



# Wealth inequality



- The richest 2% own more than 50% of global wealth.
- The poorest 50% of adults own barely 1%
- Wealth inequality for the world is estimated to be as if one person in a group of ten takes 99% of the total pie and the other nine share the remaining 1%.

<http://qazse.files.wordpress.com/2006/12/starving-hand-2.jpg>

The World Distribution of Household Wealth

World Institute for Development Economics Research of the United

Nations University

# World hunger



- The WHO estimates that 1/3 of the world is well-fed, 1/3 is under-fed 1/3 is starving.
- 3 billion people in the world today struggle to survive on US\$2/day.
- To satisfy the world's sanitation and food requirements would cost US\$13b- the yearly amount spent in the US and EU on perfume.
- Every 3.6 seconds someone dies of hunger. Over 4 million will die this year.

Kevin Carter 1994 Pulitzer Prize for photography

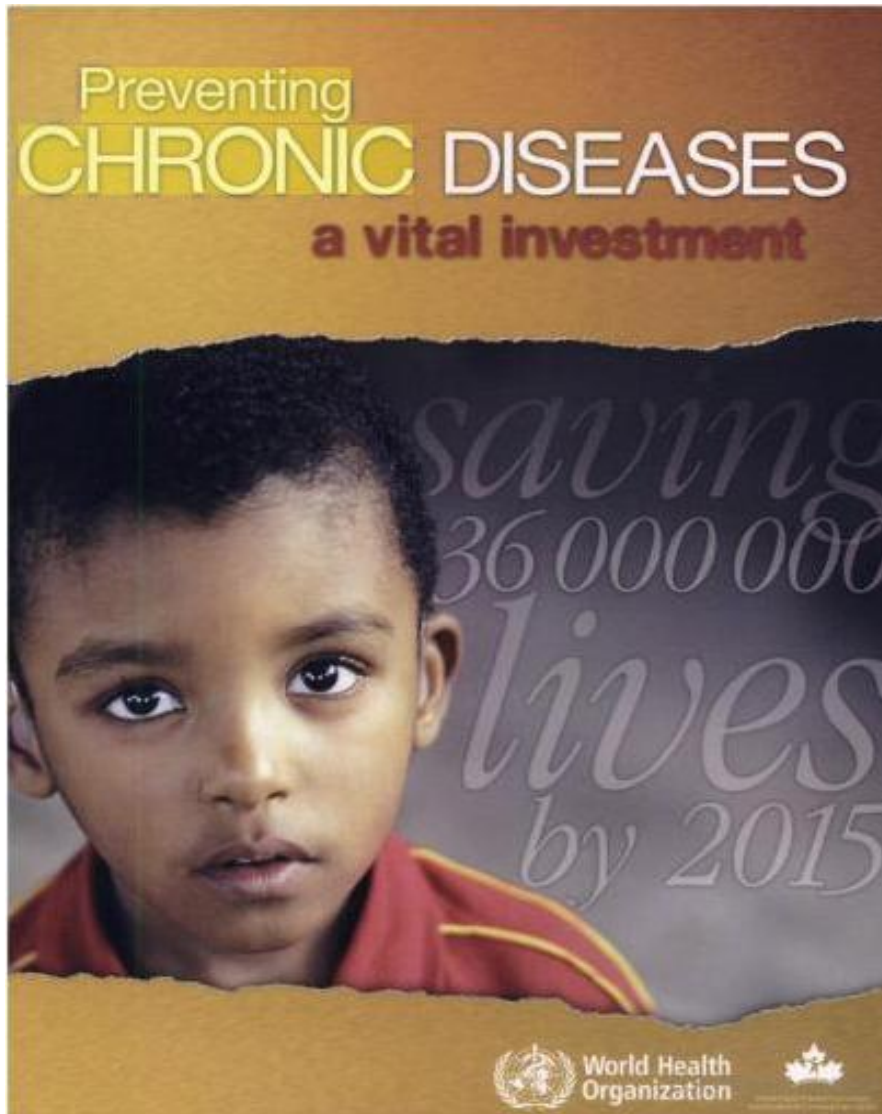
<http://library.thinkquest.org/C002291/high/present/stats.htm>

# Obesity epidemic



- Globally, there are more than 1 billion overweight adults
- In the US the number of overweight children has doubled and overweight adolescents has trebled since 1980.
- Obesity and overweight pose a major risk for chronic diseases, including type 2 diabetes, cardiovascular disease, hypertension and stroke, and certain cancers.

# Chronic disease



Of the 58 million deaths in the world in 2005, 35 million (60%) are caused by chronic diseases such as heart disease, stroke, cancer, chronic respiratory diseases and diabetes.

The main modifiable risk factors for these diseases are lifestyle related and include unhealthy diet, physical inactivity and tobacco use.

# General dietary recommendations



- **S**easonal
- **L**ocally produced
- **O**rganic
- **W**hole foods

# Wellness Design – Cal Earth Nader Khalili











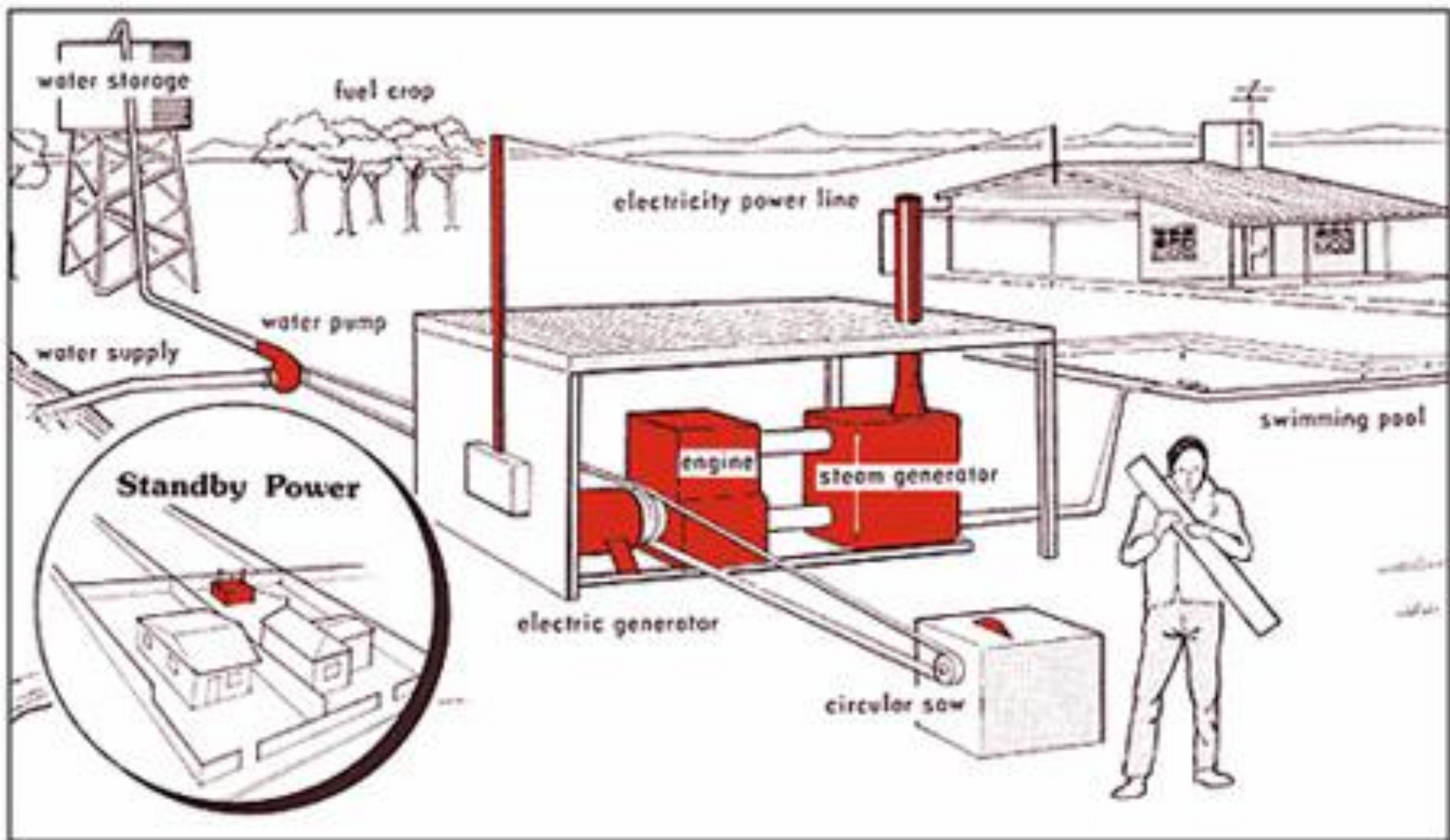
# Sustainable City –Masdar Abu Dabi



# Sustainable 'barefoot' luxury









# Worldwide Wellness Fund

[www.wwfund.org](http://www.wwfund.org)

## **The WWFund aims to:**

- raise the profile of the spa and wellness industry
- provide a platform for the industry's CSR
- provide education, services and career opportunities to marginalized communities
- supply high quality research and information
- provide practitioners to the spa and wellness industry.

# Worldwide Wellness Fund

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The WWFund aims to support the provision of:

- Schools
- Scholarships
- Service delivery
- Scientific studies &
- Spa and wellness industry placements

# Small steps can lead to big results



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The footprints **network** is an alliance of e-commerce businesses and their customers who fund **community projects** from many tiny donations collected with every online transaction.

How does the footprints network connect the dots?



"The medical supplies will last the communities for at least a year. The people were very, very grateful." Siliguri, India

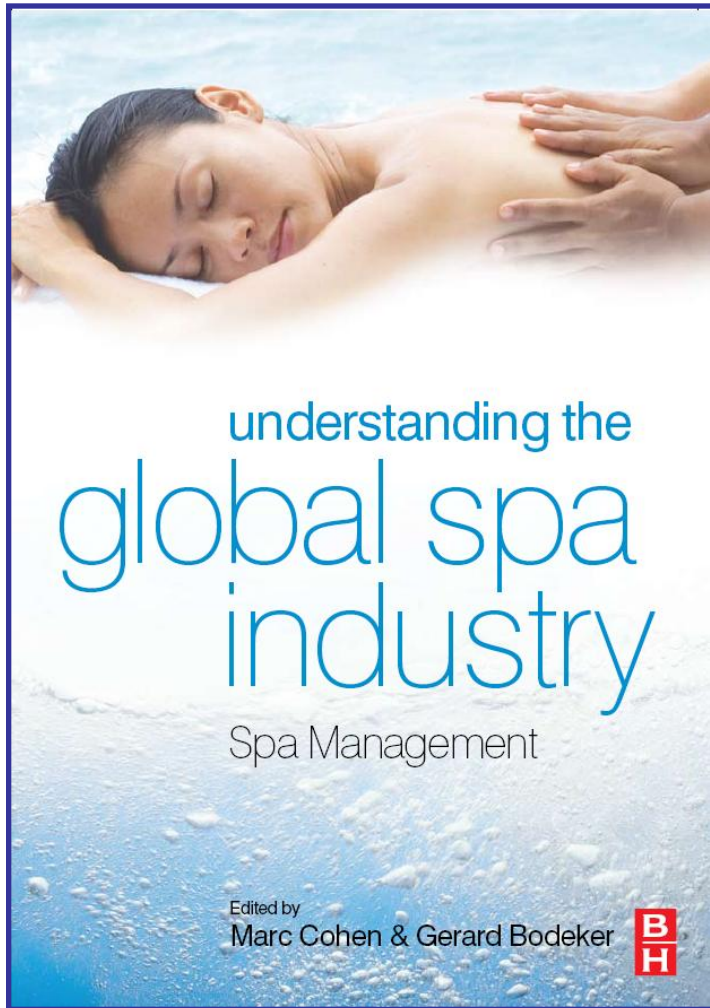
## What's in it for your business?

Online customers are smart and they care about the ethics and values of the companies from which they purchase. Here's how your business benefits from integrating the footprints API:

## Get your business involved

Becoming a member of **The Footprints Network** is simple: it just involves a little bit of paperwork.

# Understanding the Global Spa Industry



The first book to investigate the trends and practices of the global spa industry from economic, social, technological and business perspectives