



# PROFILES:

## Courage in Tobacco Control

This is a new section of the Global Center for Good Governance in Tobacco Control's (GGTC) resources. We compile profiles of those who have stood up against the tobacco industry in its many attempts to ingratiate itself to the public interest community through activities associated with transparency, anti-corruption, and its so-called corporate social responsibility (CSR).

### Lessons in Courage

#### Say no to sharing the stage with the tobacco industry

The tobacco industry will attempt to legitimize its "public service" role by sharing the scene/ floor with reputable personalities. Instead of sharing one's reputation to legitimize companies that kill their consumers, one should learn to distance itself from these companies by avoiding sharing the stage with them and by publicly explaining why this is important.

Our first story of courage is that of Carl Dolan of Transparency International EU (TI EU) for taking a stand by refusing to sit in a panel with a Philip Morris International (PMI) executive as it inevitably promotes the public affairs activity of the tobacco company.

Carl Dolan is the Director of Transparency International EU. As a proponent of the [Guidelines on Responsible Lobbying](#), Transparency International was invited by the Organisation for Economic Co-operation and Development (OECD) to a panel on "Responsible Lobbying: Aligning Profit for Public Good" at its annual Integrity and Anti-Corruption Forum in Paris, France on 21 March 2019. Among the invitees were PMI, The B Team, United Kingdom Office of the Registrar of Consultant Lobbyists, and Interel.<sup>1</sup>

A few days before the event, Dolan was made aware that a PMI executive would also serve as a panelist. Upon learning of this, he immediately contacted the OECD and made his concerns known. He told them he would not sit on a panel entitled "responsible lobbying" with a PMI representative, given their track record on this issue. He would consider participating if the session was properly framed, or if public health NGOs were also given a platform. When the reply came that this was not possible, he pulled out of the session. Instead, he made an intervention from the floor during the session where he explained to the panel and audience Article 5.3 of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), which requires Parties, among others, to de-normalize and regulate so-called CSR initiatives of tobacco companies, and pointed out that PMI's stated intention to regain the trust of citizens and governments through their smoke-free research is arguably one such CSR stunt. He also remarked that the tobacco industry lobbied to delay life-saving measures in the EU and even used fake grassroots organizations—conduct that is against the spirit of the code of conduct attached to the EU transparency



register for lobbying, which was mentioned by the PMI executive during the talk. Moreover, he emphasized that there is “widespread evidence that in developing countries where institutions and governance are weaker, Philip Morris is lobbying heavily against tobacco control measures.”

Dolan explained the two missing elements—proper framing of the issue and an open, balanced debate—which he proposed to the organizers but were not entertained. He also clarified that his ethical views do not represent his organization as the latter has yet to come up with a policy on engagement with the tobacco industry.<sup>2</sup>

On 21 March 2019, Dolan tweeted about the session and said that “[arguably this event is not within the spirit of the treaty](#),” referring to the WHO FCTC. Neither the session chair nor the PMI executive made a comment on this.

Notably, civil society organizations [raised concerns](#) to the OECD Secretary General that PMI's products and actions fundamentally [conflict with the concept of good governance, integrity, and anti-corruption](#): “There is

no such thing as ‘responsible lobbying’ for the tobacco industry; its lobbying is equated with ‘tobacco industry interference’ which remains the greatest challenge in tobacco control treaty implementation. Tobacco industry interference... includes maneuvering with lobbyists to influence law making...”

OECD later explained that it was the Business at OECD's (BIAC) choice to send PMI because of the company's “active membership of the BIAC Task Force on Anti-Corruption and Integrity,” and its “co-sponsorship of the B20 during the Argentinian G20 presidency.”<sup>3</sup>

## About Carl Dolan

Carl Dolan has worked at Transparency International EU since 2011 and became its director in 2013. He has previously worked in UK Research Councils, the European Commission, and the European Foundation Centre. He holds degrees in economics and philosophy from University College Dublin (1991-97) and studied and taught political philosophy at the University of Bristol (1999-2002). [Source: Transparency International website]

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<sup>1</sup> OECD session on “Responsible Lobbying: Aligning Profit with the Public Good,” OECD Global Anti-Corruption & Integrity Forum, 20-21 March 2019, Paris, France. Retrieved from <https://gacif2019.sched.com> (accessed on 09 April 2019).

<sup>2</sup> Carl Dolan, Transparency International - EU. Open forum held during the OECD Global Anti-Corruption & Integrity Forum, 20-21 March 2019, Paris, France. Retrieved from [https://www.youtube.com/watch?time\\_continue=7&v=DPzCfn0Milw](https://www.youtube.com/watch?time_continue=7&v=DPzCfn0Milw) (accessed on 29 March 2019).

<sup>3</sup> Reply letter of Anthony Gooch of OECD to the letter from Stopping Tobacco Organizations and Products (STOP) partners (Global Center for Good Governance in Tobacco Control, University of Bath - Tobacco Control Research Group, Vital Strategies/The Union) to OECD Secretary General Angel Gurría, dated 20 March 2019.