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**The unnoticed costs of mental health
in the global economy**

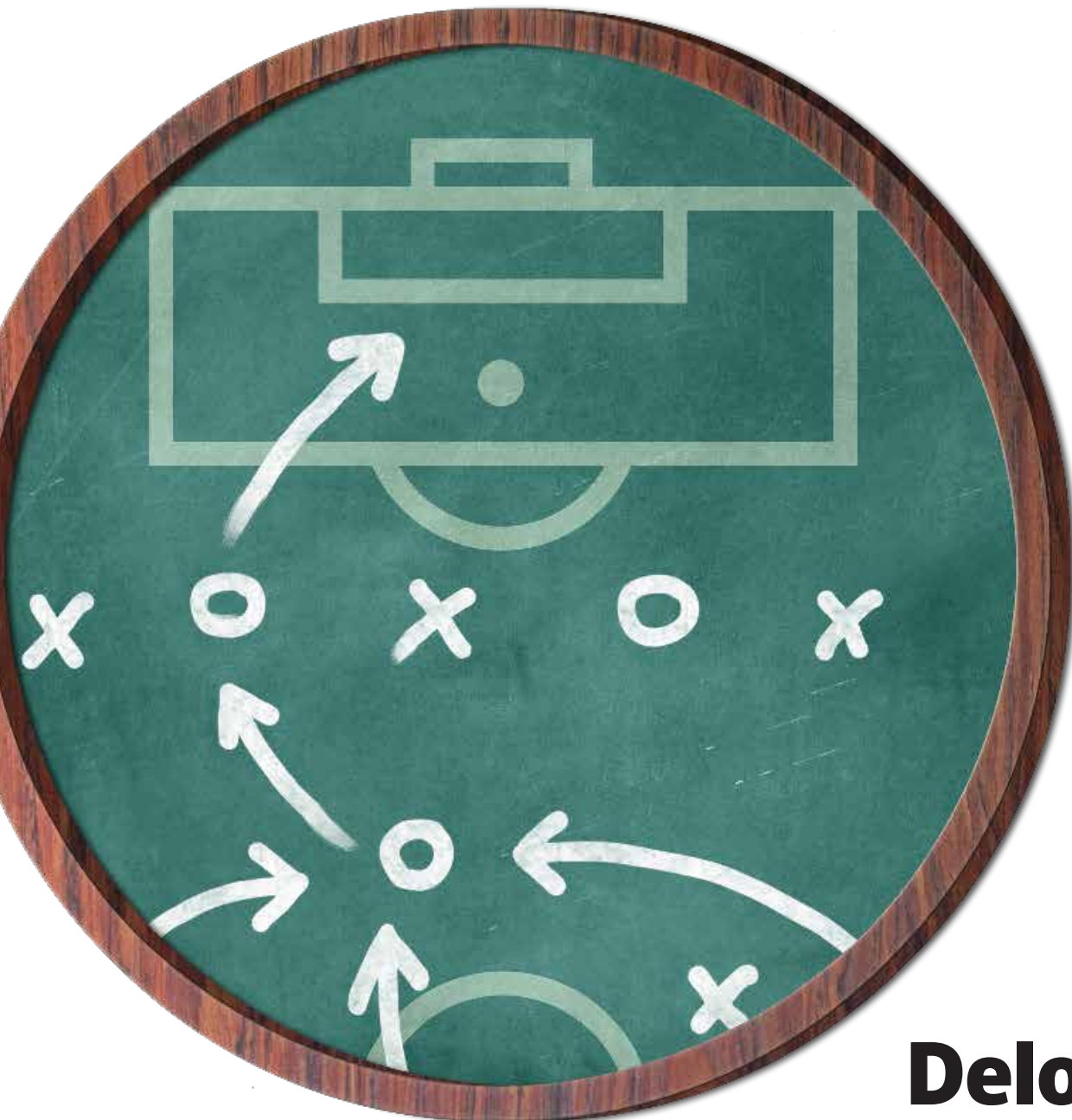
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The unnoticed costs of mental health in the global economy

Diseases of this nature pose a significant, unrecognized burden on the global economy, public and private health-care systems, people's social needs and basic human rights.

About half of the world's population is affected by a mental health problem at some point in their lives. Despite this, it is constantly stigmatized and ignored, to the point that globally the resources allocated to their care have always been significantly less compared to physical health care.

Deloitte published its report "Health Care Sector Outlook 2022", in which it reveals that funding levels to address mental health problems are not yet high on the global agenda: between 2000 and 2014, spending on this item represented only 0.4% of the total allocated to the health system.

On the other hand, low-income countries allocate, on average, only 0.5% of their budgets to this and most of the money is directed to hospitals that function as nursing homes and not as treatment centers.

Economic consequences

Related expenditures, direct and indirect, are

estimated at more than 4% of global GDP, representing more than the combined cost of cancer, diabetes and chronic respiratory diseases. By 2030, mental health costs are expected to exceed \$6 trillion a year.

Between 2011 and 2030, the cumulative economic output loss associated with these problems is projected to be \$16.3 trillion worldwide. Deloitte's research also estimates that secondary consequences impact employers, costing them \$2,000 annually per employee due to absenteeism, presenteeism (employees who attend work when they shouldn't, especially when they get sick or work too many hours), abandonment and unnecessary turnover.

Factors

The study shows that between a quarter and half of the world's population is affected by mental illness at some point in their lives. Nearly 800,000 people die by suicide during a year, which is about one every 40 seconds. In fact, sadly, suicide is the second leading cause of death in the world among 15- to 24-year-olds.



Not surprisingly, public health systems have warned that a wave of depression and anxiety, post-traumatic stress and others of this nature are on the horizon due to multiple crises around the world, many of them as a result of the pandemic.

Strategies or actions

This scenario highlights the need to place mental health at the center of the economic and public agenda of nations. It is essential to foster close collaboration between governments, health care providers and insurers, community-based organizations, academia, public companies, the media and consumers in order to raise awareness of its importance.

At the same time, innovation and digital transformation that contemplates the integration of systems with health technologies is urgently needed, with synergies and partnerships to respond to the unmet demand for vaccines, treatments and basic services, also supported by face-to-face, virtual and hybrid models.

Many of the changes seen in the medium and distant future have accelerated. Organizations that move forward and achieve sustainability will do so because of the vision of their leaders and the agility of response they have to ensure that new ways of working are agile, flexible and add value to the business and all stakeholders of the organization.

Conclusion

Every physical health issue has roots and/or psychosomatic consequences. This is how some new working conditions that emerged in the pandemic have been a response to crises that have an impact on the individual, family, organizational and social spheres. Wellness issues affect everyone regardless of industries, socioeconomic status, race, gender and age.

i For more information, please visit www.deloitte.com/co

Qatar 2022

For the first time in history, the World Cup will be held in an Arab country with an Islamic tradition. Without a doubt it will be a sporting event whose organization is of great magnitude and complexity.

Finally we are a step away from the 2022 World Cup.

As is known, it will take place from November 20 to December 18 in Qatar. This small emirate is located northeast of the Arabian Peninsula, in the Persian Gulf.

The emirates are governed by emirs, which equate to monarchs in Western culture.

The transfer of power is hereditary. Qatar holds 1.5% of the hydrocarbon reserves discovered in the world, which, relative to its surface area, makes it one of the richest countries on the planet.

With an area of 11,586 km², Qatar has a population of just 2,700,000.

A very expensive World Cup

The World Cup that is about to begin is, so far, the most expensive in the history of football, surpassing the 2018 World Cup in Russia 15 times.

This big difference is due to the fact that Qatar not only had to build new stadiums for the matches, but also all the infrastructure works and services that revolve around this mega event and that countries in general have, such as hotels, means of transport, streets, electrical and river networks, sewage networks, water and sanitation service etc.

The World Cup stadiums

As is known, the World Cup will be played in eight stadiums. Six were built for this purpose. The stadiums are located quite close to each other. Thanks to this, World Cup attendees will have the possibility to



witness more than one match on the same day.

A World Cup in November

One issue that no one has overlooked is that this World Cup is not to be held in June, as usual, but in November, that is, the autumn of the northern hemisphere.

The reasons for the date change are merely climatic. In summer, in Qatar, as in the desert and sandy terrain of the other emirates, the temperature can reach 50 ° C, but during the months of November and December, the weather is not so extreme and the temperature ranges between 25 and 30 ° C. A more pleasant climate will favor and encourage visitors to do more activities than going from the

stadiums to their air-conditioned hotels. They will be able to tour the cities and tourist spots, shop and, of course, discover what Qatar has to offer.

Celebrating the World Cup in Qatar

It is very typical to see on television football fans who traveled to the World Cup, celebrating the victory of their teams in the streets, exalted and euphoric, showing their flags and toasting.

However, in this edition of the World Cup it seems that we will not see the World Cup urban landscape that is so common to us, given that alcohol is not part of Qatar's culture.

Alcohol consumption

What are the general rules regarding alcohol consumption in Qatar? The U.S. Embassy warns its citizens on the website of its Embassy in Qatar : "Alcohol is legal in Qatar, but highly regulated and only available in delimited locations, for non-Muslim and non-Qatari adults over the age of 21. Public intoxication has legal consequences, which can lead to expulsion from the country."

And later reports the following: "Some stores that sell alcohol may refuse entry or refuse to serve it to customers who look Muslim, regardless of religion, nationality or personal choice they have." However, most hotels and restaurants that receive international clients are allowed to serve alcohol to their guests over 21 years of age, including room service.

Sponsorship contract

As it did more than 30 years ago, InBev, the mega-company that owns the Budweiser brand, sponsors the FIFA World Cups. The beer giant contributed \$180 million to sponsor the 2018 and 2022 World Cups in Russia.

But how do you reconcile Qatar's laws with the legitimate expectations of the sponsor? Faced with this complex situation, FIFA had to enter into negotiations with the government of Qatar in order to relax the rules of alcohol consumption during the event.

As a result of these negotiations, the Qatari government agreed with FIFA that while beer will not be allowed to be sold inside the stadiums, it will be able to be sold on the perimeter of the stadiums. Beer buyers must drink it within the perimeter and will not be allowed to enter the stadium or walk the streets with this drink.

Regarding the hours in which Budweiser is to be sold, an agreement was reached whereby the sale on the perimeter of the stadium will begin three hours before the game. After those three hours, the Budweiser sale will be suspended to resume at the end of the game and only for one hour.

Inside the stadiums there will be non-alcoholic beverage outlets including Budweiser's non-alcoholic beer variety.

Fan festivals

Another possibility that Qatar offers visitors are the so-called "Fan Fest". For this type of celebration, football fans are not only expected to drink beer, dance, shout and celebrate, but also enjoy gastronomic, cultural and recreational proposals.

It remains to be seen whether visitors to the World Cup will embrace this form of celebration, especially those who are used to participating in celebrations much more "intense" than Qataris are used to witnessing. ●

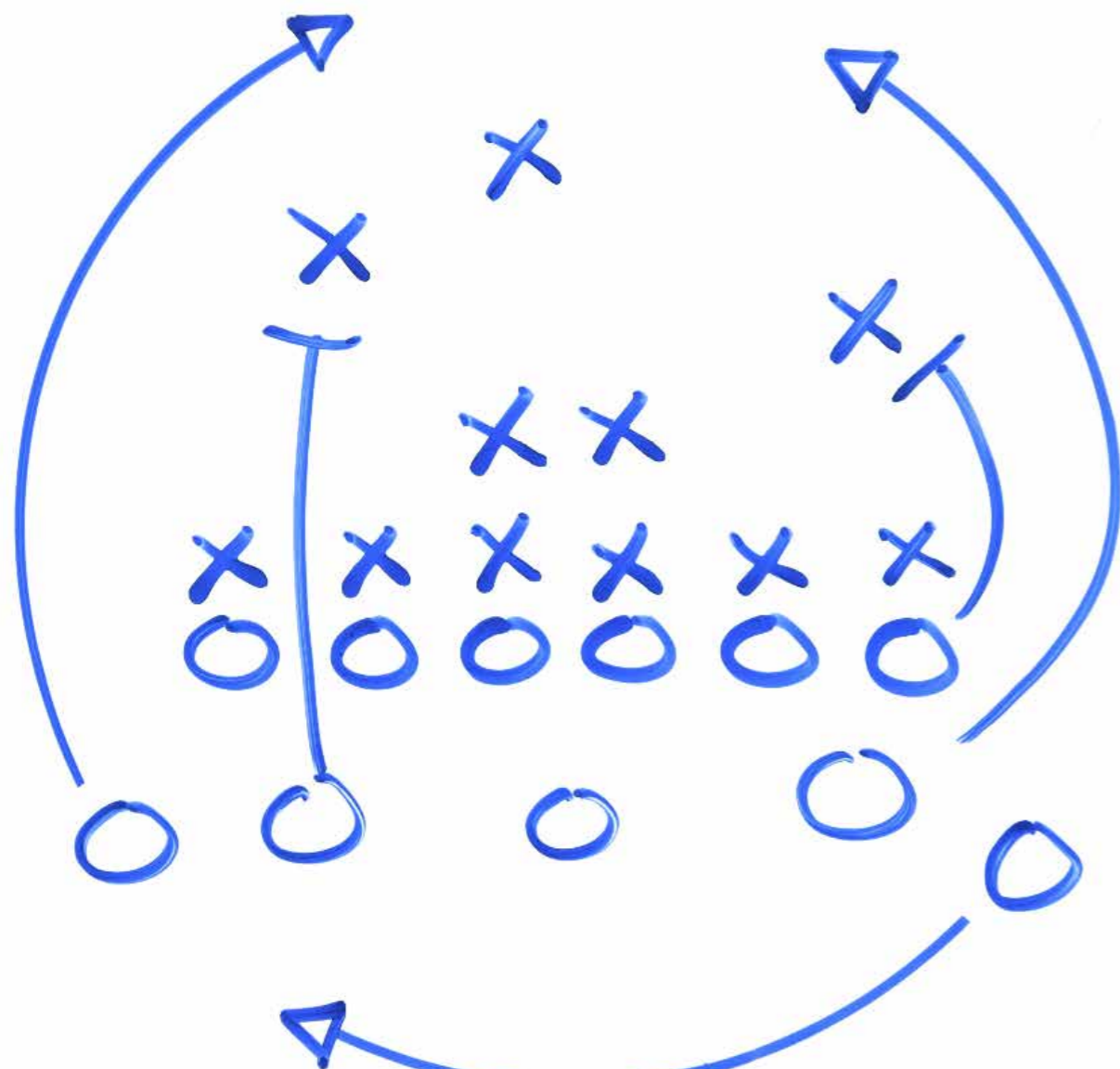
Conclusion

With the desire to present itself to the world by giving its best and preparing to be a model host, Qatar applied and was selected to host the 2022 World Cup. For twelve years he erected the necessary infrastructure to receive more than one million attendees to this unique event, investing astronomical sums of money for that purpose.

To celebrate football matches, he built real sports cathedrals and equipped them with innovative and immense cooling systems, which will allow spectators to enjoy the matches with pleasant temperatures. No money was spared in turning small towns into cities with modern infrastructure.

But will Qatar really be prepared to handle situations in which its traditions and religion are violated, especially those that violate rules regarding alcohol consumption?

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Qatar's agenda, as we see, goes far beyond the World Cup and perhaps the latter is its first big move.



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