



ARC Laureate Fellowship Initiative

Governing the commercial determinants of planetary health equity

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and Global Governance

Planetary health inequity



Climate change

+

Intergenerational inequities

+

Economic inequities

+

Social inequities

Health inequities



Remove emissions
from the atmosphere

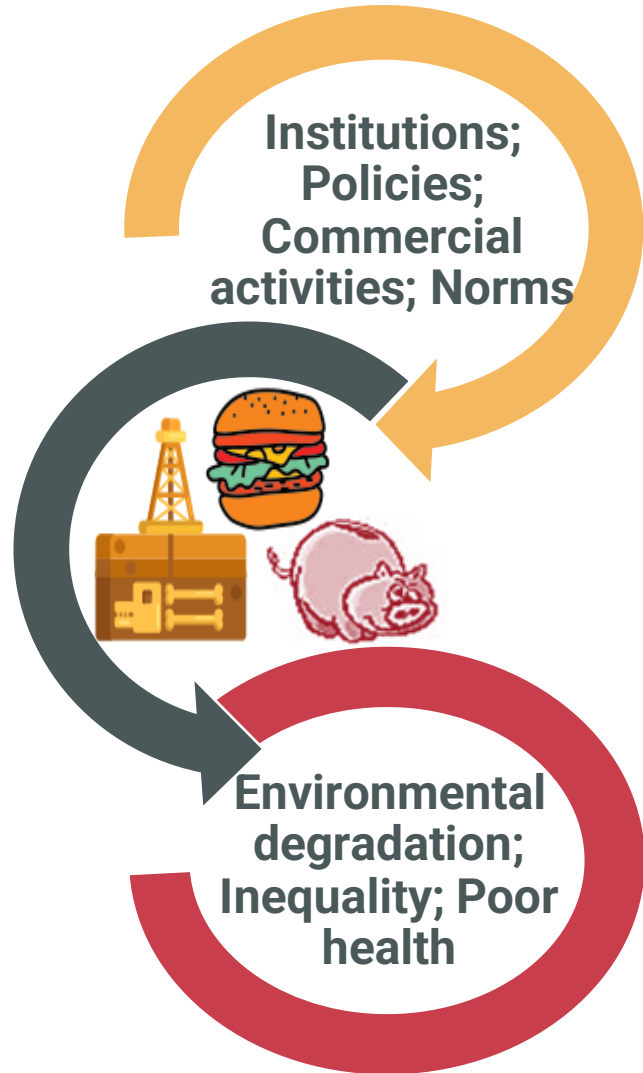
Adapt to emissions
already in the
atmosphere

Treat people when
they are sick

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

Creating and normalising hyperconsumerism



Marketing

Science

Political



Supply chain

Employment

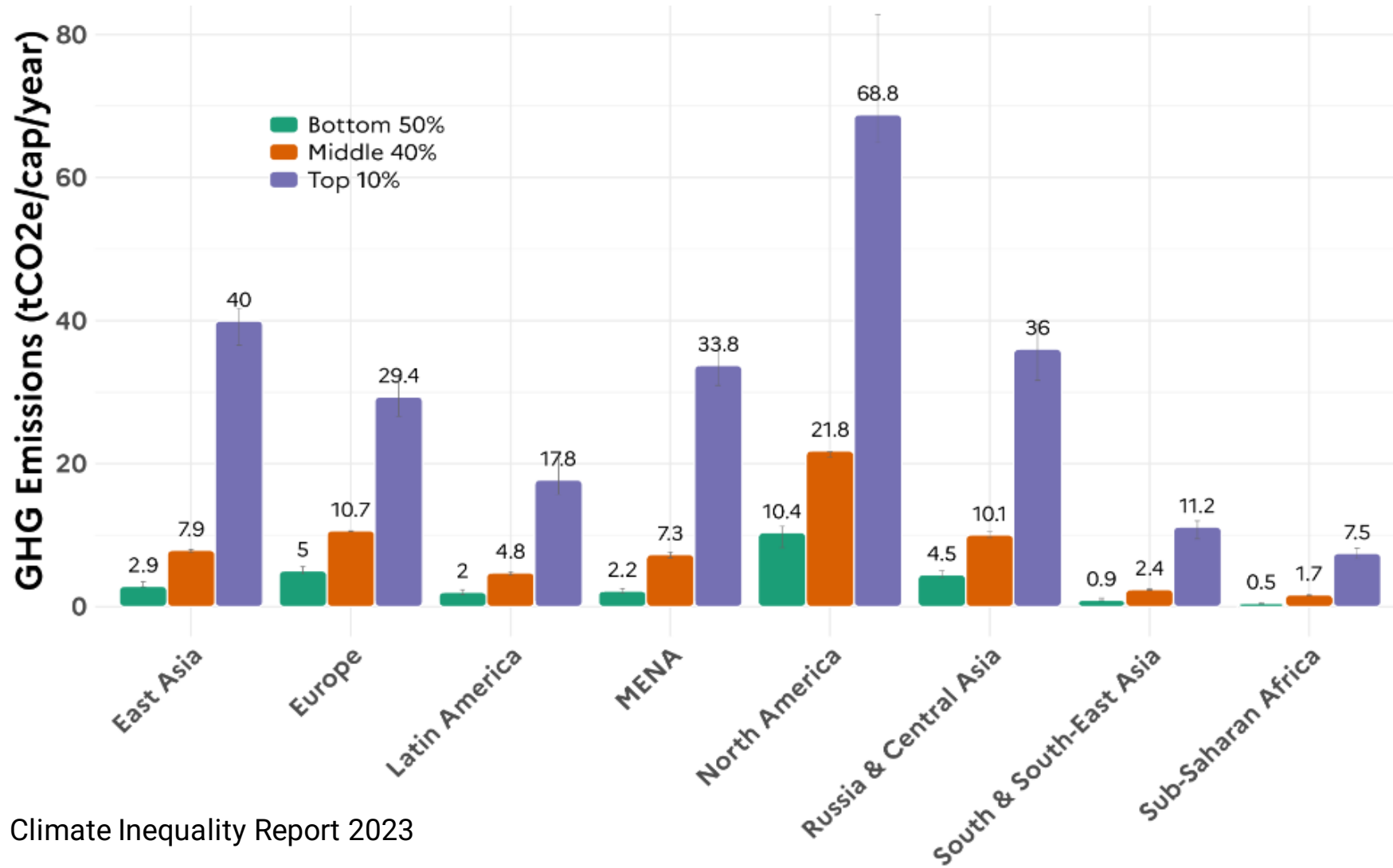
Financial

Reputational



<http://www.dannydorling.org/books/equalityeffect/>

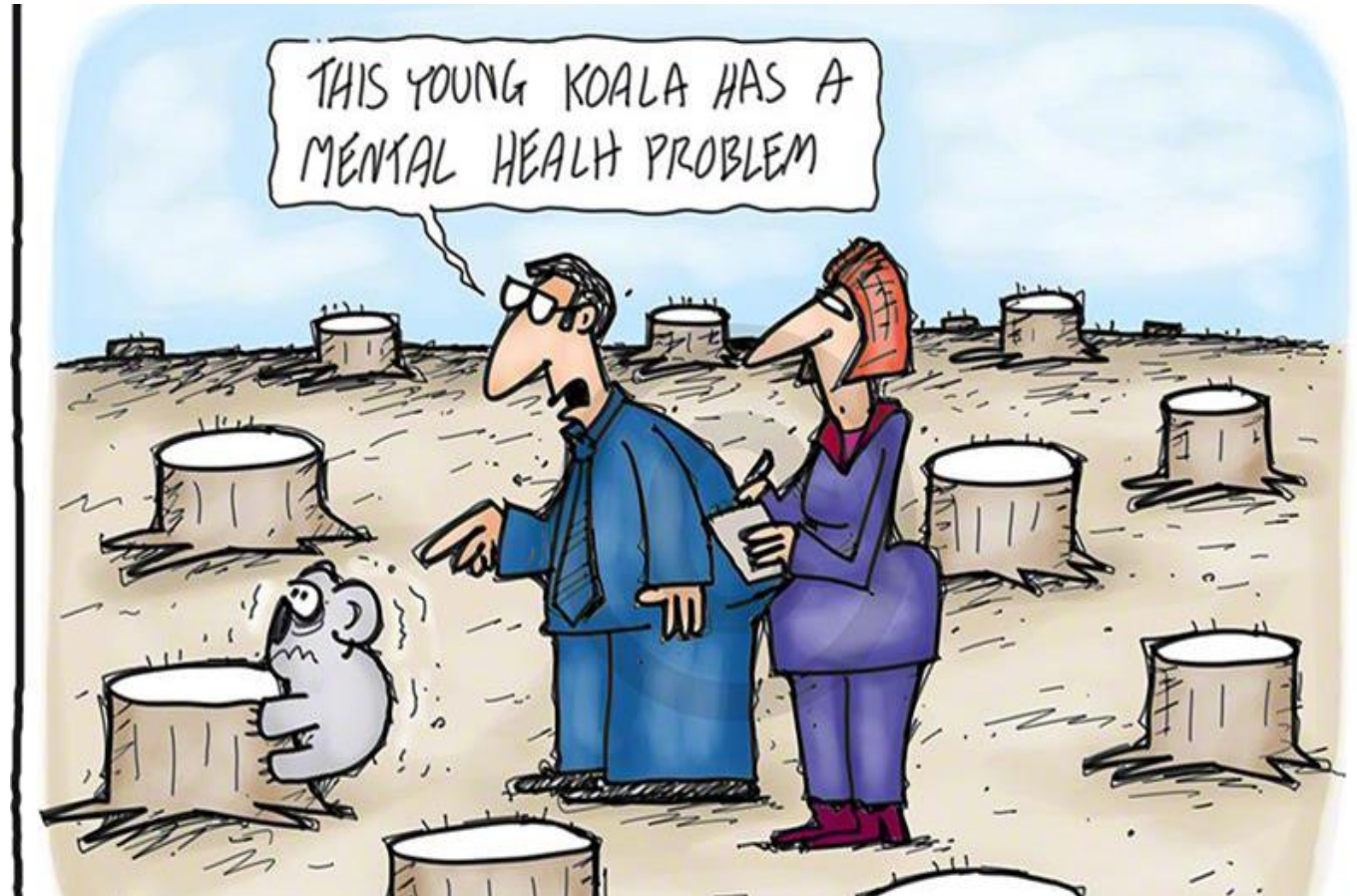
among high income groups in high income countries...



Climate Inequality Report 2023

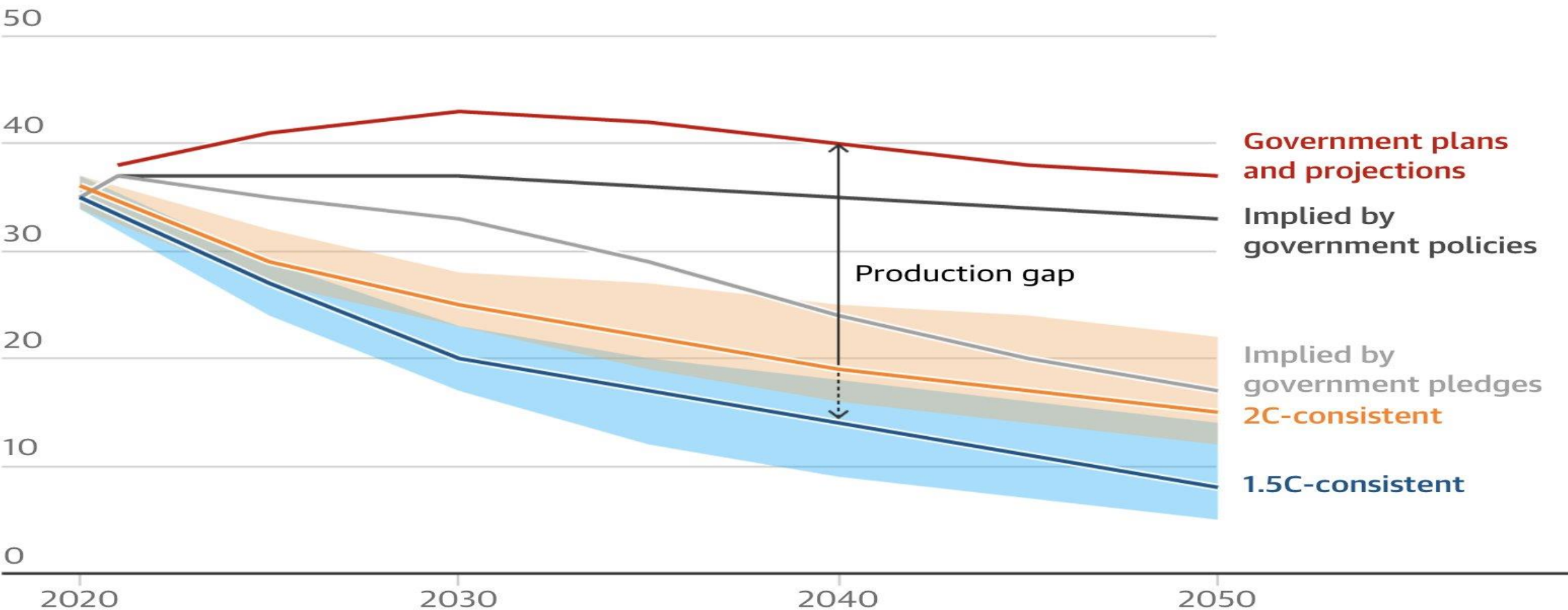
The response!

- Servicing the failure
- Individualisation
- Sticking plasters



Countries are planning double the fossil fuel production in 2030 than is consistent with 1.5C warming

Billions of tonnes of CO2 equivalent per year

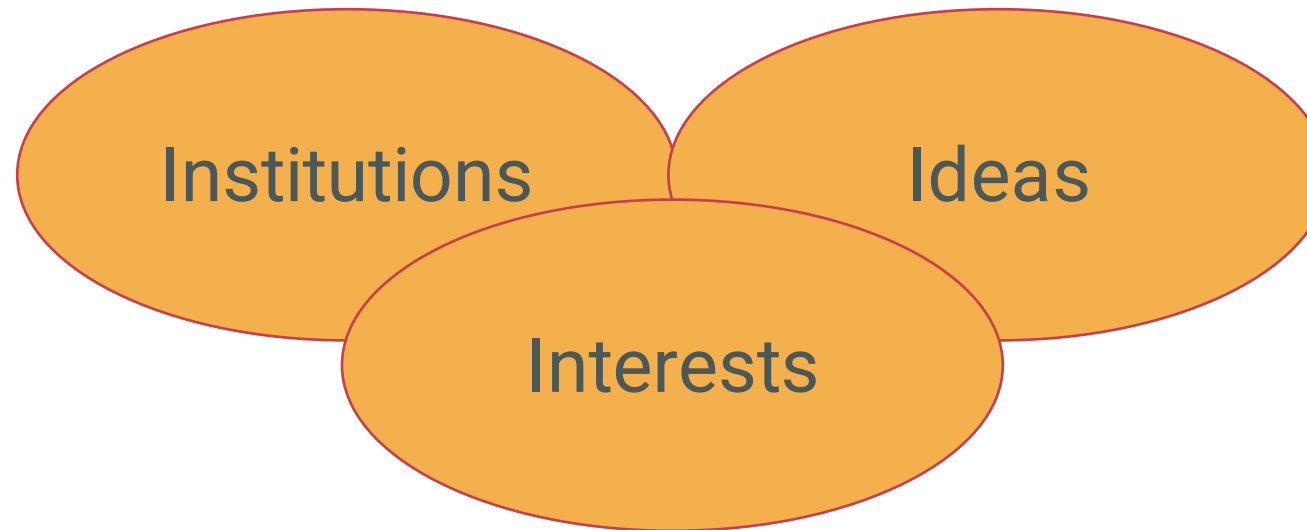


Guardian graphic. Source: The Production Gap: SEI, Climate Analytics, E3G, IISD and UNEP 2023

A question of power...

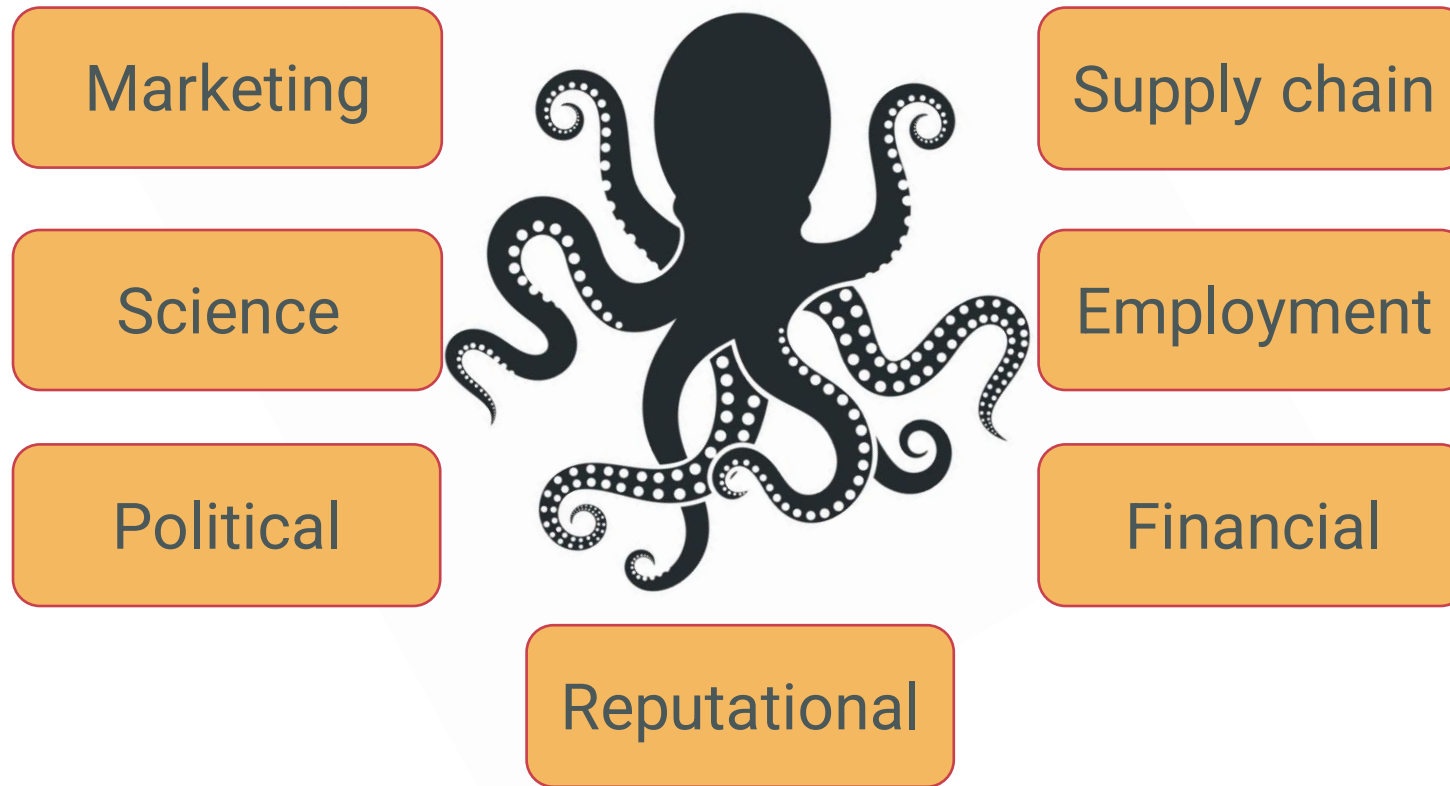


Friel, Arthur, Frank 2022. Power and the planetary health equity crisis. The Lancet [https://doi.org/10.1016/S0140-6736\(22\)01544-6](https://doi.org/10.1016/S0140-6736(22)01544-6)



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

Institutions - the market: advancing structural power



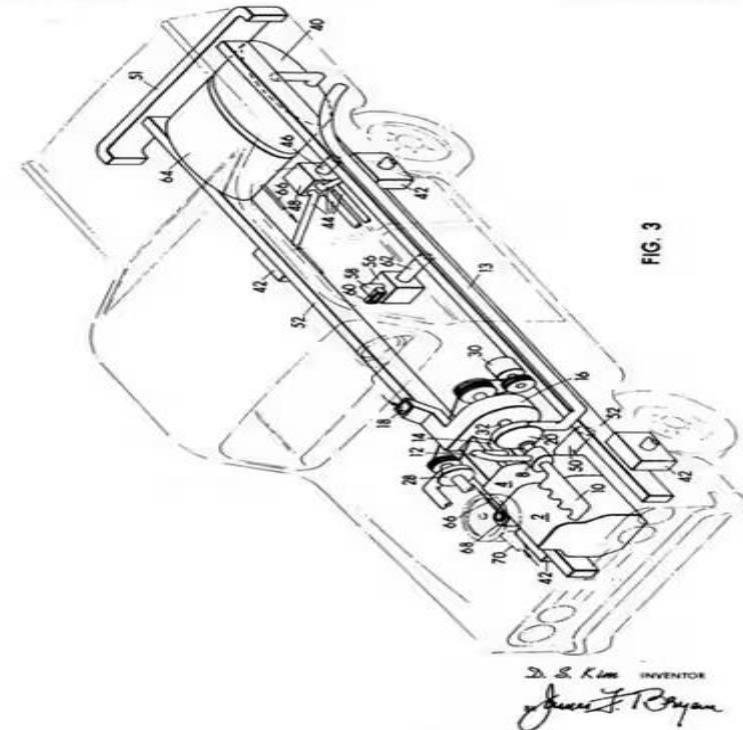
Who killed the electric car?



Exxon funded front groups and conservative think tanks aimed at discrediting well-established science about GHG emissions and climate change.

Since the 1960s, patent technologies demonstrated that these companies had the technologies they needed and could have commercialised to help address CO2 emissions.

May 26, 1970 DAE SIK KIM 3,513,929
LOW-POLLUTING ENGINE AND DRIVE SYSTEM
Filed Aug. 25, 1967 2 Sheets-Sheet 2




Patent assigned to Esso is a design for a low-polluting engine system.


Reputational

Greenwashing



 **Shell**
Sponsored

Shell UK is investing in more clean energy sources, such as an offshore wind project that could power up to six million homes.
The UK is ready for cleaner energy. #PoweringProgress



WWW.SHELL.CO.UK
Shell

[Learn More](#)

- Shell's planned investment in 'renewables and energy solutions' in 2022 was 12% of total investment.
- Among the top 10 highest spending companies for projected fossil fuel development and exploration during 2022-2030.

Political



1. Lobbying
2. Think tanks
3. Policy committees



More than just tariffs...

1. Removal of obstacles to foreign investment
2. Enable more cross-border supply chains
3. Targeting behind-the-border issues, i.e. domestic policy and regulations
4. Empower market players and increase their influence over government policy making



Sales of Foreign Sugar Sweetened Beverages



Following Vietnam's removal of restrictions on FDI, SSCB sales growth rate increased from 6.7% per year to 23% per year.

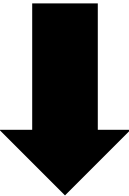
Vietnam projected to be one of the largest growth markets for Coca cola and Pepsico.

Financialised capitalism



Banks

Financial arms of large trading companies



Financial instruments

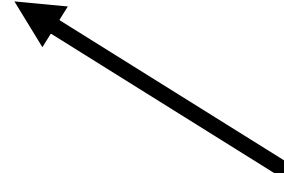
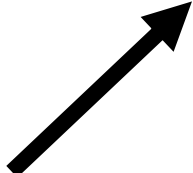
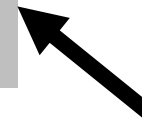
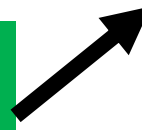
Pension funds

Endowment funds

Hedge funds

Asset management firms

shareholders



allowing gambling on food (hunger) in financial markets is dangerous

Mergers & acquisitions: buy, squeeze, repeat



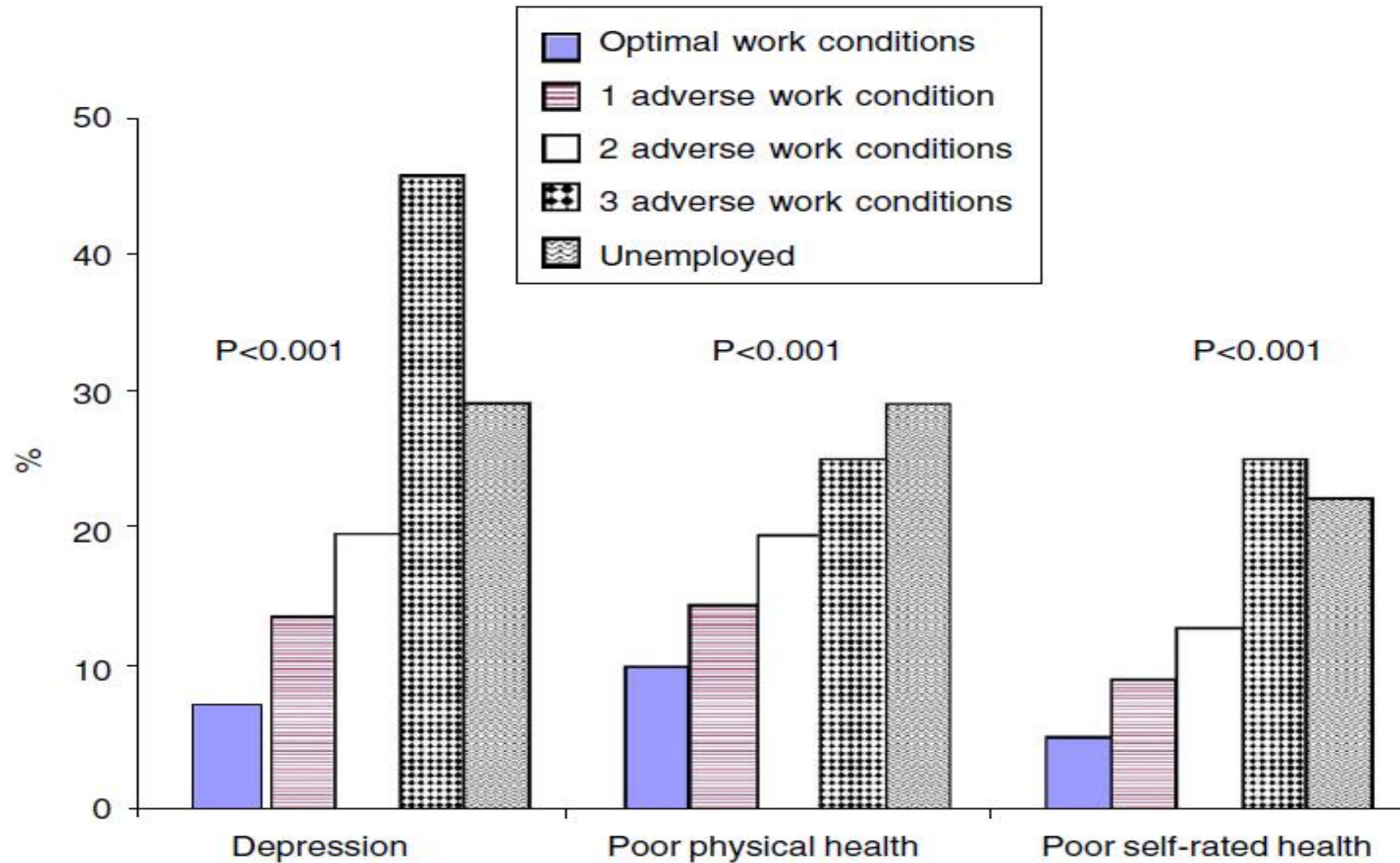
3G Capital is a global investment firm.

Takeover of HJ Heinz in 2013: fired thousands of workers and closed factories, creating industry-leading profit margins in less than two years.

Bought Kraft Foods in 2015 and merged it with Heinz to create the world's fifth largest food company.

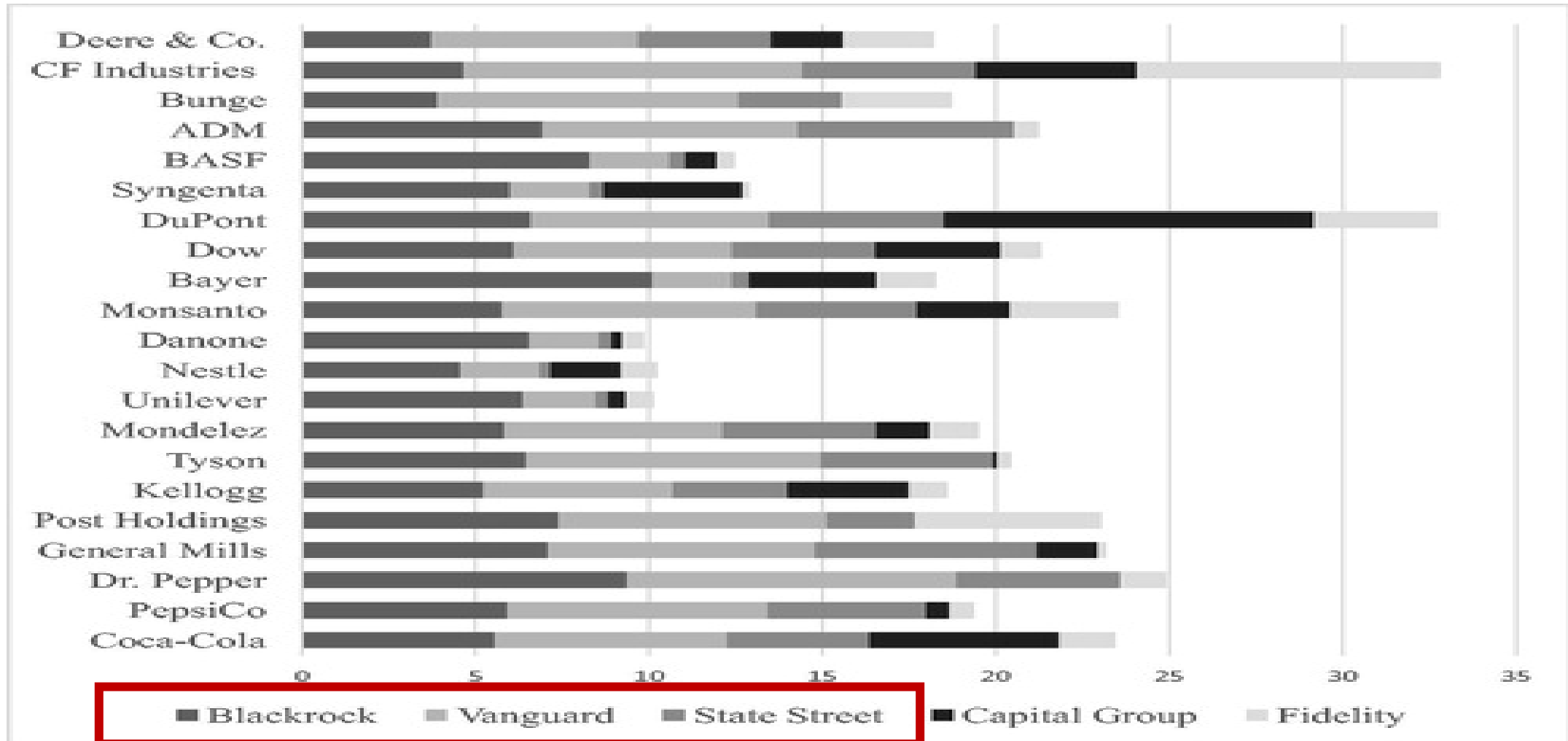
3G Capital portfolio companies also include: Anheuser-Busch InBev, Burger King, Tim Hortons (both part of Mondelez International).

Work and health, middle aged Australians



Broom et al Social Science & Medicine 63 (2006) 575–586

Percent ownership shares of major food companies held by major asset management companies, 2016



Source: Thomson Reuters Eikon Database

3 largest asset managers: combined \$300bn fossil fuel investment portfolio



The Vanguard Group



CEO and Chairman
Tim Buckley

Fossil fuel reserves under management

Oil 5.52bn barrels

Coal 1.81bn tons

Gas 34.4tn cubic ft

Fossil fuel portfolio in listed funds

\$161.11bn

Held in algorithm-run funds

98.2%

Source: InfluenceMap

BlackRock



CEO and Chairman
Larry Fink

Fossil fuel reserves under management

Oil 3.27bn barrels

Coal 1.35bn tons

Gas 21.7tn cubic ft

Fossil fuel portfolio in listed funds

\$87.3bn

Held in algorithm-run funds

88.7%

Source: InfluenceMap

State Street Corporation



CEO and Chairman
Ron O'Hanley

Fossil fuel reserves under management

Oil 1.18bn barrels

Coal 0.23bn tons

Gas 6.70tn cubic ft

Fossil fuel portfolio in listed funds

\$38.2bn

Held in algorithm-run funds

99%

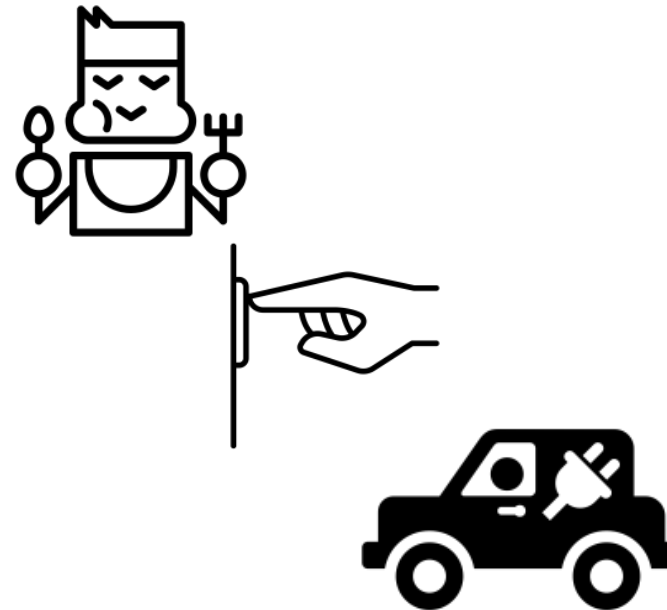
Source: InfluenceMap

The potential CO₂ emissions from their investments increased from 10.6Gt to 14.3Gt since the Paris agreement, equivalent to 38% of global fossil fuel CO₂ emissions in 2018

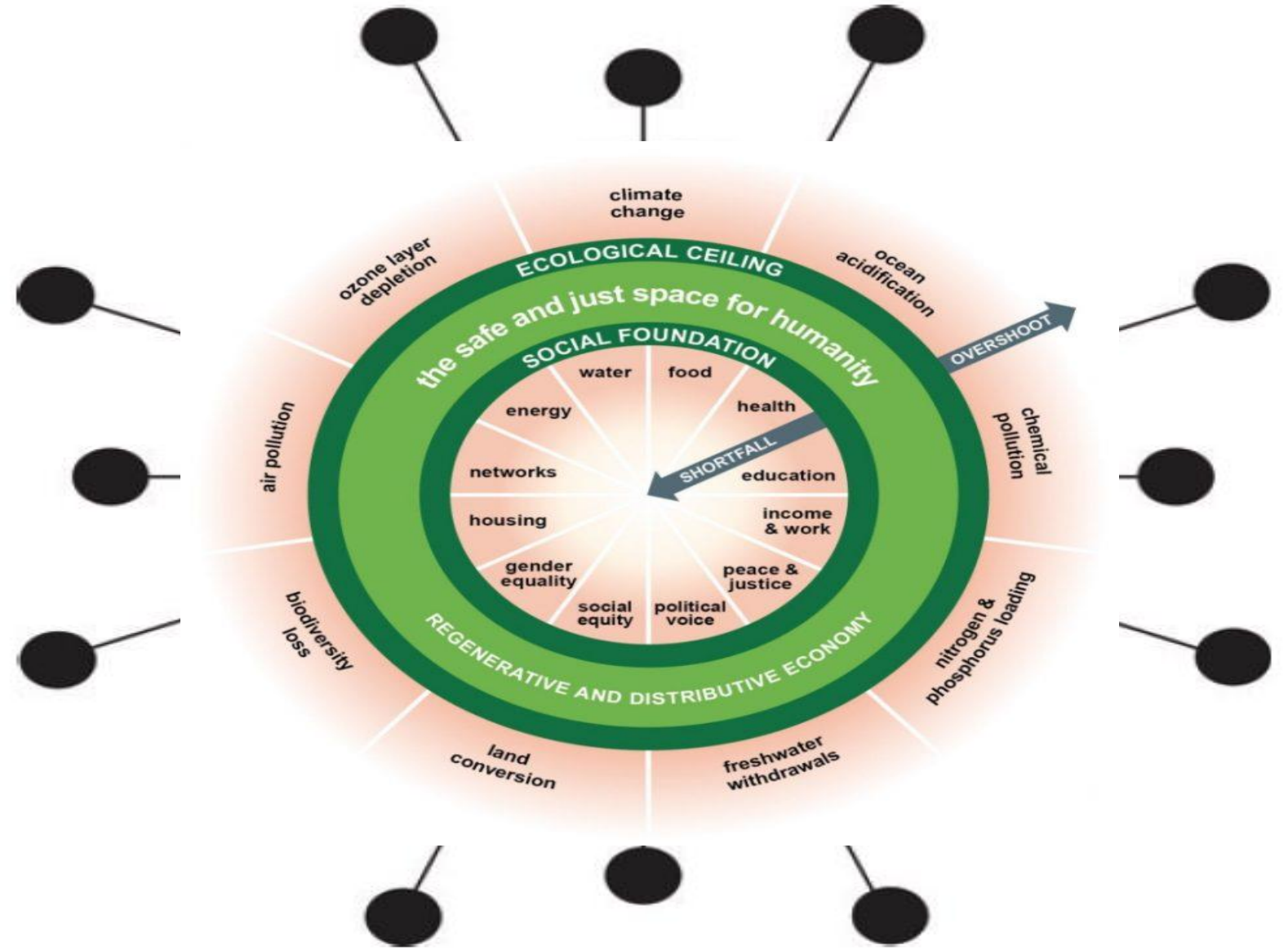
Dominant Ideas

Neoliberalism
Market supremacy
Financialization
Individualism

Lifestyle Drift



Building an economy in service of people and planet



Raworth, K. (2017) 'Doughnut Economics

Contemporary capitalism and the role of commerce in it...



1. Imagining and embedding a new paradigm

2. Realizing state capacity

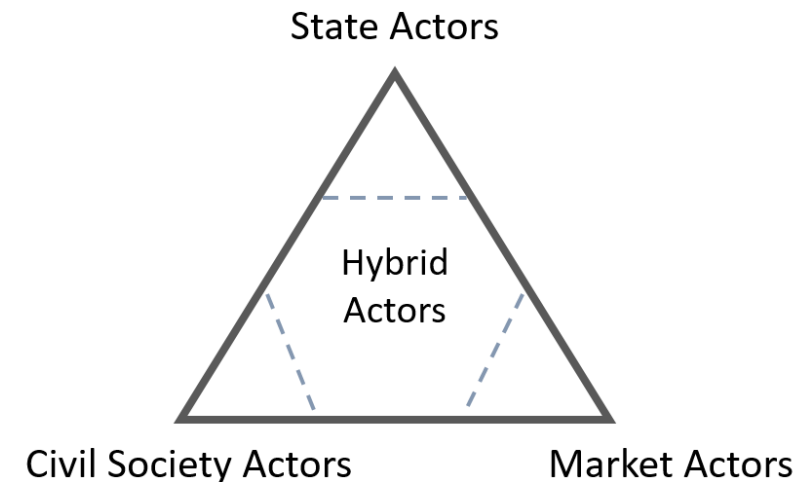
- Crossing boundaries
- Creating new policy legacies
- Fit-for-purpose regulatory mechanisms

3. Taming the beast

- 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

State



- Harnessing global policy landscapes
- International regulatory frameworks
- Macroeconomic policy innovation
- Taxation
- Public procurement

Market



- Alternative types of business models
- Alternative forms of investment
- Regulatory supports to shift from
illegal → legal and harmful → legal, neutral but
influential → legal and healthy practices and products

Civil society



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

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

Weapons of the structurally weak



- E** vidence
- F** raming compellingly
- F** orum shop
- E** xternal and internal policy processes
- C** oalition building
- T** argeted messaging
- E** lite support and elite division
- M** odel mongering - regulatory pluralism

Adapted Townsend et al 2020. *BMJ open*, 10(11), p.e040180.



Thank you.

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