

WILLIAM REILLY

Chairman of the Climate Works foundation

Jean-Pierre Elkabbach, President, Lagardère News

Industry, food security and TV advertising are problems all over the world. An increase in obese, malnourished and overweight populations. William Reilly from the United States – any comments?

Jean de Kervasdoué, Professor, CNAM

Just one figure: in the United States, 32% of the population is obese and 68% is overweight.

Jean-Pierre Elkabbach, President, Lagardère News

And in France ?

Jean de Kervasdoué, Professor, CNAM

In France, 30% are overweight and 10% are obese. Fortunately, that's beginning to decline in France. But in many other countries, it continues to rise and the greatest danger for countries like this one is the *corne de gazelle*¹, which is much more dangerous for people's health than global warming.

Jean-Pierre Elkabbach, President, Lagardère News

I don't know whether the *Gazelle Horn biscuits* is available throughout the country. Even those who would like it don't always have the means [to buy it]. But there are development efforts. It's a global problem with national implications. But I interrupted William.

William Reilly

Obesity is not something I know a lot about, but I was taken by Mr. Viehbacher's mention of good practices. When we discuss the subject of world governance, we have to be fairly broad, as I thought the Secretary General was in his approach to governance. We need to acknowledge that many of our best agreements have come after there has first been a consensus in domestic policy and various countries begin to reinforce a direction.

Secondly, standards have been set, sometimes even informally. In the State of California, it is impossible to build a large office building that is not a Leadership in Energy and Environmental Design (LEED)-rated building. This means it has a private registration that it will be energy-efficient. You just cannot get the loans; the banks will not do it. There is no law on it; there is no regulation. That has just happened because of the consensus on that issue.

¹ "Gazelle horn": a sweet, high-fat Moroccan delicacy which is bad for your health



I have been the co-Chairman of the President's Oil-Spill Commission, looking at what happened on the Gulf and trying to determine the causes. We have looked at a number of industries that have tried to deal with these processes that are very hazardous. For some years, the nuclear industry has basically had a private industrial inspection and standard-raising, best-practise-defining entity that has been very effective.

Even in the years when the nuclear argument between India and the United States was profound, there was great collaboration and cooperation. This is with respect to safety and to those very standards. Those offer a lot of opportunity to move forward in some of these areas, certainly in my area of energy efficiency. This is before we get to and while we set the foundations for a broader international agreement.