



**Gesunde
Erde
Gesunde
Menschen**

Healthy Planet – Healthy People

Healthy people can only exist on a healthy planet

Good health does not begin with pills or surgery. Good health begins with the air we breathe, the water we drink, the plants we can eat, endurable temperatures and peaceful coexistence. All these foundations for leading a good life are at risk. The climate crisis is the biggest threat to human health.

**IT'S NOT THE CLIMATE THAT WE
HAVE TO SAVE - IT'S OURSELVES!**

Eckart von Hirschhausen is a physician and science journalist, TV host and bestselling author of books on health and psychology. In 2020, he founded Healthy Planet – Healthy People (Stiftung Gesunde Erde – Gesunde Menschen) to raise awareness of the link between human and planetary health in the public, healthcare, scientific, economic and political realms. Non-partisan, constructive, cross-generational. With an interdisciplinary team and a large network. Why? Because it's hard to save the world on a voluntary basis when others are destroying it for a living.

We plant ideas that grow faster than trees. With positive solutions, powerful images and a message that speaks to both the mind and the heart, we inspire people to see the urgency of this challenge of the century and take action. No need to panic – but protecting the natural foundations of our lives must be our top priority.

Our name is our vision:

**HEALTHY PLANET -
HEALTHY PEOPLE**

We could have a better life on this planet. And a healthier one. Often, the media and policymakers focus on the negative. What is lacking is a positive vision. It is true that we have everything to lose – our freedom, security and prosperity. But at the same time, we have so much to gain by actively shaping the changes. What direction do we want to go in? How do we want to live? What are our most important values? And what do we want future generations to think about us?

***Our founder Eckart von Hirschhausen
provides new inspiration for the
necessary transformation with
Healthy Planet – Healthy People.***





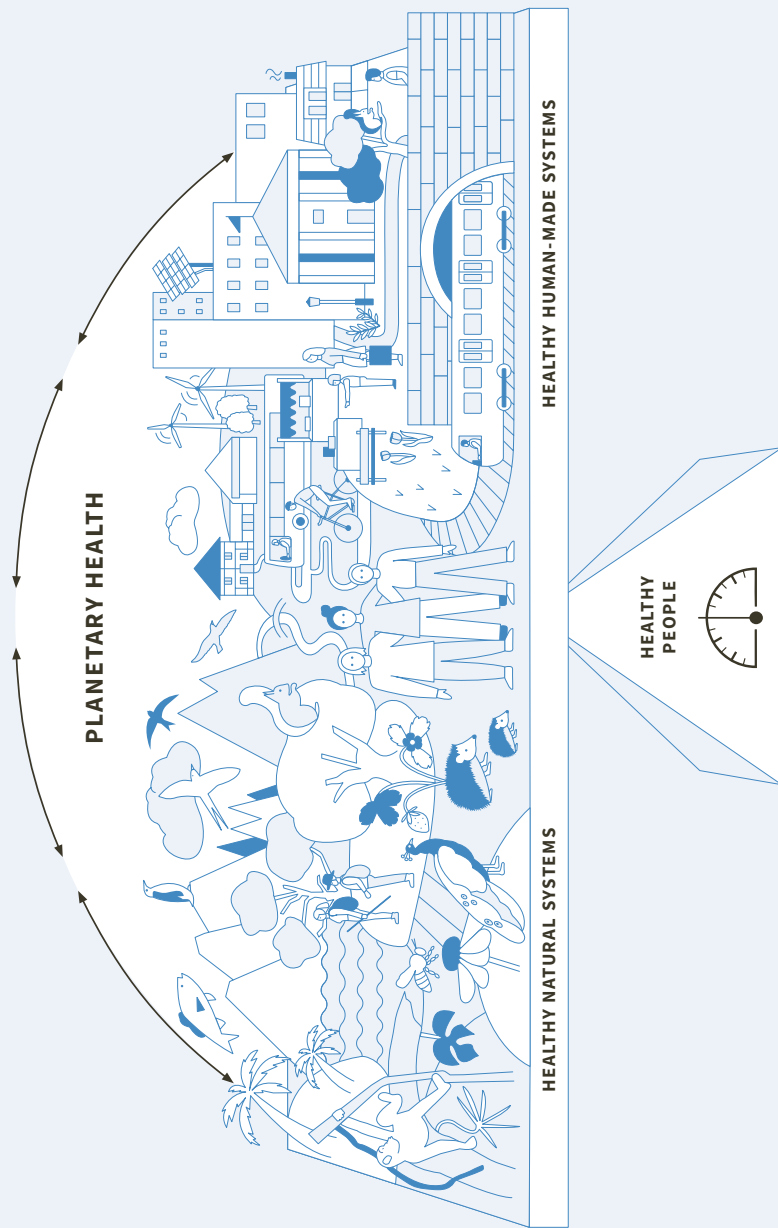
One team, many areas of expertise

It takes an interdisciplinary team to reach, mobilise and connect people from all walks of life. The most important thing an individual can do today is not to remain an individual!

**IT IS HARD TO SAVE THE WORLD ON
A VOLUNTARY BASIS WHEN OTHERS
ARE DESTROYING IT FOR A LIVING.**

That is why Healthy Planet – Healthy People brings together professionals from different generations, fields of expertise and backgrounds: medicine and healthcare, climate action and development cooperation, politics, industry and communication. Our team has a lot to offer: knowledge of campaign development, science journalism and 30 years of stage experience. Even in the most serious of situations, we never lose our sense of humour. We surprise people with new insights, good stories and punchlines.

We explain the links between climate and health so relatable and clearly that it makes perfect sense. We breathe life into public discourse with positive visions of the future, we campaign and communicate on social and traditional media. The lobby of the past is well positioned. What we need is advocates who protect the natural foundations of life for everyone. With passion for the future.



What does “Planetary Health” actually mean?

Our health is closely linked to the health of the planet we live on. “Planetary Health” describes the close connection between humans, animals and nature. If Mother Earth starts running a fever because we are burning fossil fuels unchecked, the climate crisis will also become the greatest health threat we face. If we destroy the habitats of countless species and accelerate biodiversity loss, the result will be more disease and pandemics. The ruthless exploitation of our natural environment for intensive livestock farming poisons the soil and creates dangerous antimicrobial resistance. All these issues are interconnected. And can be understood and solved together. That is what we mean by a “Healthy Planet”.

We already know what the steps to better personal health are: no smoking, more exercise, more vegetables! The same goes for the health of Mother Earth: phasing out fossil fuels, a mobility revolution that burns calories instead of petroleum, and a Planetary Health Diet, i.e. delicious plant-based food.

We humans are not the “pinnacle of creation”, but part of the web of life. And if we continue to tear holes in this web, we will fall into the abyss. If we understand the health of humans, animals and nature as interrelated, human-made systems must be designed to be in balance with the ecosystems and not push them to the point of collapse. If we are so keen to show that we are the most intelligent species on the planet, it is time to prove it. Because what humans have made, humans can also change.

A big challenge – a huge opportunity

If you look down a coal mine, you can't help but wonder where all the tonnes of material at the bottom of that deep hole disappeared to? The answer: it is now above us! Greenhouse gases are measured in tonnes. Because they weigh tonnes. Everything we dig up as fossil fuels and spew into the atmosphere comes back to haunt us. It travels deep into our lungs, because it also produces tonnes of particulate matter. The energy transition is our chance for clean air. Why are we doing this is often missing from the debate!

*Source: <https://www.nature.com/articles/s41558-024-01925-3>

43 %

Estimated

69 %

Actual

willingness of the global population to spend 1 % of their income on climate action*

What the majority often doesn't know? That it is the majority.

Most people want to see swift action on climate change – and less traffic on motorways. The wish for better health unites people across party lines and generations and resonates more with us than abstract reduction targets for greenhouse gases. Yes, this transformation will cost money. But it is the best investment we can make: in a future worth living, one we can look forward to. The costs of doing business as usual are many times higher. Put simply, the most expensive thing we can do now is nothing.



WHAT WE DO

Planting ideas

Planetary Health is important for everyone. That is why we address a broad public with our campaigns and show how Planetary Health and climate action are linked to freedom, human rights, democracy, education and inclusion.



#dafür
campaign

Our big #dafür campaign in the run-up to the G7 summit in Germany in 2022 brought together people who look ahead and get involved. After all, public attention is often monopolised by the loudest opponents. With #dafür, we helped to ensure that climate action and health were on the agenda of the negotiations.

With “What If – In 80 Questions Around the World”, we sent questions on global health virtually around the world and collected the best answers. All the chancellor candidates were on board, along with NGOs and influencers. This campaign reached 12.8 million people before the German federal election in 2021. And it won the NRW Media Award for Development Policy Engagement.



#Nichts
Tun Ist
Teuer

With #NichtsTunIstTeuer cost of inaction, we supported the World Health Organization’s (WHO) call to invest 0.1 per cent of gross national income (GNI) in global health. We were visible in the Berlin political arena and online with visually powerful videos.

We are bringing new perspectives to stalled debates with the slogan “Climate action protects our freedom”, because freedom means not only being able to travel anywhere quickly. It also means being able to stay right where you are. You can’t buy your own personal temperature. Not even with private health insurance.

WHAT IF – IN
80 QUESTIONS
AROUND THE
WORLD



CLIMATE ACTION
PROTECTS OUR
FREEDOM

WHAT WE DO

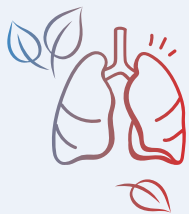
Climate & Health Media Service: by professionals, for professionals

For many media professionals, it is difficult to gain in-depth knowledge of these complex issues in their day-to-day work. That is why we provide the most important facts and figures, studies, contacts and solutions with our Climate & Health Media Service, which is available free of charge and without registration.

We have provided great content with experts and media professionals and rigorous scientific standards



The Media Service is particularly useful for local journalists who want to report on local stories in a straightforward and relatable way. What is an Asian tiger mosquito doing in Baden-Württemberg and why is heat not only a real problem for older people, but also for children and pregnant women?



medienservice-
klima-gesundheit.de

WHAT WE DO

Promoting sustainability in healthcare

When one hip replacement surgery generates 100 kg of waste and the anaesthetic gas is 3,000 times more harmful to the climate than CO₂, it becomes clear that our current healthcare system is anything but sustainable. It contributes more to our emissions than air travel due to its energy consumption, supply chains and as one of the largest employers in the country.

**THOSE WITH A LARGE FOOTPRINT
ALSO HAVE SIGNIFICANT LEVERAGE
TO CREATE CHANGE**

That is why Healthy Planet – Healthy People is encouraging the healthcare sector to use resources more efficiently while adapting to the dangers of heat and extreme weather.



Since 2019, we have been working together with the Berlin-based agency “Die BrückenKöpfe”, pooling our expertise. The book “Jetzt oder Nie: Nachhaltigkeit im Gesundheitswesen” (“Now or Never: Sustainability in Healthcare”) has succeeded in bringing together many very different perspectives. We show where there are good ideas, analyses and projects – and we encourage people to replicate them!

WHAT WE DO

Political advocacy for Planetary Health

We can all make our own personal contribution to a future fit for our grandchildren. But the big changes won't come from using cloth bags for grocery shopping, but from the right policies. Not a single molecule of CO₂ has returned from the atmosphere just because we signed an international treaty in Paris in 2015 for the 1.5-degree target. There is enough scientific data, declarations and treaties.



KEY ISSUE: HOW DO WE START ACTING MORE QUICKLY AND EFFECTIVELY

As a non-partisan organization, we talk to all democratic parties. Planetary Health requires integrated action and more political weight at all levels. We talk to health and environmental authorities as well as to stakeholders in construction, agriculture and international cooperation.

Global challenges affect everyone, but not everyone equally. In countries of the Global South, the adverse health effects of crop failures, droughts and floods are exacerbated by underfunded health systems. The new health threats hit those who have contributed least to the climate crisis the hardest. We have a responsibility – and a vested interest. The pandemic showed that viruses know no national borders, nor do CO₂ molecules. That is why we are committed to ensuring that German politics prioritises global and Planetary Health. No one lives well unless everyone lives well.

ACROSS PARTY LINES – IN GERMANY AND EUROPE.

WHAT WE DO

Founder and keynote speaker: Eckart von Hirschhausen

For five years, our founder Dr Eckart von Hirschhausen has been making the protection of the natural foundations of our lives his top priority. His book “Mensch, Erde! Wir könnten es so schön haben” made it to the bestseller lists. In his public speaking engagements, he raises awareness of the importance of Planetary Health for humanity, the links between climate change and health, and the need for political action.



The quality and impact of his work have been widely recognised: such as an honorary professorship in Marburg, an honorary membership at the Charité, the Georg von Holtzbrinck Prize for Science Journalism and the Science Communication Prize for a Sustainable Future from the Freundeskreis der Akademie der Wissenschaften Leopoldina (Friends of the German National Academy of Sciences Leopoldina).



With regular publications in all relevant media, his great presence on Instagram and LinkedIn, TV appearances, as well as keynote speeches and background discussions, he draws attention to our concerns and messages and lends them weight in the right places.

Eckart von Hirschhausen gives his time, influence and ideas for Healthy Planet – Healthy People and regularly donates his salary from lectures and book projects.



Our network

**THE MOST IMPORTANT THING
AN INDIVIDUAL CAN DO NOW IS NOT
TO REMAIN AN INDIVIDUAL!**

We are constantly expanding our networks at the nexus of climate action, nature and health. We will succeed together or not at all. That is why we are focusing on partnerships that allow us to speak with a unified voice, to be heard more and to achieve more.

We also rely on strong partners when it comes to financing our work. We receive donations from many private individuals. In addition, we are a recognised partner for funding foundations such as the Bill & Melinda Gates Foundation, Stiftung Mercator, Schöpflin Foundation and the European Climate Foundation. We work with companies that have set out to contribute to protecting Planetary Health. We support them in their communication, events, with advice, strategies and workshops.



WORKING TOGETHER

Our services

WE WORK WITH COMPANIES
AND PUBLIC INSTITUTIONS
BASED ON SHARED VALUES.



**Consulting and
knowledge transfer**

Our interdisciplinary, experienced team is continuously involved in the discourse around the links between climate, environment and health. Based on this knowledge, we support our partners in developing strategies to implement the protection of Planetary Health and to communicate this commitment.



**Workshops: Active
for Planetary Health**

With our workshop, we empower your employees or members to act as ambassadors to protect the natural foundations of our lives. We describe the challenges posed by the planetary crises and identify possible courses of action.

The workshop offers the opportunity to develop ideas that further increase the handprint of the company and its employees. Accessible yet in-depth – inspiring and empowering. The workshop is individually tailored to your needs.

stiftung-gegm.de/workshop



WHAT YOU CAN DO

Be part of the solution. Now.

**“WE WILL SUCCEED
TOGETHER OR
NOT AT ALL.”**

Yes, it depends on each and every one of us, every tenth of a degree matters! Every single tonne of CO₂, every contribution, every decision counts. So that one day our children can be proud of us because we did everything in our power at a historic moment. Are you part of the problem – or part of the solution?

It is no longer a question of overcoming a lack of knowledge. We know enough about the dangers. And we know what needs to be done to avert them. We don't need solutions on paper, but in the real world.

That's why we need you.

What can you do?
We'll answer that on the next page!



3 things you can do now (!) for Planetary Health

1 **TAKE A STAND FOR PLANETARY HEALTH**

The good news: There are also positive tipping points. When enough people rally around a cause, it can have a domino effect, and change can happen very quickly. So talk about what is important to you, what we have to lose – and what we can gain.

2 **SMARTEN UP, USE YOUR VOICE, AND ACTIVATE OTHERS**

Do you know anyone who can make more of a difference than you? Then get them moving! You now know the good arguments. Share this experience: You can download this brochure from our website (stiftung-gegm.de/broschuere-EN). You will also find further suggestions and information there. Follow our social media accounts and recommend us to others.

3 **SUPPORT OUR WORK**

Don't have time to take action for Planetary Health yourself right now? No problem: we'll be happy to do the job for you. We also finance our work through private donations. Every euro we receive helps us to reach people and convince them of the importance of Planetary Health – publicly and behind the scenes.

Talk to us!

**TOGETHER WE ARE THE
LOBBY OF FUTURE!**

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Donations to the GLS Bank

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