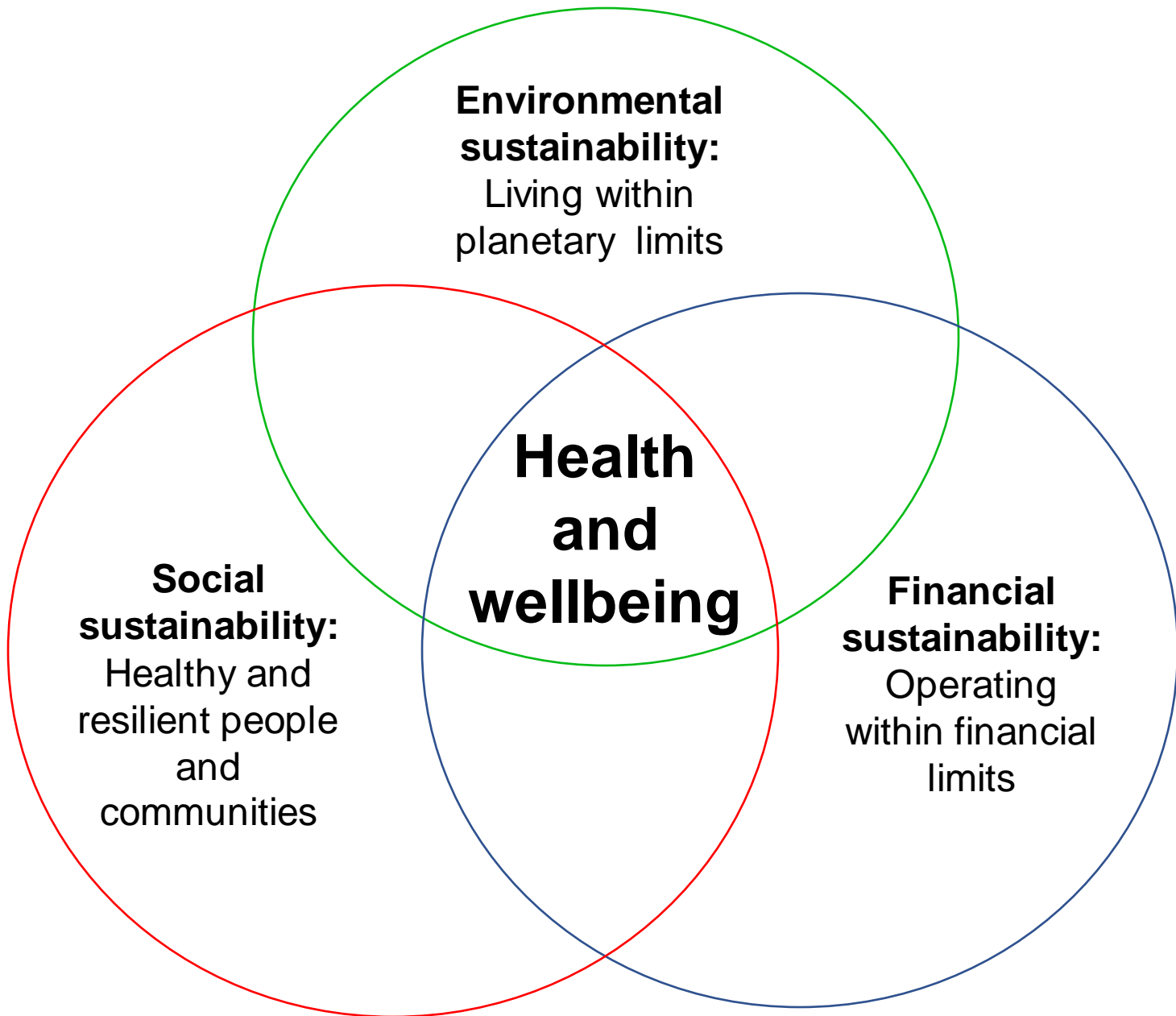


Sustainability, the public's health, and the cost of living. *Never waste a crisis.*



18th January 2023

David Pencheon. d.pencheon@exeter.ac.uk



**Environmental
sustainability:**
Living within
planetary limits

**Social
sustainability:**
Healthy and
resilient people
and
communities

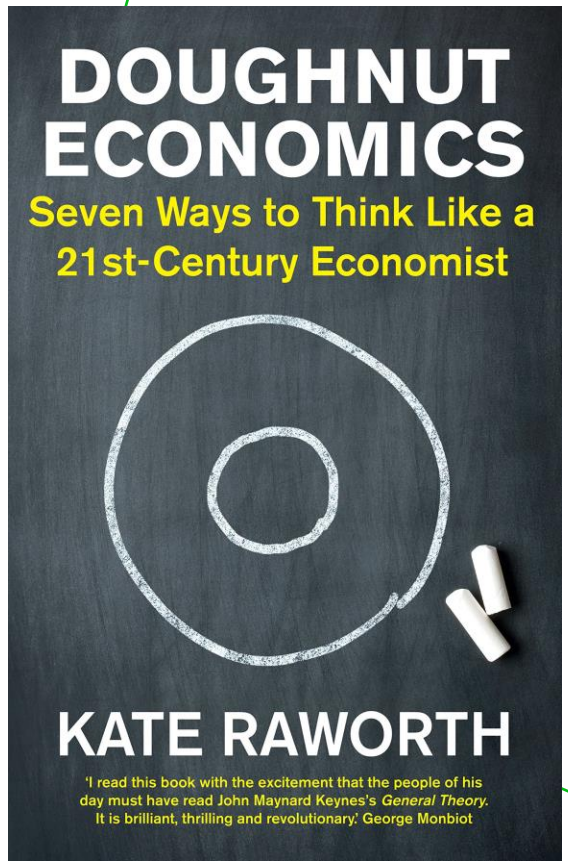
**Financial
sustainability:**
Operating
within financial
limits

**Health
and
wellbeing**

**Natural and
physical
environment:**
Living within
planetary limits

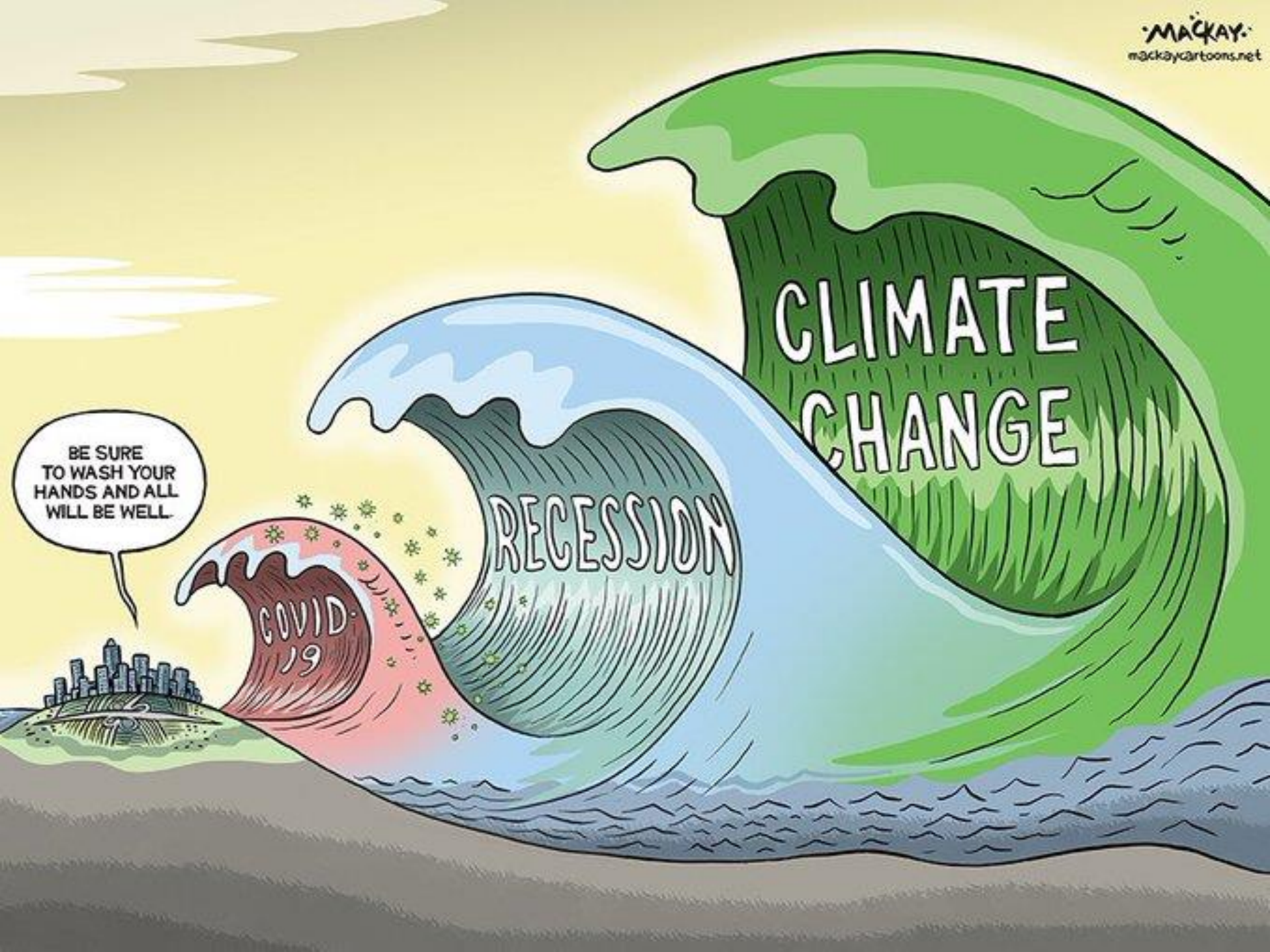
**Social
environment**
Healthy and
resilient people
and
communities

**Economic
environment :**
Operating to
current
economic rules



The *climate emergency*
AND the *cost-of-living crisis*
have:

- related causes;
- related solutions.



BE SURE
TO WASH YOUR
HANDS AND ALL
WILL BE WELL.

COVID-19

RECESSION

CLIMATE
CHANGE



‘2020 has been dominated by COVID-19 and is the most pressing health emergency facing us. But undoubtedly climate change poses the most profound long-term threat to the health of the nation.’

Sir Simon Stevens

Chief Executive Officer,
NHS England and NHS Improvement



Win-wins

(or “cobenefits” / “no-regret actions”)



40,000 early deaths across the UK per annum attributable to air pollution. (60,000 if NOx from diesel engines included)

In London, this is an average 8 month loss of life for every person, mainly because of lung disease, heart disease, and stroke.





CLIMATE SUMMIT

WHAT IF IT'S
A BIG HOAX AND
WE CREATE A BETTER
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- ETC. ETC.



12/19 USA TODAY

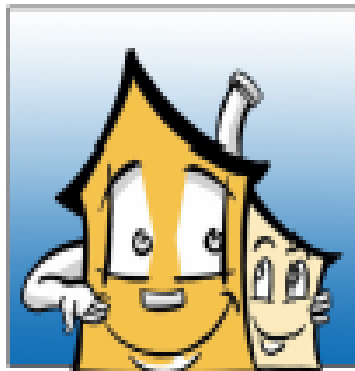
DEL PITT

Heating and/or eating?

1. Heating and energy costs

Phasing out oil and gas would reduce bills, improve energy security, and improve the world for ever.

- a. focus on better home insulation*
- b. a shift to renewable energy*



**HEALTHY
HOUSING**
Service

A home insulation
scheme supported by

NHS

Nottingham City

NHS

Nottinghamshire County

is offering
free*
cavity wall
insulation



Sign up today:

t: 0115 947 2207

w: www.healthy-housing-service.com

*subject to scheme criteria

Managed by charity Nottingham Energy Partnership



Castle Hill Hospital in Hull

Completely powered by
its own solar energy



Win-win-wins

“Saving lives with solar”

- University Hospitals North Midlands (UHNM)
- Public investment raised £336K
- Community owned solar on hospital.
- No capital cost to NHS
- £300k to tackle local fuel poverty



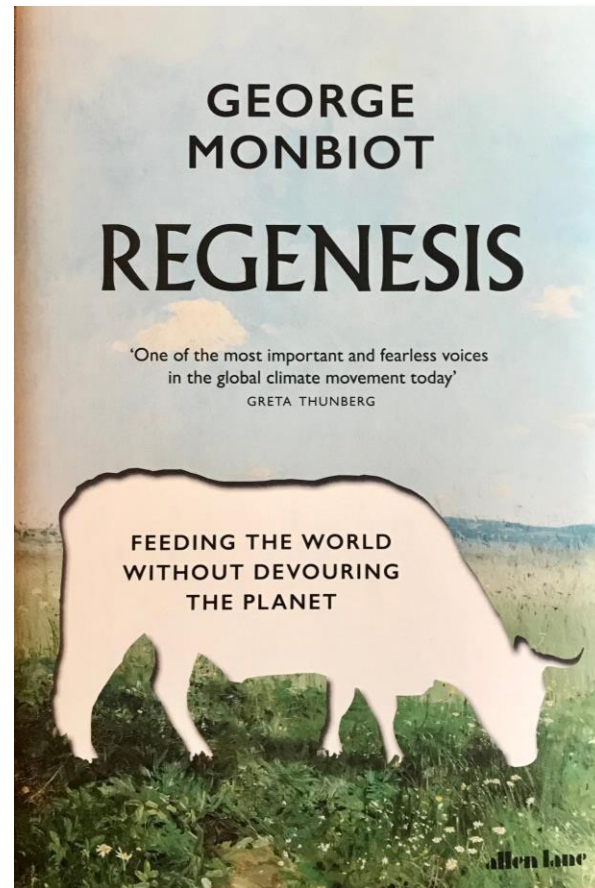


Bristol City Council: owns 2 wind turbines, lets land to a CIC for another, and owns a solar farm



12.4MW Toggam Farm solar project. Forest Health District Council. *“A much better use of capital”*

2. Food systems and cost of eating

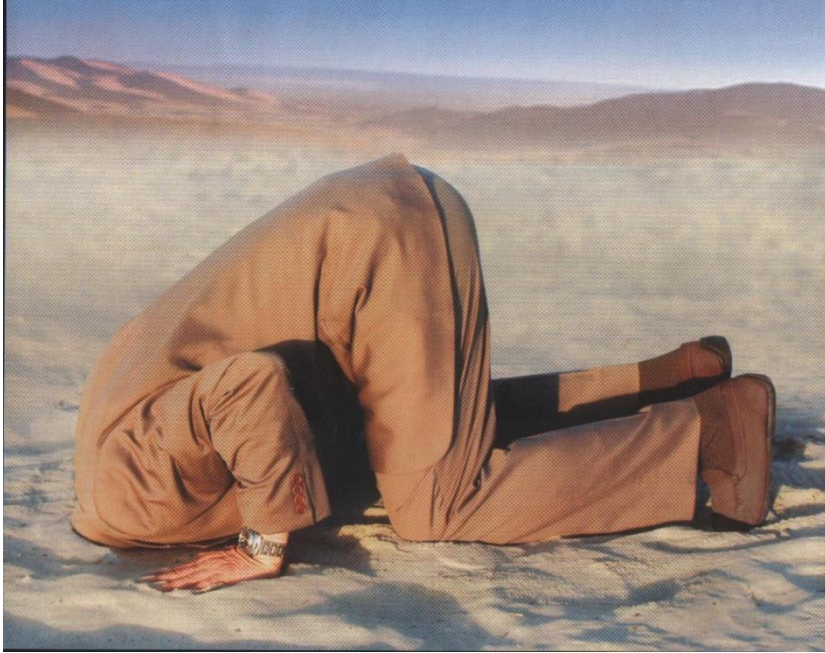




The norming potential of anchor organisations

Multiple reinforcing approaches to change in a (people based) complex, adaptive system

1. convene and listen (Engage)
2. share real facts, and real stories (Educate)
3. demonstrate current action (Exemplify)
4. make action allowable, easy and desirable (Enable)
5. reframe: +ve aligning of benefits/values (Encourage)
6. make it normal (Expect)
7. make it unacceptable/shameful (Embarrass *organisations*)
8. make it compulsory / seal positive change (Enforce)



Head in the sand or *line in the sand?*