



# INHERIT

Health | Equity | Environment

**Examples of policies  
and practices that can  
contribute to lifestyle  
and behavior change –  
are we on track?**

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**INHERIT** explores policies, practices and innovations that can encourage and enable people to live, move and consume in ways that are better for the environment, our health and society at large by contributing to more equal conditions for good health.

**Are we on track** in terms of implementing such measures?

- Overview of some policies and practices, that emerged from the scenario back-casting workshop on September 26, 2017.
- EU level policies around sustainable development, to highlight progress/successes but also challenges to achieving more sustainable societies.
- What is the role of public health and how do we engage?

# Policy categories and examples that can contribute to environmental sustainability and improved health

## Regulation/Legislation/Guidelines (mandatory)

- **Setting rules and targets** (command) and ensuring that they are **enforced** (control) [Public sector]  
Laws, directives  
E.g. air quality or food safety standards, 'polluter-pays' principle; restrictions on commercial marketing, data protection  
Integrated approaches to policy making and impact assessments
- **Green and healthy public procurement**
- **Voluntary agreements:** initiatives where firms, groups of companies or sectors agree to improve conduct in relation to environment, health, social welfare beyond existing legislation;  
citizen engagement -time bank initiatives, bartering platforms,



## Policy categories and examples (2)

### Economic/Fiscal measures

**Taxation:** Taxing products or processes that are harmful to the environment, e.g. property taxes if more than 50 meters per person, fat tax or reducing them where beneficial, e.g. shared living.

**Subsidies:** financial support to households or private enterprises that promote healthy/resource-efficient production and services, e.g. for energy efficient housing and healthy, local food and to help small companies that promote sustainable goods survive.

**Sustainability financing** –providing financing for investments/actions that promote sustainability. EU Structural Funds.

**Fees and user charges-** charging to clean up pollutants or to recycle materials

**Investments in Research and Development** –improve knowledge and devise new products and processes, e.g. smart meters, protection of personal data.



## Policy categories and examples (3)

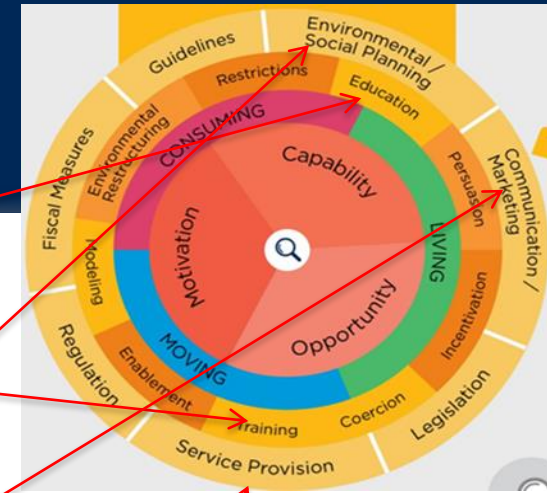
**Investments in Education and Training (school, higher education/university, life-long learning) – health literacy awareness of sustainability issues + emotions, ethics**

**Communication/Marketing/Guidelines(non mandatory) /Information**

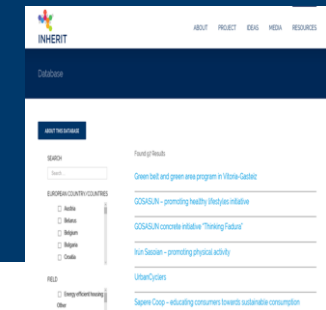
- media campaigns** e.g. waste reduction, meatfree modays, ridiculous car rides
- labelling** nutritional value, origin and production processes
- sustainability reporting** –disclosure about companies non-financial performance

**Environmental/Social Planning** – infrastructure that facilitates cycling and public mobility; making green space a mandatory part of new developments and special plans. Ensuring public spaces are safe and inclusive for older and people with disabilities.

**Service Provision**- support services that provide aid and advice + **Education and Training** to improve health literacy, sustainability



# Promising Practices



**Green Flag - EU-wide initiative to promote green schools and environmental awareness**

**Brief Description**  
Green Flag is a fundamental initiative which encourages young people to engage in their environment by allowing them the opportunity to actively protect it. It starts in the classroom where it supports the school and eventually extends beyond the community at large. Through the programme, young people experience a sense of achievement & being able to have a say in the environmental management policies of their schools, ultimately allowing them to become critical and the prestige which comes with being awarded a Green Flag.

**Image**

**European Country/ies**  
Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Former Yugoslav Republic of Macedonia, Germany, Greece, Ireland, Iceland, Italy, Kazakhstan, Latvia, Lithuania, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom

**Field**  
Energy efficient housing, Energy saving initiatives, Consulting Healthy and Sustainable Consumption, Consulting Recovery and Rehabilitation of Areas, Food, Consulting Other, Moving, Quality, Moving, Working, Working Other

**Type**  
Initiation/Project

**Cherit on garden - city of Cherit's food policy**

**Brief Description**  
Cherit was the first city in Flanders to have developed a food policy, called Cherit on Garden, with 4 strategic goals that have been translated into 15 concrete operational goals.

**Strategic goal no. 1:** Reduce more urban food chain  
**Strategic goal no. 2:** Have sustainable food production and consumption  
**Strategic goal no. 3:** Create more social added value for food initiatives  
**Strategic goal no. 4:** Reduce food waste  
**Strategic goal no. 5:** Optimize reuse of food waste as raw materials

The goals are used in the quest to create a concrete sustainable food system. The current food policy is still detailed, many innovative, local and sustainable food strategies to reach the aforementioned goals. In the booklet in attach, a detailed overview of the food policy is given. Some of the components of this food policy were already evaluated and created positive effects on health behaviours.

**Image**

**Questionmark - IT tools for consumers on the nutritional value and sustainability of products**

**Brief Description**  
Questionmark is a non-political organisation which has developed a research methodology to score products based on health, environmental, human rights and animal welfare. They have developed a website and two free applications for consumers which can be used to easily find information on sustainability and healthiness of products, initially it can only be used with food in Dutch supermarkets, in the database, Dutch supermarket food products are collected and kept up to date. Through its methodology, all products are rated on health, traffic and sustainability issues. All users of their grocery list application Checkit can scan barcodes of products and make a healthy, sustainable grocery list. In addition, a ranking of products is published in terms of sustainability, stimulating competition between brands and allowing consumers to compare products. This allows consumers to become more aware of the choices they have when buying a product and also urge companies to become more transparent.

**Image**

**European Country/ies**  
Netherlands

**EcoTopTen - awareness campaign for sustainable, energy efficient products**

**Brief Description**  
EcoTopTen is an initiative and public awareness campaign developed by the Dutch Ministry of Energy, which seeks to inform people, raise awareness and the general public about the most ecologically sustainable products available on the market. The goal of the initiative was to stimulate the availability of appliance and sustainability information based on what the public identified as critical information necessary to make smart purchasing choices with regard to energy efficient appliances. The initiative built on information of existing energy labels in Germany, but combined them with more available and giving the kind of innovative market survey available online to the German public. The provision of extensive information on the EcoTopTen products in the market survey is supplemented by information on "typical products on the market". This way consumers get the opportunity to compare the "best" models of environmental sound EcoTopTen products with typical products. The main product of the initiative was the creation of the online platform, which between 2010 and 2012, the site covered 62 different product groups. The homepage of EcoTopTen presented a primary function of data over the two years of the campaign, reaching to four pages in January 2010 with 1,000 hits and 100,000 views.

**Image**

**PROVE - helping small agricultural producers**

**Brief Description**  
PROVE is a project that has responded to the difficulties of agricultural producers, especially those with small and very small production, building on producers' concerns and local wisdom. This practice involves building relations through collaboration between local actors, producers and consumers, generating specific responses to each situation. The flexibility of work methodology PROVE is responding to very diverse situations in very different areas. This practice generated more appropriate information for agricultural business, resumed the marketing of agricultural production by technicians, collaboration with other producers, provided concrete tools for order management and accounting of small producers, supported elements of business generating income of ownership that was desired.

The work methodology PROVE was developed in a greater interest in this type of products, increasing the number of consumers and their geographical coverage. This has contributed to the flow of products, which results in higher revenues for producers and in healthier eating practices by consumers who eat local fresh products. Recognized as a good practice at the level of the European rural network, recently PROVE was the only one selected of national level to represent Portugal in Ireland at Celtic in the European Conference on Rural Development. To this aspect we added several pieces were seen over.

**Image**

**European Country/Countries**  
Portugal

**Vooibaai (The Food Garden)**

**Brief Description**  
De Vooibaai (The Food Garden) is located at an industrial workland area in Rotterdam of about 2000 m<sup>2</sup> and produces biological food and vegetables for cafes that use the Rotterdam food bank and for homeless people in action. Volunteer-producers are given the opportunity to volunteer in the garden to grow crops, improving them for the job market and increase their social network. Once a month, using fresh vegetables from the Vooibaai, they cook and eat for visitors in homeless shelter. They also deliver vegetables to a restaurant for homeless people and inhabitants of low income neighbourhood educational activities, such as workshops on permaculture, an experiment and local secondary schools can visit the garden for the content of an educational programme.

**Image**

**European Country/ies**  
Netherlands

**Field**  
Living Green spaces Urban Food gardens, Consulting Sustainable Production, Consulting Healthy and Sustainable Consumption

**Energiecoaches - free advice on energy savings**

**Brief Description**  
This project started in Amsterdam in October 2010 and is a national "energy coaches" that provide free advice in people's homes about energy savings. The goal is to visit 100,000 households. This is done in collaboration with an innovation living support point (IOP). Coaches are trained by the project to give advice in inhabited homes on how to save energy by installing energy saving measures, such as energy saving equipment, insulation, in addition, a point of attention is safety (such as energy, contact isolation) to it through this initiative they can offer related energy saving products from which they can choose more products against 5% of purchase price.

**Image**

**European Country/ies**  
Netherlands

**Field**  
Energy efficient housing, Energy efficiency of buildings, Energy efficient housing, Energy saving initiatives

**The Walking School Bus**

The project is set in the city of Heidelberg, where children are accompanied by a voluntary adult at certain places ("bus stops"). The aim is to build confidence to make their way from home to school classes start. This way, they are more confident to make their way from home to school. An additional and very important goal is to contribute to environmental sustainability.

Important success factors for the project are: the project is accompanied by the groups of children on the way to school, covered by an insurance of the county Baden-Württemberg.

The idea was first implemented by the German company (Berliner) in 2008. The aim of the practice is to help children to get to school safely, because the bicycle sharing system had not yet been developed in Germany. Children can use these bicycles in select parts of cities and the provision of bicycles. Children can use them depending on the time they use the bike. The first system was one of cheap and the cost of the bicycle was low. However, it is a maximum of 1 year of use in a single lesson. There are suggested cycling routes on maps next to the bike station, which encourage lightening helmets and road connected and called road to home. The main goal of the practice is to promote more sustainable methods of active travel, reduce the physical activity and stress levels of the road production and improve the record of the urban environment by reducing car use and by reducing the emissions of pollutants.

**Image**

**European Country/ies**  
Czech Republic, Germany, Slovenia

**Field**  
Moving Cycling

**easyBike - bicycle sharing technology**

**Image**

**European Country/ies**  
Greece

**Field**  
Moving Cycling

**Type**  
Initiation/Project

# Policies and Practices at EU level

## - sound legal basis IN PRINCIPLE

- Well being and sustainable development are overarching objectives:
  - The Union's aim is to promote peace, its values and the well-being of its peoples. (Article 3.1)
  - The Union shall establish an internal market. It shall work for the sustainable development of Europe based on ... (Article 3.3 TEU)
- Articles 191-193 TFEU focus on EU environmental policy and how action can be taken
- Article 168 TEU focuses on health: ‘A high level of human health protection shall be ensured in the definition and implementation of all Union policies and activities ...’
- Article 11 TEU focuses on citizen engagement and consultation



# Large body of Directives, Regulations, Decisions

- EU environmental legislation (starting 1970's) on issues like acid rain, the thinning of the ozone layer, air quality, noise pollution, waste and water pollution and sustainable energy. **EU environmental law amounts to well over 500 Directives, Regulations and Decisions.**
- On air pollution alone, 29 legislative instruments comprises 16 directives, seven decisions and six regulations on e.g. on ambient air; quality of fuels; automotive exhaust and type-approval; greenhouse gases, etc.



# 7<sup>th</sup> Environmental Health Programme (EAP)

EU's guiding environmental policy 2014-2020, sets out environmental objectives and action needed to achieve them.

The programme lists nine priority objectives and what the EU needs to do to achieve them by 2020. They are:



1. to protect, conserve and enhance the Union's natural capital
2. to turn the Union into a resource-efficient, green, and competitive low-carbon economy
3. to safeguard the Union's citizens from environment-related pressures and risks to health and wellbeing
4. to maximise the benefits of the Union's environment legislation by improving implementation
5. to increase knowledge about the environment and widen the evidence base for policy
6. to secure investment for environment and climate policy and account for the environmental costs of any societal activities
7. to better integrate environmental concerns into other policy areas and ensure coherence when creating new policy
8. to make the Union's cities more sustainable
9. to help the Union address international environmental and climate challenges more effectively.

***EAP's vision for 2050: We live well within the planet's ecological limits***

# Monitoring and implementation

- The environmental Implementation Review (EC, 2017) = reports for each MS showing **implementation gaps**, in waste management, nature and biodiversity protection, air quality, noise pollution, and water quality and management.
- **Root Causes:** ineffective coordination between local, regional and national authorities, a lack of administrative capacity and financing, a lack of knowledge and data, insufficient compliance assurance mechanisms and a lack of integration and policy coherence.

# EU Sustainable Development Strategy



- **First EU Sustainable Development Strategy (2001)** but several governance **weaknesses** that inhibited implementation (Focus on ‘growth and jobs’ agenda)
  - **Revised Strategy (2006)** included **more detailed arrangements for implementation monitoring and follow-up**, and led to stronger integrated policy-making processes (**‘better regulation’**) and the implementation of integrated impact assessment processes.
  - **Europe 2020 Strategy for ‘Smart, Sustainable and Inclusive growth’**  
Though targets can contribute to SD, makes no mention of this word, and many feel environmental dimension reduced to energy and resource efficiency.
- Juncker Commission’s 10 priorities (2015)** also only refer to sustainability in the context of: ‘Making energy more secure, affordable and sustainable’

# The UN Agenda 2030 – the SDGs



**THE GLOBAL GOALS**  
For Sustainable Development

- ***Sustainability Now! A European Vision for Sustainability.***  
**European Political Strategy Centre July 2017 (Karl Falkenberg)**  
Sustainability could well become the rejuvenated brand of Europe – ‘living well and sharing fairly within the limits of our blue planet2’
- **EC Communication (Nov 2016) – ‘*what we are already doing and planning to do*’**
  - *SDG 2 – end hunger:* CAP, Common Fisheries Policy, R&I Food 2030: aqua ponics, smart precision farming, circular farms, sustainable food cities, etc.
  - *SDG 3: health:* initiatives on public health, health systems and environmental related health problems (air quality, chemicals and waste)
  - *SGD 10: reducing inequality:* EC social agenda and cohesion policy

Many EU MS governments do not consider it sufficient. At a EU Council meeting in 20 June 2017, all member states requested that the **Commission develop an implementation strategy by July 2018**, setting out a road map and objectives leading up to 2030 and including more specific measures.

# Circular Economy Package (2015)



- Proposed Directives on waste, packaging waste landfill and electrical and electronic waste

The EC Communication (2017): Waste-to-energy in the circular economy – to shift waste management upwards towards prevention, reuse and recycling (higher targets for municipalities)

- Action Plan to ‘close the loop with benefits for environment and the economy’  
– but: what about health?

# Digital Single Market strategy (2015)

## Three policy pillars:

- **Improving access to digital goods and services**  
by e.g. removing barriers to cross-border e-commerce and access to online content while increasing **consumer protection**.
- **An environment where digital networks and services can prosper**  
e.g. high-speed, secure and trustworthy infrastructures and services supported by the right regulatory conditions. Key concerns include cybersecurity, **data protection/e-privacy**, and the fairness and transparency of online platforms.
- **Digital as a driver for growth**  
The Digital Single Market Strategy aims at maximising the growth potential of the European Digital Economy, by **enhancing digital skills**, which are essential for an **inclusive digital society**.



## The role of public health?

“Dear President Juncker,  
EU Health Collaboration is crucial for Europe’s future”



**200+ signatory  
organisations**



# Thank you!

## Your Views?



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Health | Equity | Environment

