



Southeast Asia Tobacco Control Alliance



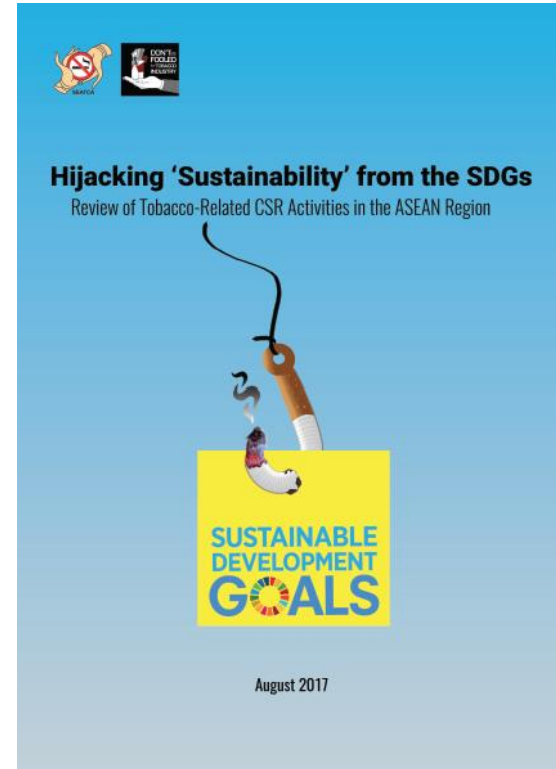
Hijacking ‘Sustainability’ from the SDGs: An overview of tobacco related CSR activities in the ASEAN region

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Introduction

- Government in ASEAN is stepping up tobacco control regulations
- Tobacco Industry moves below-the-line tactics by Corporate Social Responsibility (CSR)
- The World Health Organization's (WHO) World No Tobacco Day theme for 2017 was **"Tobacco – a threat to development"**





SDGs has a clear policy of **non-engagement** with the tobacco industry



SDG 3 aims to implement the WHO Framework Convention on Tobacco Control (FCTC) and reduce tobacco use.

FCTC Article 5.3 guidelines calls on Parties to “denormalise and regulate activities described as “socially responsible” by the tobacco industry”.

TI's programmes and documents are now peppered with the SDGs and it has been talking up **“sustainable agriculture”**, **“sustainable communities”** and **“sustainable environment”**

In Lao PDR, Imperial Tobacco distributed complementary crops to 2,000 tobacco farmers from 65 villages in November 2017



How the tobacco companies hook the SDGs?



1. Set up **foundations** or use foundations to distance their CSR activities from TI and alliance

Tobacco company	Foundation for CSR activities
British American Tobacco	BAT Malaysia Foundation
Japan Tobacco Inc.	JTI Foundation
Imperial Brands	Altadis Foundation
Philip Morris International	American Chamber Foundation Philippines Jaime Ongpin Foundation
Fortune Tobacco Corp.	Tan Yan Kee Foundation
Mighty Corporation	Wong Chu King Foundation
PT HM Sampoerna	Putera Sampoerna Foundation
PT Djarum	Djarum Foundation

2. Conduct so-called CSR to mobilize **tobacco farmers** to speak for TI



BAT-VINATABA provides seedlings and computers to Gia Lai farmers, 30 August 2011



BAT-VINATABA offers seedlings, computers for poor community, 25 October 2016

3. Invest in **the poor and vulnerable people**



On 30 January 2017, Thai Tobacco Monopoly donated survival kits and necessary household stuff to Wat Sapan Community, that suffered from fire accident.

How the tobacco companies use SDGs symbol to elevate its image?



Philip Morris International (PMI)

Use SDGs symbol to elevate its public image

PMFTC exploits the SDG symbols by hooking itself to SDGs 4 (Quality Education), 10 (reduced inequalities) and 11 (sustainable cities and communities).

In October 2017, PMFTC launched its '**Child Labour Prevention Forum**' in the Philippines to promote child labour-free communities in tobacco-growing provinces while it is not true.





Tobacco growers get low prices and remain poor but PMI claims to do sustainable agriculture



Smoking kills half its smokers prematurely, PMI actually claims to prevent and support substance abuse



Women are vulnerable to more smoking related diseases, PMI claims to achieve gender equality in its workforce

British American Tobacco (BAT)

BAT conducts **Corporate Social Investment (CSI)** focusing on activity that “investing in local communities”.

BAT claims its activities are aligned directly to SDG 8: Decent Work and Economic Growth, SDG 15: Life on the Land, and SDG 11: Sustainable Cities and Communities in its '**Sustainability Focus Report**' but the reality for most tobacco growers is not so rosy.





BAT claims increasing tobacco sales (more poor people smoking) in emerging countries is “economic growth”



FCTC calls for ban on CSR activities, but BAT support arts and educational institutions



Tobacco growing is unsustainable and growers remain poor, but BAT claims the opposite

Status of ban on tobacco advertising, promotion and sponsorship in ASEAN

Country	Direct Advertising	Promotion	Sponsorship	Ad at POS	CSR	Pack Display	Cross Border
Brunei					NO CSR		
Cambodia					Ban cigarette brand name	Allow 1 pack per brand	
Indonesia			Ban publicity				
Lao PDR							
Malaysia							
Myanmar							
Philippines		Allow at POS	Sponsor without brand				
Singapore					Ban publicity		
Thailand							
Vietnam					Ban publicity	Allow 1 pack per brand	

*Tobacco adverts allowed on television (between 9.30 pm and 5.30 am)

Ban	Partial ban	No ban
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Action you can take to exposé & eject TI from the SDGs

- Comprehensive TAPS Ban
- Reject grants and partnership with TI
- Assist farmers to shift to growing more food or to alternate livelihood
- Upload instances of TI misusing SDGs symbols on SEATCA Facebook
- Email to inform us when TI is hijacking SDGs at worrawan@seatca.org or contact UNDP office in your country

Do not allow the tobacco industry to misuse the SDGs

