## FROM AWARENESS TO ACTION FOR SUSTAINABLE DEVELOPMENT IN LATIN AMERICA:

learning from obesity, climate change and population ageing

#### WHAT IS THE ISSUE?

Obesity, climate change and population ageing share similar hurdles:



they require individual, community and population level engagement









story telling to engage people

feel empowered to address these pressing sustainable development challenges to quality of life?

How can we inspire new forms of governance that will



#### **KEY FIGURES**

of adults in Latin America and the Caribbean are estimated to be overweight (compared to a global average of 34%) and 23% are obese.



In Latin America and the Caribbean, the proportion of the **population aged 60 and over** is expected to increase by over a quarter from

and over



In a **2°C warming scenario** without climate change adaptation, soya bean yields in Brazil could **decrease** by





and wheat yields

### WHAT DID WE LEARN?

The gap between 'awareness' and 'action' for more sustainable development is called

### behaviour change

Behaviour change can:





be embodied in something transactional (e.g. purchasing decision)



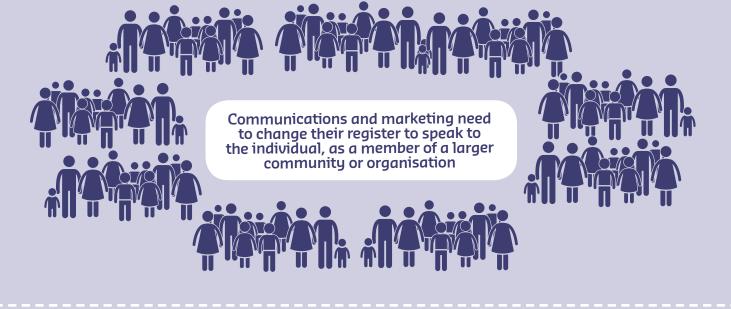


require significant changes to daily habits and routines over time

Either way,

#### sustained behaviour change requires us to

# understand better what motivates us



Responsible authorities are needed with: ■ long term plans

- the power to implement and evaluate corresponding policies ■ the obligation to account for what is achieved

Find out more by reading the full report From awareness to action for sustainable development in Latin America: learning from obesity, climate change and population ageing here.

