



UNE SEULE SANTÉ – INDISPENSABLE POUR LA MÉDECINE (VÉTÉRINAIRE)



Santé et prospérité vont subir des préjudices l'avenir



Références photographiques (de gauche à droite) : The Globe and Mail, Kim Owen, Marcus Kauffman, Rene Roy/Wreckhouse Press via AP

'Can we have two golds?'

Our writers' best moments of Tokyo 2020

● Sport



The Guardian

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For 200 years

Global Brands

Long-term impact

Environment

Buying decisions are influenced mainly by price and convenience, reports Rod Newing

A survey of environmental issues is growing among consumers, who now understand clearly the role that business plays in protecting the environment.

With beyond media and social networking, consumers have the tools to quickly brand catch but any perceived transgression anywhere in the world.

"As the role of social media has grown, brands are increasingly exposed to criticism by consumers for things they have done on the other side of the world," says Tim Ellis, strategy and research director at IQM, a branding agency. "You can now report on every brand because they are involved in something that is a global brand."

However, the long-term impact on brands is not as great as it might seem. People have short memories and most consumers' buying decisions are more influenced by price, convenience or product features.

The Green Guide Global 2010, published by GFK, a consumer research group, reveals that 71 per cent of consumers are in favour of companies that are environmentally responsible.

However, only 30 per cent take the environmental issue into account in purchases, all or most of the time. Similarly, Maitland Green, a sustainability consultancy from North to Norfolk from Ogilvy & Mather, a communications agency, found that 70 per cent of American consumers have green intentions, but only 40 per cent of them were dedicated to fulfilling them.

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stated, says a very active in who will avoid a brand because of a green label, but only if it is a green label."

CarbonTrust, a carbon footprinting company, found that 70 per cent of consumers are in favour of companies that are environmentally responsible, but only 40 per cent of them were dedicated to fulfilling them.

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Combating climate change: We are in it together

Tian Qi

GUEST COLUMNIST

THE FIRST part of the 19th century of the Paris Agreement on Climate Change, the Paris Agreement, was signed in 2015. It was the first time that all 195 countries in the world agreed to limit global warming to below 2°C.

China announced that it would reduce its carbon emissions by 60-65 per cent by 2050, compared to 2005 levels. This is a significant commitment.

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This combination of 2020-2021 photos shows a burning tree in Sequoia National Forest, Calif. Nathan Fisher, whose home and boat were destroyed by Hurricane Ida in Louisiana, La., and the cracked, dry bottom of the Gern-Laggen during an extended drought in Leipzig, Germany. Climate change is leading to sea level rise, flooding, drought and weather volatility.



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The effects of climate change are becoming more apparent. In 2020, the world's most powerful typhoon, Typhoon Goni, hit the Philippines, causing significant damage and loss of life. In 2021, the world's most powerful typhoon, Typhoon Roke, hit the Philippines, causing significant damage and loss of life.

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sea: global ts UK birds



Handheld held in the beak of a puffin: the key seabird food is being depleted by global warming

unprecedented in 100 years. More than 6,000 pairs of birds were recorded in the same area in the same year they have produced hundreds of chicks - fewer than 10 - while in some 12,000 pairs in some have failed to produce surviving young.

The 24,000 pairs of birds, and the 10,000 Shetland kittiwakes, gulls - have "gradually complete failure", said in Orkney the pattern similar although different. The birds are not yet visible, but very low, said the RSPB's warden on Mainland, Andy Knight. One of the birds, he said, was "chicks at all".

The counting and recording is still going on and the birds are no longer complete. But the pattern is clear. The birds are not yet visible, but very low, said the RSPB's warden on Mainland, Andy Knight. One of the birds, he said, was "chicks at all".

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Global climate crisis: the unprecedented and irreversible

● Devastating report is 'code red' warning for humanity, UN chief says

● Rapid and drastic cuts to CO₂ emissions needed this decade, warns IPCC

● Future is not written and very worst effects still avoidable - Sharma

Fiona Harvey
Andrew Rawns

Human activity is changing the Earth's climate in ways "unprecedented" in thousands of hundreds of thousands of years, with some of the changes now inevitable and "irreversible", climate scientists warned the world yesterday.

Within the next two decades, temperatures are likely to rise by more than 1.5C above pre-industrial levels, breaching the ambition of the 2015 Paris climate agreement and bringing

widespread devastation and extreme weather. Only rapid and drastic reductions in greenhouse gases in this decade can prevent such climate breakdown, with every fraction of a degree of further heating likely to compound the accelerating effects, according to the Intergovernmental Panel on Climate Change, the world's leading authority on climate science.

The report was given a sombre welcome by world leaders and campaigners, who said the stark findings must force new policy measures as a matter of urgency to shift the global economy to a low-carbon footing. "If

Leader comment

The science is unequivocal. The verdict is clear. There is no more room for manoeuvre. delay or procrastination in dealing with a crisis that is this generation's responsibility to address"

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Références photographiques (de gauche à droite) : Naja Bertolt Jensen, Médecins Sans Frontières. TVM News, Daily News Egypt, Jon Berkeley

Émergence du SARS-CoV-2



Grippe H5N1



Peu d'êtres humains jusqu'à présent...



Défi : microbiome et maladies infectieuses émergentes

- 60 % des infections humaines sont d'origine animale
- 5 nouvelles maladies apparaissent chaque année
- 20 % des pertes animales sont dues à des maladies infectieuses
- Compréhension très limitée du microbiome qui influence une multitude de maladies chroniques



« Nouvelles » maladies émergentes

Apparition pour la première fois au sein d'une population

- COVID-19
- Virus Zika
- SRAS (première maladie émergente chez les humains au XXI^e siècle)
- Coronavirus du syndrome respiratoire du Moyen-Orient (MERS-CoV)
- Fièvre hémorragique à virus Ebola
- Maladie de Creutzfeldt-Jakob (vCJD) – ESB
- SIDA
- Grippe aviaire hautement pathogène (H5N1)
- Grippe porcine A (H1N1)
- Virus de Marburg



Maladies réémergentes

Réapparition après un déclin considérable

- Malaria
- Tuberculose
- Choléra
- Chikungunya
- Dengue
- Leptospirose
- Fièvre de la vallée du Rift
- Gonorrhée
- Peste (pulmonaire, bubonique, septicémique)
- Méningococcémie
- Résistance aux antimicrobiens
- ...



Parties prenantes dans une approche Une seule santé

Vétérinaires

Médecins

Spécialistes de l'environnement

Épidémiologistes

Bactériologistes

Spécialistes en sciences sociales

Anthropologues

Décideurs politiques

Gestionnaires des eaux usées

Ingénieurs

Pharmaciens

Agriculteurs

Propriétaires d'animaux de compagnie

Patients

Laboratoires pharmaceutiques

Responsables de la santé publique

Publicitaires

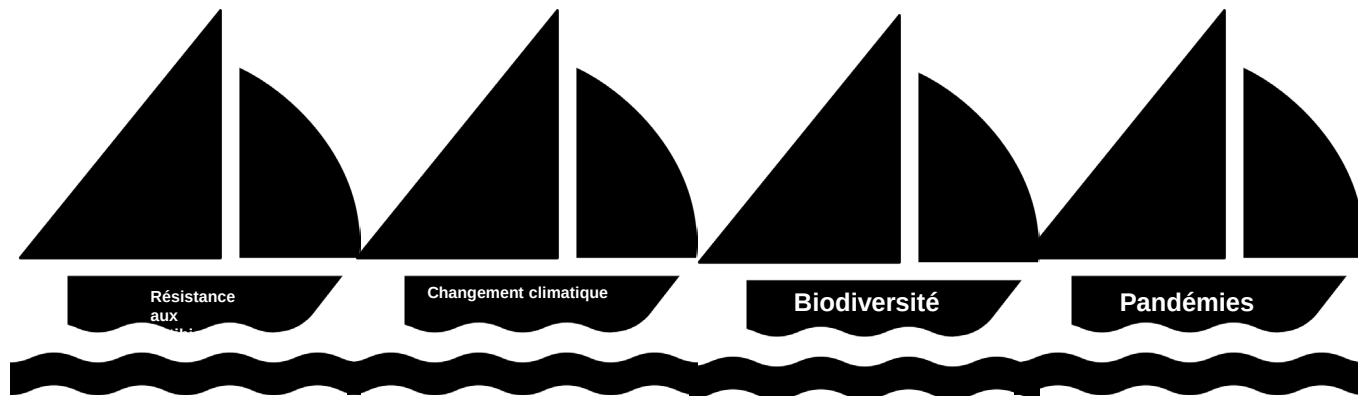
Hommes politiques et fonctionnaires

...



Résistance aux antibiotiques, changement climatique, biodiversité, pandémies

Des enjeux internationaux liés à Une seule santé!



Rafistoler un bateau criblé de trous ne suffira pas à éviter le naufrage



Approche collaborative internationale!

