

Climate, health and equity: how to ensure a triple-win

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“Promote health – protect the climate”

June 21, 2022 - Linz

Pringles, the less mess snack to help you stay in the game!



[#PringlesStayInTheGame](https://www.instagram.com/PringlesStayInTheGame)

Our way of living is unsustainable and unhealthy

Almost **1 in 3 children** are **overweight or obese** in WHO Europe region

The number of people with **diabetes** in EU rose from **16,8 million** in 2000 to **32.3 million** in 2019

Air pollution kills **400.000 people** prematurely in EU, every year

These impacts are **unequally distributed**

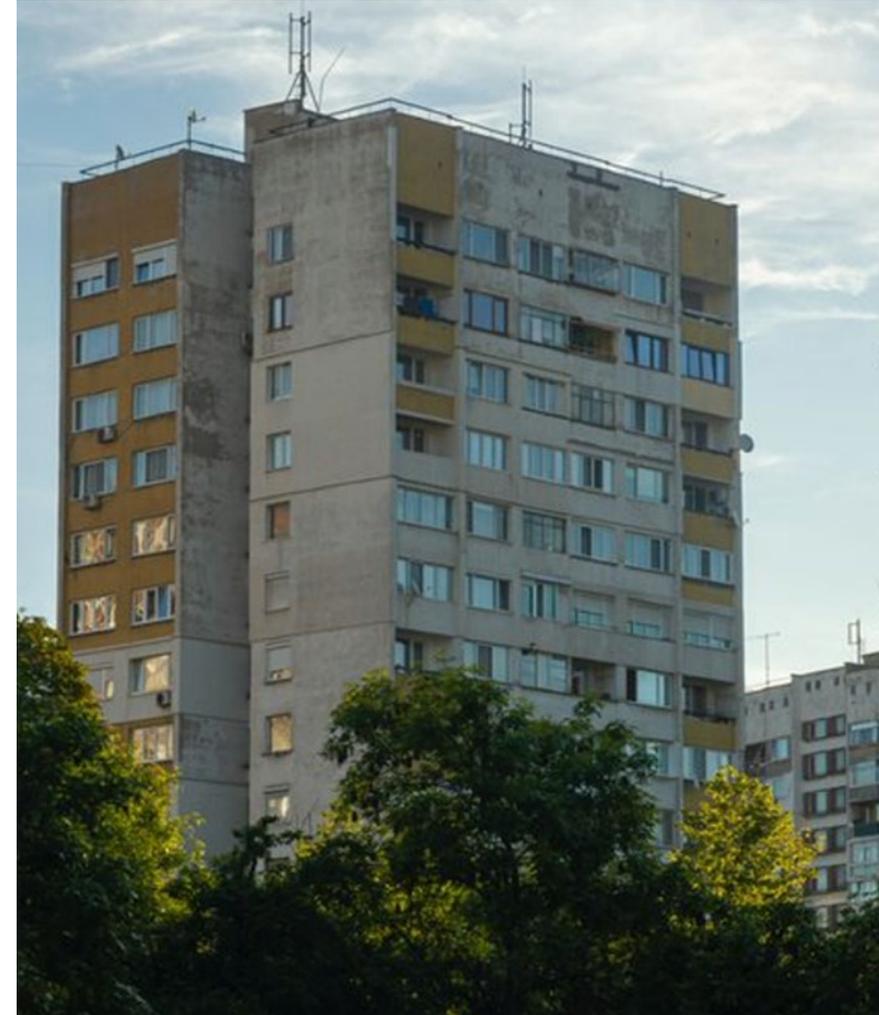
Leading to health inequalities

Aiming for a triple-win!

Making sure that solutions:

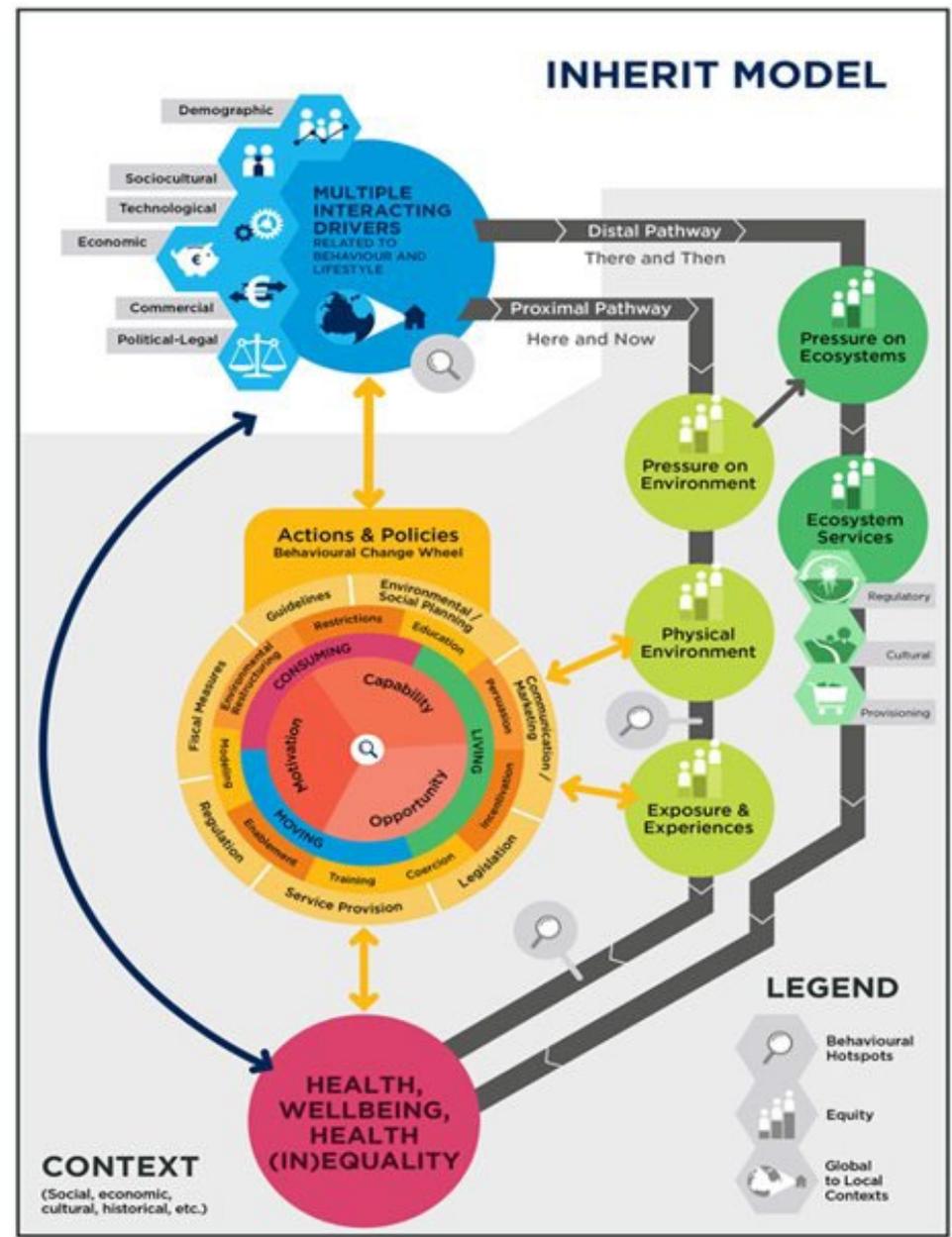
- improve health
- mitigate climate change
- benefit everyone

How can we achieve this?



Enable and encourage positive behaviour change

1. Behavioural Insights
2. Work upstream: Build environments that make change easy, accessible and affordable



INHERIT Model

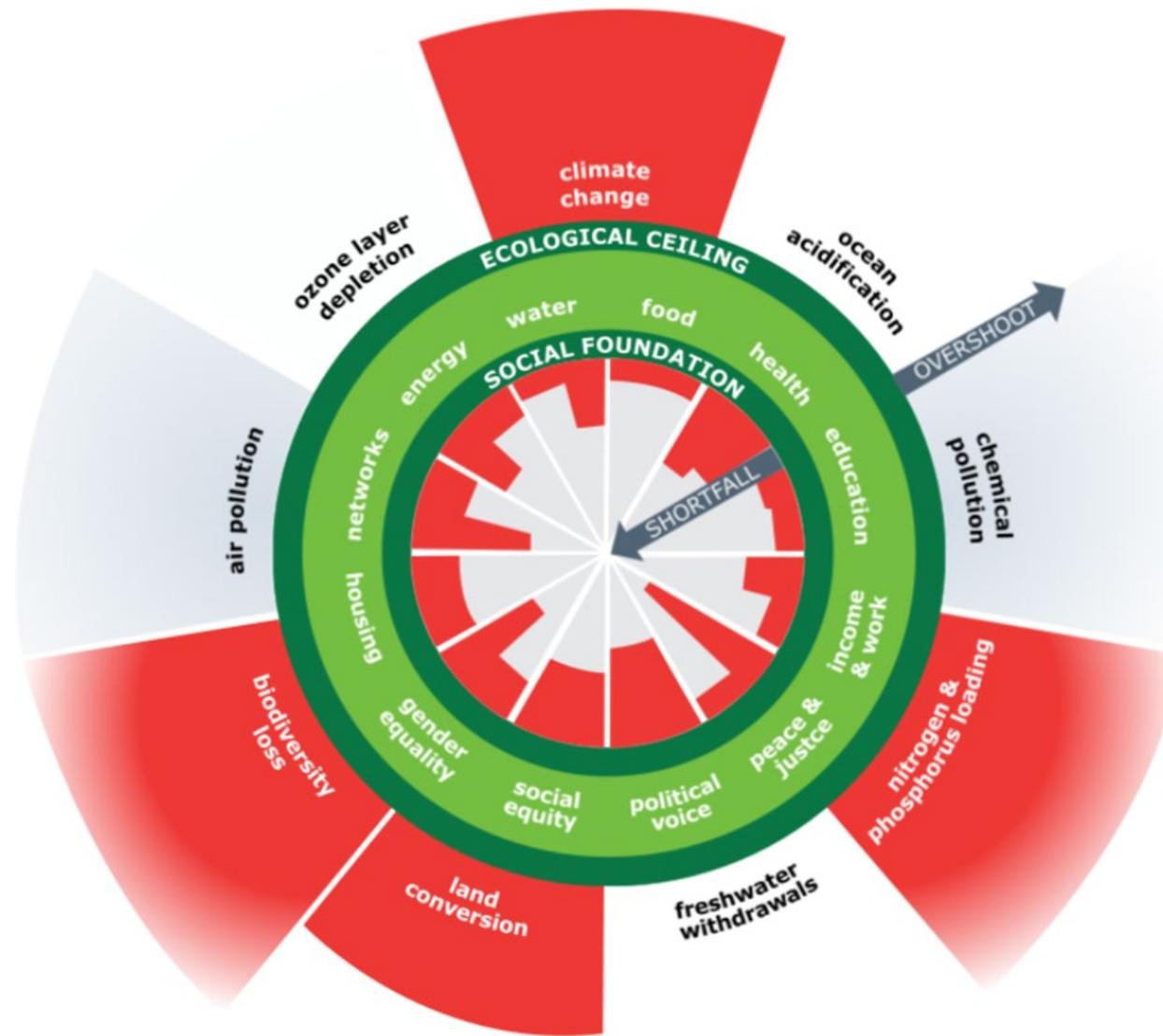
A 'triple win' example: GemüseAckerdemie



Photos © Katharina Kühnel

Apply alternative economic models

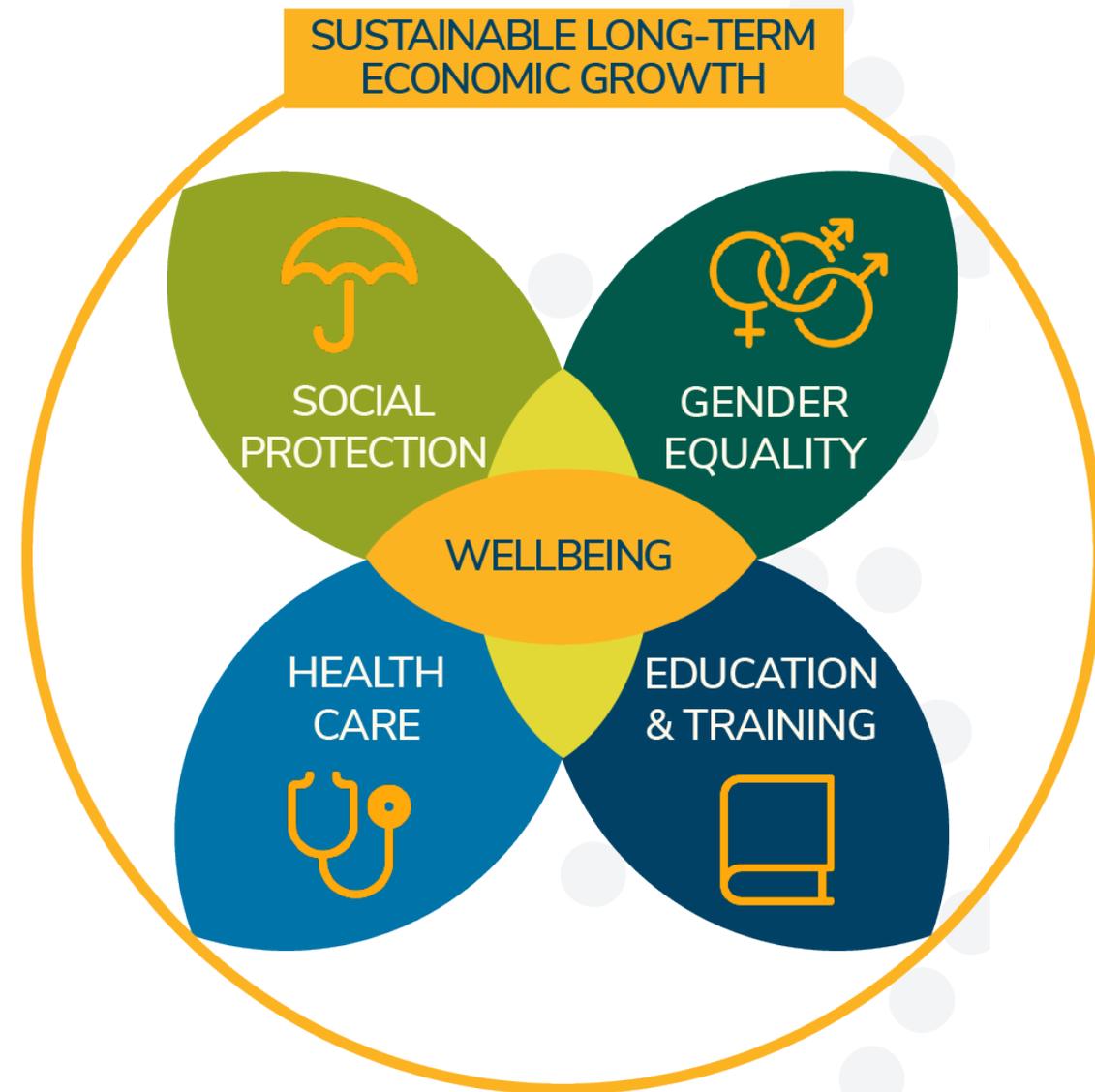
Encourage a race to the top (achieving SDGs),
not to the bottom
(exploiting people and planet)



Doughnut model by Kate Raworth

Foster intersectoral collaboration & system-thinking

Put forward a positive vision: such as the “Economy of Wellbeing” to unite stakeholders & policy makers



EuroHealthNet Policy Precipis: [An Economy of Wellbeing for health Equity](#)



<https://www.youtube.com/watch?v=8vqAWlDuvVs>

Offering investable solutions

Exploring new investment structures for health, equity and environment

[EuroHealthNet e-Guide for Financing Health Promoting Services](#)

E-GUIDE FOR FINANCING HEALTH PROMOTING SERVICES

COVID-19, as well as other diseases, require serious investments in prevention and health promotion. This e-guide illustrates a spectrum of approaches to mobilise resources to finance the delivery of such health promoting services that benefit health and wellbeing for all.

START

Exploring legal solutions

- Taxation, subsidies
- Mandatory labelling
- Bans on advertising
- Green & healthy procurement

TACKLING NCDs



WHO 'Best buys' and other recommended interventions for the prevention and control of noncommunicable diseases

Developing participatory practices...

PSL [Participant Recruitment and Engagement Strategy](#)

Give communities a vested interest in the success of policies & practices

PS Lifestyle



... and supporting bottom-up approaches

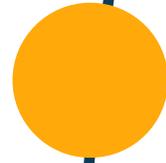
INHERIT Case study
Gardening with Green Gyms and Meat Free Monday
Report: [Implementing triple-win case studies](#)

Remove legal and structural barriers, provide funding and facilitate sharing of experiences



A 'triple win' example: Social/Green Prescribing

Nature-based solutions can help to build physical, psychological and social resilience and mitigate effects of stressors



Social, environment and health sector working together



Link between primary care centres, the community, nature based & social activities



Who is paying for services



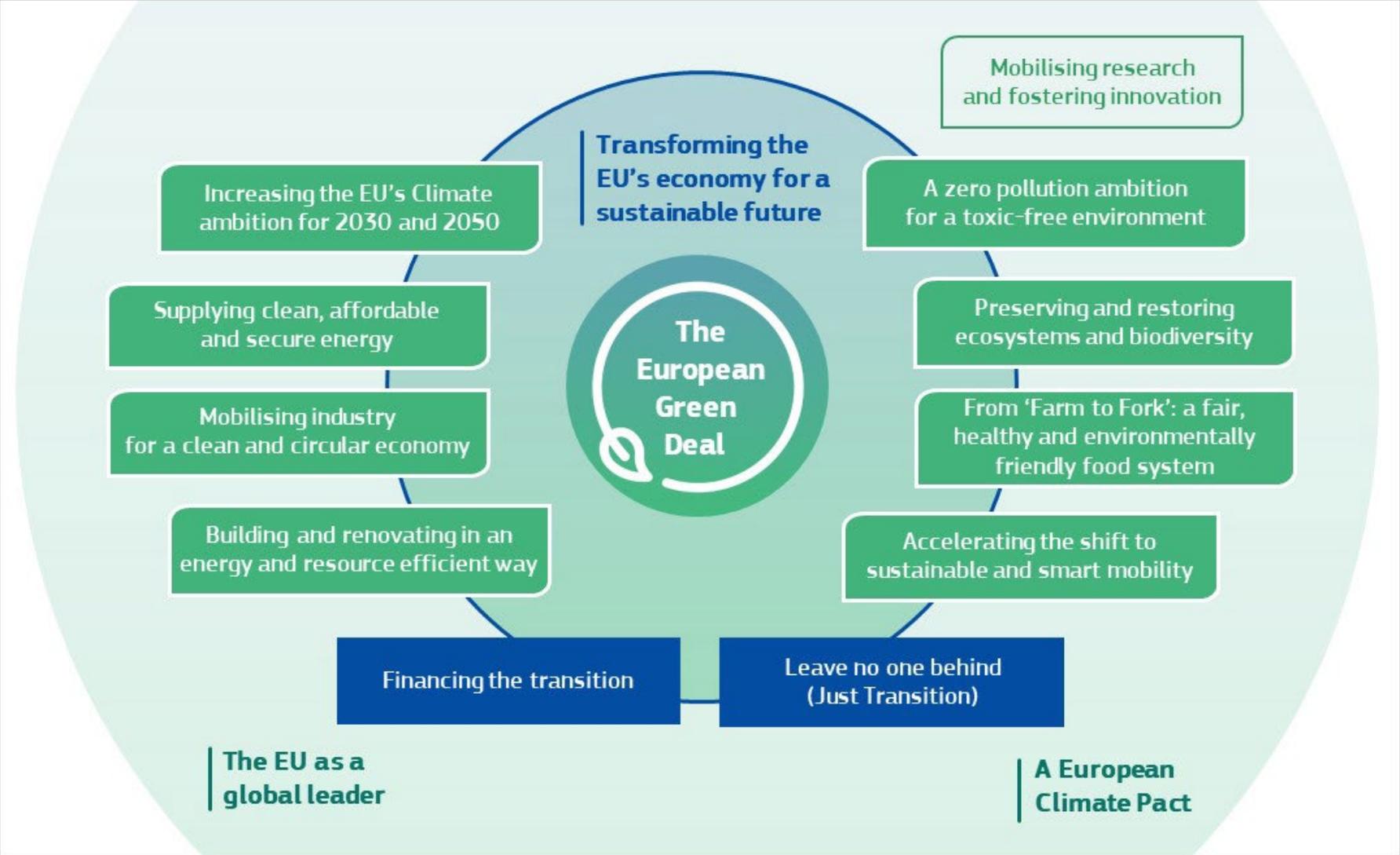
Quality control & measuring the effectiveness of services, legal issues



Upskilling professionals already in the system

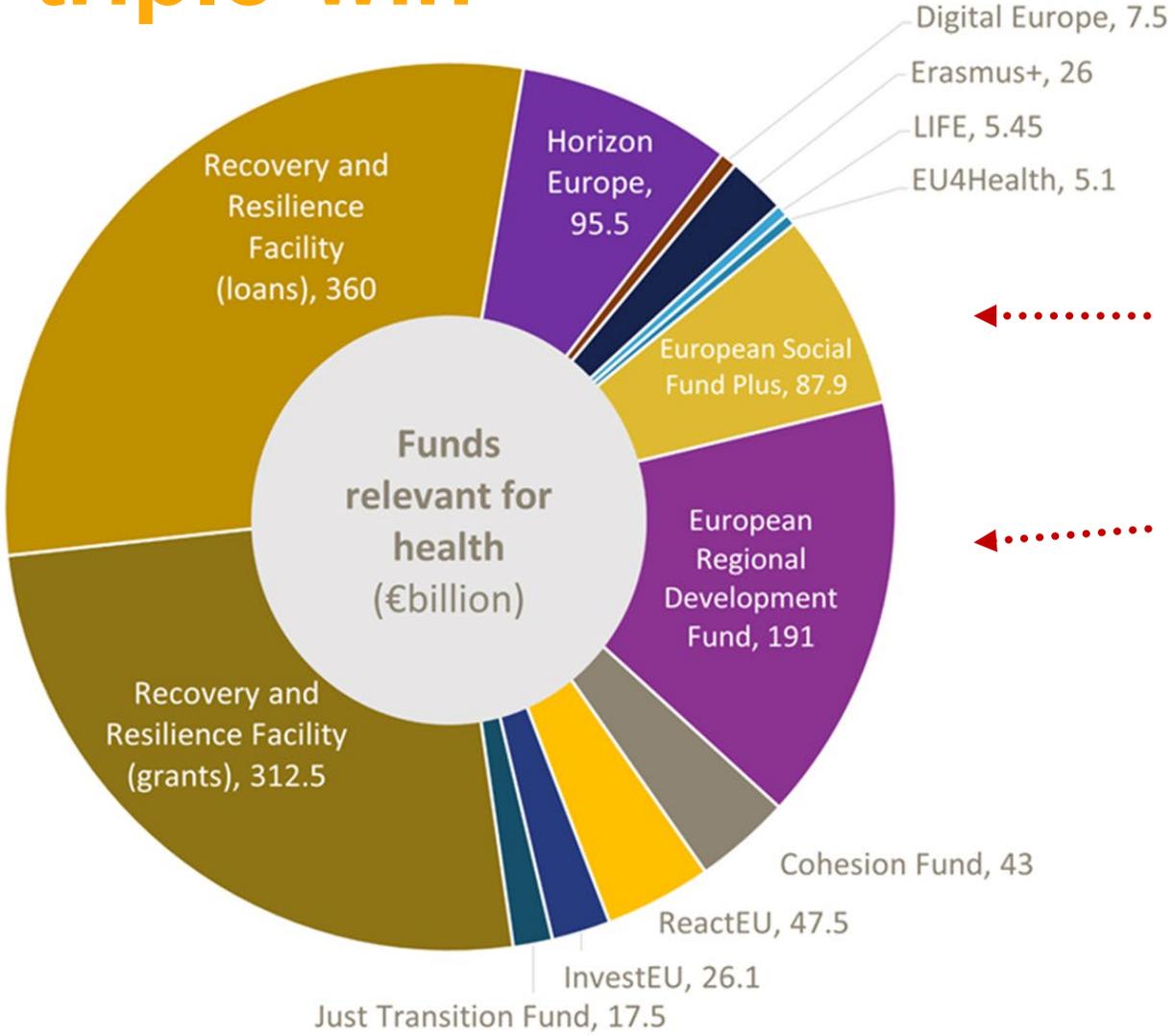
Key EU and international policy initiatives that can help deliver a triple-win

European Green Deal



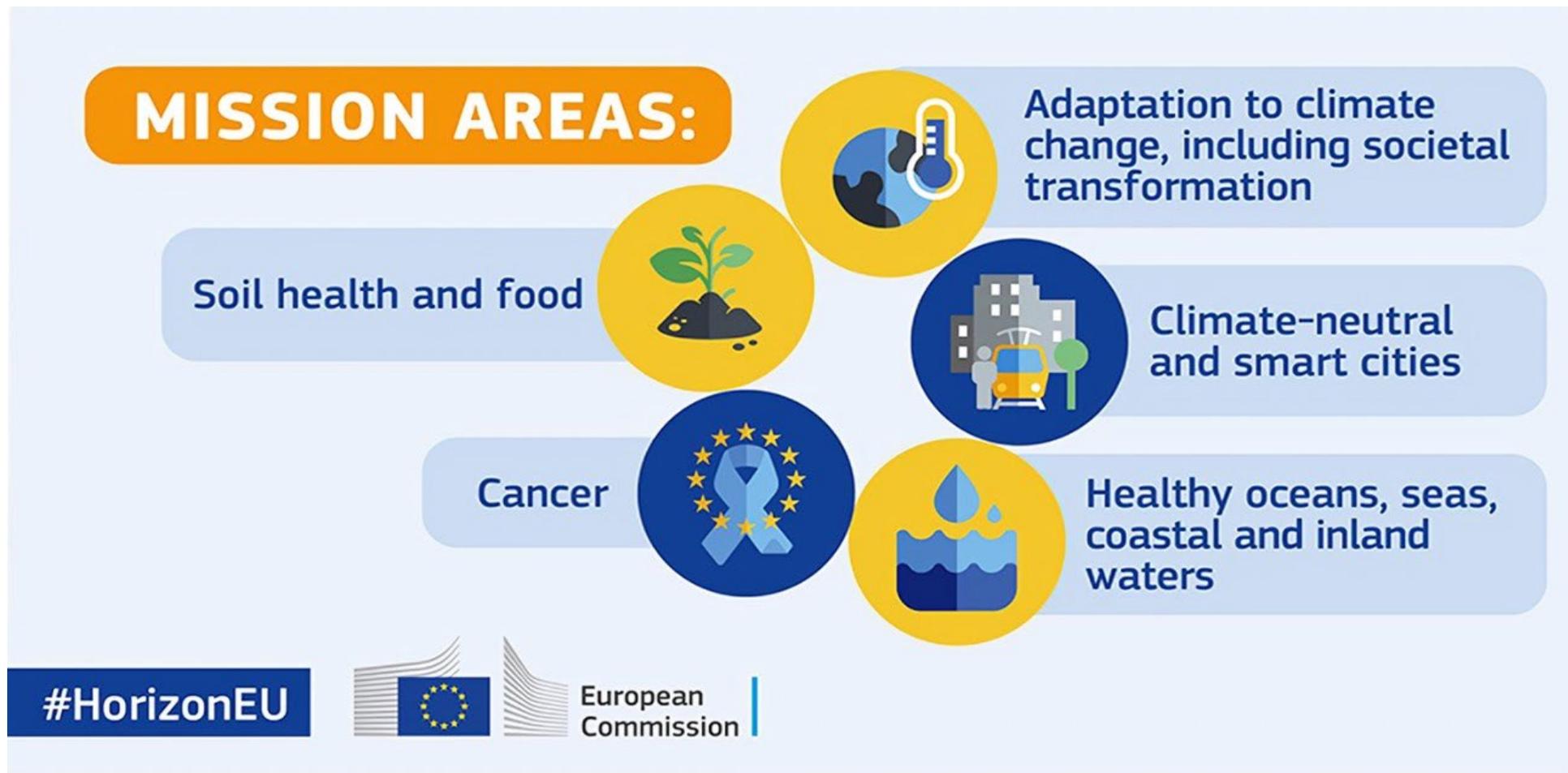
Financing the triple-win

37% of the €723.8 billion for RRF to climate action



30% of programmes under 2021-2027 MMF are dedicated to supporting climate action

Research and innovation: EU Missions and Horizon Europe



Linking health, equity and environment at global level

COP26 (Glasgow, November 2021)

WHO Special Report on Climate Change and Health

COP26 Health Programme

More remains to be done! - looking ahead to COP27 (Egypt, November 2022)



Our health is at risk if COP26 conclusions do not seize opportunities for a healthy, fairer future

[Joint statement on COP26 outcomes](#)

FROM

- Ego
- Repair
- Silo thinking
- Individual lifestyle focus
- Fragmented budgets
- GDP growth led Economy



TO

- Eco
- Prevention
- System thinking
- Healthy & sustainable living environments
- Joint budgeting and programming
- Wellbeing Economy

Thank you

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