



Healthy Lives: the Quest for a New Economic Model

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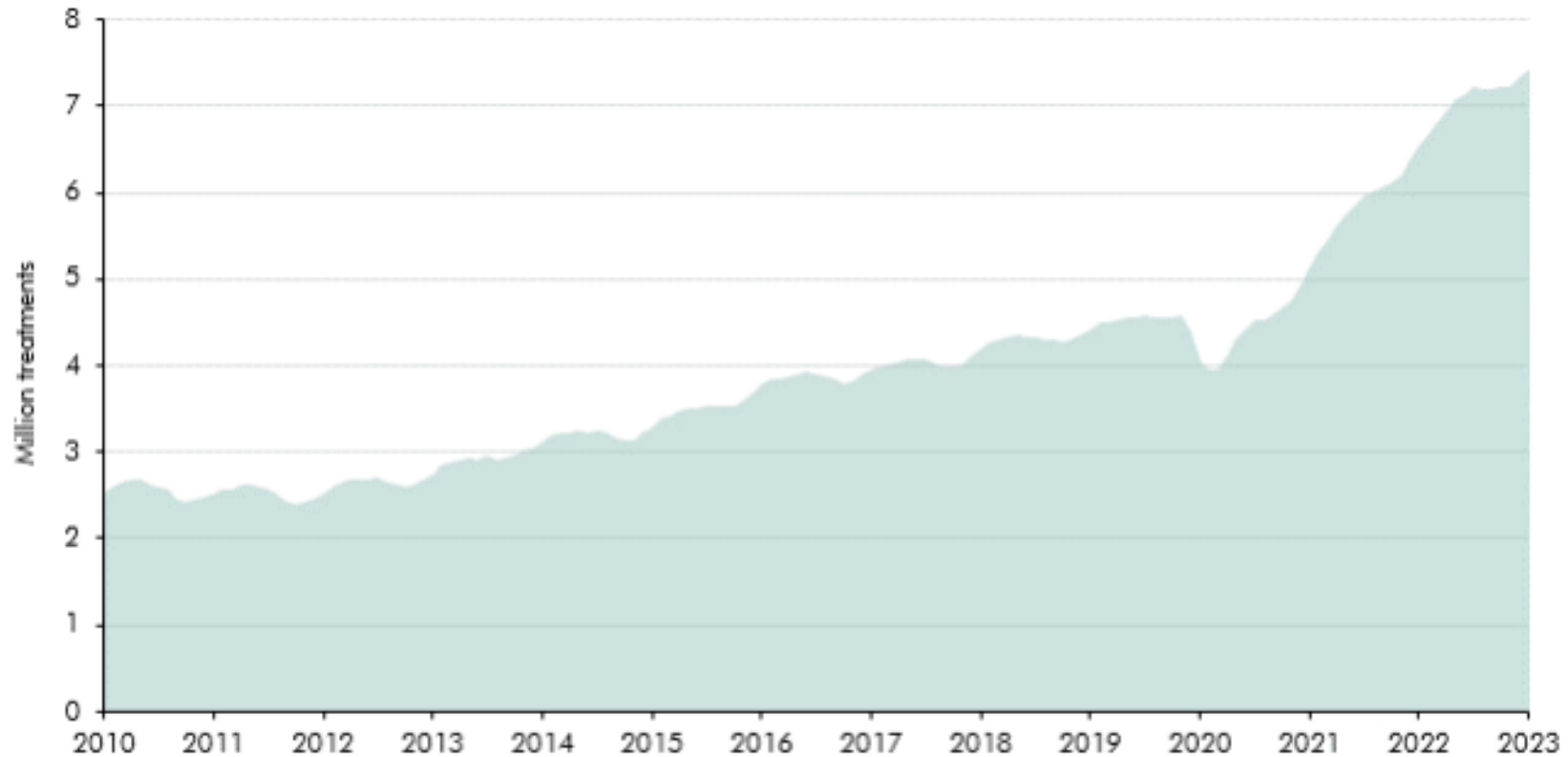
An Obesity Drug Manufacturer



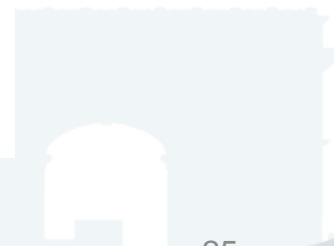
- Market capitalisation **increased fourfold** since 2018
- Capitalisation peaked at **\$423Bn** in August 2023, after the publication of preliminary trial data showing a **20% reduction in serious cardiac events** against placebo
- Current value of the company is **larger than the size of the economy** of the country where company is based
- Last year, the company accounted for **two thirds of the economic growth** of that country

Dire Sustainability Predictions Coming True

NHS England's referral-to-elective-treatment waiting list



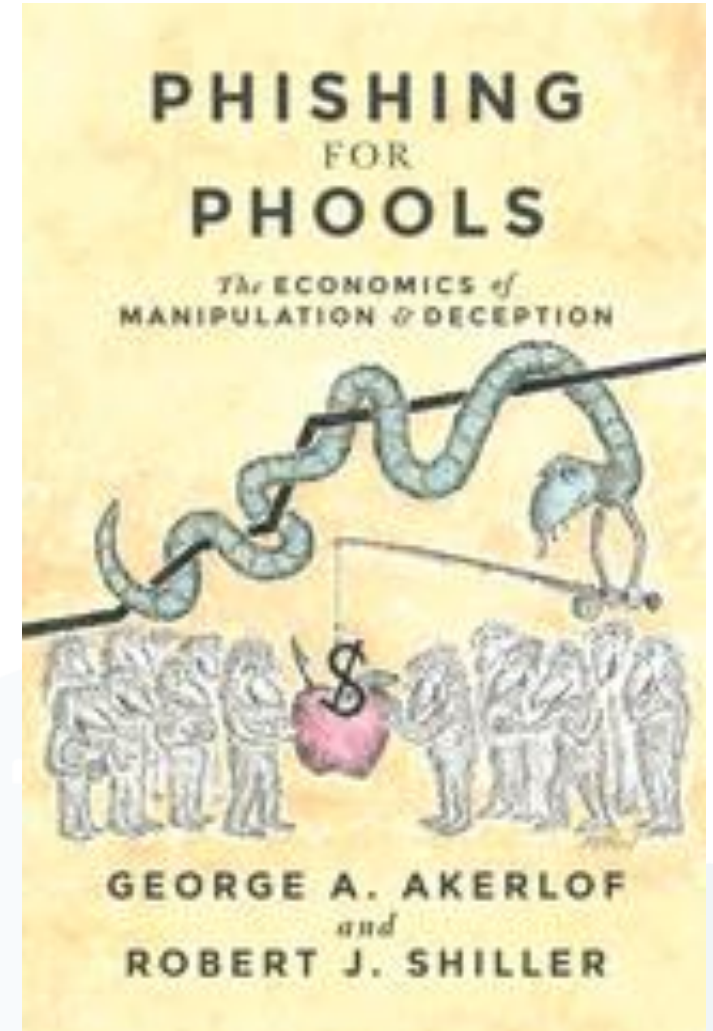
Source: NHS England



Is This The Economic Model We Want?



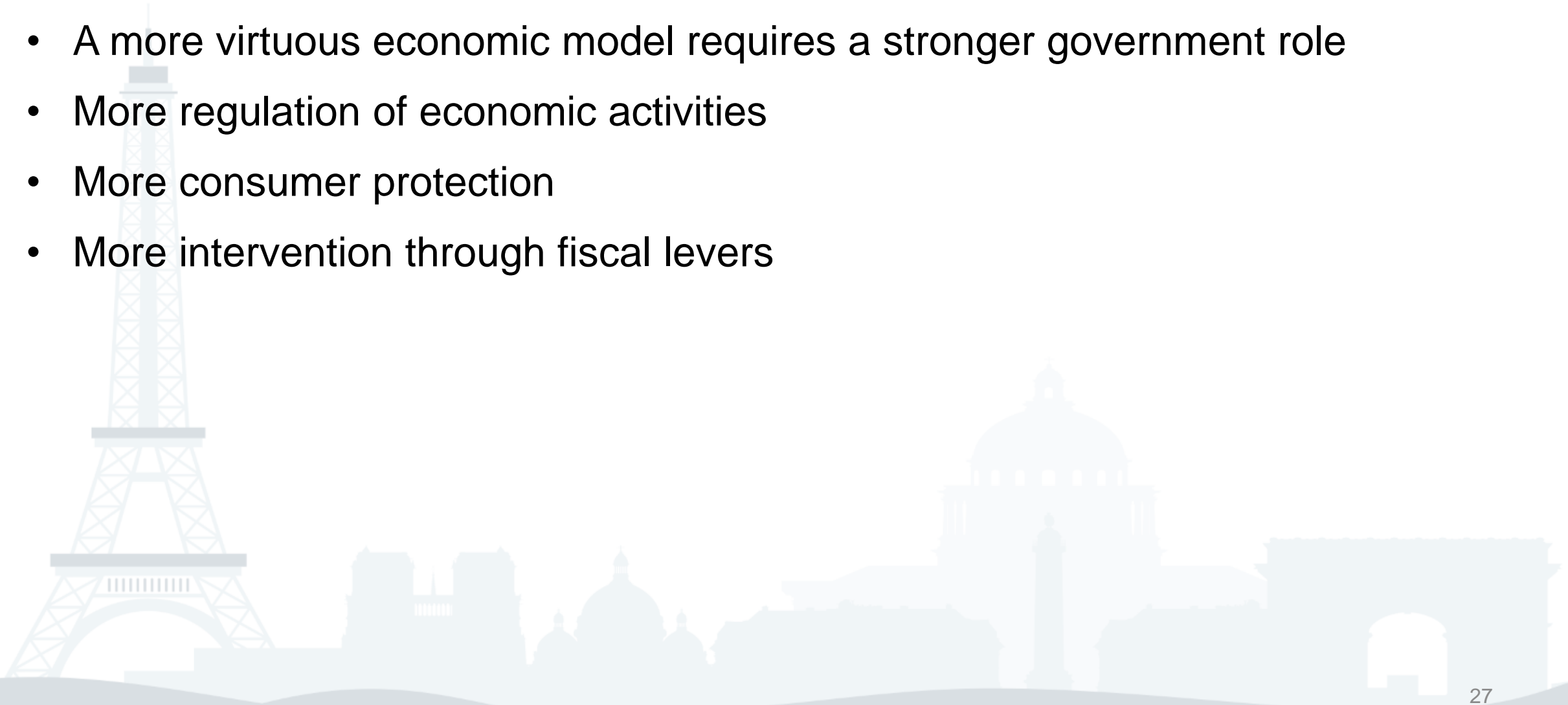
- Children whose diet contains more than 30% of highly industrially processed foods have biomarkers associated with obesity (STOP)
- Major digital players control the online advertising market - attempts to limit their influence have had limited success so far
- A market that manipulates consumers into choices that are not in their best interest is a **failed market**



Best ReMaP For a New Economic Model



- A more virtuous economic model requires a stronger government role
- More regulation of economic activities
- More consumer protection
- More intervention through fiscal levers



STOP/PEN Food-EPI Analysis

Level of implementation of key policies in 11 EU countries



	POLICIES						INFRASTRUCTURE SUPPORT					
	Food composition	Food labeling	Food marketing	Food prices	Food provision	Food retail	Leadership	Governance	Monitoring	Funding	Platforms	Health in all policies
Finland	HIGH	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	HIGH	HIGH	HIGH	MEDIUM	HIGH	HIGH
Estonia	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM
Germany	LOW	LOW	LOW	LOW	LOW	VERY LOW	LOW	LOW	LOW	LOW	LOW	LOW
Ireland	LOW	LOW	LOW	MEDIUM	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Italy	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	VERY LOW	LOW
Netherlands	LOW	LOW	LOW	LOW	LOW	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	MEDIUM	LOW
Norway	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	HIGH	MEDIUM	MEDIUM
Poland	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	VERY LOW	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	LOW
Portugal	HIGH	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM	MEDIUM	LOW	MEDIUM	LOW
Slovenia	MEDIUM	LOW	MEDIUM	VERY LOW	MEDIUM	VERY LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Spain	LOW	LOW	LOW	LOW	LOW	VERY LOW	MEDIUM	LOW	MEDIUM	LOW	LOW	LOW

Source: Pineda et al., Lancet Regional Health for Europe

How Can We Make Progress?



- EU Governments must step up their role on health, act faster, more incisively
- If they don't do it, citizens must hold them to account
- Resources must be increased exponentially
- Make full use of policies known to be effective
- New tools and platforms must be developed faster, and sustained over time
- Policy design must be sharpened



Best-ReMaP
Healthy Food for a Healthy Future

Thank you for your attention!

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Joint Action on implementation of validated best practices in nutrition
(Reformulation, Marketing and Public Procurement)



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