

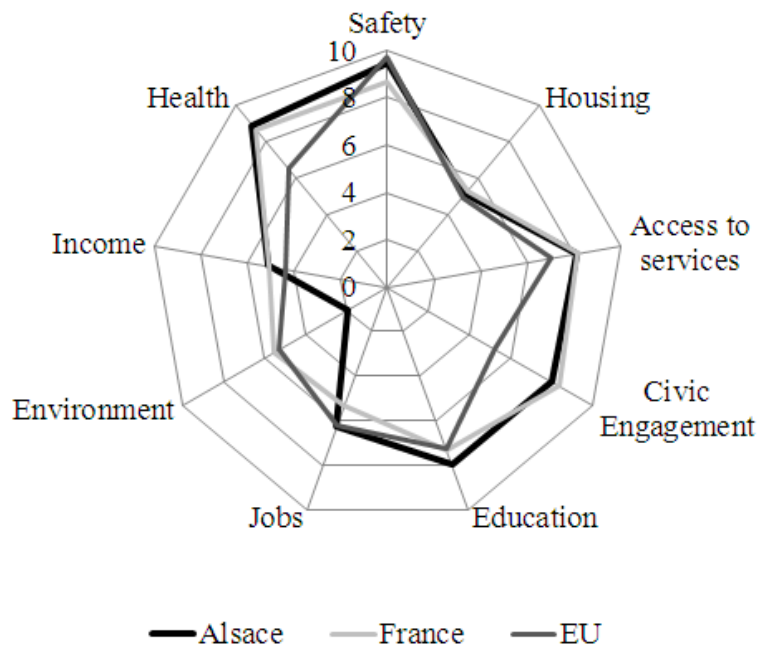
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### THE HAPPINESS OF ALSATIANS

Alsace is a French region that deserves to be called a headquarter of several European institutions, an important cultural and historical region, and a significant contributor to the French economy. This region ranks 7th among French regions for its GDP [1].

Because nowadays GDP is the main economic indicator, the research on the question of the measuring of well-being attracted growing attention to the public welfare issue.

For the estimation of the well-being, the indicators proposed by OECD can be used. The indicators are divided into nine groups. For the European Union, France and Alsace, these indicators are displayed in a chart 1.



**Chart 1. Well-being in detail**

*Resource: Author's calculations are based on trade data from OECD [2, 3]*

In general, a lot of factors of well-being are satisfying, and what is more, a lot of indicators in Alsace are better than those for France or the EU.

Analyzing the chart deeper, the following data can be highlighted: «Education» has 8 points out of 10 (it includes the level of education, students' skills, years of education); «Jobs» have 6.3 points out of 10 and by this criteria Alsace is the 2nd region in France (employment rate is 66.6% and unemployment rate is 8.7 %); «Health» has 8.9 points out of 10, which allows this criteria to be in the top 17 % of the best health regions comparing to all OECD regions.

Particular attention should be given to the «Environment» indicator (air pollution: 18.6 ug/m<sup>3</sup>, water quality) which is lower than the average in France and in the EU, moreover it is in the lower 12 % comparing to all OECD regions, that is why this indicator should be deeply analyzed.

Alsace is a strong industrial region, despite losing 42,600 manufacturing jobs in 2000, its industry still generates 17.5 % of the regional added value [4]. In consequence of the rapid industrial development, the environmental pollution and declining welfare have appeared. This situation was lying behind the development of an important mission for the Region: to

choose a strategy for the effective development, which corresponds to the new challenges of the changing world.

This means to ensure the creation of innovations, to develop the plan for sustainable development, to develop the green economy, to reduce pollution, etc. More precisely, five priority areas were identified: energy efficiency and renewable energy, biodiversity and green infrastructure, quality of ground water and air quality, environmental education, waste management and promotion of eco-businesses.

The Region use a lot of instruments to achieve the above-mentioned goals, but among them special attention is given to the financing and favoring green innovations that will be harmless to the environment, ecology and life of citizens.

For instance, the restrictions on energy consumption can reduce it in Alsace by 20 % to 2020, can divide by 4 GHG emissions between 2030 and 2050 and can increase the production of renewable energy to 20 % by 2020 [5]. In the 2014, the financing for the improvement of these environmental performance in the Initial Budget (le Budget primitif) of the Alsace Regional Council was € 48 million (5 % of the Budget) [6], the amount which was basically aimed to finance sustainable development and to support the environmental strategy.

The successful realization of this Regional Development Strategy will result in the creation of the companies of green economy and sustainable development, and to the creation the innovation to make the well-being of citizens perfect.

This estimation of the well-being using the OECD method is an excellent indicator of not only the region but also the country as a whole. Unfortunately, the OECD does not provide the evaluation of the well-being of Ukraine and its regions. Because of the fact that this method helps to identify the weaknesses, which should be improved, and a strong, competitive indicators which can be raised to the level which will help to catch up with the best-developed countries of OECD, it is necessary to use these practices for Ukraine. So that the assessment of well-being could improve the Ukrainians' people lives and the regions at the same level at which it is done in Alsace.

#### **References:**

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