

Annual Individual footprint certification to promote a healthier, ecofriendly lifestyle

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Abstract

In the era of consumerism the earth is finding difficult to sustain a global population of 7.4 billion. While under nutrition haunts a segment of the population another segment is haunted by over nutrition. Severe food shortage is experienced by one end leading to malnutrition, disease and death. Severe overconsumption is also experiences by another end, leading to over nutrition, disease and death. In order to fight this situation the dialogue needs to extend beyond the traditional processes that have been tried out for so many decades that have not yielded the desired results.

The possibility of adopting an “annual individual footprint certification” (AIFC) would hold people socially accountable to maintain their Body Mass Indexes and waist circumference within a healthy range. While offering buffer and flexibilities for obesity and overweight due to health considerations, health officials and health insurance agencies could play the lead role in managing the system. Unlike in the case of regular vehicle emissions tests, AIFC could operate free of charge globally, given that the cost could be borne by insurance providers as it would benefit them. A calculation could be performed to measure to what extent over nutrition or under nutrition has taken place and thereby to charge a levy from the over nourished to complement the food supplements to the undernourished identified through the proposed system. This system would provide incentive for the obese to reduce weight and thereby to reduce their non-communicable disease burden. The governments would also benefit from this system due to enhanced productivity of their healthier citizens.

Biography:

Asitha G Punchihewa has a Bsc in Biological Science from Deaking University, Australia. He has completed his Post graduates in Development studies at the University of Colombo Sri Lanka. As a multidisciplinary development practitioner, he has a lengthy publication record including books and academic papers based on national and international research in the fields of rights (human rights, child rights, migrant worker rights, indigenous communities, eviction and displacement, animal rights), human trafficking, HIV AIDS etc.

Speaker Publications:

1. “Fighting Novel Coronavirus community spread through Sri Lankan traditional prophylaxis and traditional quarantining”
2. “Standard Operating Procedures (SOP) Drop-In Centres for People Living with HIV (PLHIV)”
3. “Cultural Transformation In Sri Lanka And Its Impact On The Regional Cultural Landscape”
4. “Two-day training module for the training of peer educators (PE) on HIV/AIDS and STDs”
5. “Homogenization of Economic Avenues in Sri Lanka and Cultural Transformation”

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