Can investments and new business models help prevent chronic diseases?

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Ethical and Responsible Investment

Values-driven Investment (Ethical)  
Value-driven Investment (Responsible)

Different drivers, but shared priorities and complementary techniques
Economics of Obesity

Direct costs

- **Global** - Total global economic impact of obesity is about $2trn/yr, 2.8% of world GDP, Nov 14 McKinsey Global Institute (MGI)

- **UK** - The combined annual direct costs of treating overweight, obese and diabetes patients is 14% of NHS budget.

Indirect costs (reduced productivity)

- Global: Morgan Stanley - reduced workforce and lower productivity (via early death, poorer performance at work) can significantly affect economic growth relative to baseline projections
  
  18% average drag on OECD forecasts to 2035

- UK: McKinsey Global Institute analysed the indirect cost, through loss in employee productivity in the UK, to be £7bn per annum, of which....
  
  £5bn comes from decreased productivity rather than absenteeism

This makes obesity a long-term risk for all companies
Obesity – Civil Society Drivers (UK)

- Action on Sugar – Sugar report
- Jamie Oliver Foundation – Sugar Rush
- Change for Life app (actually Public Health England)
- Oxford London Lecture: “Knowledge, nudge and nanny: opportunities to improve the nation’s diet” (17/3/15)
- Wellcome Trust – Our Planet, Our Health, The Crunch
- Economist Intelligence Unit corporate data gathering
- Lancet Series on Obesity
- ICCR/PRI webinar on nutrition (12/3/15)
- BMA – Food For Thought
- Obesity Health Alliance
- Food Standards Agency – Our Future Food
- EAT – Stockholm food forum

“Windfall taxes are designed to ensure that society has the correct reflection of its values in the way that tax is raised. It is a feature of tobacco as well as fizzy drinks and fast food.”

James Bevan, CIO CCLA
24/9/14 Radio 4
Does society really need these products?

Donut burger
Greene King Hungry Horse
2,000 calories

Hot mulled fruit drink
Starbucks
25 teaspoons of sugar
CCLA engagement - Obesity

One on One

Collaboration – ATNI*

[Logos of Domino’s Pizza, Cineworld, Greggs, Compass Group, Restaurant Group Plc, Nestle, Pepsico, Unilever, and Coca-Cola Company]
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