



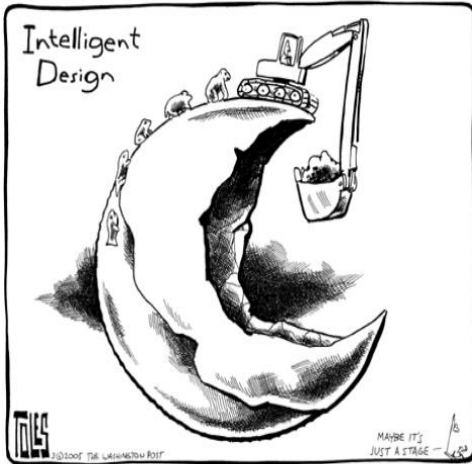
ARC Laureate Fellowship Initiative

# Thwarting extinction and improving planetary health equity

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# Planetary health inequity



Climate change

+

Intergenerational inequities

+

Economic inequities

+

Social inequities

Health inequities

Remove emissions  
from the atmosphere

Adapt to emissions  
already in the  
atmosphere

Treat people when  
they are sick

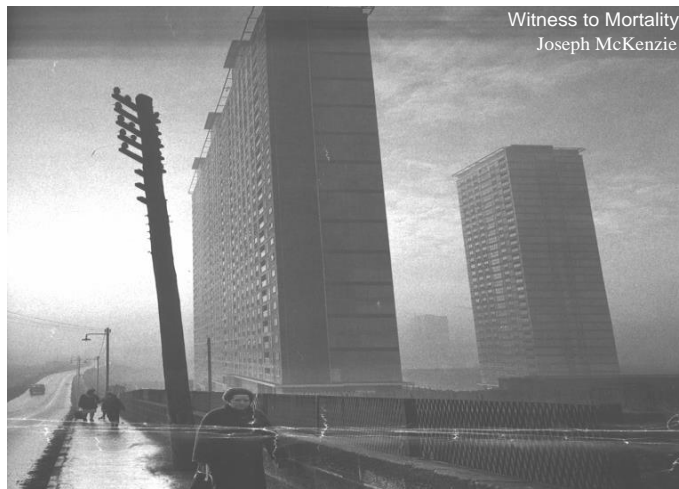


# Adaptation through improved daily living conditions



**Working conditions:**  
heat stress

**Urban design:**  
shade, heat island

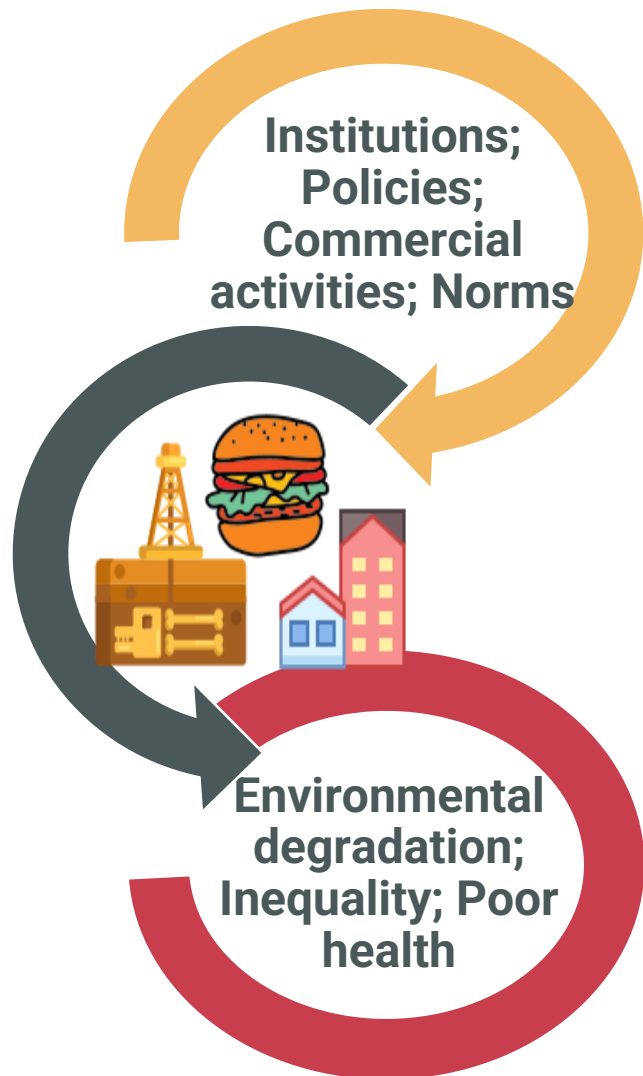


**Housing conditions:**  
thermal stress; injury; infectious diseases

Prevent emissions  
going into the  
atmosphere

Prevent people  
getting sick in the  
first place

# The consumptogenic system

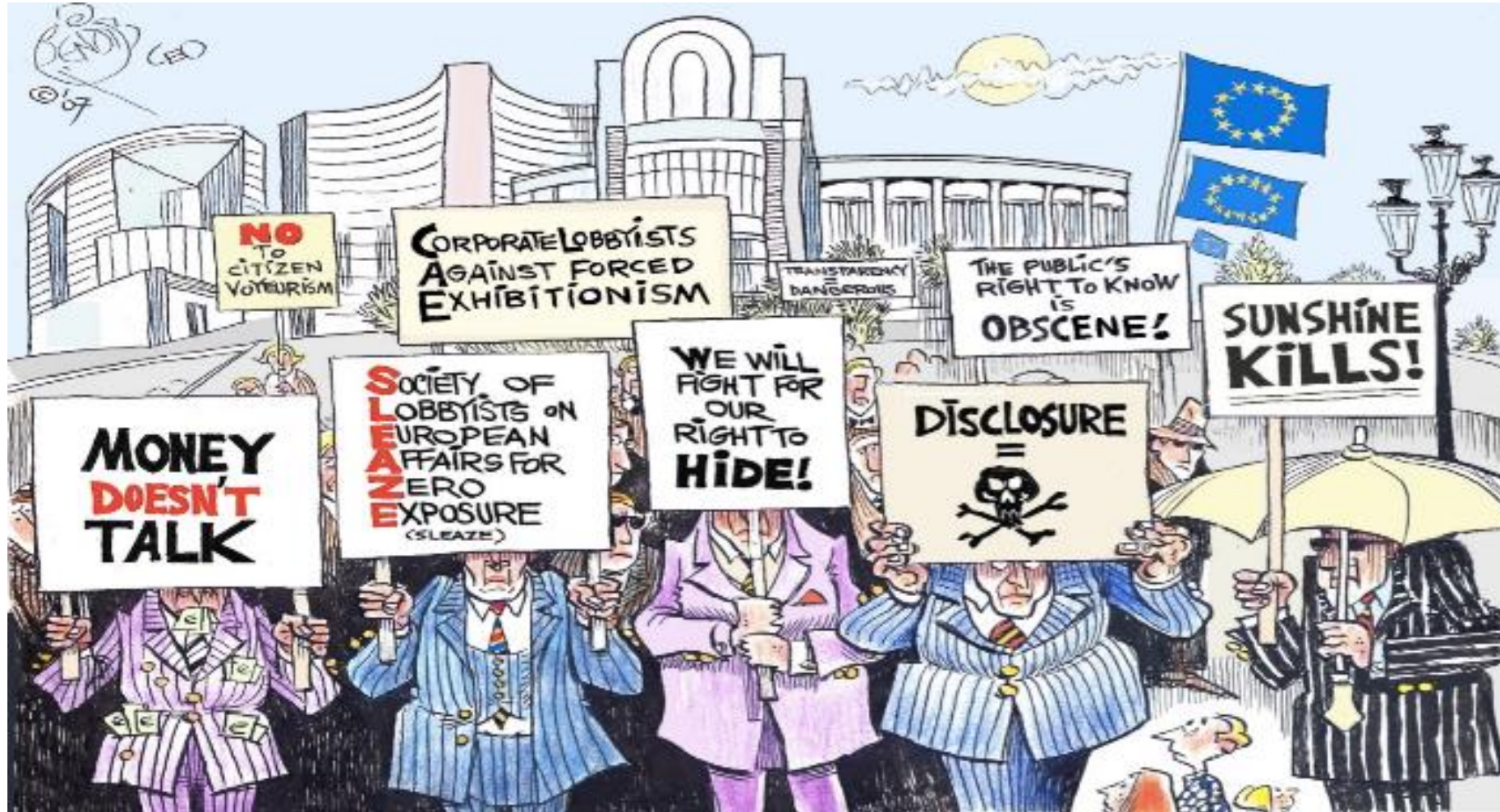


The web of institutions, policies, commercial activities and norms, that incentivise and reward excessive production and consumption of fossil fuel-reliant goods and services that are unhealthy and inequitably valued and distributed

Friel 2019. Climate Change and the People's Health. Oxford University Press

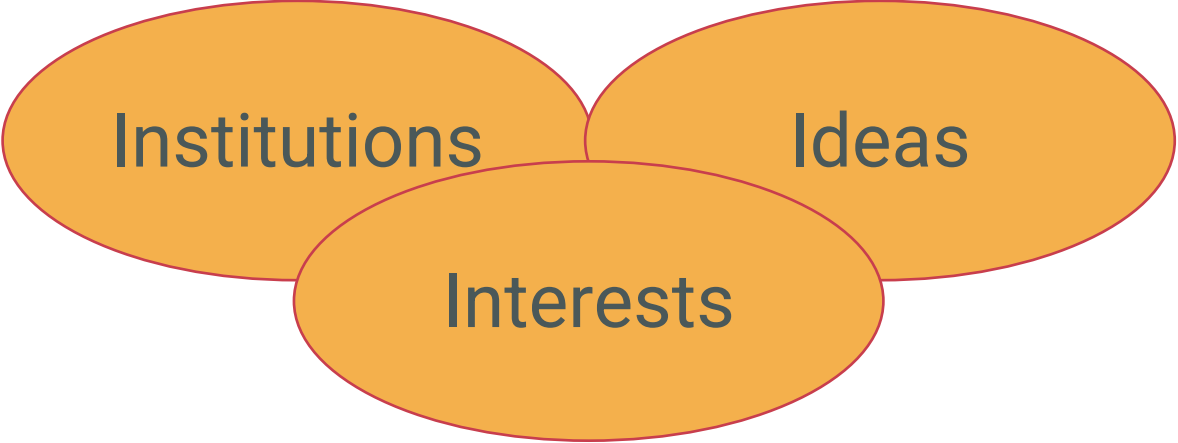
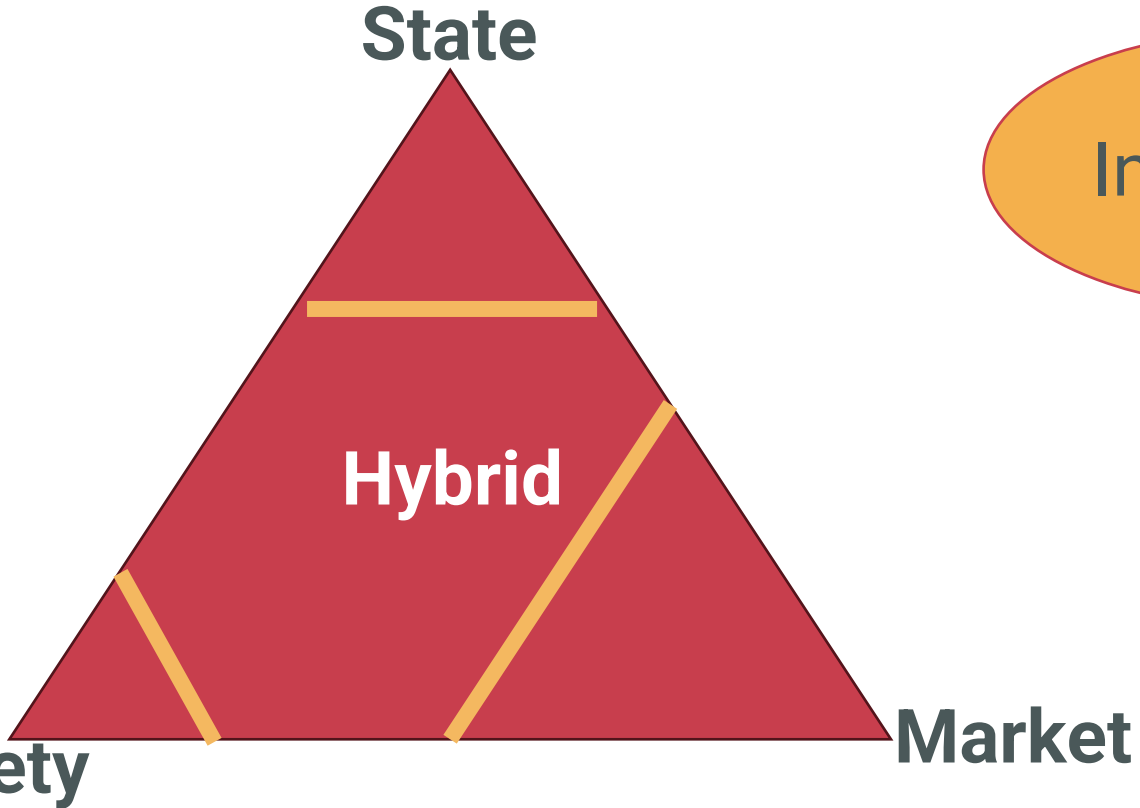


# We have got to talk about power...



Friel et al 2021. Power and the people's health. *Social Science & Medicine*, p.114173.

# Contemporary governance



“ideas tell interests what to mean,  
interests tell institutions what to do,  
institutions tell ideas how to survive”  
Hecló 1994



# How did we get into this mess?



## IDEAS

Neoliberalism;  
Market  
supremacy;  
Colonialism;  
Individualism

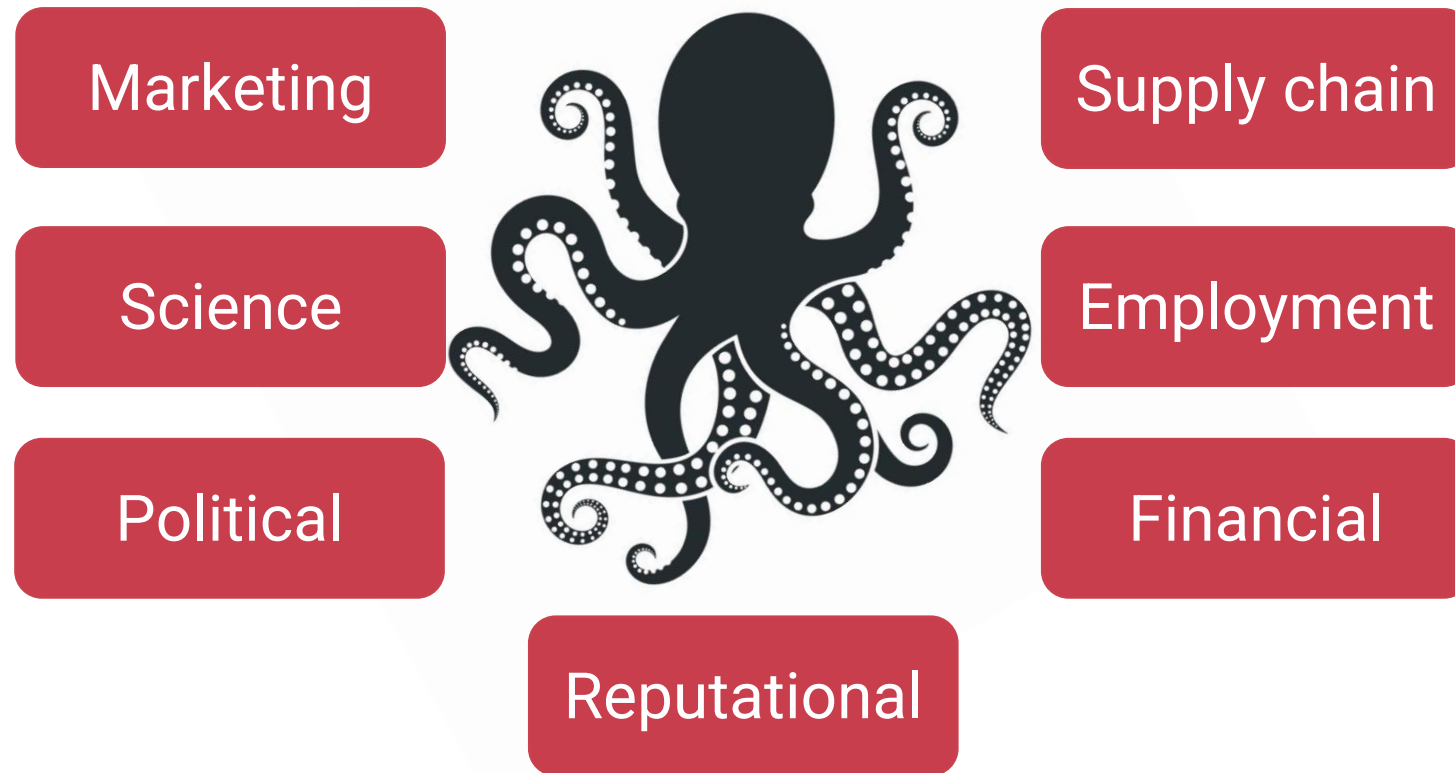
## INTERESTS

Economic  
growth;  
Profit(eering)

## INSTITUTIONS

Free market;  
Trade+;  
Deregulation;  
Financialisation  
New  
managerialism

# The market

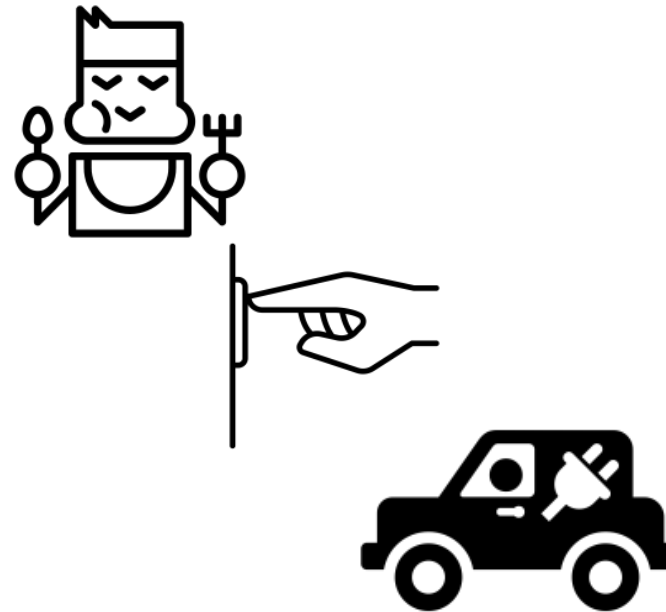


Gilmore et al 2023. The Lancet Series on the Commercial Determinants of Health. Paper 1

# The policy response to date...



## Lifestyle Drift



- Servicing the failure
- Sticking plasters
- Individualisation

Trebeck & Williams 2022. The Economics of Arrival.



How can the unhealthy and inequitable consumptogenic system be transformed to achieve planetary health equity goals?

# A roadmap towards planetary health equity



## 1. Imagining and embedding a new paradigm

## 2. Releasing state capacity

- Ambitious public policy that optimises the climate, social and health outcomes
- Fit-for-purpose regulatory mechanisms

## 3. Taming the beast

- Market activity that serves planetary health interests
- Regenerative business and finance approaches

## 4. Releasing the influencers

- Strategic mobilization

Friel et al 2023 Lancet Series on the Commercial Determinants of Health. Paper 3



## IDEAS

Equality;

Justice;

Universalism;

PHE

## INTERESTS

Health;

Equity / Human  
rights;

Sustainability

## INSTITUTIONS

Democracy;

Wellbeing  
economy;

Controlled  
markets

# State

- Harnessing authorising environments
- Macroeconomic policy innovation
- Regulation to tame the beast
  - illegal →
  - legal and harmful →
  - legal, neutral but influential →
  - legal and healthy practices and products



# Market



- Alternative types of business models
- Alternative forms of investment

# Coalitions of hope and webs of influence



Demanding action for better health, social and environmental outcomes



1. Raising collective consciousness
2. Fit for purpose evidence and alternative pathways forward
3. Persuasive framing and narratives
4. Pushing for political commitment
5. Holding to account

# The strategies and tactics of civil society



	Target: <b>Commercial actor</b>	Target: <b>Government / Intergovernmental</b>
Inside strategies	<ul style="list-style-type: none"> <li>→ Forming partnerships and multistakeholder initiatives</li> <li>→ Holding private meetings and roundtables</li> <li>→ Engaging with company annual general meetings and shareholders</li> <li>→ Collaborating other than a partnership; including via the participation in the development of industry standards, reports, CSR initiatives</li> <li>→ Pursuing litigation directly against industry</li> </ul>	<ul style="list-style-type: none"> <li>→ Lobbying; including via formal consultation processes (e.g. submissions), serving on committees and in delegations, and informal interactions with policymakers</li> <li>→ Drafting legislation, policies and standards; including co-producing reports</li> <li>→ Providing technical support and training; including funding government activities and taking on implementation roles</li> <li>→ Pursuing litigation against government</li> </ul>
Outside strategies	<ul style="list-style-type: none"> <li>→ Monitoring and reporting on commercial practises; including developing 'counter accounts' to debunk industry claims, calling out industry funded groups, 'naming and shaming' in mainstream media and social media campaigns</li> <li>→ Protests at industry sites</li> <li>→ Boycotts</li> <li>→ Directly engaging with the public in campaigns, including mass letterboxing and coordinating mass petitions</li> <li>→ Creative use of alternative spaces; including via public documentaries of corporate activities</li> </ul>	<ul style="list-style-type: none"> <li>→ Protests and public campaigning calling for regulation; including via mainstream media and social media</li> <li>→ Monitoring and reporting, including monitoring government compliance with international treaties and generating evidence for monitoring</li> <li>→ Forum shifting debate from one policy forum to another – vertically within government and horizontally to the global level</li> <li>→ Proposing and initiating alternative sources of economic development</li> </ul>

Townsend et al. 2023. A framework of NGO inside and outside strategies in the commercial determinants of health: findings from a narrative review. *Globalisation and Health* 19, 74



# Model mongering



- Hold the line
- Ameliorate harms
- Prevent harms
  
- Nose in the tent
- Radical incrementalism
- Systemic transformation

# An important moment...



1. Health is on the climate change agenda (ish...)
2. Authorising political environment:
  - Commitment to climate action
  - Wellbeing budgets
  - Climate and health strategies
3. Be at the table

# Thank you.



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