



HERO Wednesday Webinar – April 26, 2017

Integration of Health and Sustainable Development into Reporting Platforms

Derek Yach

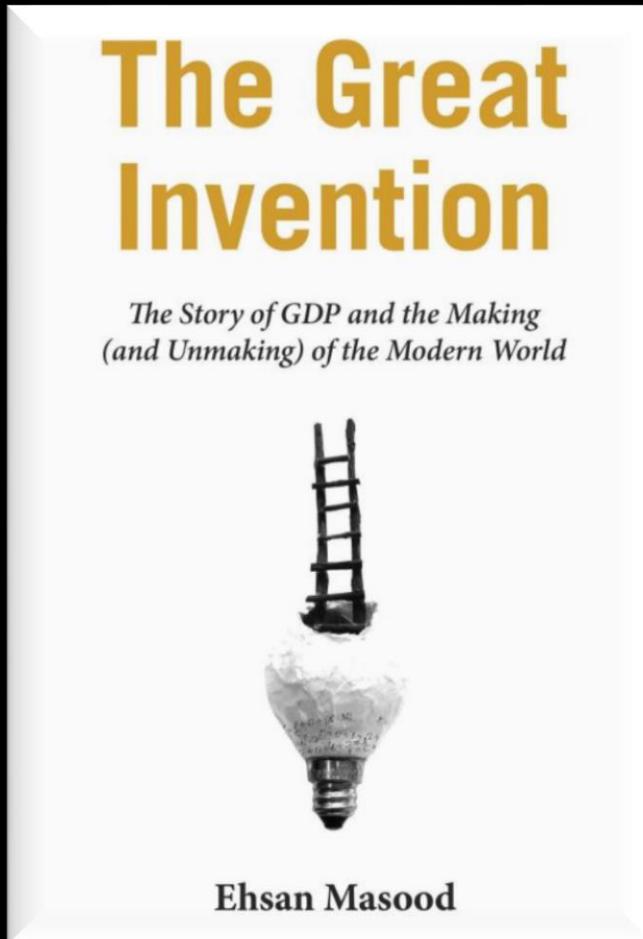
Senior Vitality Consultant, Vitality Group
dyach@thevitalitygroup.com | @swimdaily



Hosted by Paul Terry
President & CEO, HERO



The grand making of gross domestic product



- GDP was invented following World War II to measure the health of economies
- Social, health & environmental indicators were largely excluded from the six algebraic figures that comprise GDP
- Masood argues for the broadening of measures included within GDP to beset society's social, health & environmental problems

Planetary health and sustainable development



The Lancet Commissions



The
ROCKEFELLER FOUNDATION

THE LANCET 

The Rockefeller Foundation–Lancet Commission on planetary health

Safeguarding human health in the Anthropocene epoch: report of The Rockefeller Foundation–Lancet Commission on planetary health

Sarah Whitmer, Andy Haines, Chris Beyrer, Frederick Bilez, Anthony G Capon, Bráulio Ferreira de Souza Díes, Alex Ersh, Howard Frumkin, Peng Gong, Peter Head, Richard Horton, Georgina Masa, Robert Marten, Samir S Mays, Sonia Nohar, Steven A Ostro, Sharmila K Pethiyagoda, Marta R Pangilinan, Cristina Romanell, Agnes Saout, Jennifer Vega, Dora Vachasvilashvili

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Centre for Biodiversity and
Environment Research,
University College London,
London WC1E 6BT, UK (Peter Head, PhD,
Paul J Mays, PhD); London School of Hygiene & Tropical
Medicine, London, UK
(Howard Frumkin, PhD); University of Michigan,
Ann Arbor, MI, USA (Samir S Mays); Johns Hopkins
Bloomberg School of Public Health, Baltimore, MD, USA
(Peter Haines, PhD); The
Rockefeller University, New York, NY, USA (Frederick Bilez, PhD,
Elisabetta International
Institute for Health, Environment and Society, Federico Devoto, PhD);
Kuala Lumpur, Malaysia
(Peter G Capon, PhD); University of Western Ontario,
London, Ontario, N6A 3K7, Canada
(Bráulio Ferreira de Souza Díes, PhD,
Carmen Villalobos, MSc); Indian
Population and Health
Research Centre, Mumbai, India
(Kanya J. Iyer, PhD); School of

research and funding, together with an unwillingness or inability to deal with uncertainty within decision making frameworks. Thirdly, implementation failures (governance challenges), such as how governments and institutions delay recognition and responses to threats, especially when faced with uncertainties, pooled common resources, and time lags between action and effect.

Although better evidence is needed to underpin appropriate policies than is available at present, this should not be used as an excuse for inaction. Substantial potential exists to link action to reduce environmental damage with improved health outcomes for nations at all levels of economic development. This Commission identifies opportunities for action by six key constituencies: health professionals, research funders and the academic community, the UN and Bretton Woods bodies, governments, investors and corporate reporting bodies, and civil society organisations.

Depreciation of natural capital and nature's subsidy should be accounted for so that economy and nature are not falsely separated. Policies should balance social progress, environmental sustainability, and the economy. To support a world population of 9–10 billion people or more, resilient food and agricultural systems are needed to address both overexploitation and overnutrition, reduce waste, diversify diets, and minimise environmental damage. Meeting the need for modern family planning can improve health in the short term, e.g., from reduced maternal mortality and reduced pressures on the environment and on infrastructure.

We identify three categories of challenges that have to be addressed to maintain and enhance human health in the face of increasingly harmful environmental trends. Firstly, conception and empathy failures (fragmentation challenges), such as an over-reliance on gross domestic product as a measure of human progress, the failure to account for human health and environmental harms over present day gains, and the disportionate effect of those harms on the poor, and those in developing nations. Secondly, knowledge failures (research and information challenges), such as failure to address social and environmental drivers of ill health, a historical scarcity of transdisciplinary

• “Health is at the center of sustainable development. It is a major input into its attainment and a measure of its success.” – *Gro Harlem Brundtland, World Commission on Environment and Development, 1987*

- Evidence shows that the health of humanity is linked to the health of the environment
- Commission concluded that the continuing degradation of natural systems threatens to reverse the health gains seen over the last century

Reporting platforms incorporating environmental and social environmental metrics



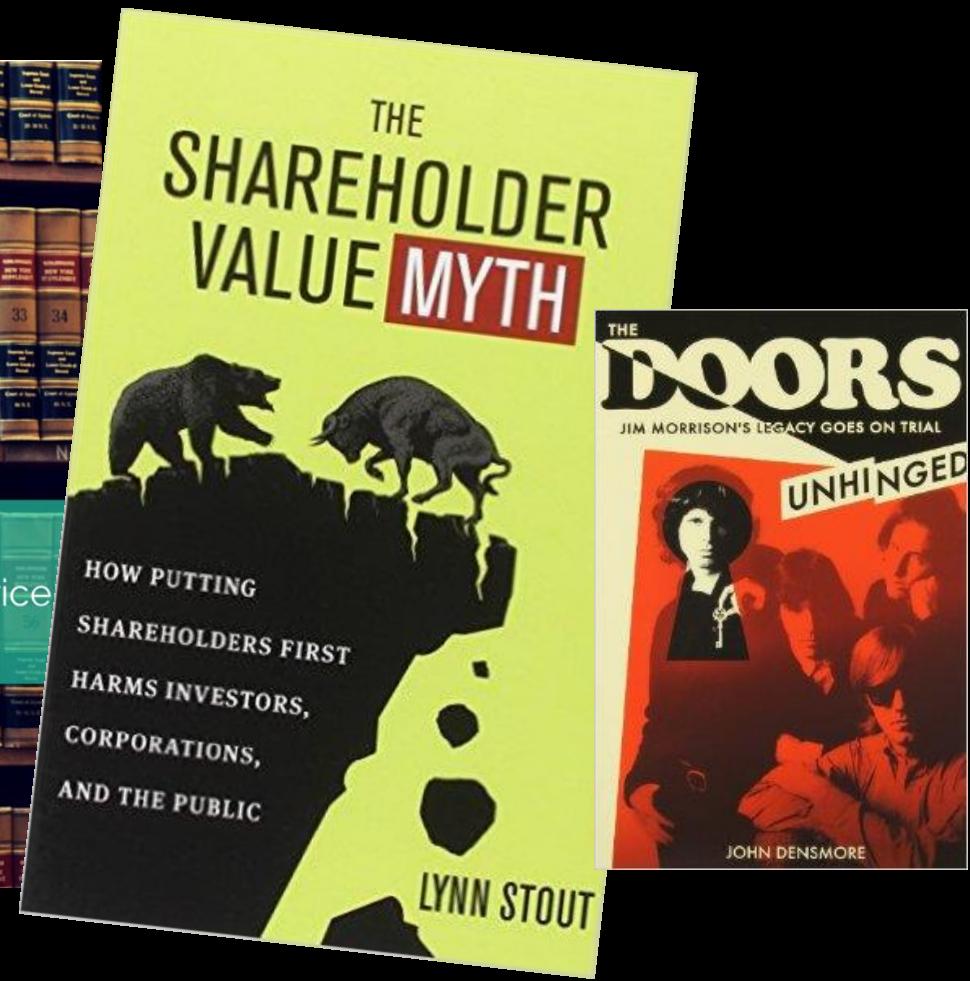
Reporting platforms encourage disclosure on environmental and social indicators, but where is health?

Companies are licensed to operate in perpetuity. They need to act accordingly!



The idea that corporations are managed well when they are managed to maximize share price is maybe the dumbest idea in the world.

Lynn Stout

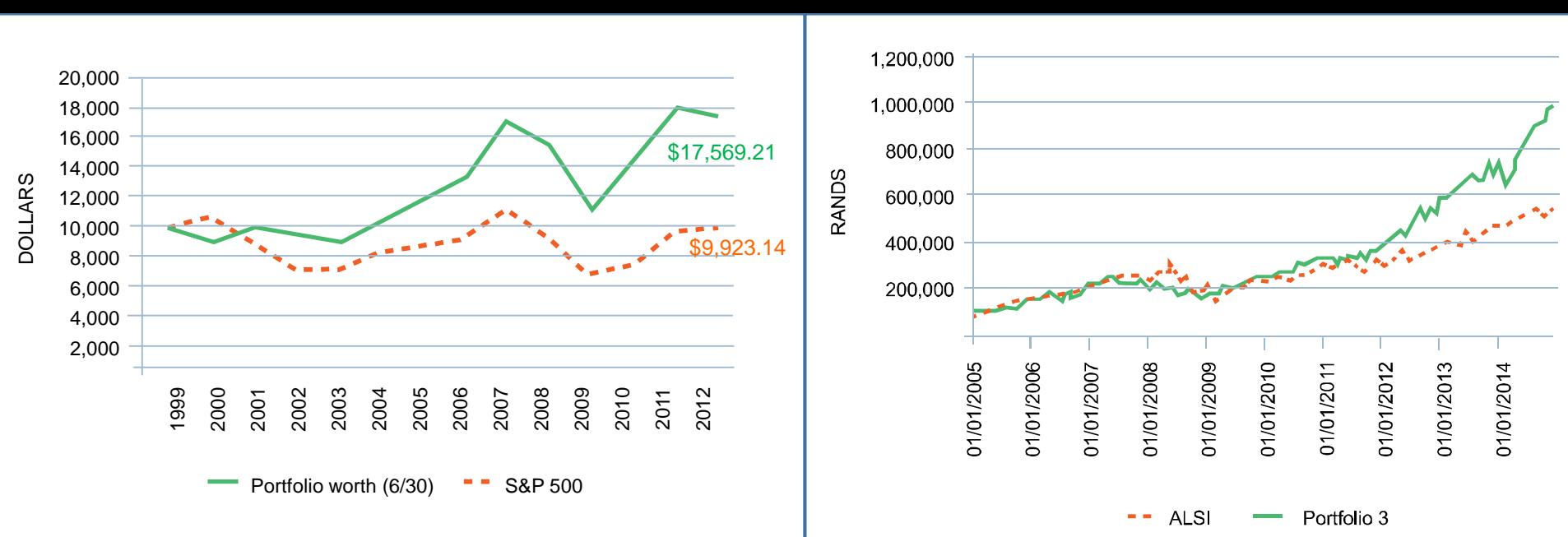


Where should be health be and why?

- As an input into workplace health
- As a measure of the impact of companies' core products and services
- As a private-public investment in public health

Effective workplace health programs show solid financial returns to investors

Fabius et al study and Conradie et al study

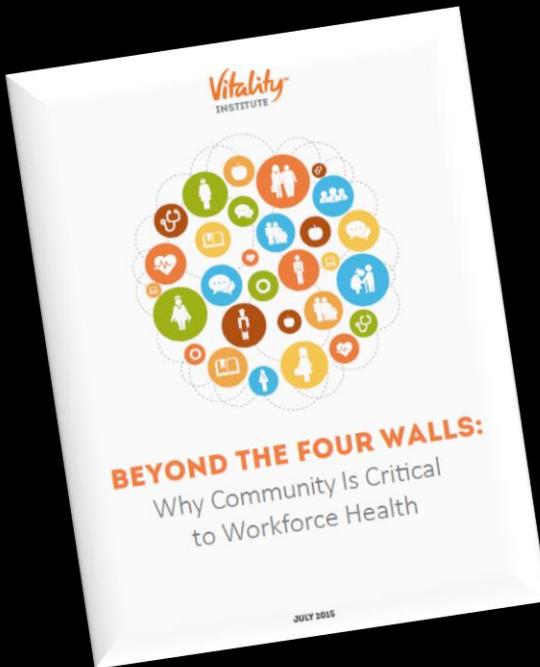


US and South Africa based studies demonstrate that best-in-class workplace health programs are linked to improved stock performance.

Products and services directly & indirectly impact health



Community investment benefits companies and communities



Vitality's Community Investment Report 2015



Manufacturing



Retail



Transportation & Warehousing



Public Administration

We found that four employment sectors were more likely to be in counties with poor health.

Metrics drive progress on making markets work for health (1)



Philip Morris looks beyond cigarettes with alternative products



Nestle says will cut sugar in chocolate by 40%



The Swiss food giant, Nestle, says it has made a scientific breakthrough that can sharply cut the sugar in its chocolate.

Metrics drive progress on making markets work for health (2)



Tesco bans sweets from checkouts in all stores



i Sweets on the shelves of a UK supermarket. Health campaigners and parents' groups welcomed Tesco's move.
Photograph: Alamy

The UK's largest retailer, Tesco, is to ban sweets and chocolates from its checkouts after a survey of customers showed overwhelming support for the move.



Tesco offers free fruit for kids as part of healthy eating push



Metrics drive progress on making markets work for health (3)

Cities fight urban diabetes

Urbanisation is fuelling the type 2 diabetes pandemic. Cities Changing Diabetes is our new partnership programme to tackle the issue.



PR Newswire
a CISION company

TB Alliance Partners With PepsiCo To Advance The Fight For Improved Tuberculosis Medicines

Leveraging shared expertise to help eliminate unpleasant taste of TB medicines to improve palatability and treatment for children with TB



Anglo American on the frontline in fight against HIV/AIDS in South Africa

**UNRAVELLING HIV/AIDS
THROUGH REAL STORIES**
TOWARDS AN **HIV-FREE GENERATION.**

Consumers increasingly show that ESG+H matters!



The image is a screenshot of the Stanford Social Innovation Review website. The header features the publication's name in large, serif capital letters: "Stanford SOCIAL INNOVATION REVIEW". Below the name is a subtitle in a smaller, italicized serif font: "Informing and inspiring leaders of social change". A navigation bar below the header includes links for "SOCIAL ISSUES", "SECTORS", "SOLUTIONS", "MAGAZINE", and "MORE". The main article visible on the page is titled "Rethinking the Business Case for Investing in Health" and discusses the concept of ESG+H. The author of the article is listed as Jason Saul, John Hoeppner, & Marjorie Paloma, dated March 23, 2017. The first paragraph of the article begins with the question: "What motivated you to buy your \$4 latte at Starbucks this morning? Was it the quality of the coffee, the convenience to your office, or the company's belief that its success depends on the health of its employees and suppliers?"

Measurement & Evaluation

Rethinking the Business Case for Investing in Health

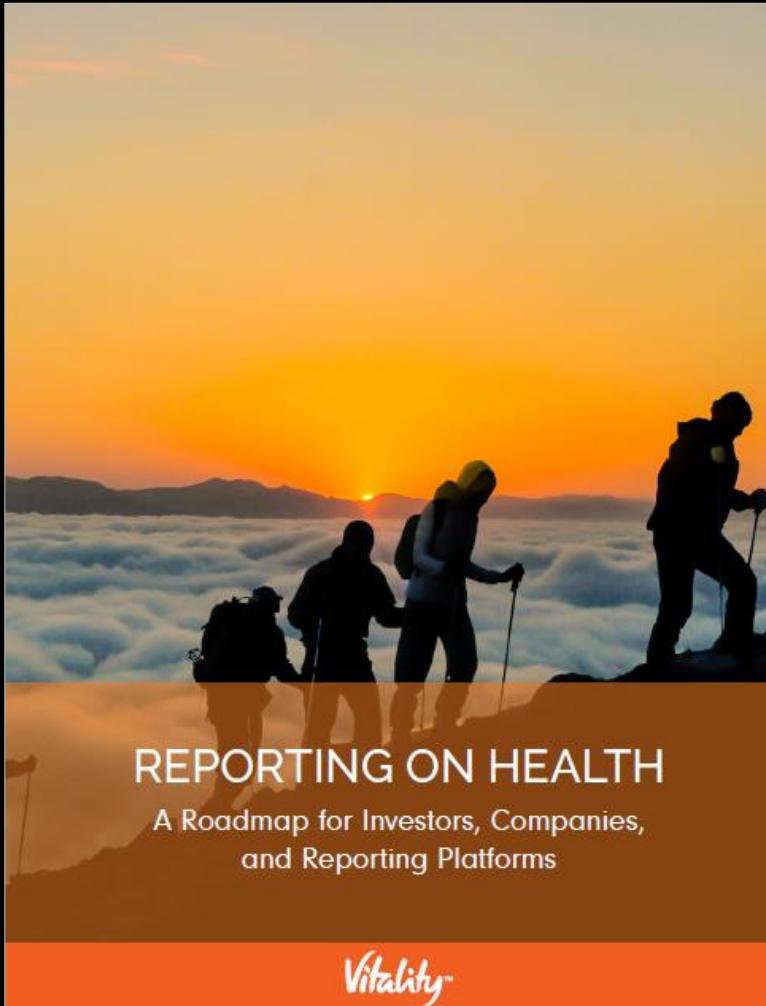
Is ESG Missing an "H"?

SHARE COMMENT PRINT ORDER REPRINTS

By Jason Saul, John Hoeppner, & Marjorie Paloma | Mar. 23, 2017

What motivated you to buy your \$4 latte at Starbucks this morning? Was it the quality of the coffee, the convenience to your office, or the company's belief that its success depends on the health of its employees and suppliers?

Next steps: Integrating health metrics into corporate reporting



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Companies Ponder a Rating of Workers' Health

IBM, PepsiCo and J&J are among those weighing how to report, measure the health of their workforce

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By AIMEE PICCHI / MONEYWATCH / January 22, 2016, 8:20 AM

The growing movement to track employee health

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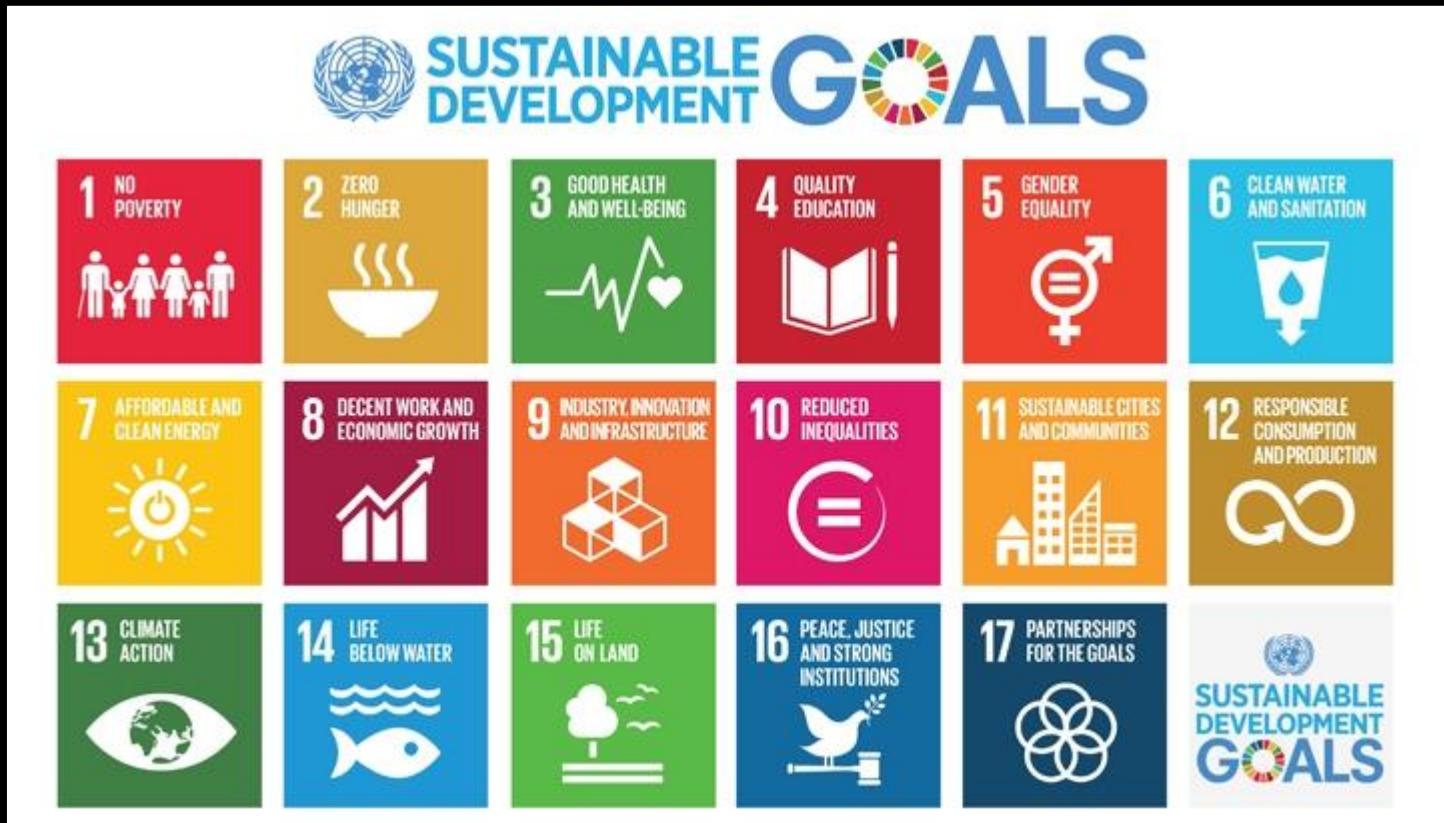
BOSS
MAGAZINE

The Cornerstone Journal of Sustainable Finance and Banking

DHR DIVE

BOSTON BUSINESS JOURNAL

Conclusion: Elevating health within the United Nations Sustainable Development Goals



Companies can act responsibly by advocating health & well-being within the SDGs.

Business activities impact human health within the workplace, marketplace and community. Where is your company allocating the greatest number of resources within health?

- A. Offering a workplace health program to employees
- B. Modifying products and services to be healthier
- C. Investing directly in communities where our company operates
- D. The company where I work is actively engaged in each area
- E. None of these are activities in which my organization engages

Metrics will drive progress on the world's sustainable development goals. What is the priority your organization is already actively advocating for?

- A. Good health and well-being
- B. Decent work and economic growth
- C. Sustainable cities and communities
- D. Gender equality
- E. None of these are advocated for by my organization