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# GLOBAL TOBACCO INDUSTRY INTERFERENCE INDEX 2020

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# 2020 Global Tobacco Industry Interference Index Implementation of WHO FCTC Article 5.3



- TI remains a problem and has stepped up its interference.
- TI may publicly claim it has changed, but behind the scenes it is fighting tooth and nail to sabotage effective regulation.

# The Global Tobacco Index Scores Countries on How They Respond to TI Interference



1. The industry's participation in policy development
2. Corporate social responsibility activities
3. Benefits given to the tobacco industry
4. Unnecessary government-industry interaction
5. Transparency
6. Conflicts of interest
7. Measures that prevent industry influence

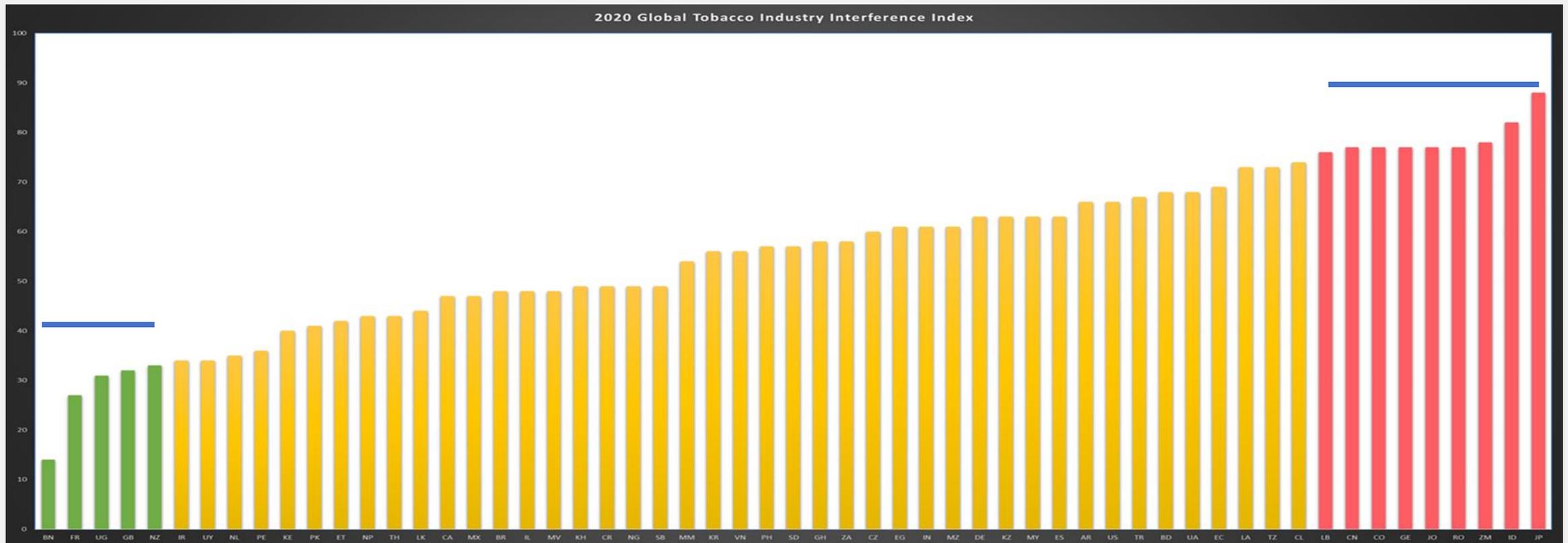
# Overall Tobacco Industry Interference

## 57 countries



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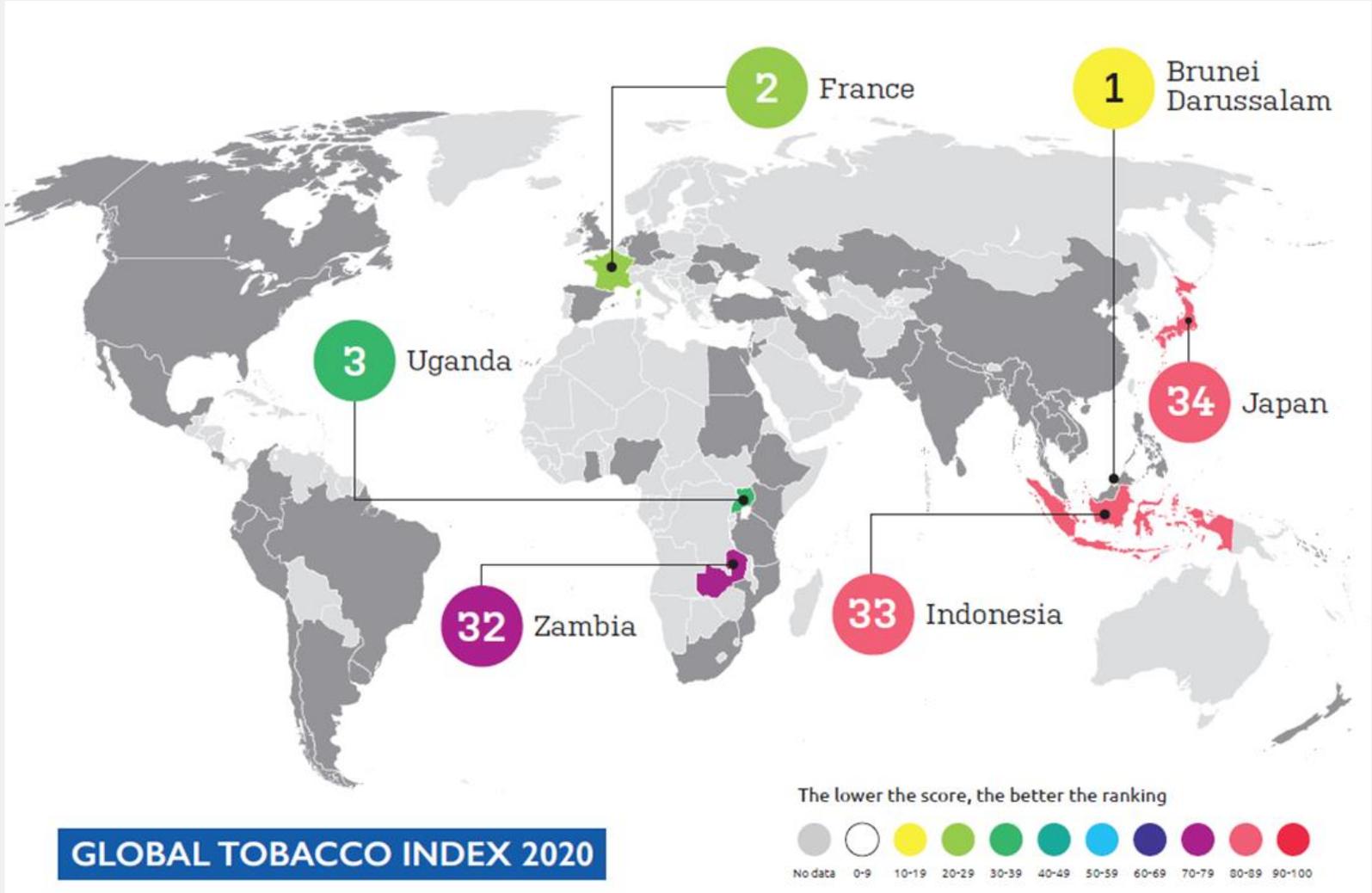
The lower the score, the better the ranking; Review based on WHO FCTC Article 5.3 guidelines



# Countries with Most and Least Interference



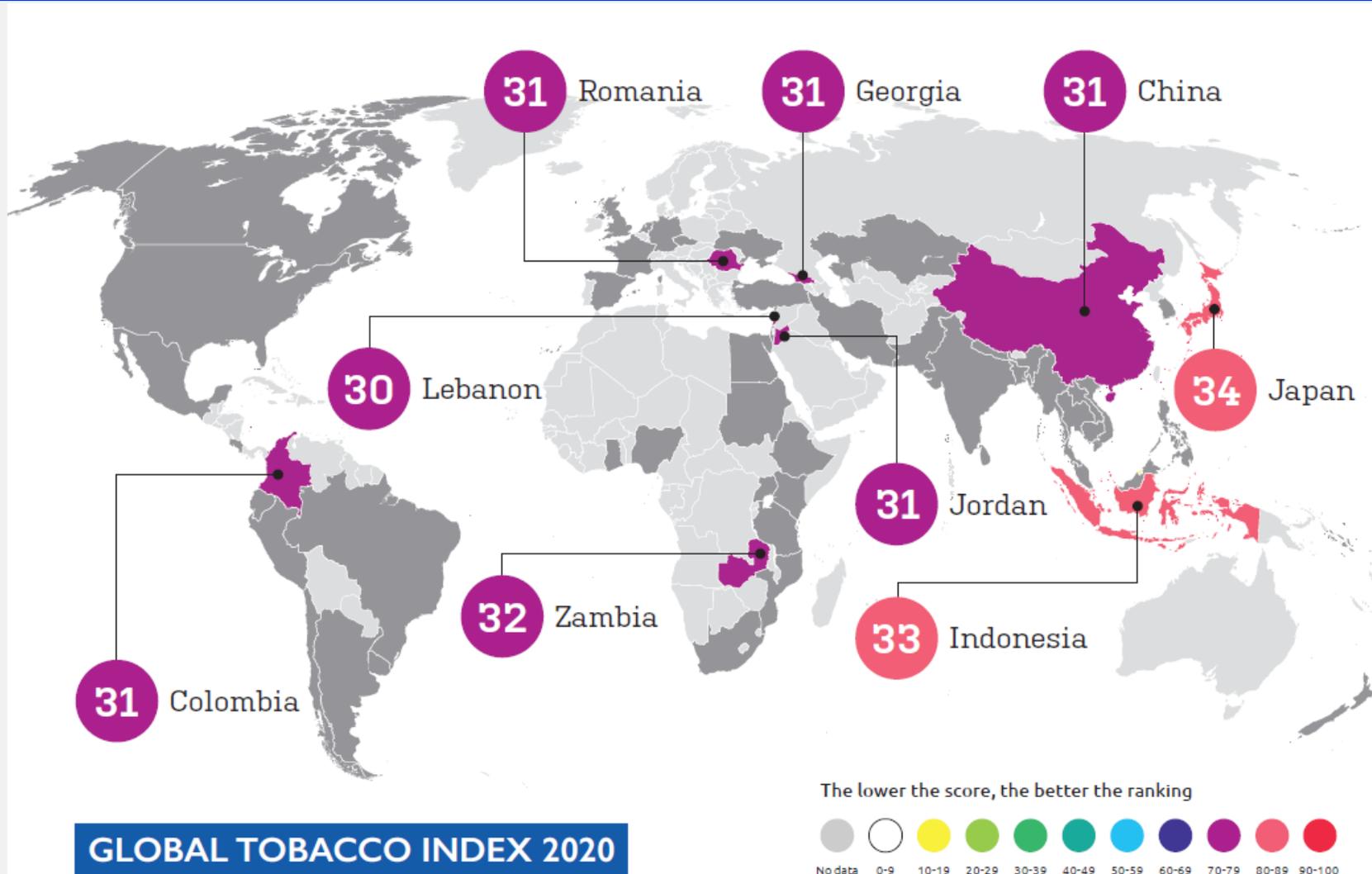
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# Countries Facing the Most Interference from the Tobacco Industry



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# Tobacco Industry Interference in Policy Development



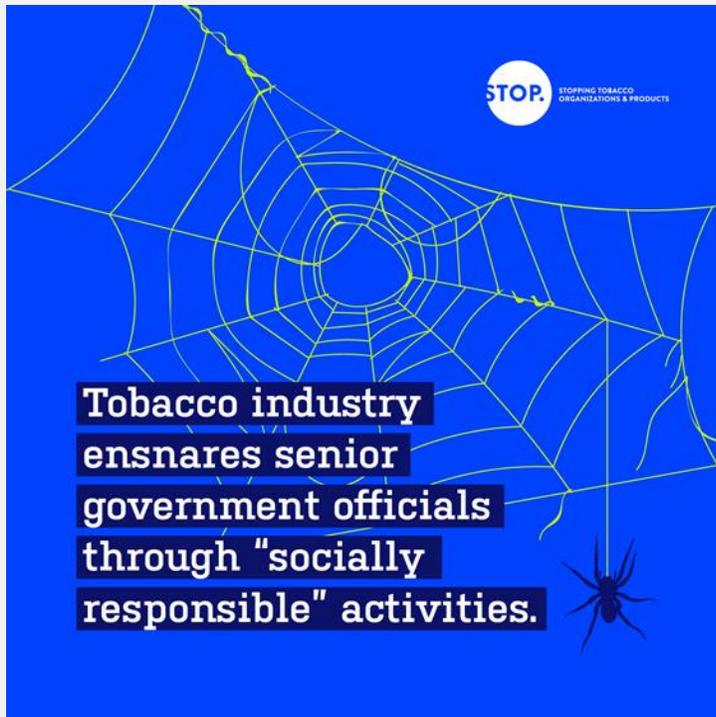
The TI blocks or delays efforts to develop tobacco control policies such as comprehensive laws, tax increase or bans/restrictions on new tobacco products

- TI defeated or undermined tax increase in **Bangladesh, Brazil, Colombia, Kazakhstan** and **Germany**
- Tobacco control laws in **Tanzania** and **Zambia** delayed
- PMI lobbied for promotion/sale of its HTP in about 12 countries - reversal of previous ban on HTPs, now allowing sale or a lower level of taxation

# CSR: Tobacco Industry stepped up its charities to Gain Access to Governments



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- TI used CSR initiatives in many countries to access senior officials. Opening the door to TI's charity paves the way to a relationship that can be exploited to further its business.
- TI engaged the Prime Minister's Office in several countries for its CSR activities
- During COVID-19 pandemic the TI offered donations/PPE to the health sector and enforcement units

# Countries Still Give Incentives to the Tobacco Industry



- Tax breaks benefitted industry in many countries.
- Incentives, tax exemptions, lower levels of tax and duty-free tobacco boost production and sales were benefits given to the industry.
- Industry in **Costa Rica**, **Bangladesh**, **India** and **Zambia** received incentives through VAT/GST that benefitted them

# Transparency Matters



Several governments signed MOUs with TI to tackle tobacco smuggling, mostly non-parties to the Illicit Trade Protocol

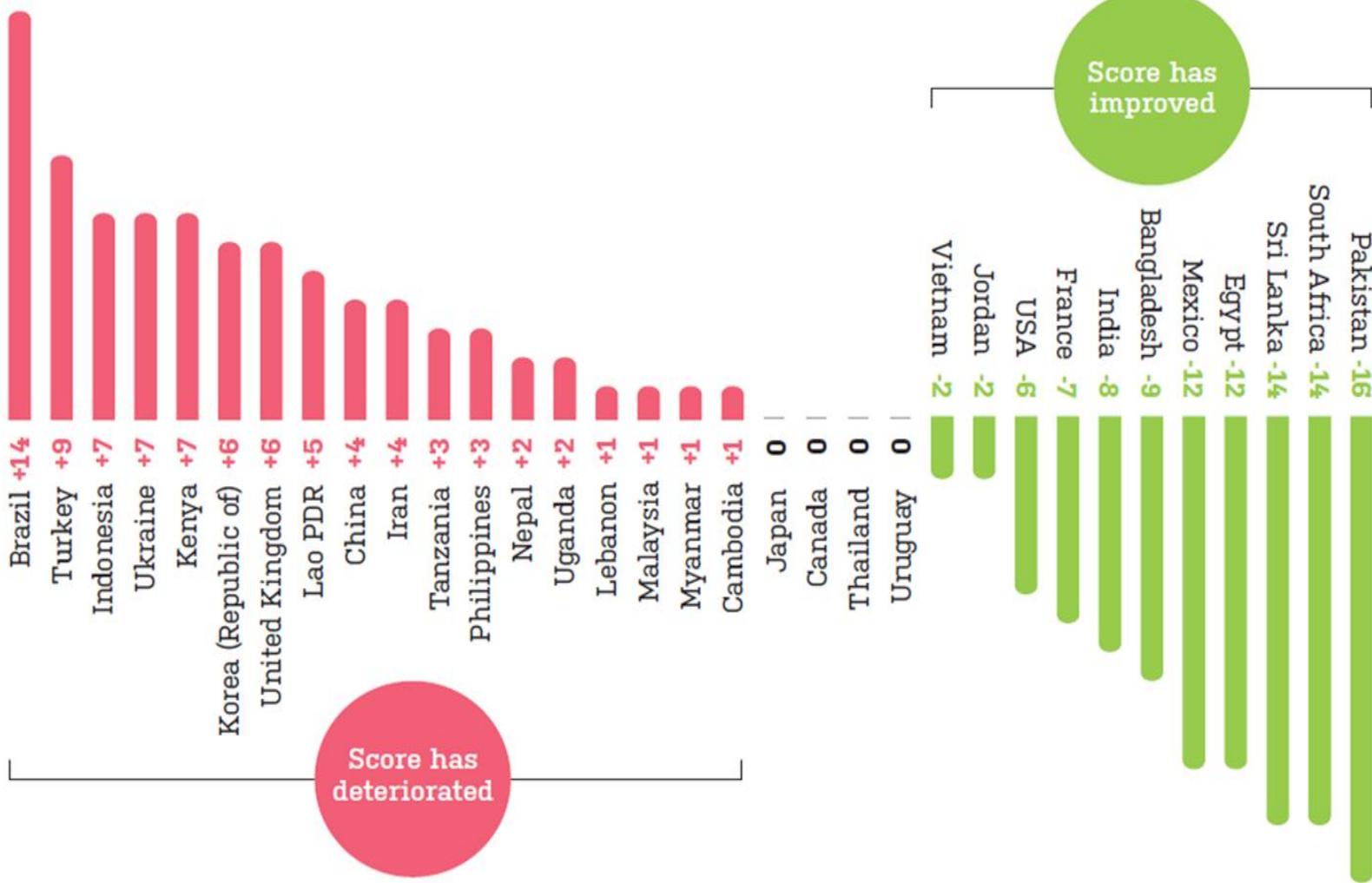
Countries fared better when they were more transparent in dealings with the industry, including recorded interactions and political donations.

- Such contributions banned in **Brazil, Canada, France, Iran, Myanmar, Turkey, U.K., Uganda** and **Uruguay**.

# Some Countries Improved, others Deteriorated

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# Any country can succeed



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**NO  
DEAL**  
with the  
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- Any country can succeed with good measures to resist industry influence - Brunei, France Uganda are diverse countries and the most successful in resisting interference.
- **Pakistan. S Africa** and **Sri Lanka** have made good progress to protect themselves
- All countries have room for improvement

# How Governments can protect themselves



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- Be transparent when interacting with the tobacco industry,
- Firewall government officials through proper rules of engagement with the industry,
- Require information on production, marketing and revenue from tobacco industry
- Increase awareness across government agencies about tobacco industry tactics.

# 2020 Global Tobacco Industry Interference Index



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For more information:

[www.exposetobacco.org](http://www.exposetobacco.org)

[www.globaltobaccoindex.org](http://www.globaltobaccoindex.org)



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