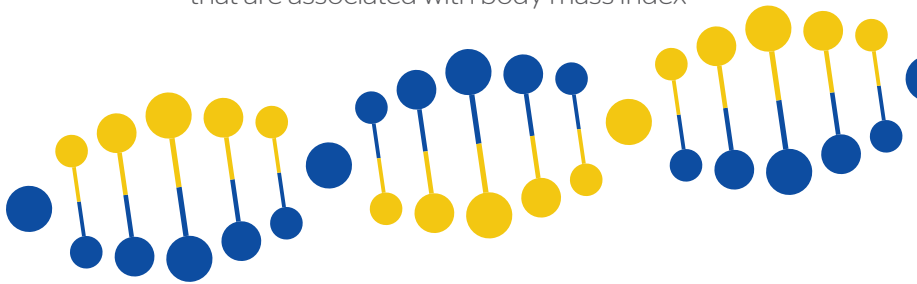


CAUSES OF OBESITY

Obesity is a disease, not a lifestyle choice. Causes of obesity can range from geneticⁱ and endocrineⁱⁱ conditions to environmental factorsⁱⁱⁱ such as stress, diet, increasingly sedentary working patterns and obesogenic environment^{iv}

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^v



WORK, LIFESTYLE & URBANISATION

An average European spends **over 5 hours** a day **sitting down**^{vi}



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

	1960	2010
Men	1500kcal	1400kcal
Women	1300kcal	1200kcal ^{vii}



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^{viii}

European population living in **urban areas**^{ix}:

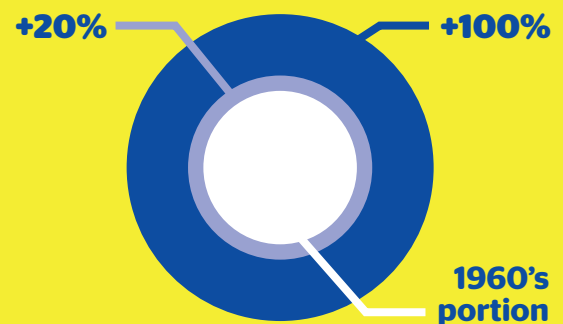
- 2050: 80%+ (estimated)
- 2014: 73%
- 1950: 50%



Increasing stigma towards people living with obesity^x

LARGER PORTIONS

Portion sizes of sugar-sweetened beverages, confectionary and snacks increased in size by between **20% and 100%** since 1960^{xi}



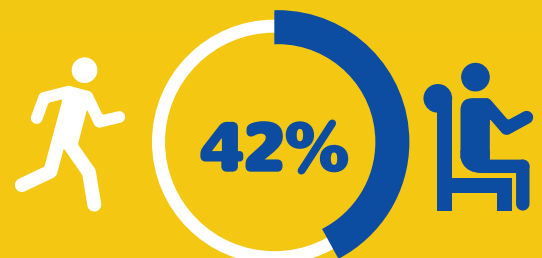
NUTRITION

Energy (kcal) imbalance. People in the EU are consuming **500kcal/day more** than 40 years ago^{xii}



LACK OF ACTIVITY

42% of people don't ever exercise in the EU^{xiii}



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