



HERO Wednesday Webinar – April 26, 2017

Integration of Health and Sustainable Development into Reporting Platforms

Derek Yach

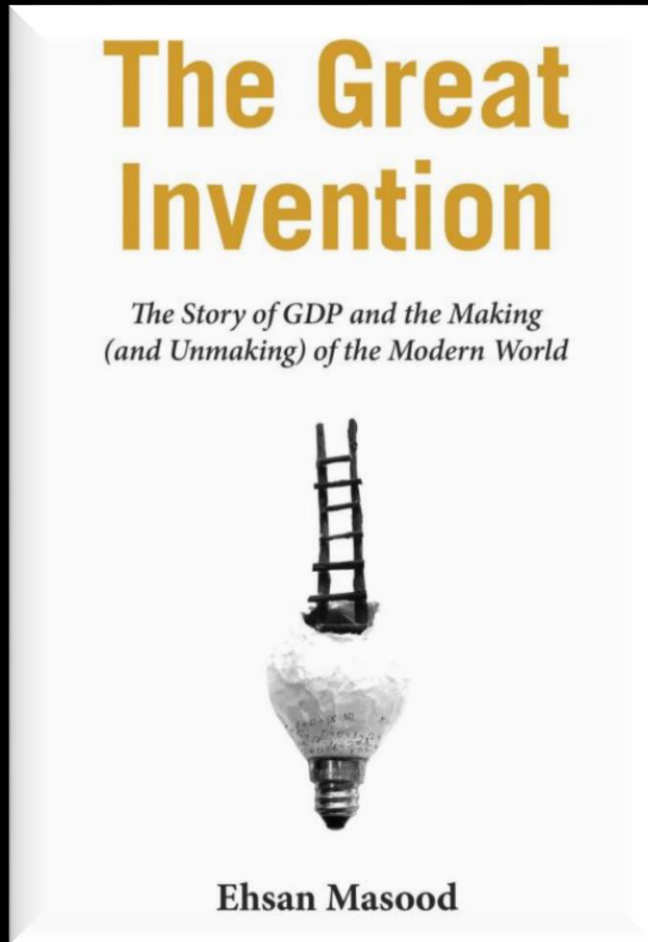
Senior Vitality Consultant, Vitality Group
dyach@thevitalitygroup.com | @swimdaily



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 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 Whitmee, Andy Haines, Chris Beyrer, Frederick Balzi, Anthony G Capon, Bráulio Ferreira de Souza Dias, Alex Ezzet, Howard Frumkin, Peng Gong, Peter Head, Richard Horton, Georgina M Mace, Robert M Artley, Samudra S M Jeyaraj, Soria Nishiura, Steven A Osofsky, Subhrendu K Pattanayak, Montira J Pongpirat, Cristina Romanelli, Agnes Sakant, Jeanette C Vega, Derek Yach

Executive summary

Far-reaching changes in the structure and function of the Earth's natural systems represent a growing threat to human health. And yet, global health has mainly improved as these changes have gathered pace. What is the explanation? As a Commission, we are deeply concerned that the explanation is straightforward and sobering: we have been misrogering the health of future generations to realise economic and development gains in the present. By unsustainably exploiting nature's resources, human civilisation has flourished but now risks substantial health effects from the degradation of nature's life support systems in the future. Health effects from changes to the environment including climatic change, ocean acidification, land degradation, water scarcity, over-exploitation of fisheries, and biodiversity loss pose serious challenges to the global health gains of the past several decades and are likely to become increasingly dominant during the second half of this century and beyond. These striking trends are driven by highly inequitable, inefficient, and unsustainable patterns of resource consumption and technological development, together with population growth.

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, conceptual and empathy failures (imagination challenges), such as an over-reliance on gross domestic product as a measure of human progress, the failure to account for future health and environmental harms over present day gains, and the disproportionate 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

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 undernutrition and overnutrition, reduce waste, diversify diets, and minimise environmental damage. Meeting the need for modern family planning can improve health in the short term—eg, from reduced maternal mortality and reduced pressures on the environment and on infrastructure.

Planetary health offers an unprecedented opportunity for advocacy of global and national reforms of taxes and subsidies for many sectors of the economy, including energy, agriculture, water, fisheries, and health. Regional trade treaties should act to further incorporate the

LANCET 2015; 386: 1973–2028
Available Online
0950-2688/15/\$100
DOI:10.1016/S0140-6736(15)00454-2
This online publication has been corrected. The corrected version first appeared at [dx.doi.org/10.1016/S0140-6736\(15\)00454-2](http://dx.doi.org/10.1016/S0140-6736(15)00454-2) on August 17, 2015.
See Comment page 1977, e316, e32, and e39
For information see <http://www.thelancet.com/info/planetary-health>
Centre for Biodiversity and Environment Research, University College London, London, UK (S Whitmee PhD), Prof G M Mace DPhil, London School of Hygiene & Tropical Medicine, London, UK (Prof A Haines MSc), R Ballal PhD, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA (Prof S Jeyaraj MS), The Rockefeller Foundation, New York, NY, USA (S Balzi PhD), R Horton PhD, International Institute for Global Health, United Nations University, Fukuoka, Fukuoka, Japan (Prof S Osofsky PhD), Prof A G Capon PhD, University of Queensland, St. Leonards, QLD, Canada (Dr F de Souza Dias PhD), C Romanelli PhD, M Pongpirat PhD, Population and Health Research Center, Nairobi, Kenya (A Ezzet PhD), School of

- “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

Transparency builds trust.

The image displays five logos for reporting platforms. At the top, a blue banner with white clouds contains the text "Transparency builds trust." Below this, the logos are arranged in two rows. The first row includes the United Nations Global Compact logo (a globe with a laurel wreath), the text "United Nations Global Compact", and the Dow Jones Sustainability Indexes logo (two overlapping circles, one blue and one green). The second row includes the FTSE4Good logo (a globe with icons for people, a recycling symbol, and a hand), the KING IV logo (four purple chevrons pointing right), and the Global Reporting Initiative logo (a globe with a speech bubble).

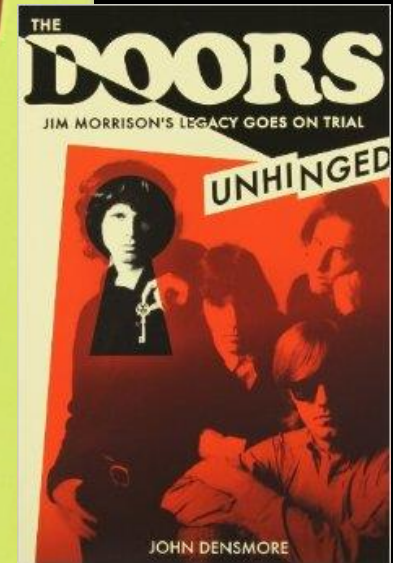
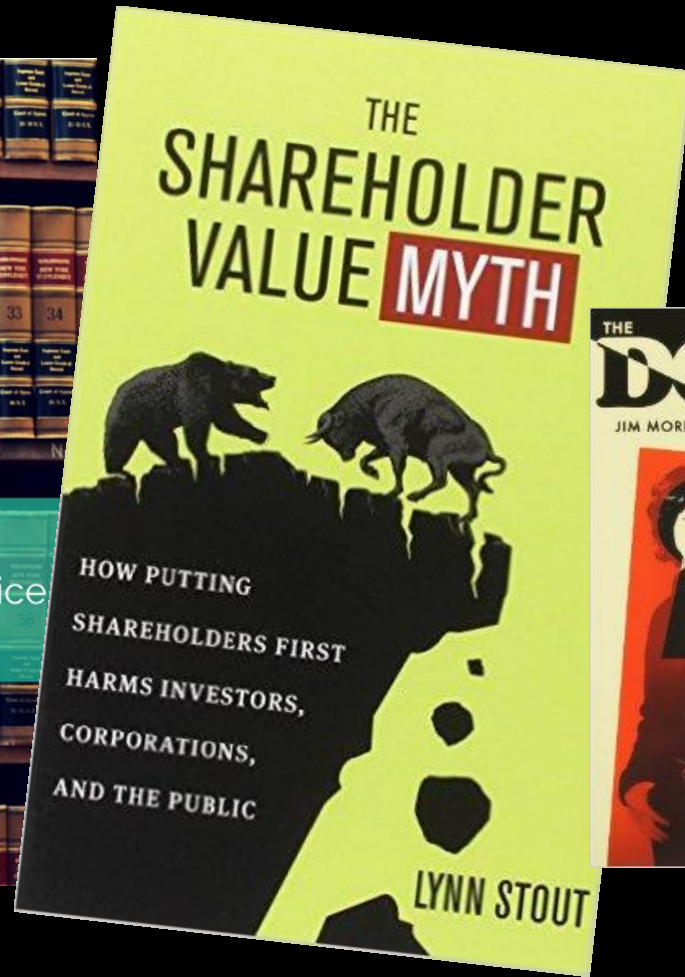
Reporting platforms encourage disclosure on environmental and social indicators, but where is health?

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

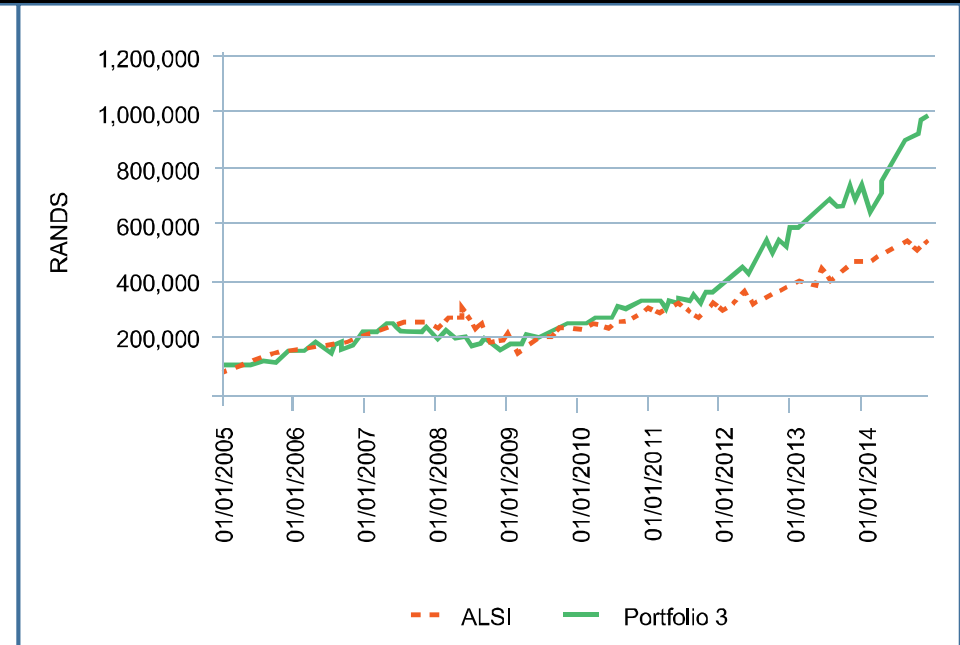
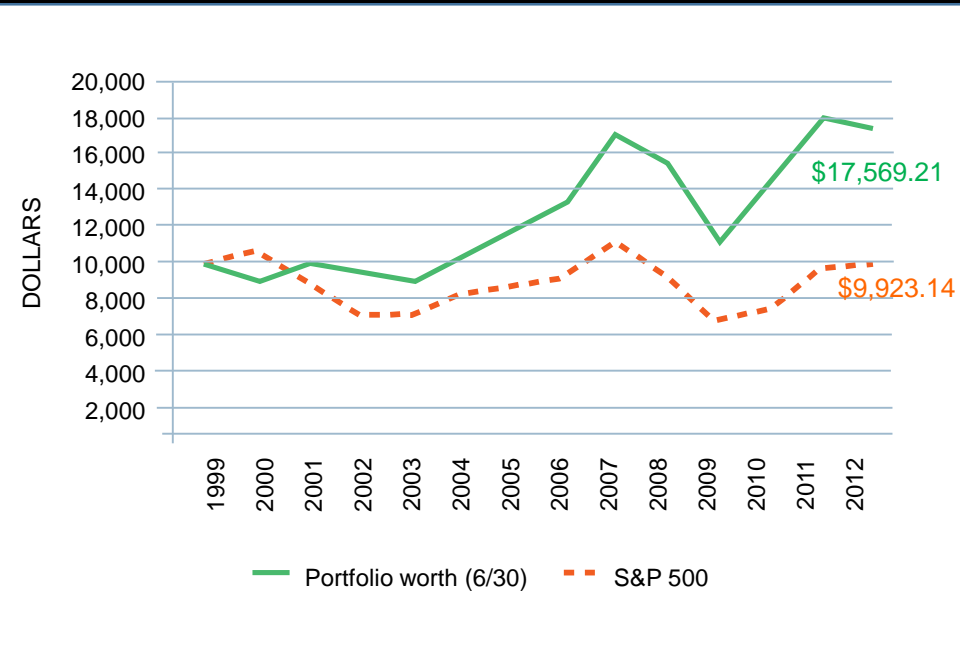


Where should health be and why?

- 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

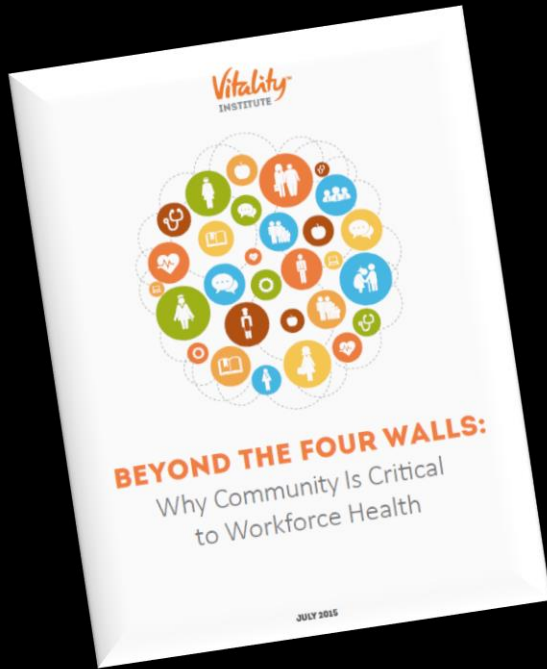


US and South Africa based studies demonstrate that best-in-class workplace health programs are linked to improved stock performance.

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

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



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.

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



novo nordisk®

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



TB ALLIANCE



AngloAmerican

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!

Stanford **SOCIAL INNOVATION** REVIEW
Informing and inspiring leaders of social change

SOCIAL ISSUES SECTORS SOLUTIONS | MAGAZINE MORE

Measurement & Evaluation

Rethinking the Business Case for Investing in Health


Is ESG Missing an “H”?

SHARE COMMENT PRINT ORDER REPRINTS

By [Jason Saul](#), [John Hoepfner](#), & [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



REPORTING ON HEALTH
A Roadmap for Investors, Companies,
and Reporting Platforms

Vitality

THE WALL STREET JOURNAL.
Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate

Apple Reports Slowing Growth in iPhone Sales Fiat Chrysler Net Profit Slumps 40% Boeing Gives Weak 2016 Forecast Can Do: Mini Soda Containers Keep Dollar Sales Afloat

YOU ARE READING A PREVIEW OF A PAID ARTICLE. SUBSCRIBE NOW TO GET MORE GREAT

BUSINESS | MANAGEMENT

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

CBS money watch Markets Money Work Small Business Retirement Tech

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

The growing movement to track employee health

Comment / Share / Tweet / Stumble / Email

HEALTHAIM Covering Health News

Entrepreneur

BOSS MAGAZINE

The Cornerstone Journal of Sustainable Finance and Banking

D HR 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