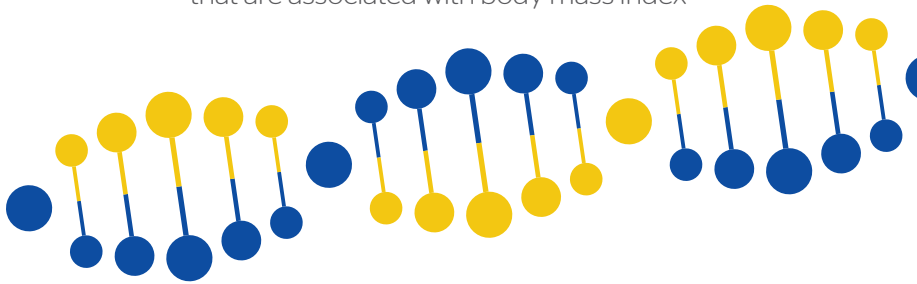


## CAUSES OF OBESITY

Obesity is a disease, not a lifestyle choice. Causes of obesity can range from genetic<sup>i</sup> and endocrine<sup>ii</sup> conditions to environmental factors<sup>iii</sup> such as stress, diet, increasingly sedentary working patterns and obesogenic environment<sup>iv</sup>

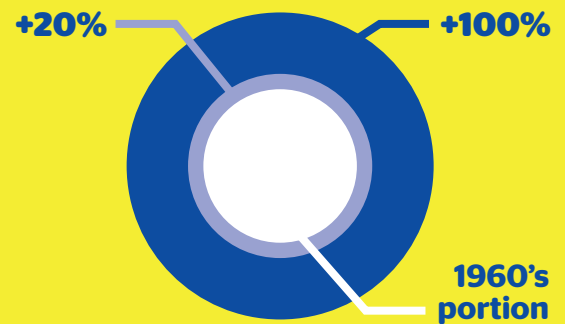
### GENES

Genes can cause certain disorders which may result in obesity. Studies have identified **more than 30 genes on 12 chromosomes** that are associated with body mass index<sup>v</sup>



### LARGER PORTIONS

Portion sizes of sugar-sweetened beverages, confectionary and snacks increased in size by between **20% and 100%** since 1960<sup>xi</sup>



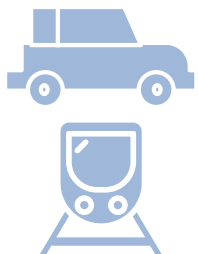
### WORK, LIFESTYLE & URBANISATION

An average European spends **over 5 hours** a day **sitting down**<sup>vi</sup>



People **don't burn as many calories when working** as they used to:

1960	2010
Men 1500kcal Women 1300kcal	Men 1400kcal, Women 1200kcal <sup>vii</sup>



**60%**

Europeans who prefer using **cars for daily commuting** and long distance travel

**19%**

Europeans who use **public transport** (requiring greater activity) on a regular basis<sup>viii</sup>

European population living in urban areas<sup>ix</sup>:

- 2050: 80%+ (estimated)
- 2014: 73%
- 1950: 50%



Increasing stigma towards people living with obesity<sup>x</sup>

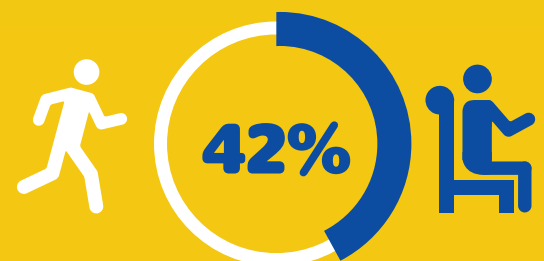
### NUTRITION

Energy (kcal) imbalance. People in the EU are consuming **500kcal/day more** than 40 years ago<sup>xii</sup>



### LACK OF ACTIVITY

**42% of people don't ever exercise** in the EU<sup>xiii</sup>



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