This breakfast event will present new health scenarios on the evolution of chronic diseases in Europe by 2030 and 2050. Addressed at policy makers and public health stakeholders, the session will contribute to policy formulation in the context of alternative futures to curb the burden of chronic diseases and its impacts on well-being and the economy. Scenarios are elaborated by the multidisciplinary EU-funded FRESHER project.

Moderated by: Andrea Ricci, Vice President, Institute of Studies for the Integration of Systems (ISINNOVA)
- Ann Uustalu, European Commission, DG Research & Innovation
- Jean-Paul Moatti, Executive Director, French National Research Institute for Sustainable Development (IRD)
- Giovanna Giuffre, Senior Project Manager, Institute of Studies for the Integration of Systems (ISINNOVA)
- Stefano Vella, Director, National Center for Global Health, National Institute of Health, Italy (ISS)
9.40 – 11.00  HOW DO COMMERCIAL DETERMINANTS DRIVE CHRONIC DISEASES?

Commercial determinants of health can be defined as “strategies and approaches used by the private sector to promote products and choices that are detrimental to health” (Ilona Kickbusch et al., 2016, The Lancet). Are chronic diseases essentially a commercially-driven epidemic? This panel takes a closer look at ‘health-harmful’ commercial strategies, their similarities across industries and how they are pushing health systems towards a tipping point.

- **Alessandro Demaio**, Medical officer for non-communicable conditions and nutrition, World Health Organization, co-founder of NCDFREE
- **Anna Gilmore**, Professor of Public Health, Director Tobacco Control Research Group, University of Bath
- **Josef Probst**, Director General, Hauptverband der österreichischen Sozialversicherungsträger (Main Association of Austrian Social Security Institutions)

11.00 – 11.30  REFRESHMENTS

11.30 – 13.00  CAN INVESTMENTS AND NEW BUSINESS MODELS HELP PREVENT CHRONIC DISEASES?

If certain commercial practices drive bad health, others could help prevent chronic diseases. This panel explores the business case for health-compatible, sustainable business models. Why should companies include public health considerations in their business strategies? Can investors and fund managers encourage long-term change? How can civil society help to unleash the power of business to tackle chronic diseases?

- **Maria Lettini**, Director, FAIRR Initiative (*$2 trillion international investor coalition addressing the material risks and investment opportunities around global protein production and the intensive livestock model*)
- **Katie Gordon**, Director Responsible Investment and Stewardship, CCLA (*largest UK fund manager for Socially Responsible Investment*)
- **Jernej Vernik**, Head of VELUX EU representative office, VELUX AS (*company creating better living environments with daylight and fresh air through the roof*)
- **Dave Prescott**, Senior Advisor, The Partnering Initiative (*co-author of the 2017 report Unleashing the Power of the Private Sector to Tackle Non-Communicable Diseases*)

13.00 – 14.00  LUNCH
### 14.00 – 15.30 IS LOCAL GOVERNMENT THE NEW FRONTLINE FOR PUBLIC HEALTH?

The seeds of change for better health are often sown at local level. Progress for well-being and citizens’ empowerment has been actively driven by mayors, with cities and regions acting as hubs for innovative action. What can be achieved at local level? Does Europe enable, or stand in the way of such initiatives? This panel discusses the preconditions for a positive, mutually reinforcing interaction between local, regional, national and European governance levels.

- **Furio Honsell**, Mayor of Udine, Vice President of the Italian WHO Healthy Cities Network (Italy)
- **Kontie Moussa**, Senior Advisor, Department of Regional Development, Skåne Region (Sweden)
- **Zoë Heritage**, Director, French WHO Healthy Cities Network
- **Anna Heslop**, Lawyer Clean Air - Strategic Litigation, ClientEarth

### 15.30 – 16.00 REFRESHMENTS

### 16.00 – 17.45 HOW TO MOBILISE POLITICAL LEADERSHIP TO DELIVER ON THE SDGs?

With the Sustainable Development Goals (SDGs) the world has agreed to new indicators of societal progress. Good health is both a precondition and an outcome of achieving the SDGs. What type of leadership, vision and policies will Europe need to deliver on its commitments, both at home and abroad? The closing debate draws on lessons from previous panels to discuss the vital question of how to mobilise change for well-being.

**Success story: Winning the battle for Mexico’s soda tax**
- **Alejandro Calvillo Unna**, Director General, El Poder del Consumidor (Mexico)

‘Fireside chat’: The future of health in Europe
- **Vytenis Andriukaitis**, European Commissioner for Health & Food Safety (recorded)

Panel debate
- **Maris Jesse**, Deputy Secretary General for Public Health, Republic of Estonia (EU Presidency)
- **Paula Johns**, Executive Director, ACT Health Promotion (Brazil)
- **Johanna Ralston**, CEO, World Obesity Federation, Fellow, Geneva Centre for Security Policy
- **Patrick Develtere**, Principal Adviser on European Social Policy, European Political Strategy Centre

### 17.45 – 18.00 KEYNOTE CLOSING SPEECH

- **Sania Nishtar**, President of Heartfile, Co-Chair of the WHO Commission on Ending Childhood Obesity