

**FORUM
FOR THE
FUTURE**

CASE STUDIES:

BRINGING TO LIFE PRIVATE SECTOR ACTION ON CLIMATE AND HEALTH

CLIMATE AND HEALTH TOOLKIT FOR HEALTHCARE BUSINESSES



CLIMATE AND HEALTH COALITION

Mobilizing the private sector to transform our health and climate systems

Core Partners



Bristol Myers Squibb™

Bupa



HALEON

reckitt

Walgreens
Boots
Alliance

OVERVIEW OF CASE STUDIES

The following case studies are examples of how the private sector is taking action on climate and health simultaneously. They are organised around the different spheres of influence that a business can act through, as introduced earlier in the toolkit.

They are designed to inspire and help bring to life what practical private sector action can look like, and the types of moves a business might make to implement these approaches.



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INTERNAL OPERATIONS



BRISTOL MYERS SQUIBB: MY GREEN LAB CERTIFICATION

CHALLENGE:

Laboratories are innovation centers for drug discovery, however, they can be resource intensive with high levels of energy and water usage.

APPROACH:

For nearly a decade, Bristol Myers Squibb (BMS) has provided the Green Lab Certification Program (GLCP) to its scientists to support them in minimizing their environmental footprint. GLCP highlights practical ways for labs to evaluate and reduce their energy, water and waste usage.

In 2023, BMS built upon the GLCP program with the adoption of the My Green Lab's (MGL) Certification program. Aligned with the UN Race to Zero Campaign, MGL is considered an international gold standard for lab sustainability practices and will help BMS explore new processes, technologies, and methods on its journey to saving water and energy and reducing waste.

The first pilot was launched in May 2023 with 11 BMS labs undertaking an in-depth survey and gap analysis to help drive innovative solutions. Upon completion of this initial round of activity, this cohort of labs completed the MGL pre-certification, as well as bespoke recommendations for continuous improvement, which they are now looking to implement. A second pilot was launched in November with an additional 14 labs that will repeat the same process of review, assessment, and implementation.

Some of the approaches that have been central to the program's design and execution include:

- Gamification: To encourage healthy competition, gamification elements have been embedded in the process;
- Collaboration: BMS created an internal MGL community via on-line platforms and meetings to encourage collaboration;
- Recognition: Participants are recognized for their efforts via internal recognition platforms;
- Cross-functional Engagement: Knowledge-sharing across the organization; an example of which is the supplier sustainability teams making scientists aware of green/sustainable lab products and consumables.

IMPACT:

By the end of November 2023, there were 25 labs participating in the My Green Lab certification pilots across eight BMS global sites. While the current focus of the program is early adoption and embedding sustainability principles into its labs, BMS's future vision is to measure the impact of these activities.



PRODUCTS AND SERVICES



BAYER: ADDRESSING THE NUTRITION GAP

CHALLENGE:

Climate change-driven heatwaves and drought are jeopardising water security, sanitation, and food production. This is pushing more people into food insecurity and increasing malnutrition across regions already vulnerable. This is all within the context of one in three people in the world already surviving on diets lacking essential vitamins and minerals needed to grow properly, live healthy lives and raise a healthy family. The effects of this “hidden hunger” often worsen over time, can lead to long-term health problems and further accelerates the poverty cycle.

In addition, heat exposure related loss in labour capacity is increasingly affecting outdoor workers with the greatest impact on agricultural workers ([Romanello et. al, 2023](#)).

APPROACH:

As a global leader in both agriculture and nutritional supplements, Bayer is uniquely positioned to help enable all people access to essential vitamins and minerals and improve their livelihoods. Launched in 2021, the Nutrient Gap Initiative (NGI) is Bayer’s signature program to enable access to essential vitamins and minerals for 50 million people annually by 2030. The initiative addresses the main barriers to accessing micronutrients, through interventions with accessible and affordable nutrition solutions, education and advocacy. Initially focused on essential supplementation, the initiative was expanded in 2023 to include Bayer’s nutritious food portfolio, such as vegetables, fruits, and grains.

IMPACT:

To achieve its ambition, Bayer is forming strategic partnerships with other organizations, including Vitamin Angels to reach 4 million women and their babies per year with essential prenatals, the Last-Mile Health social enterprise reach to provide nutrition education to underserved communities, and leveraging the Better Life Farming Centers to advance access to vegetable seeds and nutrition education for smallholder farmers. The Nutrient Gap Initiative has been highlighted as the leading practice for the availability of nutritious food and solutions in the 2023 Food and Agriculture Benchmark.





BUPA: UNLEASHING DIGITAL INNOVATIONS TO REDUCE EMISSIONS AND INFORM PATIENTS OF SAVINGS

CHALLENGE:

Consumers want to use their agency to improve sustainability, businesses want to reduce carbon embedded in their services and products.

APPROACH:

Bupa's Spanish business, Sanitas, is helping patients be part of its sustainability journey via the CO2 calculator in Blua, its digital health app. When a patient attends a video consultation – or downloads a medical report to the app instead of visiting a clinic to collect results – the avoided emissions are shared with the patient via the app.

IMPACT:

A patient attending an appointment via video (as opposed to travelling to a clinic) will save an average of 3.1kg of CO2 emissions - equivalent to the CO2 absorbed by 186 trees per day.



WALGREENS BOOTS ALLIANCE: REACHING VULNERABLE POPULATIONS

CHALLENGE:

In the US, many vulnerable communities have historically lacked access to critical healthcare services, presenting an opportunity to work within local communities to better eliminate barriers to care and address social determinants of health (SDoH), including climate-related health issues and prevention. Walgreens Boots Alliance (WBA) is reimagining local healthcare and well-being for all as part of its purpose – to create more joyful lives through better health.

APPROACH:

- Walgreens brings equitable, personalized, whole-person healthcare to local communities across America, wherever and however it's best for consumers – in-store, at home, in the doctor's office or online. Working alongside payers, providers and healthcare institutions across the country, Walgreens is creating a better experience for consumers, improving health outcomes, and lowering costs.
- Walgreens Boots Alliance's US Healthcare segment is powered by a nationally scaled, locally delivered healthcare platform, clinical programs, and strategic collaboration with its portfolio of industry-leading partners and companies.
- With majority investment in VillageMD, and portfolio assets including Shields Health Solutions and CareCentrix, Walgreens is accelerating its capabilities in primary, specialty pharmacy, post-acute and home care to uniquely impact the patient experience, especially for high-risk patients with chronic conditions.
- Of its 8,700 US locations, approximately 50% are in underserved communities, and US Healthcare brings equitable, personalized, whole-person healthcare to local communities across America.
- As part of US Healthcare, in pursuit of more equitable and inclusive research, Walgreens launched a Clinical Trials program in June 2022 committed to improving health equity through clinical trials.

IMPACT:

US Healthcare expands Walgreens Boots Alliance's reach into areas, including those most affected by climate change related health issues. Key programs and impacts include:

- Programs to address social determinants of health—free, same-day delivery of HIV medications and Paxlovid, in-store HIV testing on National HIV Testing Day, community outreach and education on the importance of clinical trials as a care option, increased access of naloxone by offering it over the counter at all stores and online.
- Collaboration with health partners to boost patient access to colorectal cancer screenings which led to 50% test completion rate when members picked up their screenings in one of 600 Walgreens pharmacy locations.
- Embedded pharmacists in four VillageMD locations have enhanced care coordination and improved outcomes as part of a pilot, reducing hospital readmissions over a 30-day period by more than 40% for participating patients, improving outcomes for patients with uncontrolled diabetes.
- Collaboration with payer partner and our retail pharmacists to reach asthma/COPD Medicaid members improved outcomes and lowered the cost of care.





HALEON: OTRIVIN'S ACTIONS TO BREATHE CLEANER – RAISING AWARENESS OF THE IMPACT OF AIR POLLUTION ON RESPIRATORY HEALTH

CHALLENGE:

Air pollution and climate change are closely linked, with the burning of fossil fuels being a key driver of both issues. Air pollution is one of the greatest environmental threats to public health globally, accounting for approximately 7 million premature deaths every year. Every year, evidence mounts of the impact air pollution is having on human health, with 9 out of 10 people worldwide breathing air that exceeds WHO safe limits.

The impact on respiratory and cardiovascular health is clear and evidence continues to build of impacts on other aspects of health, including cognitive health. It is also an issue of social justice, impacting vulnerable communities first and hardest.

APPROACH:

Otrivin launched its Actions to Breathe Cleaner at COP26 in 2021 with its Air Bubble educational exhibit – as children play in the Air Bubble, micro-algae purify the air. The Actions to Breathe Cleaner program teaches young people about the everyday actions they can take to minimise the health impacts of air pollution.

IMPACT:

The program has engaged thousands of school children across multiple markets on actions they can take to breathe cleaner, such as changing their route to school to reduce exposure to air pollution hotspots. Now in its third year, the program is focusing efforts on indoor air quality, where statistics show a disproportionate impact on human respiratory health in homes, schools and offices.

- In India, air purifiers have been installed in schools and 10,000 'pollution capture pencils' were created by mixing graphite with residue collected from air purifiers installed at three schools with the poorest air quality in Bengaluru.
- Additionally, the team collaborated with Ecologi Action Ltd to fund Improved Cook Stoves (ICS) in Assam, India, designed to help 35,000 households to breathe cleaner air, while reducing carbon emissions.
- Otrivin continues to engage academic and healthcare partners on their findings, recently presenting results from an interactive study conducted in UK schools at the European Public Health Conference in Dublin in 2023.

SUPPLY CHAINS



BUPA: ECO-DISRUPTIVE CHALLENGE

CHALLENGE:

As part of their Mission Accelerate, Bupa are aiming to catalyze change across their value network and wider environment. Beyond testing emerging talent, the aim of the eco-Disruptive challenge is to engage all our employees with the sustainability agenda – showing that they can be part of the solution.

APPROACH:

The Eco-Disruptive Challenge brings together Bupa employees, entrepreneurs and start-ups to tackle sustainability challenges within our business and the wider health sector. Bupa's goal is to find and support scalable start-ups where we can add value to their sustainability solutions – inviting them to share their propositions to address one of its six challenge areas.

The 18 start-up finalists receive a mix of financial support, marketing expertise and networking opportunities with support from Bupa's teams to develop minimum viable products, before the winners are voted for by its employees – receiving £200,000 (or local currency equivalent) to support the development of these minimum viable products.

The program currently runs across the regions in which we operate including the UK, Spain, Australia, Hong Kong and New Zealand.

IMPACT:

In 2021, 126 Bupa employees in 18 teams engaged 900 start-up businesses. Circoolar - a Spanish start-up that turns plastic bottles into fabric, were the eventual winners. Their fabric is used to make zero waste, sustainable uniforms produced by vulnerable women for healthcare professionals to wear across all Bupa countries. Bupa has subsequently invested a further £200,000 in Circoolar, as well as the other two finalists: AirSeed and Upcycled Medical.



HALEON: ENGAGING DENTAL PROFESSIONALS TO DELIVER CO-BENEFITS FOR CLIMATE AND HEALTH

CHALLENGE:

Poor oral health is one of the many risk factors which may contribute collectively to the onset of systemic health problems, underscoring the importance of good oral health. And the healthcare sector is responsible for around five per cent of global greenhouse gas emissions, of which oral healthcare is a contributor.

APPROACH:

To make it possible for more people to practice better self-care, Haleon works with expert healthcare partners to better understand, advise and support communities by sharing data and lived experience insights and by providing education. Engaging healthcare professionals is also an important mechanism for generating co-benefits for both the climate and people's health.

To help address oral health's contribution to global greenhouse gas emissions, Haleon collaborated with peer companies and the FDI (World Dental Federation) to contribute to the development of 'Sustainability in Dentistry' toolkit. Recognising the importance of providing oral health professionals and their teams with the required resources and tools to play an active role in reducing the environmental impact of their practice, the resource is designed to help dentists and their teams drive their activities towards more sustainable practices.

IMPACT:

In 2023, the toolkit had registered over 400 users, with FDI further amplifying it to a wider audience of dental professionals, including it at their 'Sustainability Summit' in June 2023.



ENABLING ENVIRONMENT



BAYER: SUPPORTING WOMENS REPRODUCTIVE HEALTH DURING CLIMATE DISASTERS

CHALLENGE:

Across Latin America, thousands of people have been forced to flee due to armed conflict and environmental disasters such as droughts, floods, glacier loss, heat waves, hurricanes, and mudslides. Women and girls are a uniquely vulnerable population in these fragile contexts, and more than 40% of women experiencing displacement want to avoid pregnancies according to the German Red Cross.

APPROACH:

The German and Colombian Red Cross have rolled out a one-of-a-kind emergency family planning program integrated in its emergency response and piloted in Colombia. Bayer supported the program as part of its aim to help provide 100 million women in low- and middle-income countries with modern contraception yearly by 2030.

The pilot program was designed to provide women across Colombia with 4,000 contraceptives and 3,300 consultations within a six-month timeframe at the end of 2022 – targeted on migration hotspots.

The primary aim of the pilot was to respond to urgent needs while assessing the potential for scalability in future climate-related crises.

IMPACT:

From July 2022 to March 2023, the team strategically deployed mobile and fixed health units across the country, aligning with migration routes. Aided by local volunteers who helped educate and assess the priorities of the community, medical staff comprising doctors and nurses offered free consultations and a range of essential contraceptives to women.



BRISTOL MYERS SQUIBB: EMPLOYEE GO GREEN PROGRAM

CHALLENGE:

How do you galvanize a global workforce to incorporate and embed sustainable solutions to help meet the company's environmental goals?

APPROACH:

Bristol Myers Squibb's (BMS) Go Green program enables employees across the company to identify opportunities and implement practices to help BMS reach its sustainability goals. As the interconnections between climate and health became more central to its strategy, employees are encouraged to look for solutions and drive integrated action on these issues across the business. In 2022, working closely with leadership to take action to improve its environmental footprint and its effect on human health. Today Go Green has 700+ members who are actively:

- Taking action to limit waste generation and increase circularity in its offices, labs and manufacturing locations, being mindful of its zero waste to landfill commitment.
- Engaging in ongoing education sessions, resources, and workshops on key global and local sustainability topics.
- Mobilizing and celebrating employee involvement in environmental sustainability efforts across its value chain like green chemistry, treasure hunts, packaging, logistics and transportation and more.
- Participating in the Sustainability Calendar Challenge with monthly activities centered around biodiversity, waste reduction and wellness.
- Fostering partnerships at the intersection of human health and the environment like Grow-a-Row, in which BMS employees harvest and deliver fresh produce to local communities in need.
- Leveraging global sustainability events such as Earth Day and World Recycling Day to catalyze local teams of employees to put measures in place to make a positive impact through their actions.

IMPACT:

The company's workforce has demonstrated a heightened awareness of the interdependence between climate and health, resulting in a greater sense of responsibility to enhance its sustainability practices and contribute to the organization's efforts to address these complex issues. This initiative has the potential to not only improve employee health and engagement, but also foster a culture of sustainability throughout the company.



RECKITT: INVESTMENT IN WATER

CHALLENGE:

Across the world, millions of people live in areas where water is scarce, or unsafe to drink. One quarter of all people worldwide don't have access to clean water and sanitation. With more extreme weather, floods, droughts, and epidemics like globally resurgent cholera, the inequities grow.

APPROACH:

Reckitt is looking at their water impact across the whole value chain, from sourcing, to manufacturing to consumer use and investing in communities where they work. They are taking action within their value chain communities, but also partnering more broadly to shape action on water at regional / country levels. Some of the actions they are taking include:

- Investing in water access for local communities, covering clean and safe water as well as sanitation and hygiene, to help communities live a cleaner, healthier life.
- Partnering with WWF to help protect and restore over 2,000km of river nature for future generations and the habitats that rely on the rivers for survival.
- Reckitt is a member of the [Water Resilience Coalition \(WRC\)](#), which brings companies together around shared investment goals around water. They are investing £2 million in the Water Equity Fund IV, supported by Water Resilience Coalition Investment Portfolio. This investment is set to impact the lives of five million people in countries in South and Southeast Asia, Sub-Saharan Africa and Latin America with access to clean and safe water, sanitation and hygiene.

IMPACT:

Through partnership with Water.org, Reckitt has helped 2 million people gain improved access to water and sanitation.

Climate-resilient water and sanitation infrastructure will also help future-proof vulnerable communities. Sustainable utilities such as water treatment plants with enhanced capacity to handle extreme weather can ensure a steady supply of safe water during climate-induced disruptions.

Scalable solutions like localized water treatment units are less vulnerable to the single points of failure common in larger centralized facilities, building climate resilience and a more reliable water supply reaching more people.





BUPA: HEALTHY CITIES INITIATIVE

CHALLENGE:

Bupa have an ambition to support one million people to improve their health each year by 2025, through restoring and regenerating nature.

APPROACH:

Bupa's Healthy Cities program encourages citizens to adopt healthy, long-term habits in their day to day lives, while preserving and regenerating green spaces. Citizens undertake one health challenge (e.g. achieving a certain number of daily steps) and one environmental challenge (e.g. leaving the car at home for one day a week) which is rewarded by Bupa investing in an urban regeneration project, carried out by a local partner.

The goal is to catalyse citizen engagement in actions which improve the climate and their health, while also convening local institutions from the public and private sector to invest and create change to regenerate nature.

Collaboration with local partners has been critical to the design and implementation of the initiative, as well as two-way communication with citizens engaging in the challenge. The Healthy Cities program has become a central strategic action in all of Bupa's markets, but the shift from pilot to full scale programme required new skill sets and capacity, and often different visions to the ones which conceived the project in the first place. Bupa has managed its capacity carefully and relied on a longer-term mindset for the project to be able to grow outside of its incubator stage and reach a scale of impact needed.

IMPACT:

In 2022, people across 83 cities participated in the Healthy Cities programme and achieved five billion steps. This resulted in more than 93,000 trees planted across Spain, Poland, Chile and Mexico in collaboration with NGOs and government organisations.

The investment included supporting the restoring of damaged ecosystems due to forest fires, planting new trees to regenerate forests and protecting regions from desertification.





RECKITT: CLIMATE AND HEALTH ADVISORY PANEL

CHALLENGE:

Lack of awareness of the intersection between the climate and health crisis at COP.

APPROACH:

In their work, Reckitt focusses on the impact of climate change on public health and recognises that human health is rooted in planetary health which enables better impact in both.

This has led Reckitt to mobilising an expert Advisory Panel at COP27 and COP28 to advocate for the significant changes needed in health systems, their financing, supply chains and infrastructure to realise a green health future. The advisory panel focused on making sure that climate and health are connected at COP27 and COP28 and that climate is integrated into all government health policies.

Reckitt was able to build awareness of the role of the private sector in mitigating and adapting to the public health impact of climate change. Their advocacy programmes involved the WHO, governments, civil society, and private sector peers. Reckitt is working with peers and asking others to collaborate in investment and cross-sectoral partnership for greater impact on the health impacts of climate change while also promoting these impacts in development projects.

- For COP26 and COP27, they worked with the London School of Hygiene and Tropical Medicine and EcoHealth Alliance to identify the health impacts of climate change, an increasing focus for governments and consumers alike.
- Reckitt also enabled the development of the independent Reckitt Global Hygiene Institute to develop and share research and best practice solutions to address health impacts.

IMPACT:

- Introduction of a Health Day at COP28.
- Connecting health focused people and organisations from the private sector in the lead up to COP28 as core partner of the Climate & Health Coalition.
- Hosting several events at COP28 with focus of the intersection between climate and health.



WALGREENS BOOTS ALLIANCE: PARTNERSHIP WITH VITAMIN ANGELS

CHALLENGE:

Since their introduction in 2012, Walgreens Boots Alliance has integrated the United Nations Sustainable Development Goals (UN SDGs) within its health centered ESG strategy. Like Walgreens Boots Alliance's longstanding commitment to ESG, the UN SDGs recognize the issues and challenges facing our world require a focused approach anchored in partnership and represent an urgent call for action in a shared blueprint for peace and prosperity for people and the planet.

Walgreens Boots Alliance is particularly focused on SDG 3, Good Health and Well-being, and SDG 17, Partnerships for the goals. This focus is aligned with its business operations and strategy, its expertise, its vision, and its purpose.

APPROACH:

In 2013, Walgreens Boots Alliance, through Walgreens, and Vitamin Angels, set out to address health disparities by distributing vitamins and minerals to women and children in low- and middle-income countries. In 2023, the need is no less urgent as the World Health Organization (WHO) confirmed climate change as an urgent threat to pregnant women and babies in its document: Protecting maternal, newborn and child health from the impacts of climate change: call for action¹.

- For ten years the partnership has donated 1% of all retail vitamin and supplement sales at Walgreens to fund essential life-changing vitamins to at risk women and children in 65 countries with the goal of delivering 500 million doses by 2025.
- In 2021 Walgreens and Vitamin Angels rolled out the next phase of their pilot program, providing free prenatal vitamins to pregnant women from 400 stores in underserved communities across the US and Puerto Rico.

IMPACT:

- In the ten years since formation over 400 million doses of life-changing vitamins have been provided to at-risk women and children in 65 countries and all 50 US states.
- In the US and Puerto Rico so far, the program has reached 1.5 million pregnant women and children.

¹Source: [Climate change is an urgent threat to pregnant women and children, WHO, November 2023](#)

