



INHERIT

#InheritYourFuture Forum HIGHLIGHTS & SUMMARY REPORT

21 November 2018

MuseumsQuartier, Vienna, Austria

www.inherit.eu

sustainable diets
Active transport
Urban green spaces
Energy efficient housing

#InheritYourFuture



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INTRODUCTION

Every day, the environments in which we live determine the social determinants and outcomes of our health and wellbeing directly, impacting global health. In the context of health equity and sustainability, what is needed for wider change across Europe is to make **sustainable lifestyles and consumption models accessible for everyone, across the social gradient**.

Objectives

EuroHealthNet, REVOLVE and the INHERIT Consortium organised the #InheritYourFuture Forum to **connect and showcase inspiring initiatives from across the EU** in three key areas for health promotion and equity: living (indoor/outdoor quality environments), moving (healthy lifestyles) and consuming (healthy diets).

One pivotal issue for change is the one of scalability - or the “ability to change in size” for an innovative practice, eg. from the local-level to the regional and national levels¹. To discuss this, the Forum objectives were to: i) showcase INHERIT outcomes to date; ii) encourage exchange amongst promising practices to further explore how they can contribute to health, equity and environment; and iii) discuss **how such initiatives can be implemented at a much broader scale across Europe**. All initiatives presented can contribute to a Triple-Win. They simultaneously improve the environment, health and health equity.

Programme

On November 21st, **17 practice presenters, 6 keynote speakers and 8 research leads** supported an interactive programme to demonstrate how targeted initiatives, **quality environments and cross-sector collaboration** can encourage and enable people across the social gradient to adopt more sustainable and healthier lifestyles towards a more sustainable future.

The Forum was followed by a reception jointly organised with the Federal Ministry of Health and social affairs.

This Forum was a **pre-event** to the Austrian presidency conference: “People’s Food – People’s Health: Towards Healthy and Sustainable European Food Systems” (22-23 November 2018). Forum outcomes were presented at the morning plenary. In the afternoon, the INHERIT Triple-Win Case Study – PROVE Portugal – was one of the ten best practice examples chosen for the conference workshops.

Attendance and media coverage

The Forum gathered over 110 practitioners, researchers, policy makers and citizens alike. The event was attended and covered by local and national media, including the largest national media provider – The Austrian Broadcasting Corporation, whose video interviews with keynotes and INHERIT partners

¹ WHO Europe, [Scaling up projects and initiatives for better health: from concepts to practice](#) (2016)

had 124,000 viewers. Coverage of the event was aided by press releases that were picked up in various media outlets including The Austria Press Agency, which reached over 174,000 persons and the daily newspaper Die Presse, whose article had a over 740,000 views—the most-read forum-related article.



The Austrian Broadcasting Corporation interviewing keynote Karl Falkenberg.

The activity of the attending participants during the event on social media resulted in a total of 21,300 Twitter impressions from 46 different influencers.

In a nutshell

EuroHealthNet has been coordinating INHERIT research with the objective to strengthen **leadership** towards common solutions for health equity, and to identify **pathways for structural changes** for **sectors influencing health outcomes**. To further sustain INHERIT's momentum with success stories, strategic engagement and policy recommendations for cost-efficient investment, **17 examples of practices and specific recommendations** are documented in this report.

LEADING FOR THE FUTURE WE WANT

Keynote speakers and experts exchanged with the audience on opportunities for individual, local and political leadership for needed policy shifts. Find below a paraphrased synopsis of the points made during their presentations.

Keynote speeches

Harry Rutter, Professor of Global Public Health, University of Bath & Advisory Board member for the INHERIT project

Harry Rutter made clear that we are at a crisis point. There are increasing calls for *strengthening and accelerating the global response* to climate change. The United Nations Intergovernmental Panel on Climate Change's latest special report indicates that global warming is likely to reach 1.5°C between 2030 and 2052 at current rate. Limiting to 1.5°C (compared to 2°C) would require unprecedented change for “rapid and far-reaching” transitions in land, energy, industry, buildings, transport, and cities. The failure of the US, Russia, Saudi Arabia and Kuwait to approve this report represents a failure of global governance.

Sustainability is at its heart a problem of equity. We have inequalities between countries at different levels of development, inequalities between population groups, and perhaps most pertinently inequalities between generations. Ultimately, our research looks to *support changing systems and structures*, and feed into both top-down and bottom-up approaches. The INHERIT project addresses the urgency of the climate crisis and environmental degradation, health challenges and the increase of non-communicable diseases, all against the backdrop of inequalities.

With regards to what is at play for change to happen – there is leverage for collective shifts at three levels of engagement with priorities set by political and economic paradigms driving decisions, evidence and practices drawn from evaluating policies, and opinions and issues put forward by debates and discussions.

Sustainability Now! Karl Falkenberg, Former Senior Advisor to the European Commission, author of the report [Sustainability Now! A European Vision for Sustainability](#) (July 2016)

Karl Falkenberg stressed that the limits of the Blue Planet should call for a fair share for all, notably the rapidly growing developing nations and the younger generation. In Europe, there is an urgent and immediate need to reconcile its social market economy approach and integration of sustainability concepts into domestic and foreign policies. Urgent change is a political opportunity, which can be influenced by us all, with leadership and votes at all levels.

“Billionaires are not sustainable”. Fiscal policy and systems have failed to set collective capability to regulate and redistribute resources. When there is refusal to regulate, this signals there is no or less urgency to act. How to come back to solidarity? Voting for the European elections will be critical to support such an agenda.

[Local leadership and the EU Urban Agenda](#), Nicolaas Beets, Special Urban Envoy of the Dutch Interior Ministry for the [EU Urban Agenda](#)

Nicolaas Beets made the case for why the city is the future of leadership: with 72% Europeans live in cities, “we are one city” and local government is as close as you can get to the EU. The EU Urban Agenda, established in 2016, is the result of 20 years of discussion towards giving a growing role for Cities, Regions and Citizens. This inter-governmental initiative for the Urban Agenda, comprising more than 100 cities, aims to have firm collective positioning towards strengthened and improved regulation, funding, practical knowledge in EU laws, policies and budgets.

The EU Urban Agenda comprises fourteen partnerships to make cities inclusive, towards SDG 11 (“Make Cities Inclusive, Safe, Resilient and Sustainable”): Urban Poverty, Urban Mobility, Sustainable Land Use, Inclusion of Migrants, Circular Economy, Energy Transition, Air Quality, Digital Transition, Innovative Public Procurement, Affordable Housing, Jobs and Skills in the Local Economy, Climate Adaptation, Culture and Cultural Heritage, Security in Public Places.

Behaviour Change in the Context of Sustainability, Health & Social Inclusion, Prof. Susan Michie, Director of the Centre for Behaviour Change, University College London (UCL)

Prof. Susan Michie advocated *a systems approach to transforming behaviour*, incorporating the interactions between individual changes and changes at organisational, community, city and population-wide levels. Designing effective policies to improving health, equity and the environment depends on recognising this and the synergies between bottom-up (e.g. citizen actions) and top-down (e.g. national policies) strategies to change.

The Behaviour Change Wheel (BCW) is a framework that incorporates *a systems model of behaviour* with behaviour occurring when *three necessary conditions* are in place: capability, motivation and, opportunity. Seven policies categories and nine types of intervention reflect the range of possible high-level strategies to enable behaviour change.

To assess *effective measures at the local level*, one can for example: i) look at best entry point to identify where best to intervene and how for each group of stakeholders/actors ; ii) map interactions and consult actors to understand the effects of policy actions and viable paths for policy implementation; iii) design easy and attractive alternatives to current behaviour, against the APEASE criteria (Affordability; Practicability; Effectiveness/cost-effectiveness; Acceptability; Side-effects/safety; Equity).

Questions from the audience

How to monitor behaviour change?

To monitor behaviour change, indicators related to the effects across the range of actions targeted by a given intervention can be selected within an organisational or community context. For example: to improve hand hygiene, a national programme based on a systems approach for nurses monitored behaviour change with: direct observation tools, consumption of soap and hand-gel, and hospital infection rate. (Susan Michie)



How to prevent our 'suicidal trajectory'?

- Get policy to be evidence driven, especially for populist vs progressive environmental economic and political strategies. (Susan Michie)
- Uphold the major responsibility for Europe to reckon that economic growth comes at a price. Show example with success stories. Motivating people is not sufficient, regulate markets for air quality and land protection. (Karl Falkenberg)
- Never before has there been such a large scale of concerned and active people. Economic incentives should respond and support the growing awareness for urgent action. We need more and more story tellers who have influence. Moreover, one third of European investment is public money. Public procurement is a leverage to make innovative and effective changes. (Nicolaas Beets)

Political opportunities

Engaging voters, companies, regulators and leaders at all levels matters, especially to support collective changes and hold accountable every level of power exercise. Relevant mechanisms, institutions and fora that influence and can further shape policy agendas are:

- The European Parliament elections (May 2019)
- The EU Multi-Annual Financial Framework (MFF 2010 -2027)
- The EU urban agenda - Action Plan on nature-based solutions and land-use
- The Ministerial Conference Urban Agenda for the EU Romanian Presidency (June 2019)
- The Finnish Council presidency Conference on the Economics of wellbeing (November 2019)

LEADING WITH THE TRIPLE-WIN

A common vision for sustainable development

The [INHERIT Policy Roadmap](#) proposes the following common goals to better living, moving and consuming across Europe:

Quality indoor and outdoor environments

- 🏡 Improve opportunities for all to enjoy the benefits of green spaces by securing the future existence of green spaces.
- 🏡 Increase the connectivity between them and their accessibility.



Active mobility²

- 🚲 Develop broadly endorsed, overarching mobility strategies.
- 🚲 Support changes in the mobility infrastructure and health-related services.



Accessible and quality healthy diets

- 🍎 Reduce food waste different levels of the food chain, through public and private information campaigns, together with fiscal and other incentives
- 🍎 Develop supportive government package of actions to encourage public/private actors to produce and/or sell healthy foods that are sustainably produced, including alternatives to meat.



² Active travel helps citizens to stay fit and enables them to remain self-sufficient and socially active. Physical activity combats obesity, diabetes and cardiovascular disease. Active travel can significantly reduce greenhouse gas emissions, air and noise pollution.

INHERIT research outcomes for intersectoral leadership

[Caroline Costongs](#), Director of EuroHealthNet, introduced the INHERIT project (2016-2019) comprising 18 partners. Looking at the journey for the INHERIT consortium to develop [the Triple-Win solution](#), there is now an integrated vision for health equity and sustainable development:

- i) [INHERIT Baseline Review](#) and conceptual framework helps to frame and navigate the Triple-Win.
- ii) [INHERIT Policy Roadmap](#) suggests 25 interventions to commit and invest for the Triple-Win agenda.
- iii) 100 examples of initiatives that simultaneously improve health, the environment and equity from across the EU are documented in our [database](#).
- iv) Scientific assessment of 15 Triple-Win Case Studies will provide insights on intersectoral collaboration, see the map of our triple-win studies [here](#).
- v) [Four Future Scenario videos](#) envisioning what a sustainable future Europe could look like are tools that connect issues across sectors and societal preferences.
- vi) This Forum report documents Triple-Win practices, success factors and challenges.



CSCP Project Manager Rosa Strube shares her work for the future scenarios during the discussion with the research leads.

Caroline discussed with five research leads key learnings to date:

Brigit Staatsen, Senior Researcher in Environmental Epidemiology, National Institute for Public Health and Environment (RIVM)

INHERIT seizes a big opportunity to support health across sectors. We collaboratively conducted the Baseline Review and designed the Conceptual Analytical Framework to support finding sustainable solutions and better health.

Pania Karnaki, Director of Research and Head of European Projects, Institute of Preventive Medicine Environmental & Occupational Health (PROLEPSIS)

The INHERIT database collects real-life innovative practices, on the basis of ten criteria related to both effectiveness of local and regional practices for the Triple-Win, and feasibility for transfer and piloting. Caroline indicated that the database is open to submissions as well.

Geir Arild Espnes, Director, Norwegian University of Science and Technology's Center for Health Promotion Research (NTNU)

There was a long and fun discussion to select 15 studies for impact assessment. Mainly, based on: the Triple-Win, geographical and thematic spread, availability of information to collect about the implementation process. Geir and Caroline reiterated how evidence and insights about implementation are as crucial as political commitment and research for innovation.

Ruth Bell, Principal Research Fellow and Senior Advisor, UCL Institute of Health Equity, University College London (UCL)

For evaluation, 15 impact assessments will focus on three key aspects: i) the implementation of strategies and related difficulties (evaluation of implementation of triple-win studies and pilots) ; ii) reflections and good practices from stakeholders (qualitative evaluation of intersectoral collaboration) and ; iii) benefits of the triple-win in terms of behaviour change with a mixed method of qualitative and quantitative tools. For example: behaviour change will be assessed with agreed observational tools on intention to change, physical activity, food preferences.

Rosa Strube, Project Manager, Collaborating Centre on Sustainable Consumption and Production (CSCP)

What kind of societies do we want? We developed four positive scenarios to imagine how a life within these futures could look like, and what mix of what's most important can be integrated in current policy plans:

- **'My life between realities'** is characterised by an individualistic society and a strong role of companies, where digitalisation, connectivity and personalisation shape reality.
- **'Less is more to me'** governments have more power. Sufficiency, increased self-awareness and mindfulness as well as a reduced focus on materialism are the main principles of scenario.
- **'One for all, all for one'** described a collective society and a strong local government and is based on increased locality, participatory decision-making and communality feelings.
- **'Our Circular Community'** also a collective but business driven scenario thrives on (multi-stakeholder) co-creation, citizen science and the uptake of the circular economy.

They synthesise trends and drivers in the fields of demographics, health, environment, technology and a European expert consultation on the selected trends. To understand how citizens feel about these future scenarios, INHERIT conducted **focus group discussions** in the Czech Republic, Spain, Macedonia, the UK and Germany. In each country, three groups of eight people from different ages, genders and incomes were asked about the scenarios.

The **most controversial scenario** in all countries was "My life between realities". While some people highlighted the benefits of increased convenience and efficiency (CZ, MK) and controlled and improved health (CZ), many participants communicated the fear of the unknown, losing experiential authenticity, privacy issues as well as diminished social interaction. The **most appealing scenario** perceived in all five countries was "One for all, all for one". They liked inter-generational exchange of knowledge and experiences. Also, they were satisfied with the decentralised regulatory approach (CZ, MK, ES).

Caroline Costongs concluded on the project focus in 2019: research outcomes for the Triple-Win will be integrated to inform a policy kit with briefs and key findings across sectors for intersectoral health leadership.

SCALING THE TRIPLE-WIN FOR WIDER CHANGE

Discussion on what works across practices

Participants discussed behaviour change, inequality, governance, participatory approaches and strategic partnerships.

Each practice has targeted behaviours with engagement activities in their implementation to encourage and enable behaviour change. A systems approach, fine-grained implementation plans, and co-creation inform how to create motivation, capability and opportunity needed for behaviour change.

Motivation is supported by activities enabling engagement and social connections, capability is built on development of local knowledge and skills, and opportunity is provided by alternative, achievable choices made “easy” and/or changes in the physical or social environments.

Engaging and participatory approaches can effectively account for the needs of citizens, as well as improve outcomes through awareness raising and capacity building.

Strategic advocacy and multi-sector approaches for health promotion and sustainable development are key to address bottlenecks at all levels, for collective, political and regulatory changes.

Practices and interventions to empower people and children in communities works. Health and economic benefits are also yet to be more clearly promoted, including from an investment viewpoint, eg. for cycling.



Promotion of health and economic benefits, success stories from influential advocates, and effective partnerships, can further support strategic engagement and investment.

There are low-hanging fruits across levels of action. There are also funding gaps in terms of budget allocation at city, national and European levels.

Recommendations per thematic area

During Session 3, workshop participants discussed how to transfer and to scale further. Rapporteurs shared the following recommendations:

Living – design urban interventions with coherence and participation

-  Deliver energy-efficiency housing measures on the basis of a “whole-house approach”.
-  Integrate participatory approaches as a general norm for urban planning and development. They provide decision and policy makers with a tool to understand the relevance of a *health-centered approach for all policy sectors* in a given local context.

Moving – engage and invest in modal shifts away from car usage

- There are natural barriers and physical determinants of biking (infrastructure, topography, and demographics), but also other key factors related to skills, bike ownership, safety, and political will for wider usage of alternative, sustainable, and healthy transportation modes.
- Public support of *developing biking infrastructure* is important. However, effective policies and incentives to reduce or phase-out usage of cars are even more important. Co-benefits, barriers, risks and interventions should be better articulated and demonstrated for cycling, and comparatively to other transportation modes.

Consuming – promote and organise institutionalisation of best practices

- There is a multiplicity of initiatives supporting accessibility to sustainable diets. For example, similar initiatives for local small-scale farmers and shorter food chains are in place in Portugal (PROVE), Spain and Tunisia. Gardening with Green Gyms and Meat free Monday in London shares similarities with the Vegetable Academy (Germany, Austria, Switzerland) in the way they organise outdoor learning for healthy diets in schools.
- Consuming initiatives showed prospect in terms of transferability and scalability. Further suggested support includes alignment and structuration of small initiatives across the food policy, in the way they support production, process, distribution, consumption or waste management. Such alignment can lead to identify which initiatives are fit for wider support, via regular funding or a certain level of institutionalization.
- For each initiative, there is room to increase collaboration with local decision-makers and the private sector. Eg. informing current welfare programs may enable access to more beneficiaries; partnerships can bring access to existing resources. While establishing trust and relationships between different sectors is challenging, it is one way to increase impact, reach for a wider support and build resilience to political and policy changes.

Intersectoral perspectives

During Session 4, Clive Needle, Senior Policy Advisor at EuroHealthNet invited panellists to share their takeaways and recommendations on how to mainstream the Triple-Win. They also answered questions from the audience: how to build on INHERIT outcomes at local and European-levels? with the private sector? What's the role for technological solutions and artificial intelligence?

Nicolaas Beets, Special Urban Envoy of the Dutch Interior Ministry for [the EU Urban Agenda](#)

INHERIT is inspiring in the way we can give a voice to citizens, and get people involved in their neighbourhood to make a difference. Good ideas can be multiplied and transferred across the EU through traditional and new mechanisms.

A platform for health and sustainability, as well as, INHERIT recommendations towards the next multi-annual framework for the EU budget could be ways include and build on outcomes within a broader urban agenda.

How to bridge local, national and European levels? The strength of a partnership relies on the people supporting it. In the case of the EU Urban agenda, we are supported by around 500 people and our results will be evaluated in 2019.

[Lise Gauvin](#), Professor and Vice-dean of Research, School of Public Health, University of Montreal (ESPUM), Centre de recherche du CHUM and Principle Investigator, Multisectoral Urban Systems for Health and Equity in Canadian Cities ([MUSE](#))

INHERIT has very powerful ideas, especially the Triple-Win aim, circular economic solutions and practices from the INHERIT database. There seems to be in Europe great emphasis on the Sustainable Development Goals and considerable cross-country exchange on implementation.

MUSE is a pan-Canadian program of research and knowledge-sharing that focuses on how public health organizations, municipalities, and other organizations establish partnerships to improve the health of populations living in urban areas. To make cities healthier, Canada shares some common challenges with Europe: the increase of people at risk of or with chronic conditions; the needs to engage and reach effectively citizens; the need to reduce social inequalities in health to achieve equity.

In complex urban systems, key ingredients for bridging research outcomes and levels of implementation include: i) room and resources to experiment and sustain innovative initiatives; ii) systematic operationalization of equity in a cross-cutting way; iii) ongoing dialogue informed by data and evaluation of results; iv) strong and evolving partnerships for to share and learn from results.

The availability of technologies and algorithms emerging from application of artificial intelligence is increasing in Canada. It is important to keep in mind that artificial intelligence will provide additional and novel scientific perspectives, that must be integrated into knowledge transfer and exchange to orient policy-making towards increased health equity.

[Eelco Smit](#), Senior Director Sustainability, Group Sustainability, Philips International B.V.

There can be channels and opportunities to make a business case for INHERIT Triple-Win. Moreover, the rise of populism highlights how the role of evidence and researchers is more important than ever.

As a company, we are consumer and innovation driven. The company engages employees to speed up and further practices. Profitability and long term plans also depend on the leaders and economy we want to have. From our core belief, sustainability is the only way forward.

SUSTAINABILITY IN PRACTICE

17 Triple-Win Examples

Throughout the day, practitioners and study leads effectively presented success factors and lessons learned for a triple-win impact. The Forum provided 17 selected examples of good practices, as well as recommendations on how to further support healthier lifestyle choices and environments.



Plenary presentation

[Restructuring Residential Outdoor Areas](#), Anna Degerfeldt, Urban Utveckling (SE)

Anna Degerfeldt, Social Anthropologist, supports the social dimension of the restructuring processes of residential outdoor areas in a low socio-economic area of Stockholm. Activities include: community engagement & dialogue activities around barbecues and in meetings; place studies; mappings; evaluations; place branding; safety and accessibility.

Engaging the residents creates sustainable urban planning, added social value and better investments: with strengthened resilience and social cohesion, increased safety and trust between the tenants as well as with the property owner; facilitation of property management. She reports more specifically that participation supports the avoidance of costly mistakes and real influence; early engagement and management of expectations; continuous dialogue through information sharing and transparency.

Her company works for a property management owner, innovatively leading procurement and urban design including sustainability and social criteria. This initiative is co-funded by the Swedish National Board of Housing, Building and Planning, which has led for a couple of years now, financial support to socially deprived outdoor areas. Funding is conditioned by participatory planning processes with inhabitants and stakeholders.

Workshop presentations

[Energy Efficiency Housing \(UK\)](#), George Morris on behalf of Tim J. Taylor, EXETER University (UK)

The study lead explored the importance and effectiveness of energy-efficient measures in housing as a means to improve health, based on the analysis of whole population data on housing energy efficiency and hospital admissions in a local area (Devon) as well as for England.

The results of the energy-efficiency study in the UK suggest that measures might lead to Triple-Win effects in terms of health, environment and equity. These, however, need to be appropriately designed and supported by policy interventions and investments driving positive effects on the environment *and* health. These could also be further explored with evidence on delivering measures on the basis of a “whole-house approach”.

[Place Standard Macedonia](#), Dragan Gjorgjev, INHERIT Study Lead & Stefan Bogoev, Mayor of Karposh

Place Standard Tool was originally created in Scotland as a framework to engage citizens on their living environments. The tool is being piloted in two countries in a local context characterised by low awareness for health and well-being issues. Both municipalities of Karposh and Riga (Latvia) are leading the introduction of inclusive and participatory planning and implementation of healthy urban spaces.

[Thinking Fadura \(ES\)](#), Silvestre García de Jalón, INHERIT Study Lead

Fadura is a park in the Basque municipality of Getxo. The pilot aims at making the sporting and green areas of the park, once reserved to a limited number of citizen members, accessible to the general population. The process involved the conduction of a participatory cost-benefits-analysis (CBA) which helped identify a large number of positive and negative impacts of opening the park.

Findings of the participatory costs-benefits-analysis implemented in Spain suggest that benefits of public interventions for healthy and environment-friendly living spaces may not necessarily be measured in short-term marketable terms only but rather in long-term social benefits.

[Restructuring Green Spaces Breda \(NL\)](#), Marnix Scholman & Ton Gjeltema, Share Urbanism

The Dutch project focuses on the redesign of a public park located in a low-income area at the outskirts of the city of Breda, using effective social participation from the beginning of the design and planning processes. Involvement of the community was ensured through several meetings with interested inhabitants and the organisation of a citizens' safari in the park. This helped identify the needs and expectations of citizens and potential challenges for implementation processes.

Nathalie Bélorgey (BzGa) reported the following discussion points for the Living workshop

Participatory approaches in the planning and implementation process of interventions for restructuring urban and green spaces in three Triple-Win practices presented show that: i) involvement of citizens is generally high, ii) a sense of responsibility and ownership by the citizens; iii) and confidence in municipal (good) governance are both supported.

Social participation also enables research and assessment of needed mechanisms for inter-sectoral cooperation. Not only participatory approaches increase citizens' awareness about health and wellbeing, they also provide policy-makers with a tool to understand the relevance of a health centred approach for all policy sectors in a given local context.

To include voices of citizens in effective policy-making, potential challenges for sustainable public participation are in addition tied with: i) rapidly changing populations in urban areas; ii) appropriate planning and resources for community continued involvement after planning and implementation of urban changes when needed.

As such, it seems appropriate *to integrate participatory approaches as a general norm of public policy interventions* to secure, increase and improve access to quality outdoor spaces.



Plenary presentation

[SWITCH to Active Travel](#) – Wiebke Unbehaun, Practice lead, Vienna (AT)

The SWITCH Project campaign aimed to promote active travel and health awareness to improve health and well-being, and reduce short car trips, GHG-emissions and primary energy consumption. It was implemented in five cities and was followed around 20 cities.

A strong focus was put on communication, knowing that mobility is a routinized behaviour. Main success factors included: creating a brand for active mobility; tailoring campaigns to targeted groups; personalized and customized information and continuous personal contact; rewards for participation and change; creating communities and exchange to ensure fun/positive experience; visibility in population and among stakeholders; coordination with mobility plans for infrastructure measures.

Workshop presentations

[An overview of best practices in active travel in the Netherlands](#), **Brigit Staatsen, National Institute for Public Health and Environment (NL)**

To switch current trends - 50% of daily journeys are done by car transportation for a distance shorter than 5km, several nation-wide support policies were implemented since the 1990's in the Netherlands. Today, there is an increased call for supportive local policies and further implementation, such as the one lead by "Tour de Force" coalition promoting an 20% increase for cycling.

Practices presented include: i) combining school activities for children and parents for BMX lessons and repair; ii) "cycle on" for elderly; iii) public transport sharing - bicycle sharing program; and iv) safe-attractive-connected cycling routes. Common success factors include strategies enhancing collaboration with local groups, an active role of Ambassadors, innovative digital applications, motivation-based rewards systems (e.g. awards with health coins); offering fun-playful opportunities.

[Lifestyle e-Coaching App](#), **Hanne Spelt, Philips Group Innovation, Research, Brain Behaviour & Cognition Group (NL)**

The use of the lifestyle e-Coaching App and wristband to motivate people to be more physically active is evaluated the Netherlands and Greece. The cognitive, psychological, time and material resources available to people tend to be socio-economically patterned. Interventions that focus on providing advice, guidance and encouragement rely heavily on individuals being able and motivated to engage in this advice (agency) to benefit.

The INHERIT study will investigate whether the coaching app changes activity levels amongst users, and whether this change in behaviour is sustainable. The assessment will involve 180 lower socio-economic participants in Greece and in the Netherlands, 50% intervention group and 50% control group. It will compare outcomes across these groups and in the two countries.

[Urban Cyclers App](#), **Vojtěch Máca, INHERIT Study Lead, Charles University Center for Environmental Issues (CZ)**

UrbanCyclers phone application aims at promoting sustainable mobility by motivating self-regulated behavioural change through incentives, information and navigation, communication and engagement. State-of-the-art artificial intelligence algorithms allows for setting preferences for several criteria including safety, comfort and speed. Route-tracking is linked to a gamification in a system of points, badges, leader-boards and challenges, and real-world rewards, and community experience sharing.

Is the app effective at promoting regular biking to work or school in the Czech Republic? Two specific interventions are evaluated on users with INHERIT randomised experiment: social smart gamification and financial rewards. The results are expected in June 2019.

Seville's Cycling Plan, [Marco Garrido-Cumbrera](#), Professor, University of Seville & co-Founder of Health & Territory Research (ES)

Seville's Cycling Plan has achieved great success in terms of increasing biking in modal split considerably within a couple of years. Increasing biking infrastructure is considered the main driver of this achievement. Details and results will be published in 2019.

Milan Scasny (CUNI) reported) reported the following discussion points for the Moving workshop

There are natural barriers and physical determinants of biking, such as infrastructure, topography, and demographics, but also other key factors related to bike ownership, safety, and political will for wider usage of alternative, sustainable, and healthy transportation modes. In addition, one of the key issues is how to spread skills to cycle around (among children, elderlies).

Using bikes is not only about transport. Active mobility may result in financial savings, but also it may improve health, contribute to air quality resulting consequently to a reduction of adverse health impacts, and time saved for daily commutes. All of these co-benefits should be better articulated and demonstrated.

Accidents are perceived as a major risk, and often over-stated, while competing health risks due to road traffics are under-evaluated. *Authorities may therefore provide evidence and information about risks across transportation modes.*

Design and planning can account for conflict resolution. Conflicts between bikers and pedestrians within a city may to some extent be a consequence of a rapid development of cycling infrastructure. Public support of developing biking infrastructure is important. However, policies that will help to reduce or *phase-out usage of cars* are even more important. They include measures and pricing policies to make car usage less desirable (e.g. removal of the support widely provided to companies for using a company car by their employees, stimulating ways of revenue recycling, congestion charges).



Plenary presentation

[Gent en Garde – Stoemp!](#), Marjolijn Vos, INHERIT study lead, Ghent (BEL)

The city administration of Ghent (261.053 inhabitants) has set into place a [food policy](#) and council with five strategic goals towards : i) shorter, more visible food chain; ii) more sustainable food production and consumption; iii) the creation of more social added value for food initiatives; iv) food waste reduction; v) optimum reuse of food waste as raw materials.

In this context, one specific network focuses on securing access to sustainable, healthy and affordable food for low socio-economic groups. The network connects existing initiatives (e.g. Food Savers, Wijze

Weters/ 'Wise Knowers', community garden initiatives, initiatives that aim to encourage local catering and retailers to apply short supply chains).

Interestingly, this was created jointly by the department of Climate and Environment, and Welfare and equal opportunities, both committed to define "the social value of healthy and sustainable food", and to tackle the structural causes of food poverty. Via the network and with the support of INHERIT, the city currently leads a multi-stakeholder working group to collect data and recommendations to tackle food poverty in local communities.

Gardening with Green Gym and Meat free Mondays, Matluba Kahn, INHERIT study lead, a primary school in East London (UK)

The intervention is about changing school environment through gardening with Green Gym and linking with outdoor activities with curriculum. In practice, this entails developing a school garden and linking the activities of gardening with curriculum along with having meat free (plant based) lunch once a week. The aim is to encourage children to develop healthy dietary behaviour, increase physical activity and to increase use of green space in the school.

This would be an effective public health response in a context where the UK encounters: i) a rise of mental health problems among children and young people between 1995 and 2004; ii) rising rates for child obesity - 1 in 5 children in Year 6 in 2016/17; iii) attainment gaps at 46% in 2017.

For transferability, challenges are around availability of resources and support. Such initiative will benefit from being: integrated within the national curriculum for Personal, Social and Health Education and national training agenda of teachers to build their capacity.

Question Mark, Charlotte Linnebank, Founder & Executive Director (NL)

The food industry is responsible for 60% of CO₂ emissions, 45% of child labour, 2/3 of deforestation and animal cruelty. For five years now, Question Mark provides real-time information on environmental and human rights impacts to make more conscious consumption choices. 50.000 consumers / month find our product information.

Change is seen with purchase rate and with the fact that companies want to be at the top of the ranking. Competition is organised on sustainable values and performance. By creating radical transparency and engaging consumers, the race to the bottom is turned into a race to the top. Transparency leads to ambitions made public. Eg. with Nutella and child labour.

Lessons learned, and success factors include: i) ensuring trust from the consumers through medias; ii) an income model with 50% donation and 50% fee to remain independent; iii) partnering with the right partners, such as the International Consortium of universities and industries to ensure latest expertise on targeting supply chain hot spots.

Next challenges today are about transferring and rolling out to other countries, to reach a more critical mass of companies and consumers.

Workshop presentations

[Dinner is ready in 1,2,3 euros](#), Wim Verbesselt, Project Coordinator, Colruyt Group (BE)

The goal of this project is to support customers to cook a low-budget, balanced, sustainable and nice meal. The retailer funds: 1) the provision of free recipe booklet; 2) guaranteed prices on corresponding products. Non-profit partners across the country support organisation of cooking workshops.

[Food Garden Rotterdam](#), Erik Sterk, Director (NL)

On an industrial wasteland area in Rotterdam of about 7000 m², the Food garden supplies organic fruits and vegetables to the Rotterdam Food bank and for homeless people. Unemployed and interested beneficiaries or volunteers have opportunities to join gardening and permaculture workshops.

[The Vegetable Academy](#), Antonia Mehnert, Regional Manager, The Vegetable Academy (DE)

The program for schools engage and teach children to grow vegetables, in order to re-establish their connection with nature and help them gain knowledge about food origin and global issues.

[PROVE](#), Natalia Henriques, Coordinator, Regional Development Association of Setúbal Peninsula (ADREPES) and Daniela Craveiro, INHERIT study lead (PT)

PROVE responds to the difficulties of small scale farmers. It has grown the past ten years to create short commercial circuits to distribute a 10 euros basket of fresh fruits and vegetables. The initiative has provided training and tools to small producers and created steady income with access to consumers through an online platform. PROVE connects today 141 farming units of small producers across the country with 7000 consumers.

Matluba Khan (UCL) reported the following discussion points for the Consuming workshop

Consuming initiatives showed prospect in terms of transferability and scalability. For example, similar initiatives to support local small-scale farmers are in place in Portugal (PROVE), Spain and Tunisia. Gardening with Green Gyms and Meat free Monday in London have similarities with the Vegetable Academy (Germany).

The three *main challenges* of transferability and scalability discussed were related to: i) challenges to establish trust between different sectors; ii) lack of funding opportunities at local, regional or national levels; iii) linking and aligning different and multiple exciting initiatives at different levels and stages of the food chain (production, process, distribution, consumption and waste and recycle).

Among *a range of solutions* discussed in each group, three key interlinked approaches emerged to inform and feed national and European programs: i) have a sustainability plan to support “policy resistance” or resilience of the initiative, especially in times of funding cuts and political changes; ii) develop or increase collaboration with local decision-makers and different sectors, as a way to increase access to existing resources and reach more targeted vulnerable groups (e.g. in existing welfare programs and resources); iii) promote and organise institutionalisation of best practices (e.g. projects like the Vegetable Academy could be recognised as an educational initiative by the Ministry of Education).