

# 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:

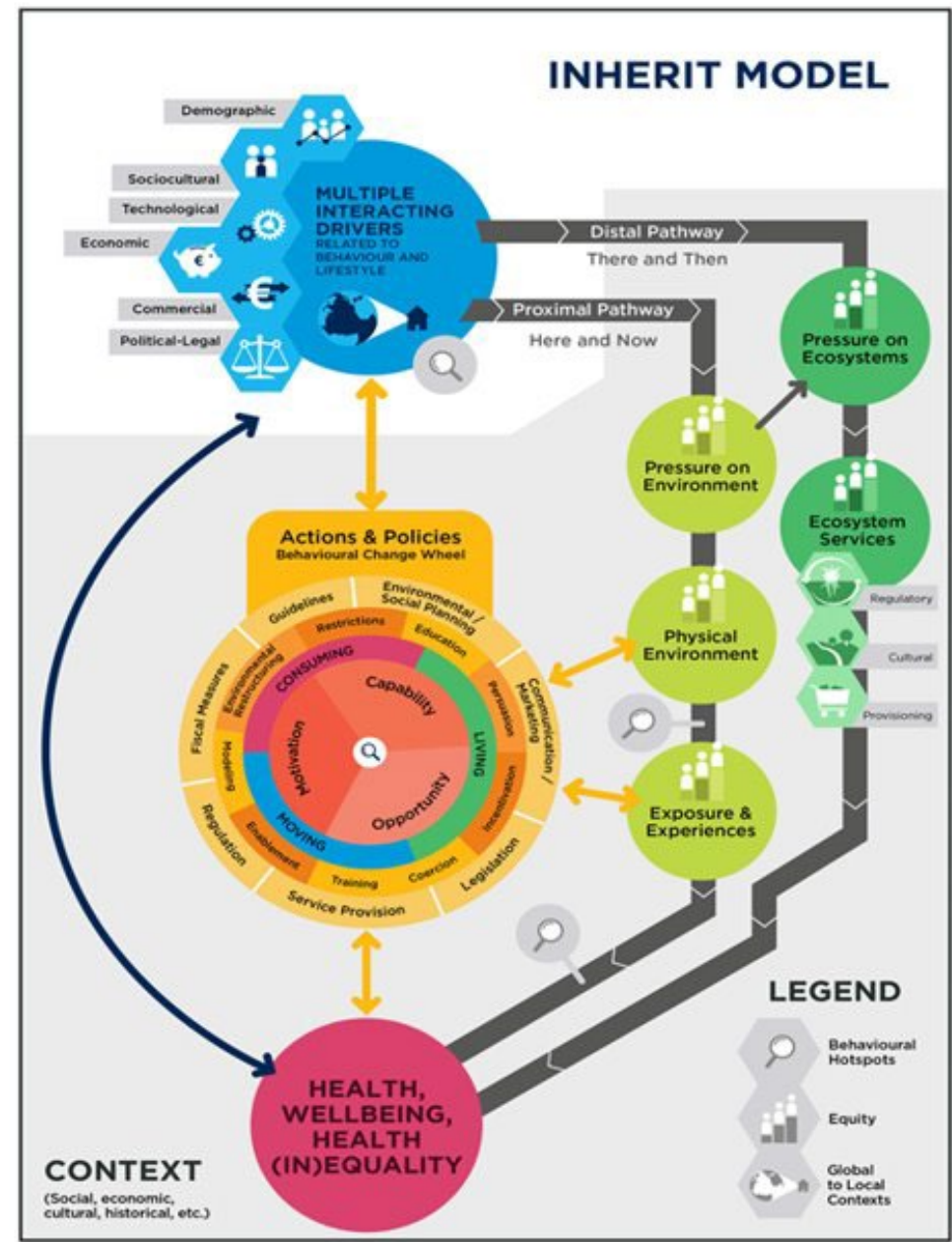
- improve health
- mitigate climate change
- benefit everyone

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*



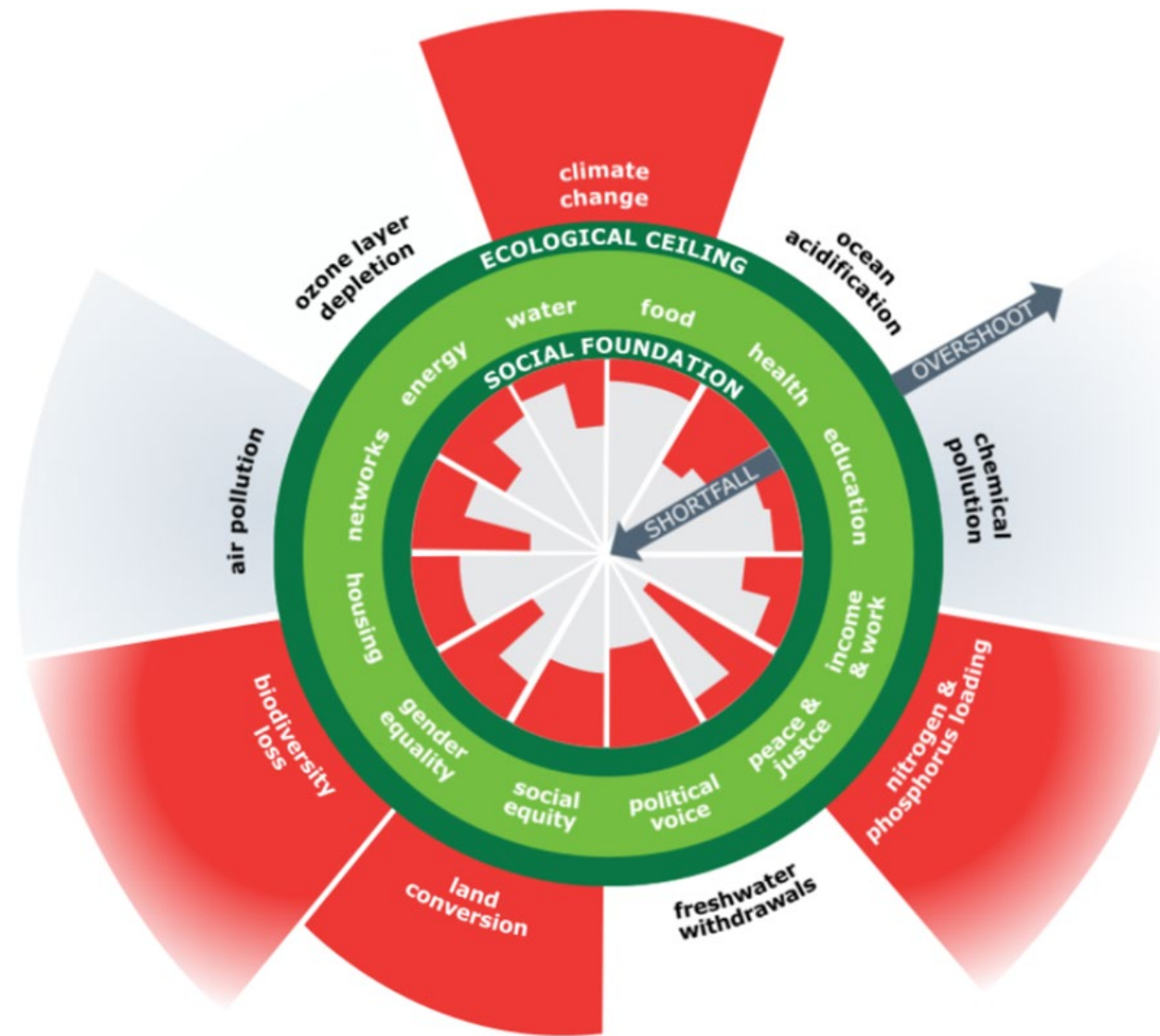
# A 'triple win' example: GemüseAckerdemie



*Photos © Katharina Kühnel*

# Apply alternative economic models

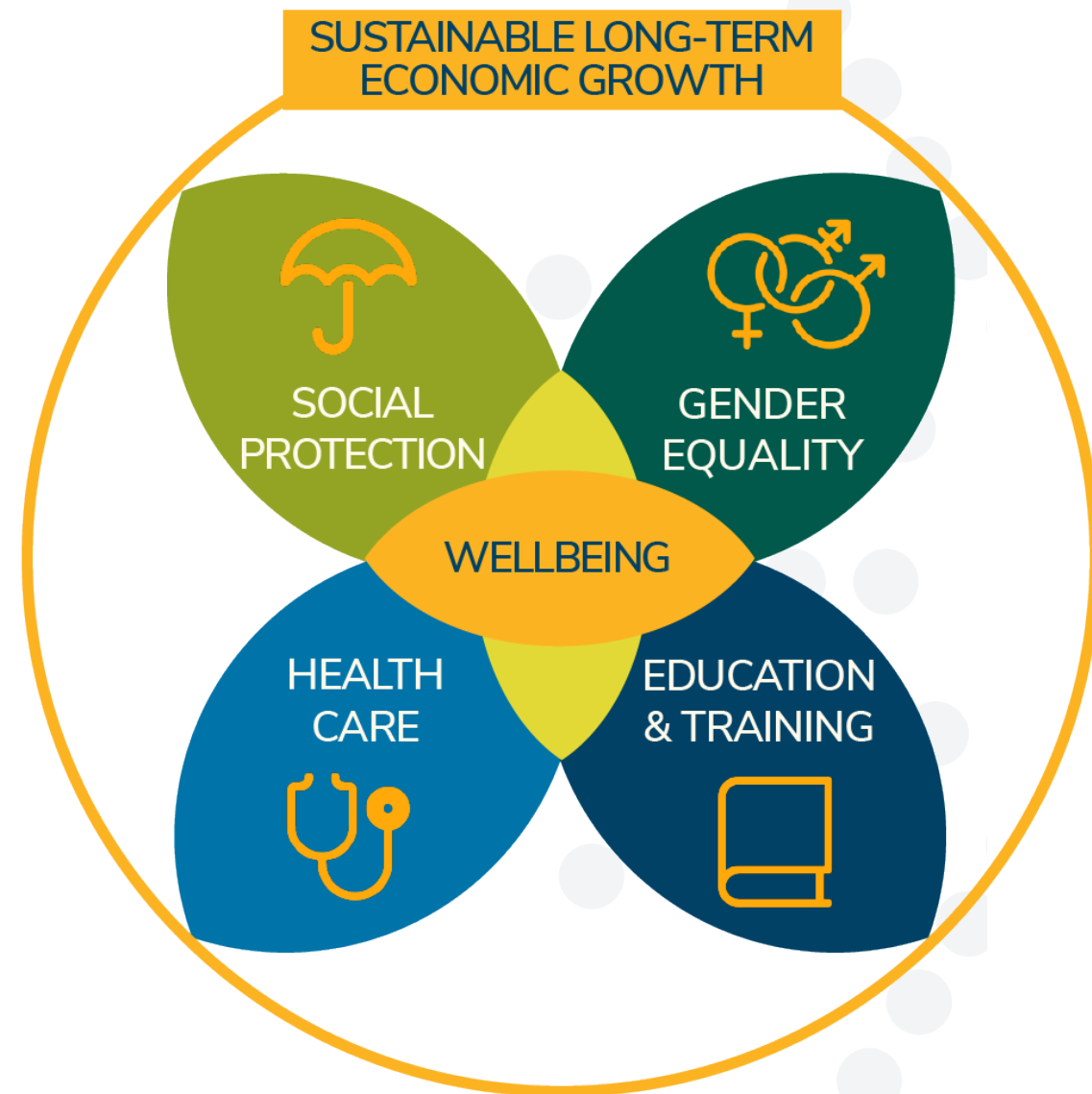
Encourage a race to the top (achieving SDGs),  
not to the bottom  
(exploiting people and planet)



*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...

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

PSL [Participant Recruitment and Engagement Strategy](#)

## PS Lifestyle





# ... and supporting bottom-up approaches

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

## ***INHERIT Case study***

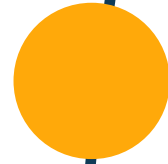
*Gardening with Green Gyms and Meat Free Monday*

*Report: [Implementing triple-win case studies](#)*



# 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



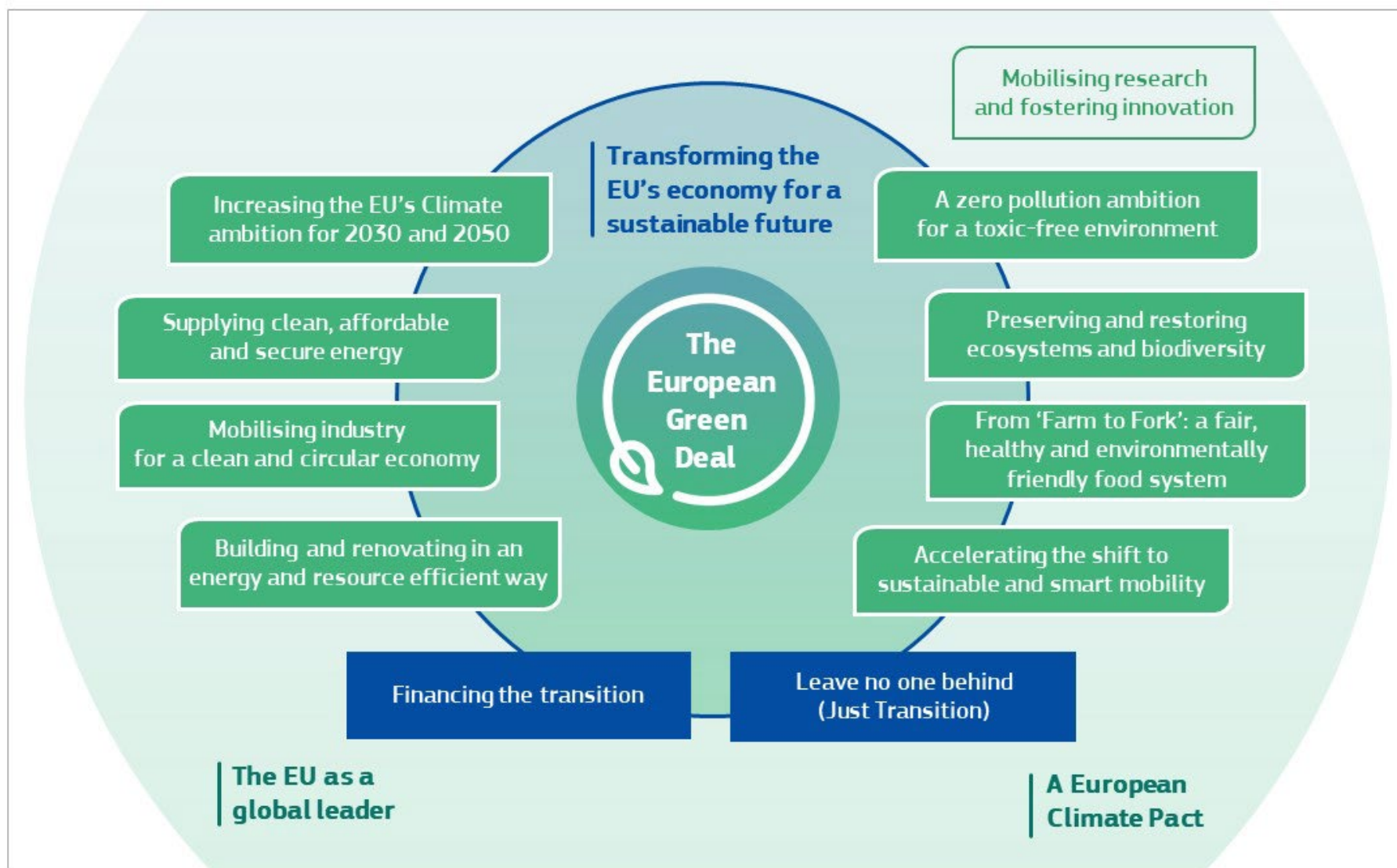
Quality control & measuring the effectiveness of services, legal issues



Upskilling professionals already in the system

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

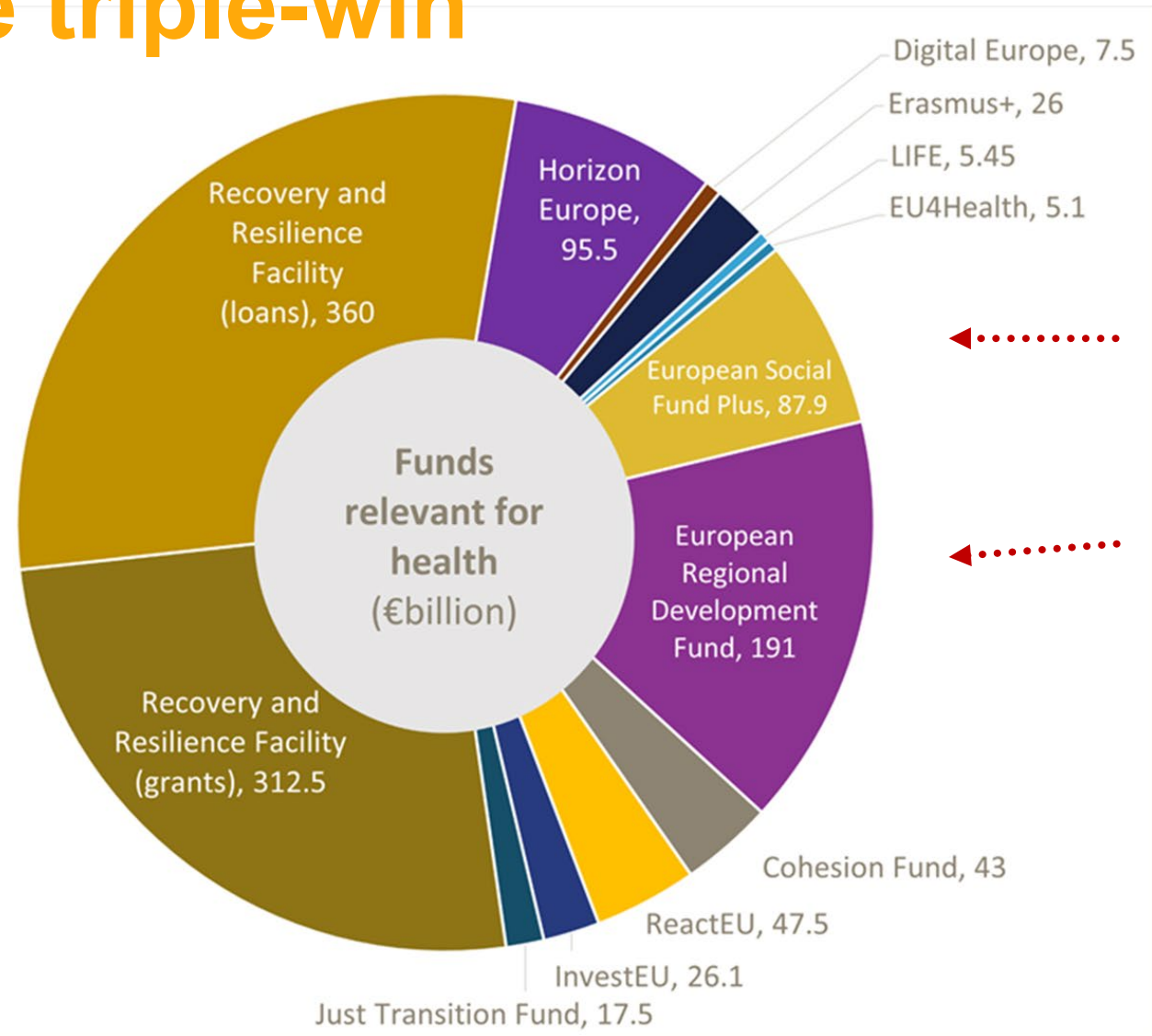
# European Green Deal





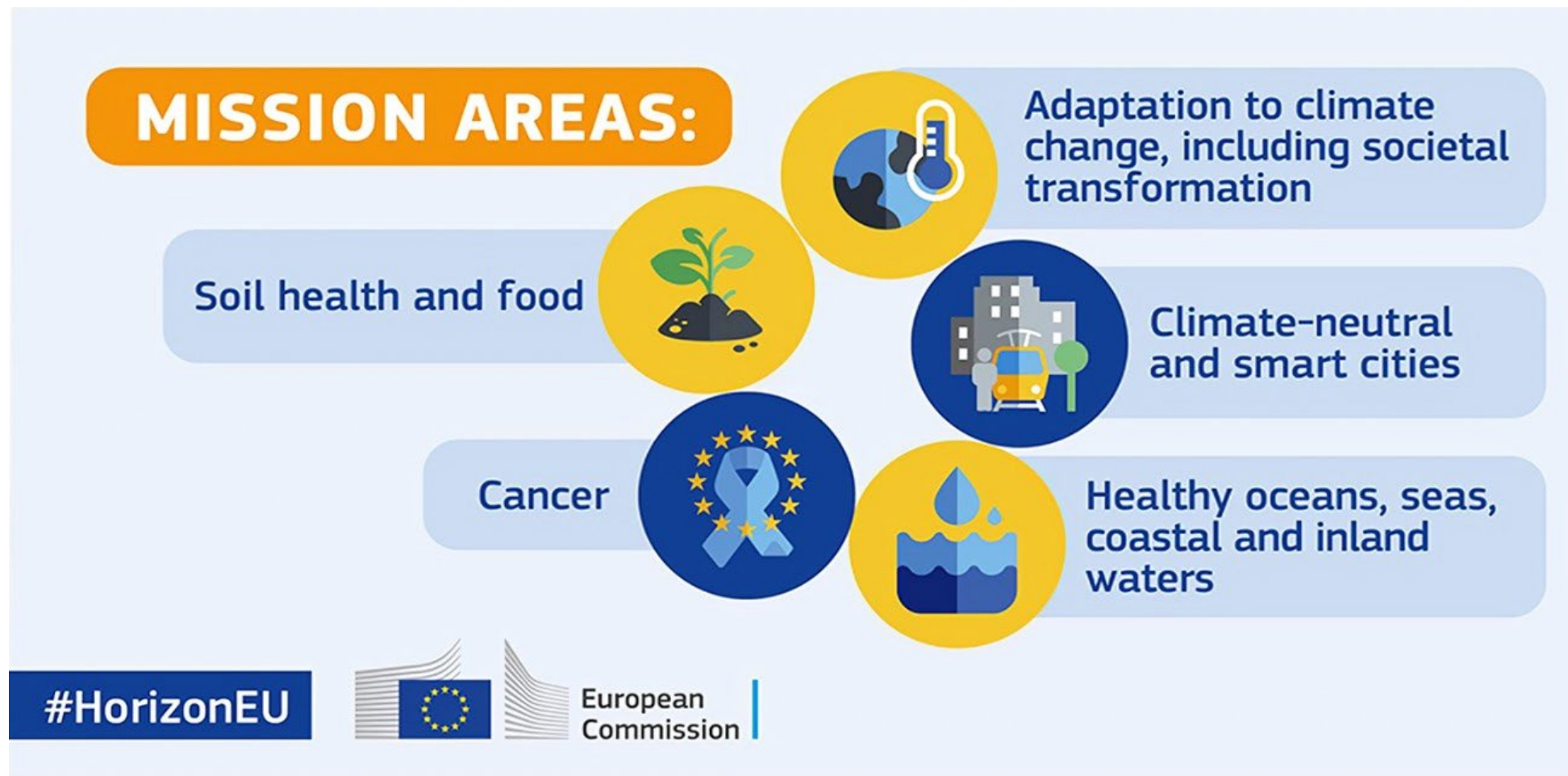
# Financing the triple-win

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)**



[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

## Contact us

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## Follow us



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