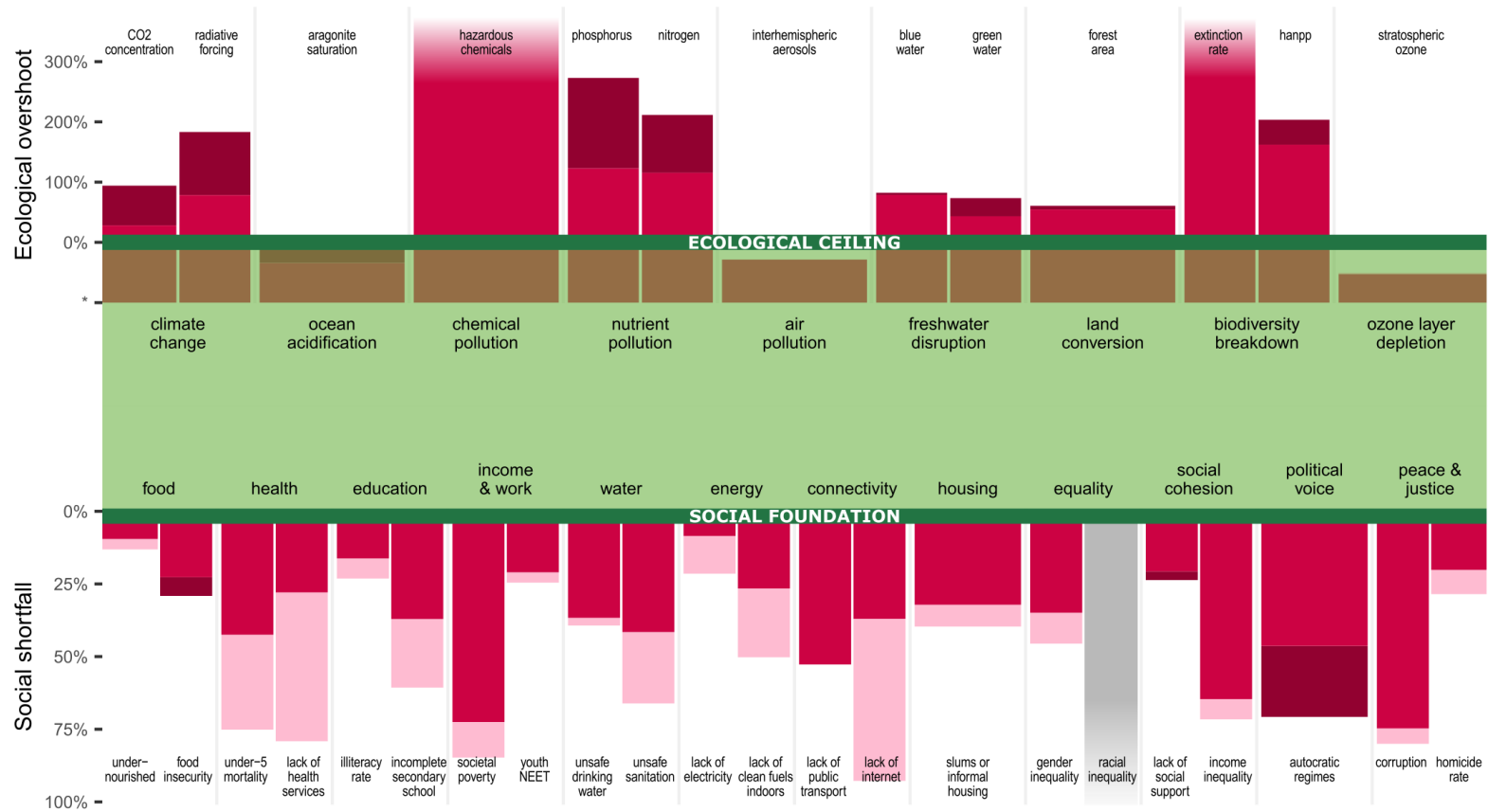
Donut or Doughnut 3.0 (2025)



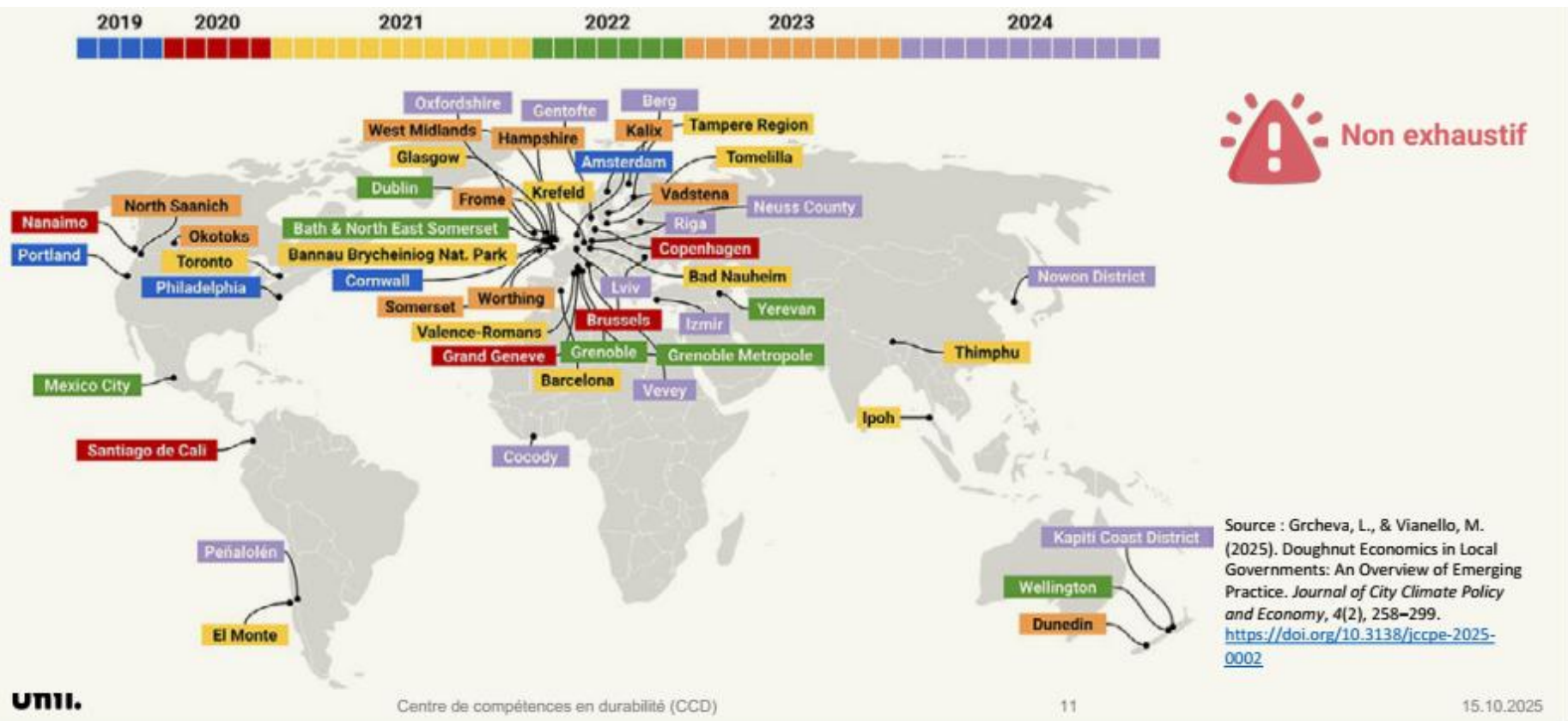
Raworth (2025)



Fanning and Raworth (2025)

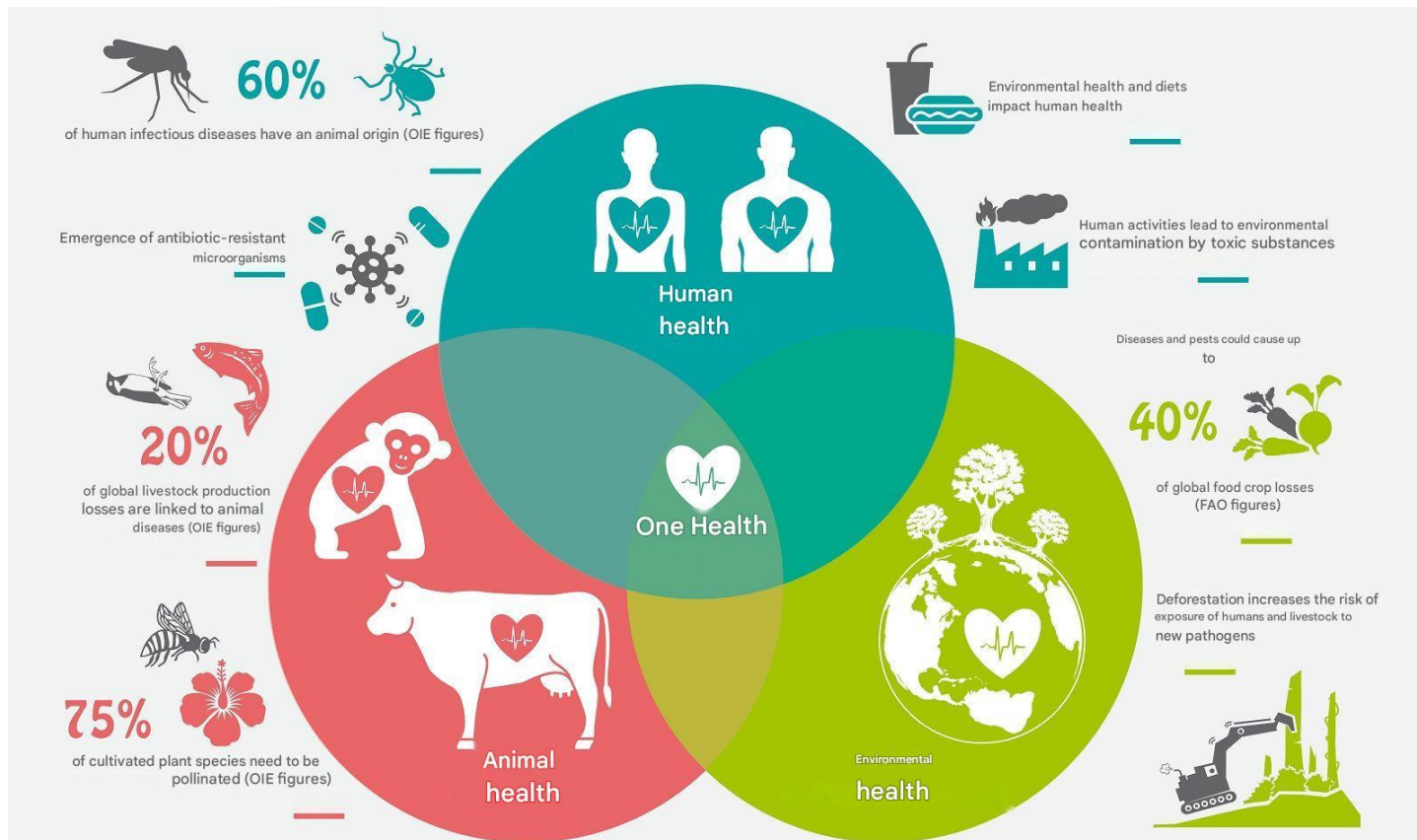


Territorial Applications of the Donut Methodology

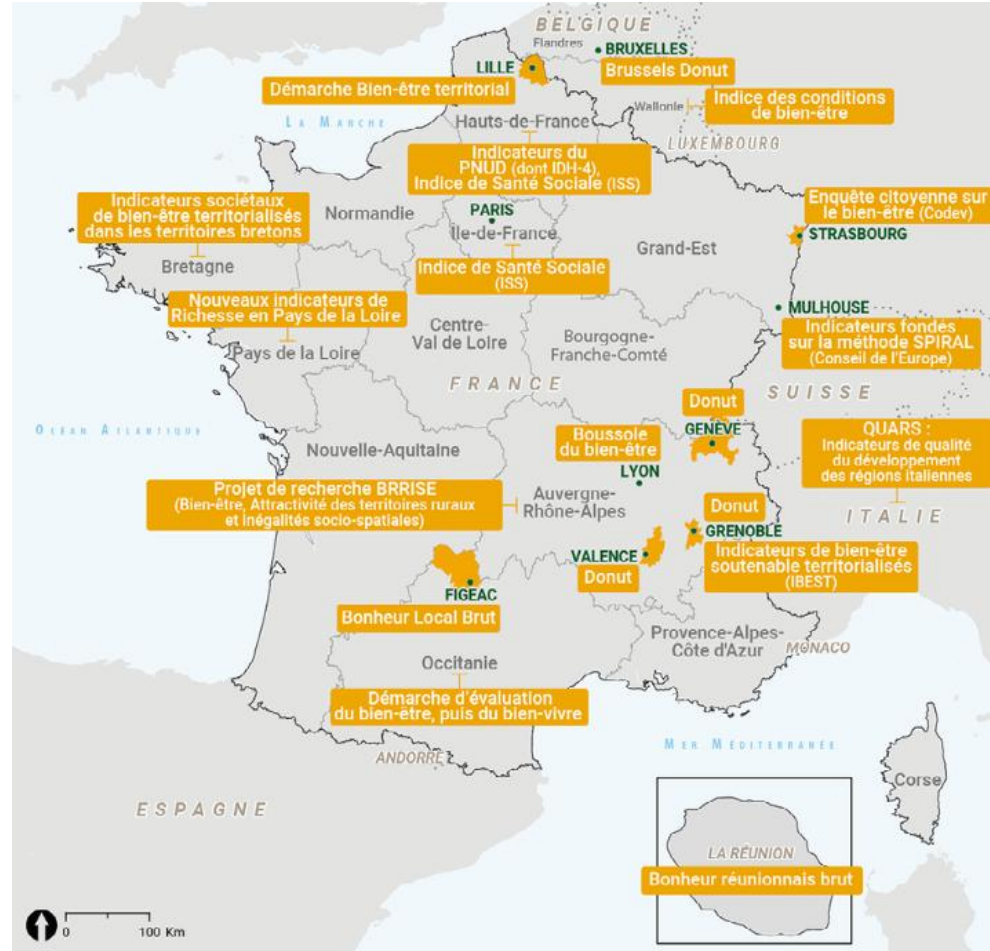


ONE HEALTH

a more recent and more integrated approach



Many local initiatives in France aiming at measuring Quality of Life



Process Story



La démarche bien-être territorial

Composer une vision du bien-être territorial sur le territoire de Lille Métropole

Territorial Well-Being Framework

[illegible]

Contributions and Expertises

Territorial well-being indicators

Educational Tool

The logo for 'T.bien.ici?' is located in the top right corner. It features a stylized sailboat with a green sail and a red hull, carrying several small figures. Below the sailboat is the text 'T.bien.ici?' in a bold, sans-serif font. Underneath the text is a small tagline in French: 'changer plus vite et plus fort le monde de demain'. To the right of the text is a 3D architectural model of a city, showing buildings, roads, and green spaces, with some parts highlighted in different colors.

PREFIGURATION OF GRENOBLE CITY DONUT PORTRAIT

December 2022 version

LEGEND:

 The size of the red rectangles states where Grenoble is, sometimes in relation to a 2030 or 2050 target

 The size of the blue rectangles represents
- national average (if available)
- a theoretical scaling up of the French situation to the scale of Grenoble

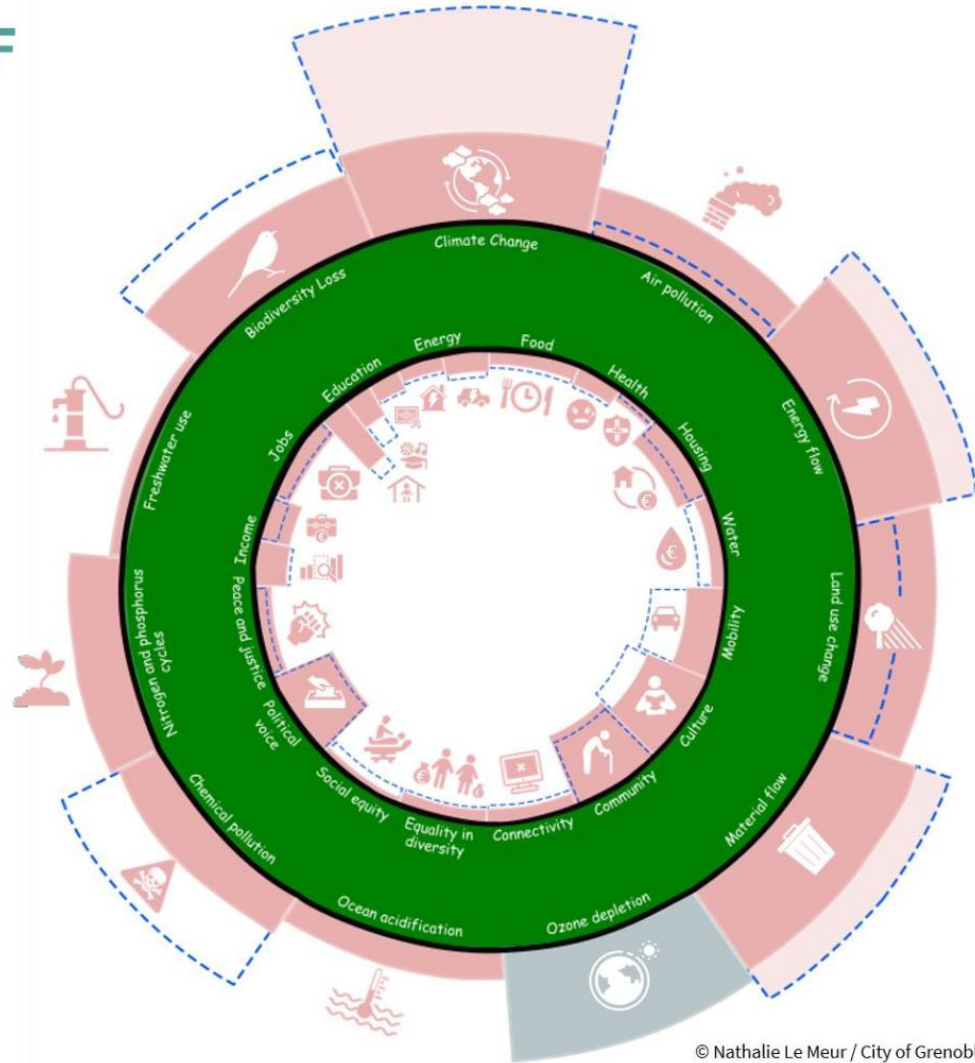
 Lack of relevant data at the scale of Grenoble

READING TIPS:

 The overshoot or the privation in Grenoble is higher than in the French average

 The overshoot or the privation is higher on average in France than in Grenoble

 If we bring the French data to the scale of Grenoble in proportion to the demographic weight of the city within the national population, the excess in Grenoble is less important than in France



Doughnut Data Portrait of Grenoble

Updated April 2025

LEGEND:

 The size of the red rectangles states where Grenoble is, sometimes in relation to a 2030 or 2050 target

 The size of the orange rectangles shows where we stood in the 2022 Data Portrait

 Lack of relevant data at the scale of Grenoble

READING TIPS:

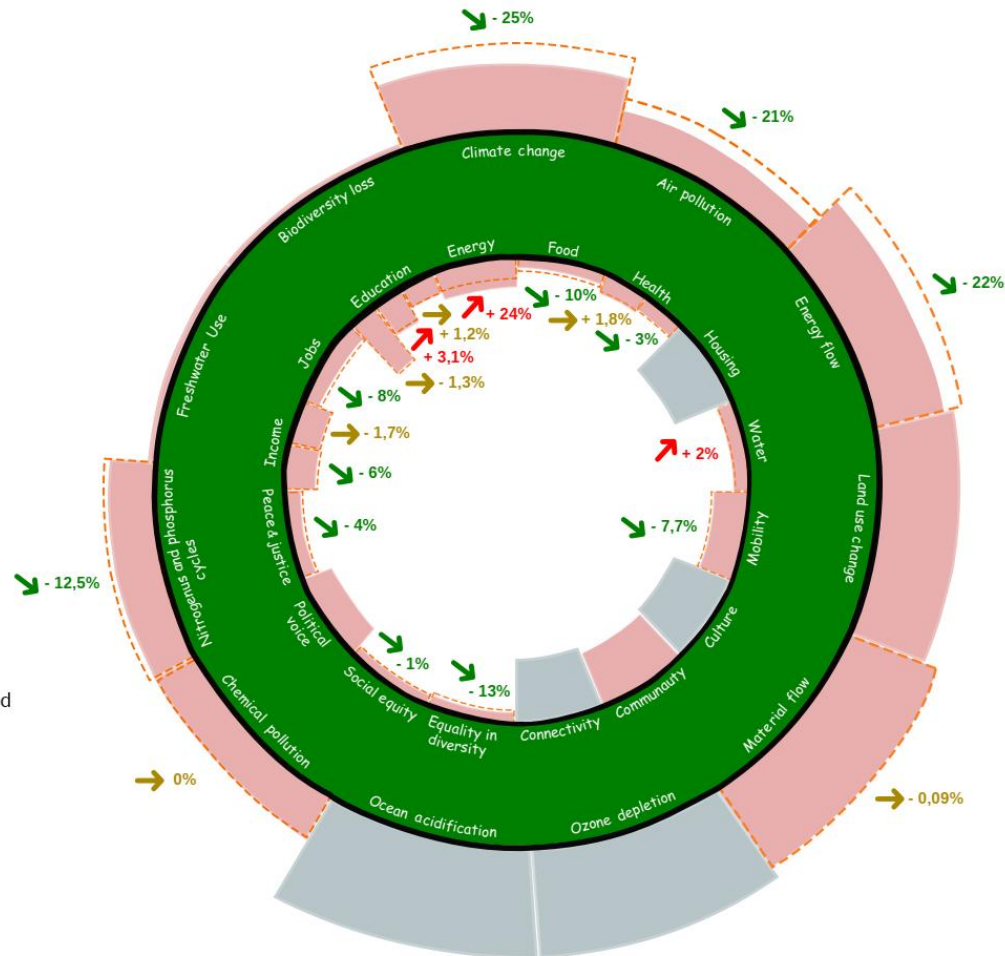
 Grenoble is further away from the Doughnut than it was in 2022: the situation has deteriorated

 Percentage of indicator deterioration

 Grenoble is closer to the Doughnut than it was in 2022: the situation has improved

 Percentage of indicator improvement

 The situation has not changed significantly



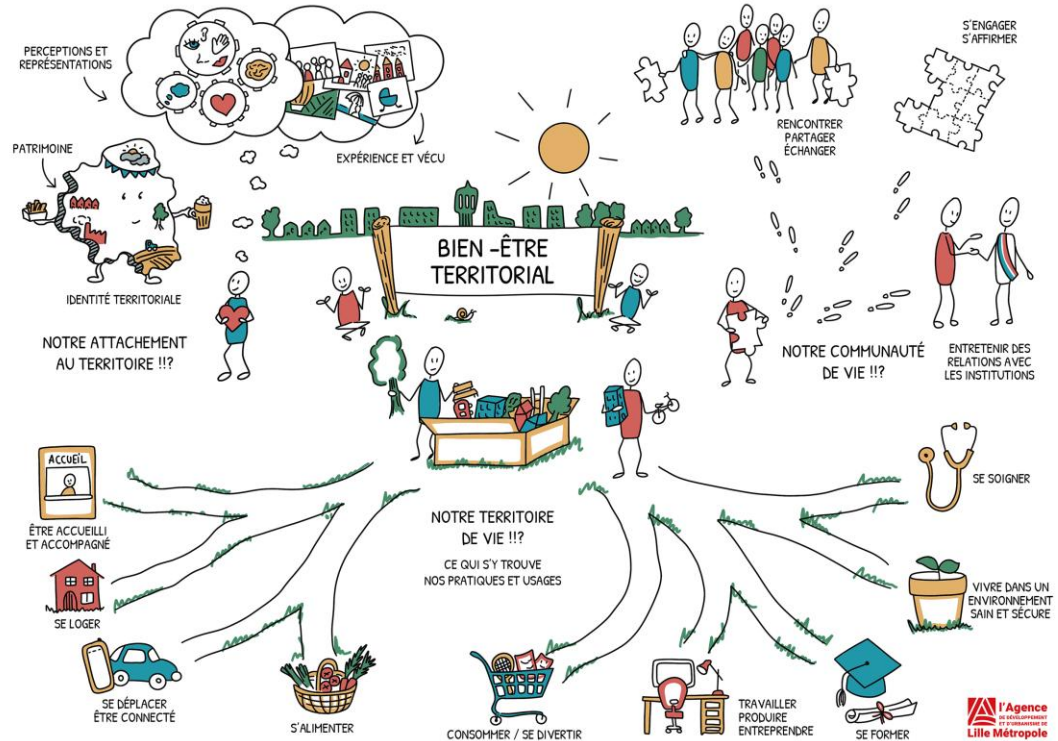
The LILLE Metropolis Territorial Well-being Framework

Method: Qualitative followed by quantitative, since 2020

A tool serving local stakeholders
→ creating new guiding metrics that closely align with residents' needs

A three-step participatory and collaborative approach:

1. Citizen input: residents as "experts through lived experience"
2. Engaging local stakeholders
3. Selecting indicators



The LYON Metropolis's Territorial Well-being Compass



— Une boussole en 12 dimensions et 36 enjeux —



Part 3

***Well-Being : Why Proximity is important in
Europe and in Aix-Marseille-Provence***

A question to open with...

**"In your city, how long
does it take to reach your job,
a park, a grocery store,
a doctor -- on foot?"**

Europe is revisiting its urban paradigm

OLD PARADIGM

- Growth through sprawl
- Expand outward
- Car-dependent mobility

TURNING POINT

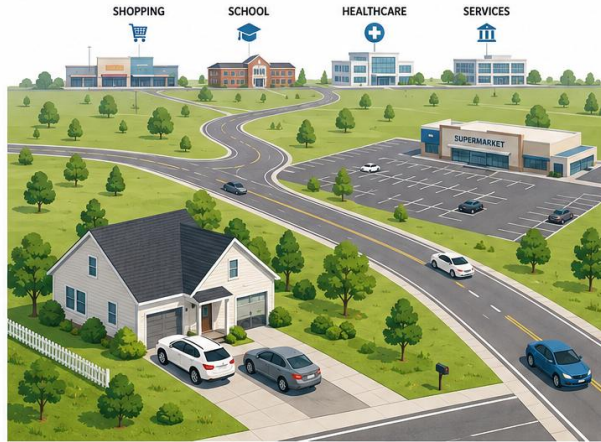
- Pandemic
- Climate targets
- Demographic shift
- Land protection laws
- Climate change

NEW PARADIGM

- Intensify the existing city
- Design for proximity
- Walk & cycle mobility

Last 50 years vs Next 50 Years ?

Car-Dependent Suburban Living



-  Detached house
-  Daily car use
-  Longer travel distances
-  Low-density neighborhood
-  Far from shops and services

Walkable Urban Living



-  Apartment living
-  Walking and public transport
-  Short daily trips
-  Compact neighborhood
-  Close to shops and public services

European cities experimenting with proximity

Paris

Paris en Commun · 15-Minute City

1,000 km

new cycle lanes since 2020

+54%

cycling trips (2019–2023)

300

school courtyards greened ('Cours Oasis')

3.3 km

Seine riverbanks returned to pedestrians
(×4 footfall)

Barcelona

Superblocks · Superilles

40,000 m²

public space reclaimed (9 blocks)

–20%

car traffic in affected zones

–667

premature deaths/year if scaled city-wide

500

superblocks planned by 2030

Amsterdam

Doughnut Economy · 20-min neighbourhood

63%

of daily trips by bicycle (city centre)

–10,000

parking spaces removed since 2018

80%

residents within 20 min by bike of all
services (target 2025)

2020

first city to adopt Doughnut Economics
framework

Aix-Marseille-Provence Metropolis

92 communes
3 148 km²
1 922 626
habitants en 2022



More Proximity, More Citizenship for a Better Quality of Life *in Aix-Marseille-Provence*

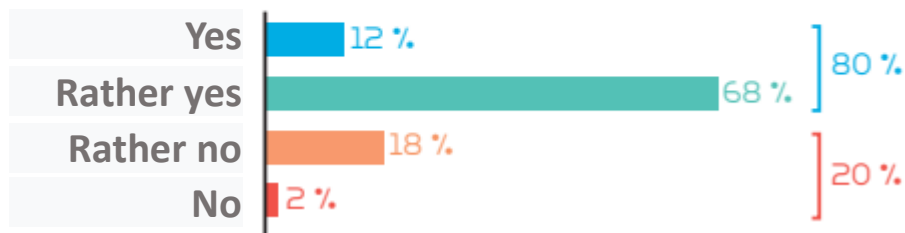
An initiative of the « Development Council » : 240 citizens and socio-economic representatives

- A large consultation process
- Expert hearings
- 2,000 survey responses
- Public debates

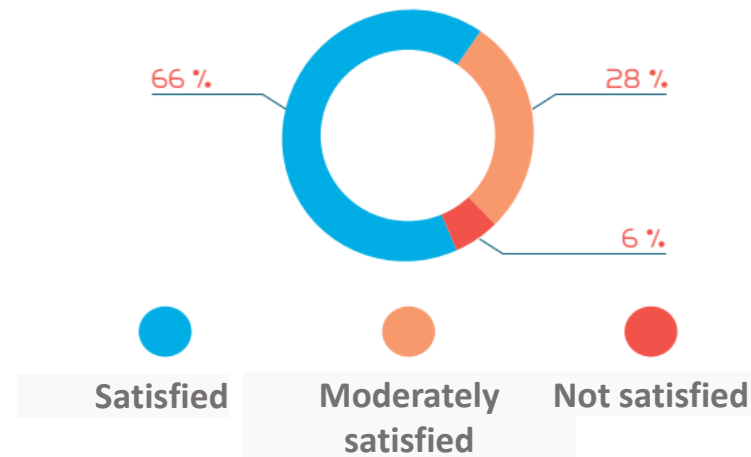
<https://conseil-developpement.ampmetropole.fr/>



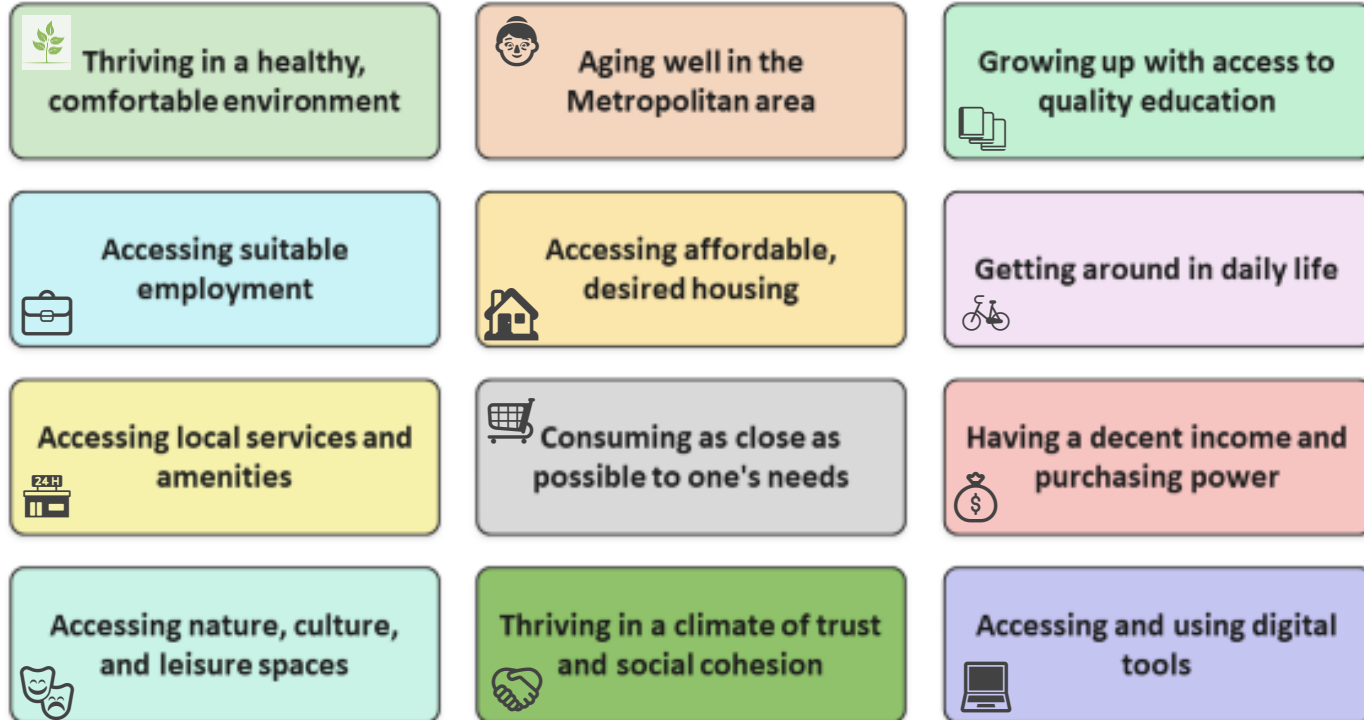
WOULD YOU SAY THAT AIX-MARSEILLE METROPOLIS IS A GOOD PLACE TO LIVE?



ARE YOU SATISFIED WITH YOUR DAILY LIFE?

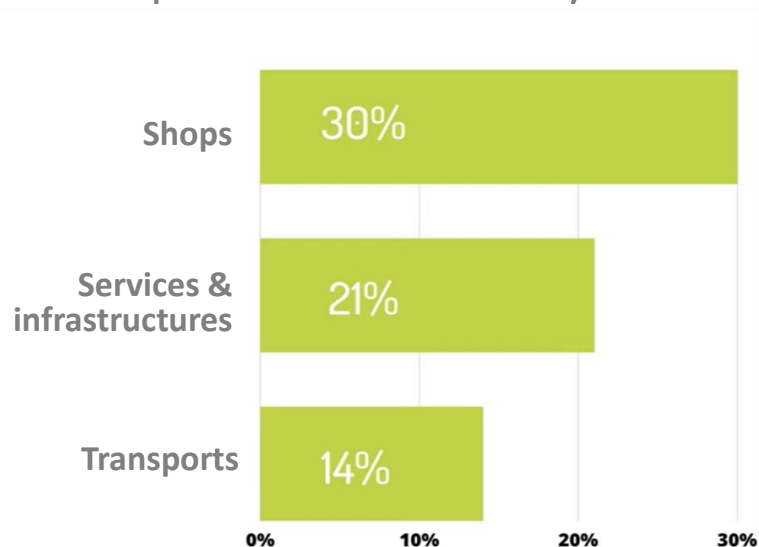


12 key issues at the heart of everyday concerns in Aix-Marseille-Provence

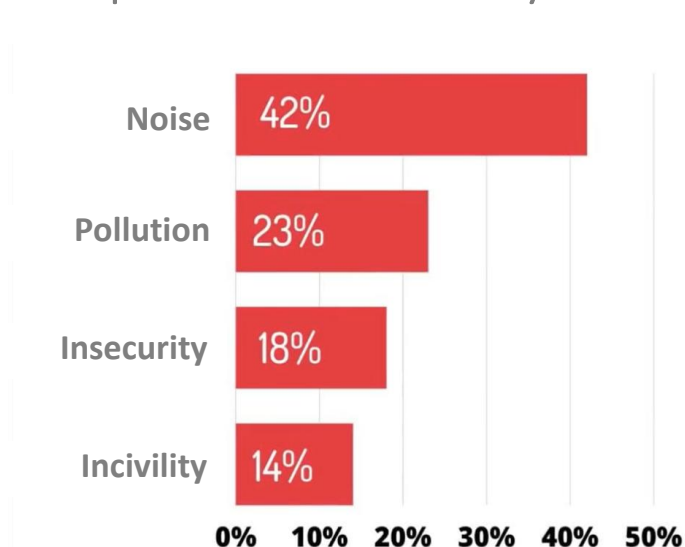


Perceived advantages and disadvantages of density

Main advantages
perceived from density



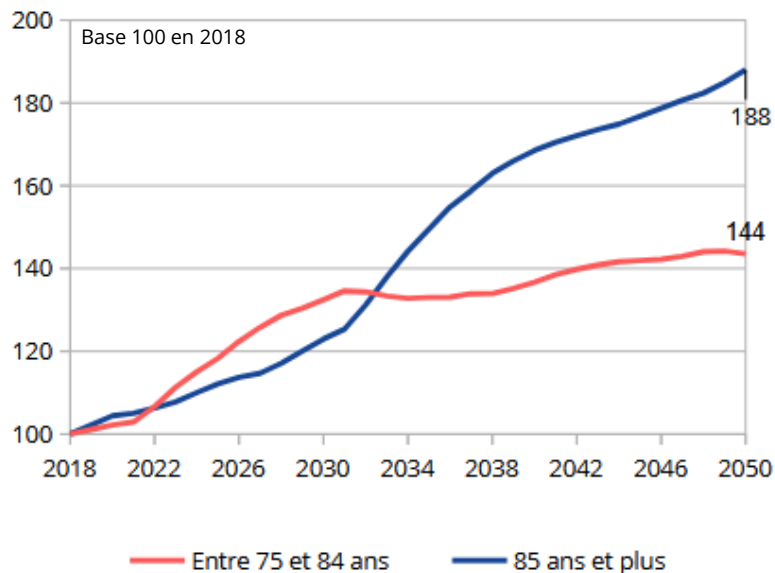
Main inconvenients
perceived from density



Survey: 6,400 responses of citizens in French metropolises

A demographic shift leading to an increased need of proximity *in Aix-Marseille-Provence*

**+60 000 single persons of +75 years old
until 2050**



**Evolution 2018-2050 of the number of
households (extract)**

Central Scenario 2050



Personnes seules

+133 000 single



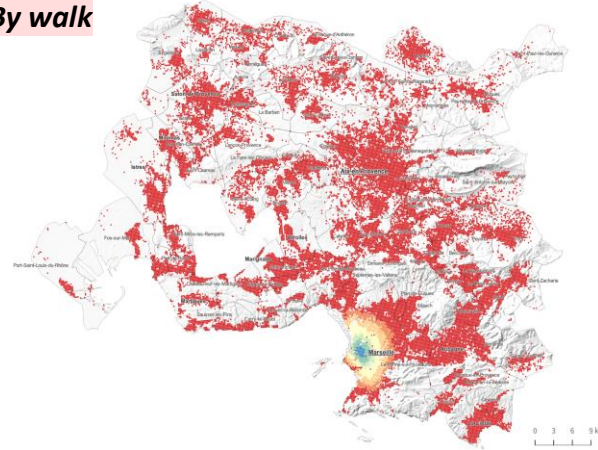
Couples avec ou sans enfant

+12 000 couples
(with child or not)

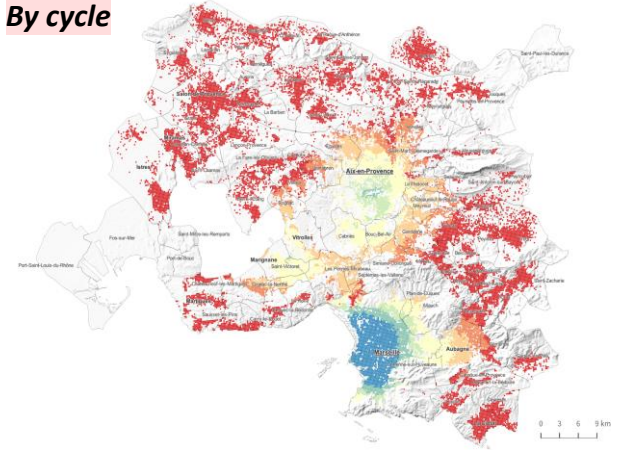
How much time to access 50 000 jobs ?

in Aix-Marseille-Provence

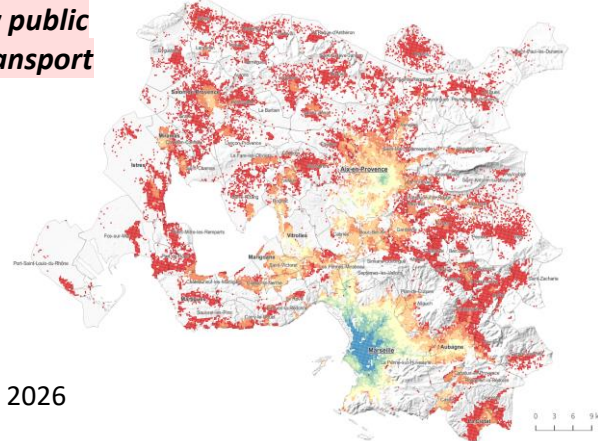
By walk



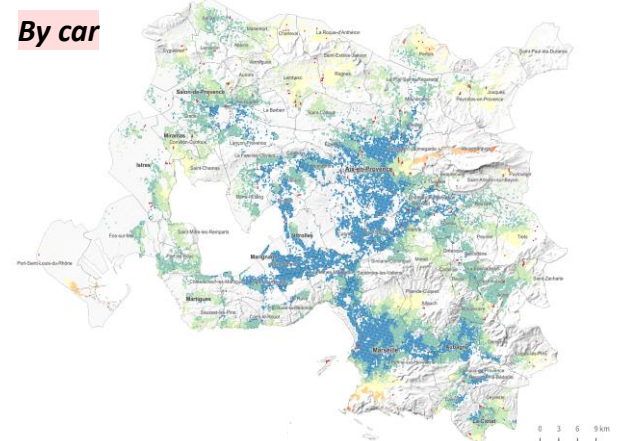
By cycle



By public transport

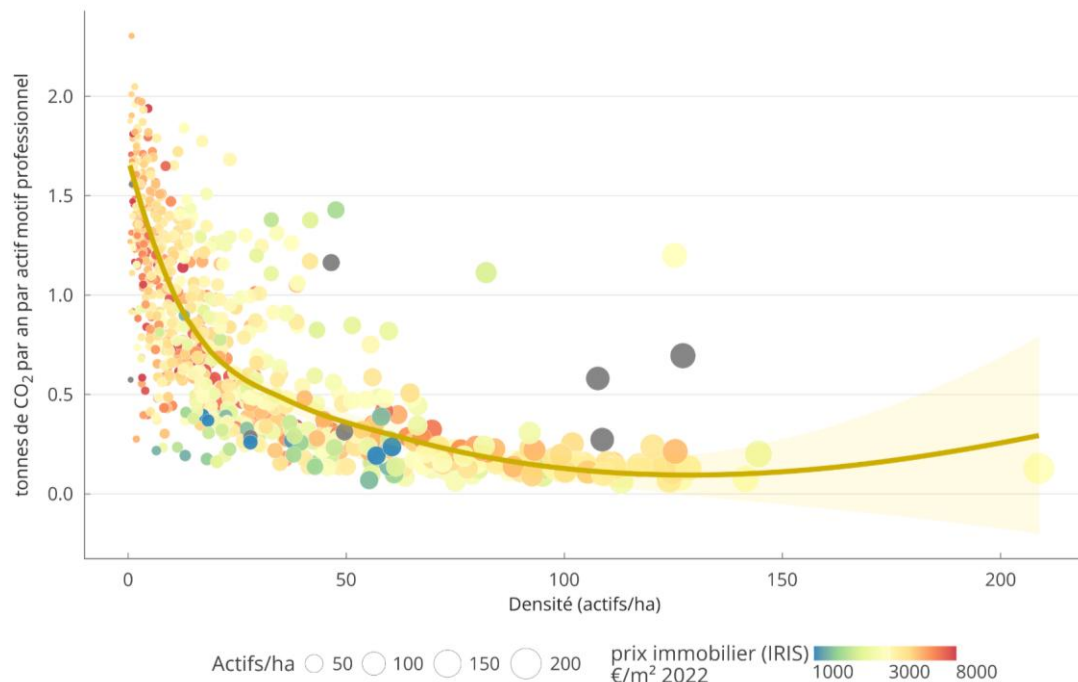


By car



More density = Less Carbon Footprint per Person (and less money for fuel !)

In the Aix-Marseille-Provence area, the per capita carbon footprint of mobility is **approximately 4 times lower** in dense areas compared to less dense areas.



Source : MOBPRO, EMP 2019, C200, OSM, GTFS, DV3F CEREMA, MEAPS. version 5.524

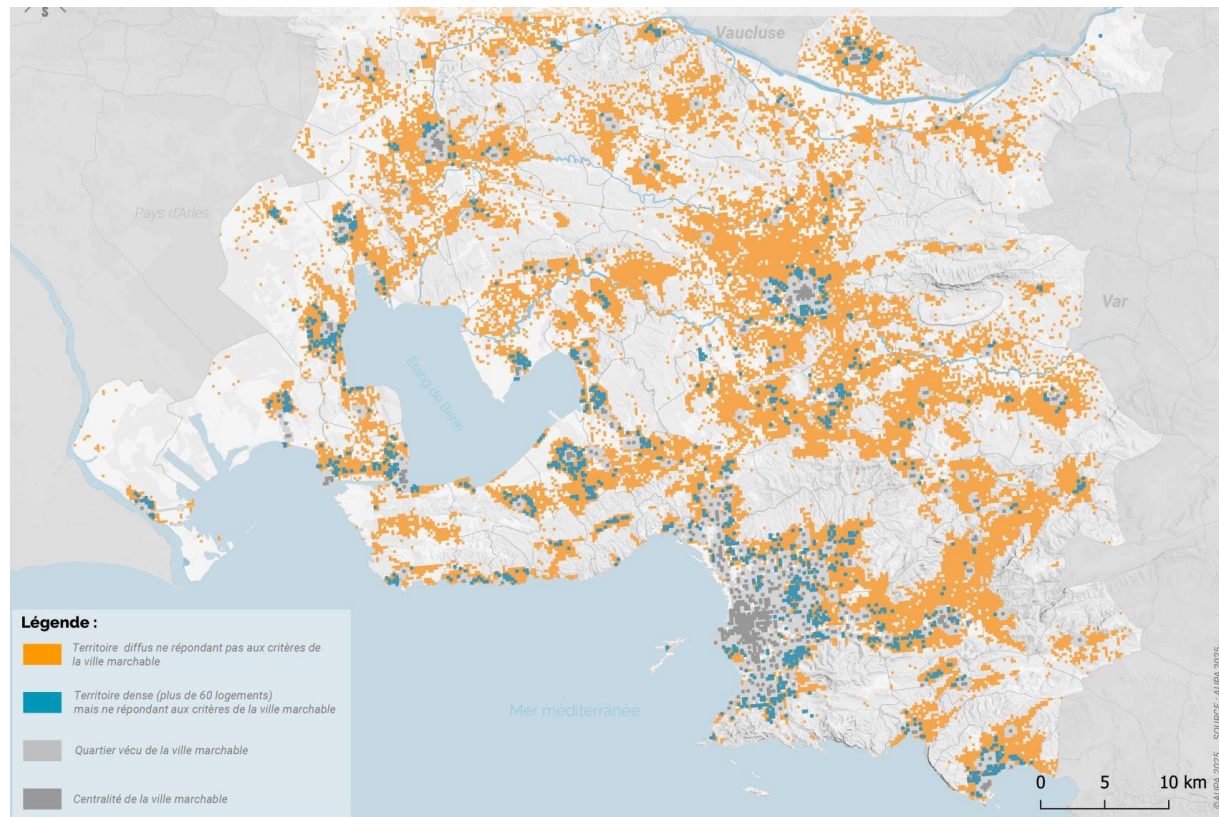
Note : Chacun des points représente un IRIS. Les carrés sont pour la commune de Marseille, les losanges pour la commune d'Aix-en-Provence, les ronds pour les autres communes.

42% of Aix-Marseille-Provence residents live in a walkable area *(within a 7-minute walk of everyday amenities)... and 58% don't...*

800 000 people
in the walkable city

370 000 people
outside the walkable city
in dense areas

630 000 people
outside the walkable city
in dispersed areas

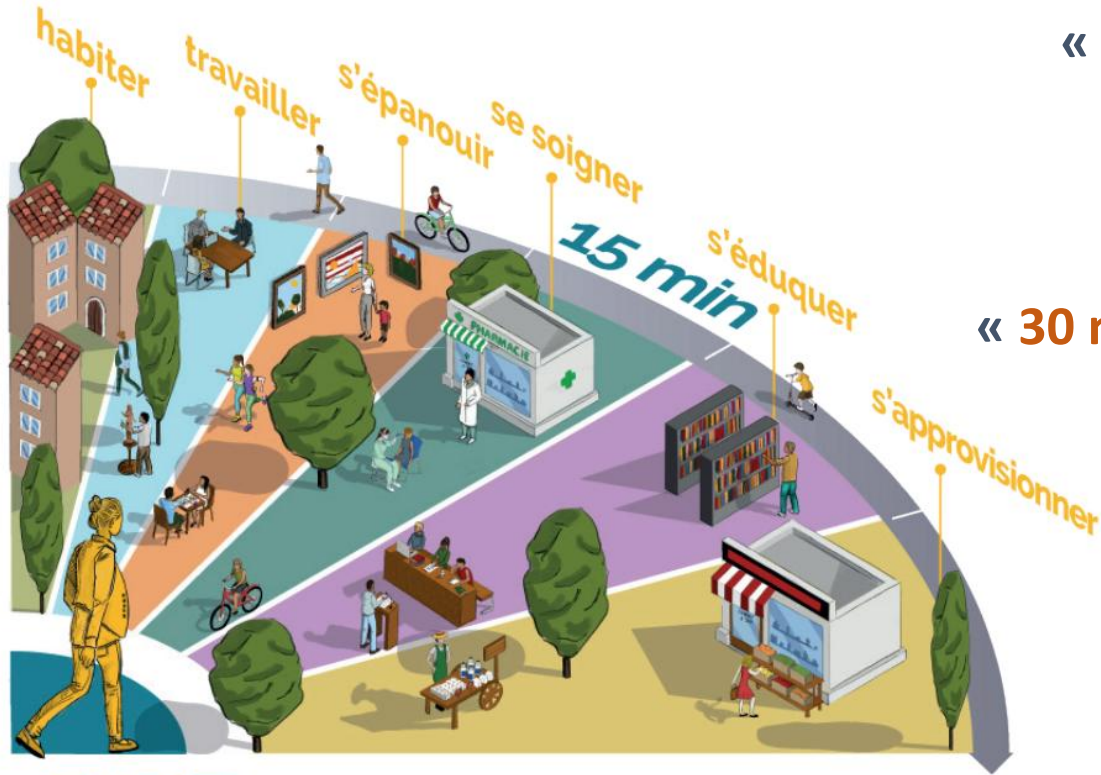


Density + Mixity = Proximity

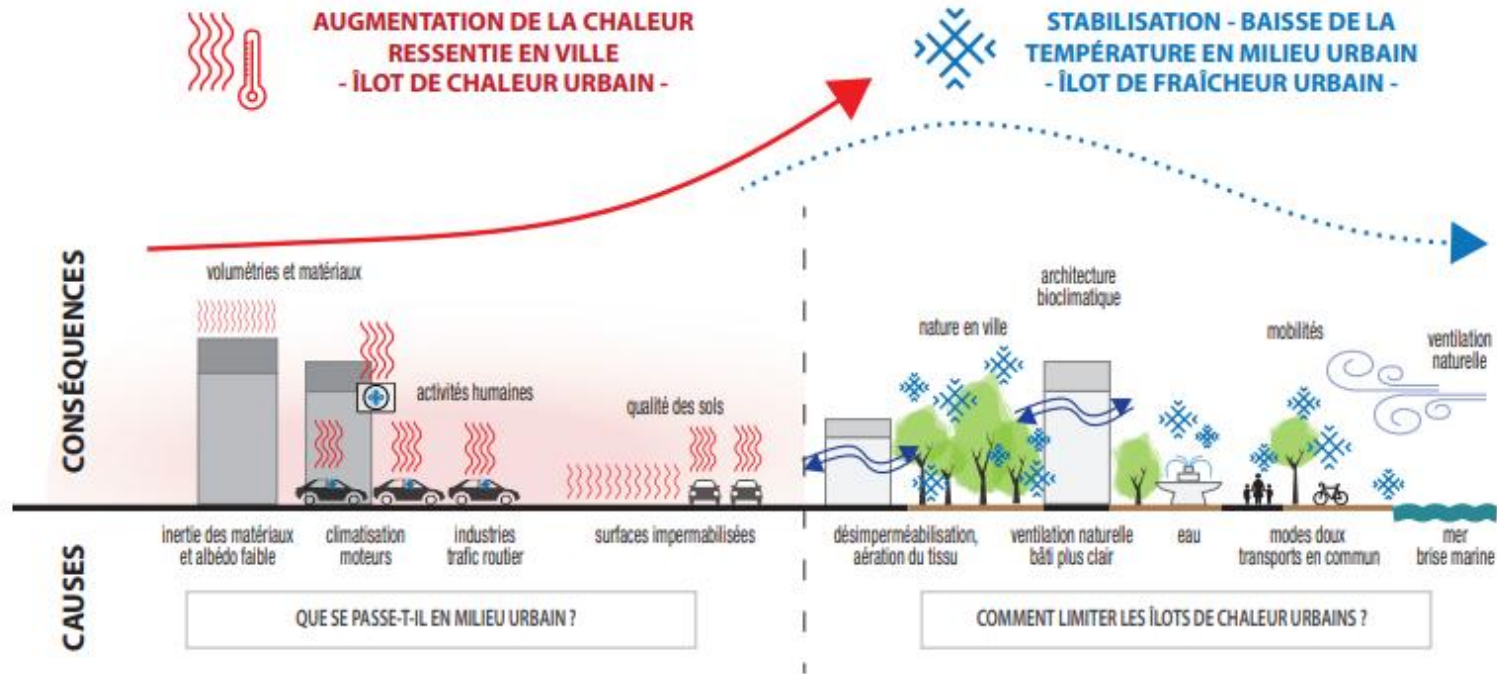
« 15 minute city »

Or

« 30 minute metropolis »



Combine intensification and reduction of the heat island effect



Proximity of nature : The “3-30-300 rule”



in Aix-Marseille-Provence

- 11%**
of the residential plots are
- sparsely vegetated
 - located more than 300 meters from green public spaces (streets, squares, parks) and beaches

Web Site :

www.intensification.fr



Thank you for your attention

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