

Global Tobacco Industry Interference Index 2020

LAUNCH WEBINAR

17 November 2020 | 12:30 PM GMT



Mr. Douglas Webb

HIV, Health and Development
Group, UNDP



Dr. Adriana Blanco

WHO Framework Convention
on Tobacco Control



Dr. Mary Assunta

Global Center for Good Governance
in Tobacco Control, a partner in STOP



Dr. Hafsa
Lukwata

Ministry of Health, Uganda



Dr. Lic. Marcos Dotta

Ministry of Foreign
Affairs, Uruguay



Ms. Lilia Olefir

Advocacy Center "LIFE"
Ukraine



Mr. Michel Legendre

Corporate Accountability



Mr. Douglas Webb

Manager, Health and Innovative Financing
UN Development Programme



Dr. Adriana Blanco Marquizo

Head of the Convention Secretariat
WHO Framework Convention on Tobacco Control



F C T C

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T

IMPLEMENTING AND STRENGTHENING THE WHO FCTC IN THE TIMES OF COVID-19

COUNTERACTING THE DEADLIEST INDUSTRY IN THE WORLD

Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC
17 November 2020

HEALTH IS FUNDAMENTAL TO

- Development
- Economy
- All the aspects of human life

SUSTAINABLE DEVELOPMENT GOALS:
Target 3.a



DURING THIS PANDEMIC

**The Secretariat of the WHO FCTC is
intensifying its efforts to support Parties**



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SECRETARIAT





GLOBAL STRATEGY TO
ACCELERATE
TOBACCO CONTROL

*Advancing sustainable development
through the implementation
of the WHO FCTC 2019 - 2025*



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S E C R E T A R I A T

PROTECTING THE INTEGRITY OF THE WHO FCTC

Strategic Goal 3

Overcoming barriers to the full , effective and sustainable implementation of the WHO FCTC, and wider tobacco control efforts



The tobacco epidemic kills more than 8 MILLION PEOPLE globally, each year.

The architect of this epidemic is using these challenging times to offer its "PHILANTHROPIC HELP".

The WHO FCTC provides Parties with tools to counteract tobacco industry interference.



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Tobacco industry interference as reported by WHO FCTC Parties



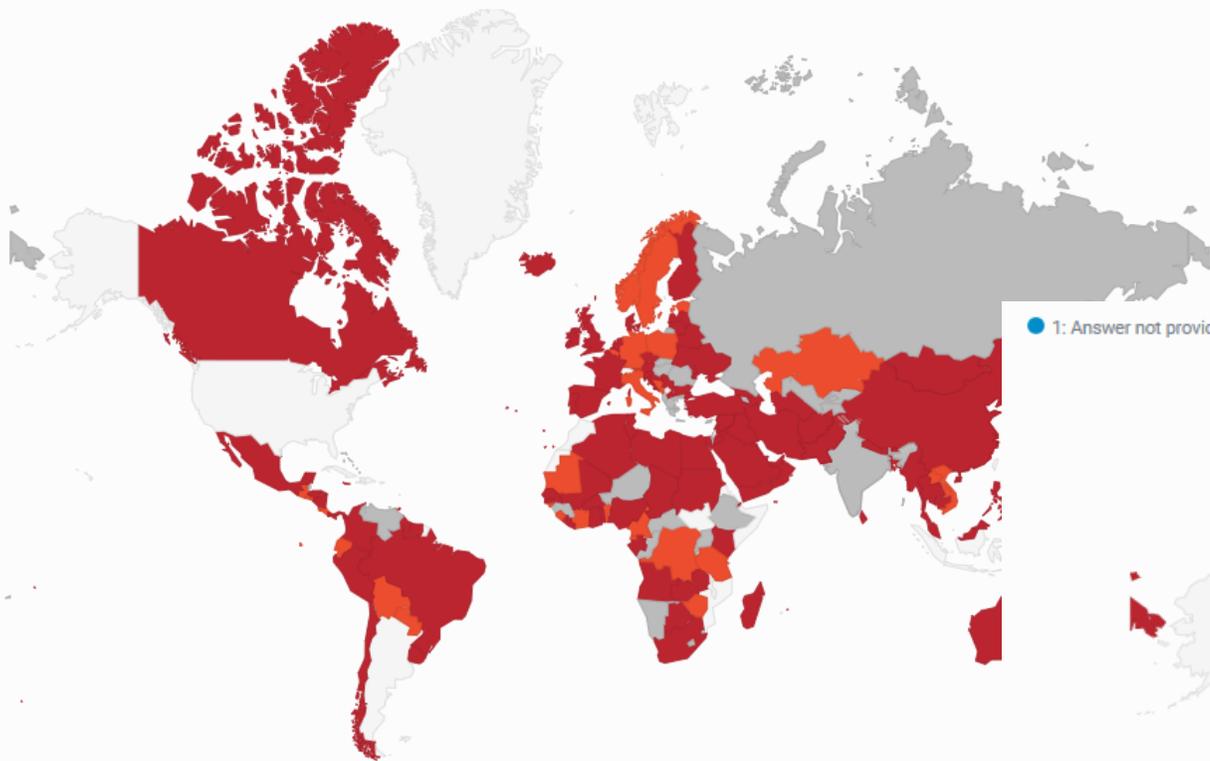
FCTC

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2018

1: Answer not provided 2: Report not provided 3: Yes 4: No



2020

1: Answer not provided 2: Report not provided 3: Yes 4: No



WHO FCTC

ARTICLE 5.3

In setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law.



RECOMMENDATIONS

RAISE AWARENESS

MEASURES TO LIMIT INTERACTIONS

REJECT PARTNERSHIPS

AVOID CONFLICT OF INTEREST

ACCURATE AND TRANSPARENT
INFORMATION

DENORMALIZE AND REGULATE CSR

NO PREFERENTIAL TREATMENT

STATE-OWNED INDUSTRY TREATED
EQUALLY

ARTICLE 5.3 GUIDELINES:

<https://bit.ly/2Y6TtYs>



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WHO FCTC

ARTICLE 5.3

Ban **contributions** from tobacco companies to any other entity for “socially responsible causes”, as this is a form of **sponsorship**. **Publicity** given to “socially responsible” business practices of the tobacco industry should be banned, as it constitutes **advertising and promotion**.

A photograph of a weathered concrete pillar with the words "KEEP OUT" painted in large, red, block letters. The pillar is set against a background of green grass and foliage. The paint on the pillar is peeling and worn, particularly on the letter 'E' in the first word.

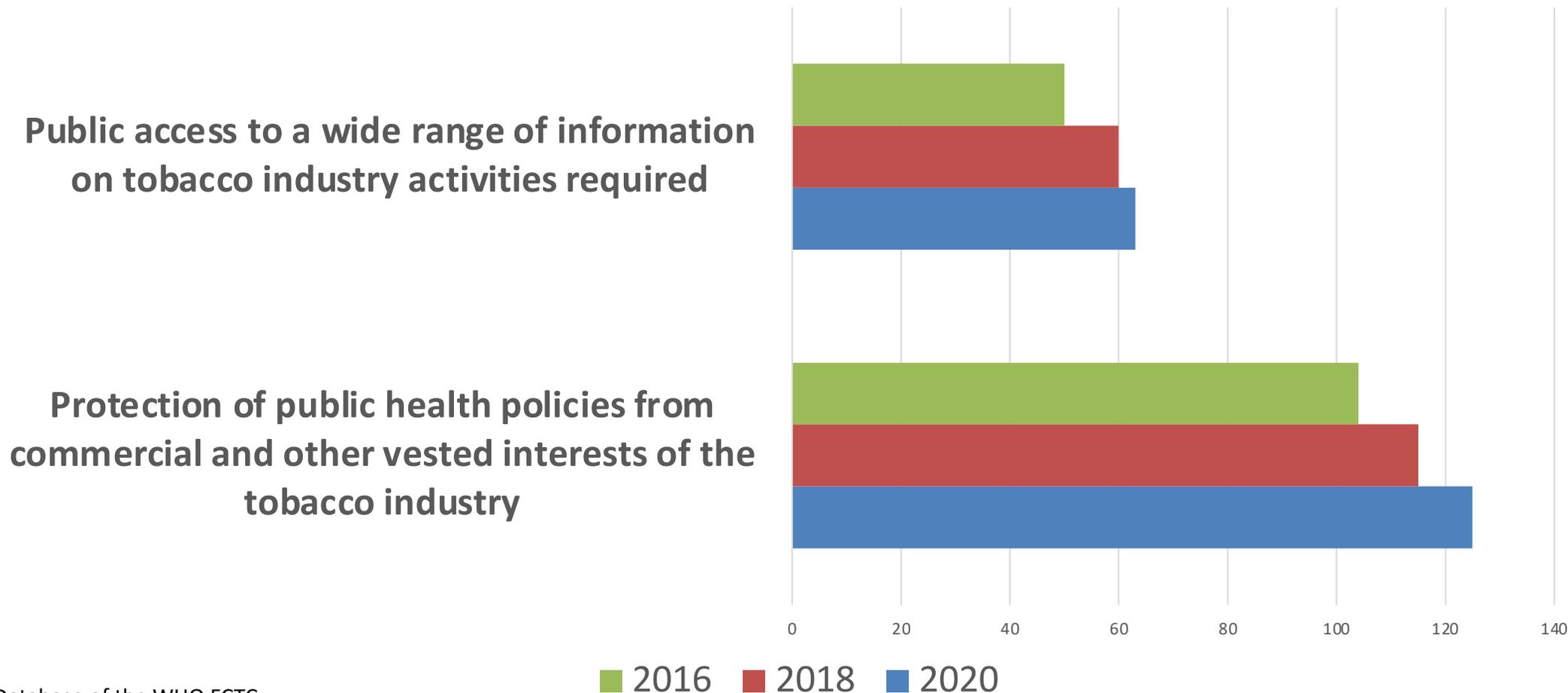
ARTICLE 13 GUIDELINES:

<https://bit.ly/3eOd9H7>

Implementation of Article 5.3 as reported by WHO FCTC Parties



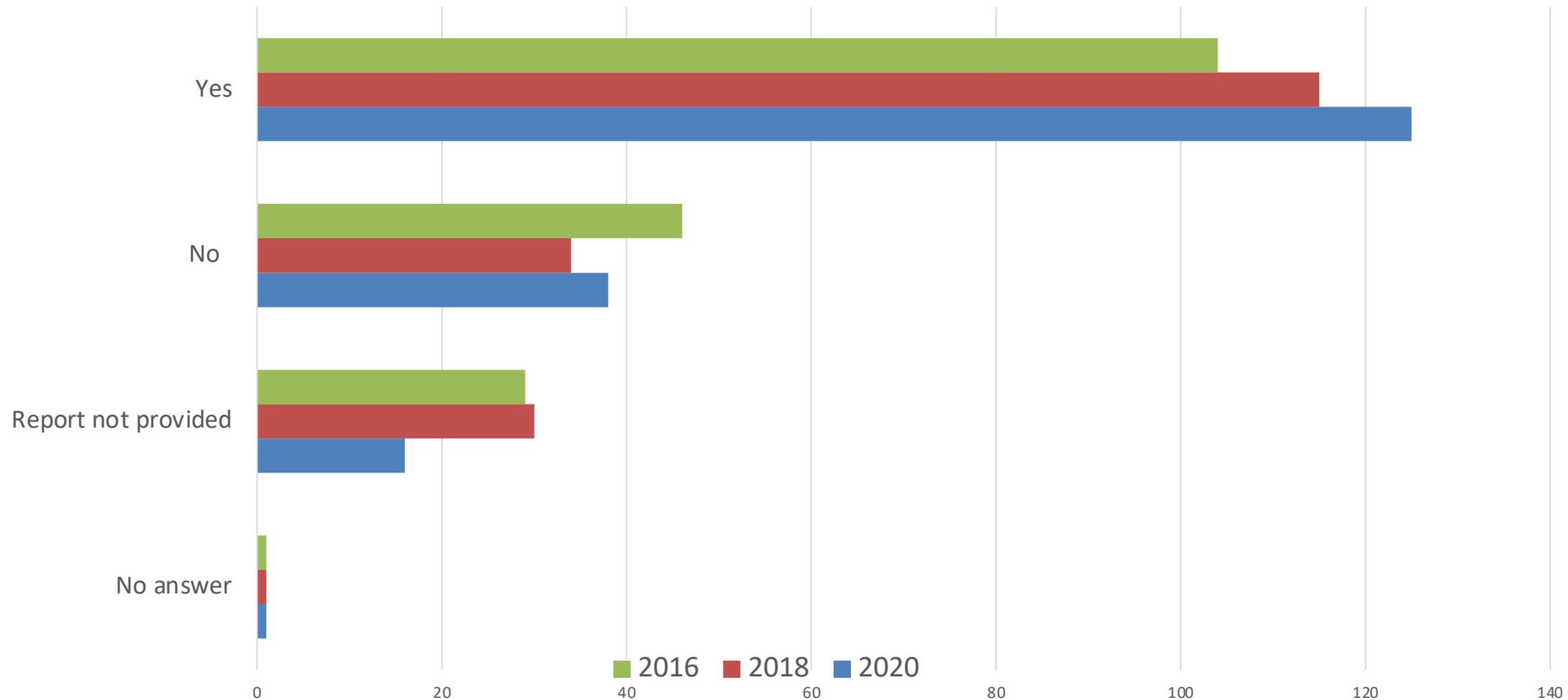
Number of Parties implementing provisions under Article 5.3



Trends in implementation of Article 5.3 as reported by WHO FCTC Parties



Have you adopted and implemented legislative, executive, administrative or other measures or have you implemented programmes on protecting public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry?



Guidance for Public Officials on Interacting with the Tobacco Industry

United Kingdom's revised guidelines for overseas posts
on support to the tobacco industry

Good practices

- [Australian Government Department of Health's Guidance for Public Officials on Interacting with the Tobacco Industry](#) was released in November 2019 to raise awareness on how consultations with the tobacco industry should be limited to what is necessary for public officials or agencies to enact effective tobacco control measures.
- Other examples of guidance from countries to government officials on how to protect from the interference of the tobacco industry can be drawn from [Myanmar](#), the [Philippines](#), [Saudi Arabia](#) and [Thailand](#).
- Additionally, to ensure that any support to the tobacco industry is consistent with the provisions of Article 5.3 of the WHO FCTC, the [United Kingdom](#) has released in 2013 revised guidance for overseas posts on support to the tobacco industry.



Republic of the Philippines
CIVIL SERVICE COMMISSION
Constitution Hills, Batasang Pambansa Complex,
Diliman, 1126 Quezon City

DEPARTMENT OF HEALTH
San Lazaro Compound, Rizal Avenue,
Sta. Cruz, 1003 Manila



JOINT MEMORANDUM CIRCULAR NO. 2010-01

TO : ALL HEADS OF DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS AND STATE UNIVERSITIES AND COLLEGES

SUBJECT: PROTECTION OF THE BUREAUCRACY AGAINST TOBACCO INDUSTRY INTERFERENCE

UN Interagency Task Force on Prevention and Control of NCDs



Model policy for agencies of the United Nations system on preventing tobacco industry interference

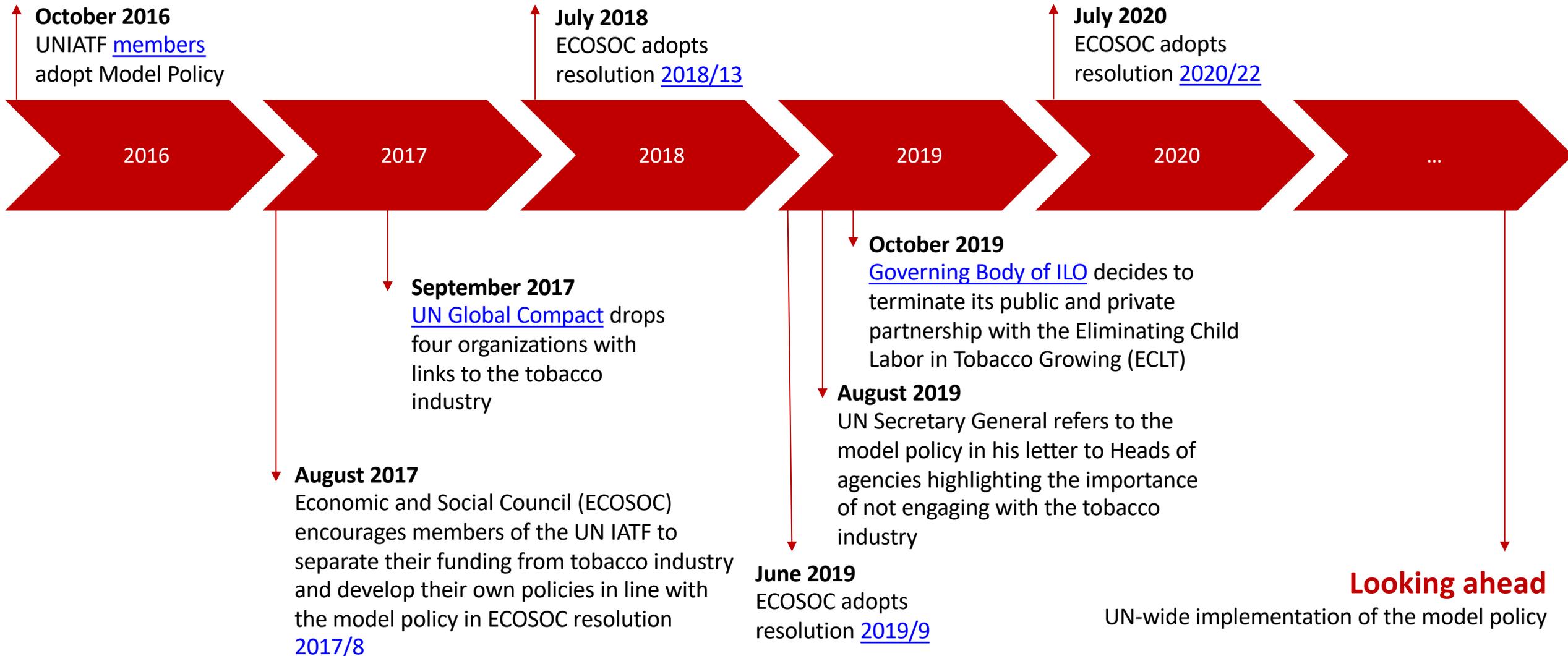
The purpose of this policy is to ensure that efforts to protect tobacco control from commercial and other vested interests of the tobacco industry are comprehensive, effective and consistent across the United Nations system including the UN itself and its funds, programmes, specialized agencies, other entities and related organizations

- **UNIATF [members](#) adopted the Model Policy** in October 2016
- **UN agencies** such as the World Health Organization (**WHO**), UN Development Programme (**UNDP**) and the United Nations Educational, Scientific and Cultural Organization **UNESCO** are among the agencies that have taken steps to implement policies that are in compliance with the Model Policy through ending partnerships with organizations linked to the tobacco industry and to stop giving them visibility on UN platforms
- On 12 September 2017, the **UNGC** publicly announced that **tobacco companies would be delisted from UNGC membership**, effective from 15 October 2017. However, there are still three organizations (ICC, TRACIT and ECLA) with ties to tobacco industry in the UNGC

Model Policy for agencies of the UN system on preventing tobacco industry interference



Timeline of achievements





Global Center for
Good Governance
in Tobacco Control

GUIDE FOR PARTIES TO THE WHO FCTC ON HOW TO CONDUCT INDUSTRY MONITORING

September 2018

Commissioned by the WHO FCTC Secretariat

The preparation of this guide was coordinated by the

WHO FCTC SECRETARIAT'S KNOWLEDGE HUB ON ARTICLE 5.3

AT THE GLOBAL CENTER FOR GOOD GOVERNANCE IN TOBACCO CONTROL (GGTC),
THAMMASAT UNIVERSITY, THAILAND



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Good country practices in the implementation of WHO FCTC Article 5.3 and its guidelines

Report commissioned by the Convention Secretariat
Prepared by Mary Assunta

15 January 2018

- **WHO FCTC Knowledge Hub for Article 5.3**
- **Tobacco industry monitoring observatories in Brazil, South Africa and Sri Lanka**



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**COMMUNICATION PLAN TO COUNTERACT
TOBACCO INDUSTRY TACTICS
– under development**

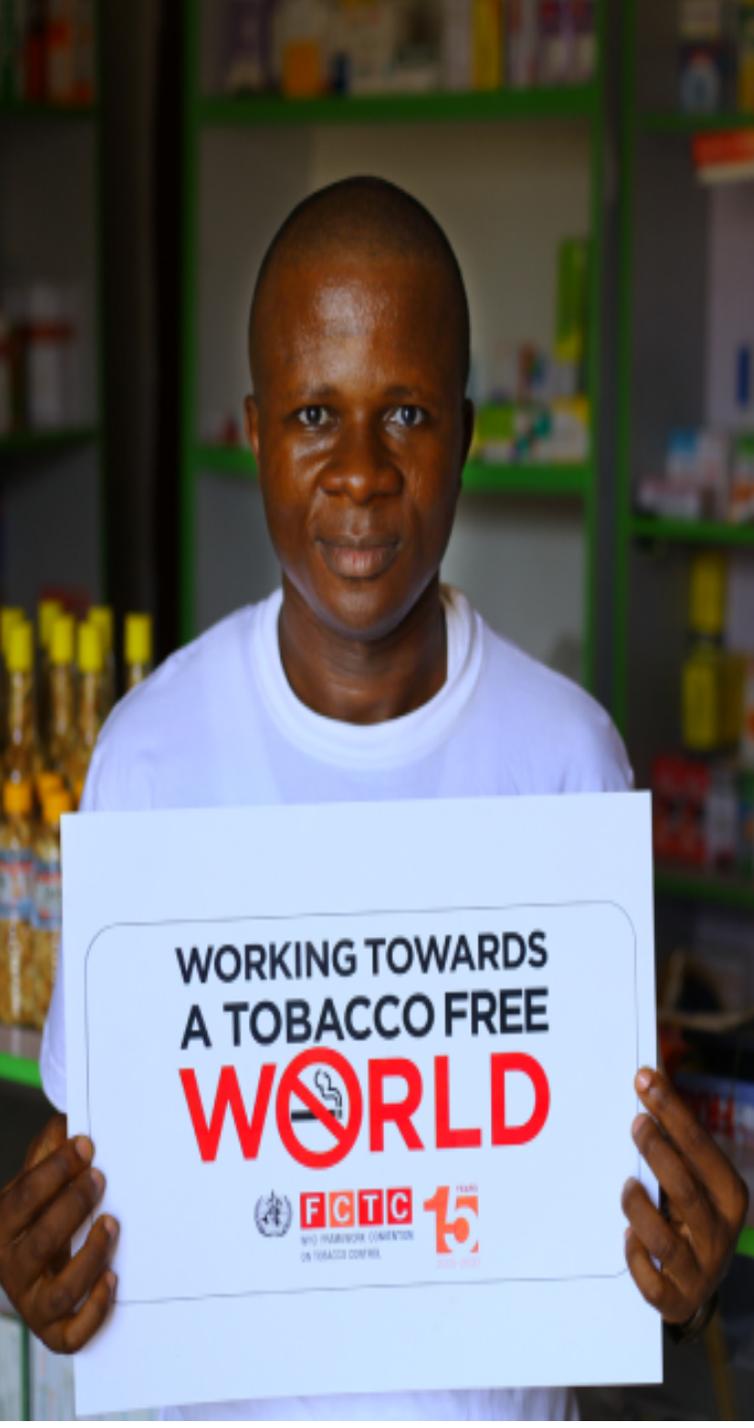
**E-learning tool supporting Parties in their
implementation of Article 5.3 – AVAILABLE NOW**

[Click here to register to the course](#)

COP8 DECISION: <https://bit.ly/37kX3SP>

**Response to tobacco industry interference during COVID-19:
Webinars of Knowledge Hub for Article 5.3 with participation of
Convention Secretariat**

- *Countering Tobacco Industry Interference in Time of COVID-19 (2020) - June 2020 – Materials available [here](#).*
- *Tobacco Industry Accountability and Liability in the Time of COVID-19 – July 2020 – Examples of “key experiences regionally and globally on the implementation of selected tobacco control policies during COVID-19” in the [policy brief](#) elaborated after the webinar.*
- *Overcoming Tobacco Industry Interference to Achieve Sustainable Development Goals – September 2020 – Materials available [here](#).*



Tobacco control efforts in times of COVID-19:



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Some progress from around the world



NETHERLANDS: End the sale of tobacco in supermarkets & gas stations; ratified the Protocol 3 July 2020; plain packaging from 1 October 2020



ANDORRA: Ratified the WHO FCTC on 11 May 2020



KENYA: Ratified the Protocol on 4 May 2020



HUNGARY: Ratified the Protocol on 23 June 2020



EGYPT: Ratified the Protocol on 10 September 2020



SEYCHELLES: Ratified the Protocol on 7 January 2020



ETHIOPIA: Landmark bill to increase tobacco taxes



EUROPEAN UNION: Ban of flavored cigarettes



SINGAPORE: Plain packaging from 1 July 2020

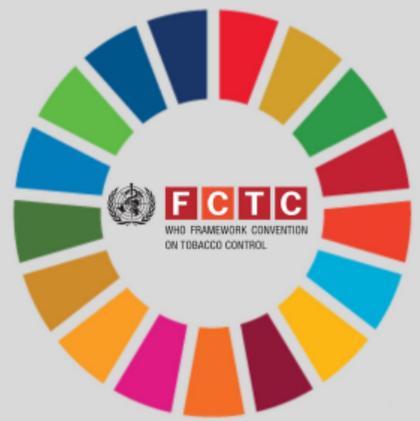
Continue work on tobacco control even during the pandemic

and even more so after

Support to Parties: upcoming resources, virtual launches of new FCTC 2030 pilot countries, first ever virtual needs assessment in Armenia, webinars, virtual signing ceremony of new Knowledge Hub for Articles 17 and 18, Global Progress Report to be launched in 2021, etc.



GUIDE FOR WHO FCTC PARTIES ON INCLUDING SDG TARGET 3.a IN VOLUNTARY NATIONAL REVIEWS



JULY 2020

VNR Guide



Information Kit for the WHO FCTC Technical Focal Points



Information Kit for WHO FCTC technical focal points

The image shows a screenshot of a virtual meeting with multiple participants in a grid view. Below the grid is a poster for the 'PROTOCOL TO ELIMINATE ILLICIT TRADE IN TOBACCO PRODUCTS: A NEW LEGAL INSTRUMENT TO FIGHT ORGANIZED CRIME'. The poster includes the following details:

- Organized by:** FCTC (WHO Framework Convention on Tobacco Control Secretariat)
- Co-organized by:** UNODC (United Nations Office on Drugs and Crime), UNCTAD (United Nations Conference on Trade and Development), UNCTAP (United Nations Counter-Terrorism Centre), UNODC Global Programme against Money Laundering, and the UK's HM Revenue & Customs Authority.
- Date:** October 14, 2020 | 15:00 Vienna time
- Key Personnel:**
 - Dr. Adriana Blanco Marquiza, Head of the Secretariat of the WHO FCTC
 - Mr. Ferrnando Jacome, President of the Meeting of the Parties to the Protocol & Representative of the Government of Ecuador
 - Mr. Olesky Fedchenko, Advisor, UNODC Global Programme against Money Laundering
 - Mr. Vyngantas Paigocius, Deputy Director General of the Customs Department of Lithuania
 - Mr. Steve Kent, Head of Tobacco Policy Delivery team, HM Revenue & Customs Authority of the United Kingdom





**See you in COP9 and MOP2
in The Hague in
November 2021!**



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Thank you!



[HTTPS://WWW.WHO.INT/FCTC](https://www.who.int/fctc)



@FCTCOFFICIAL
@BLANCOMARQUIZO





Dr. Mary Assunta

Head of Global Research and Advocacy
Global Center for Good Governance in Tobacco Control,
a partner in STOP



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TOBACCO
INDUSTRY
WATCHDOG

GLOBAL TOBACCO INDUSTRY INTERFERENCE INDEX 2020

Mary Assunta
Head, Global Research and Advocacy, GGTC
A Partner of STOP

17 November 2020

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

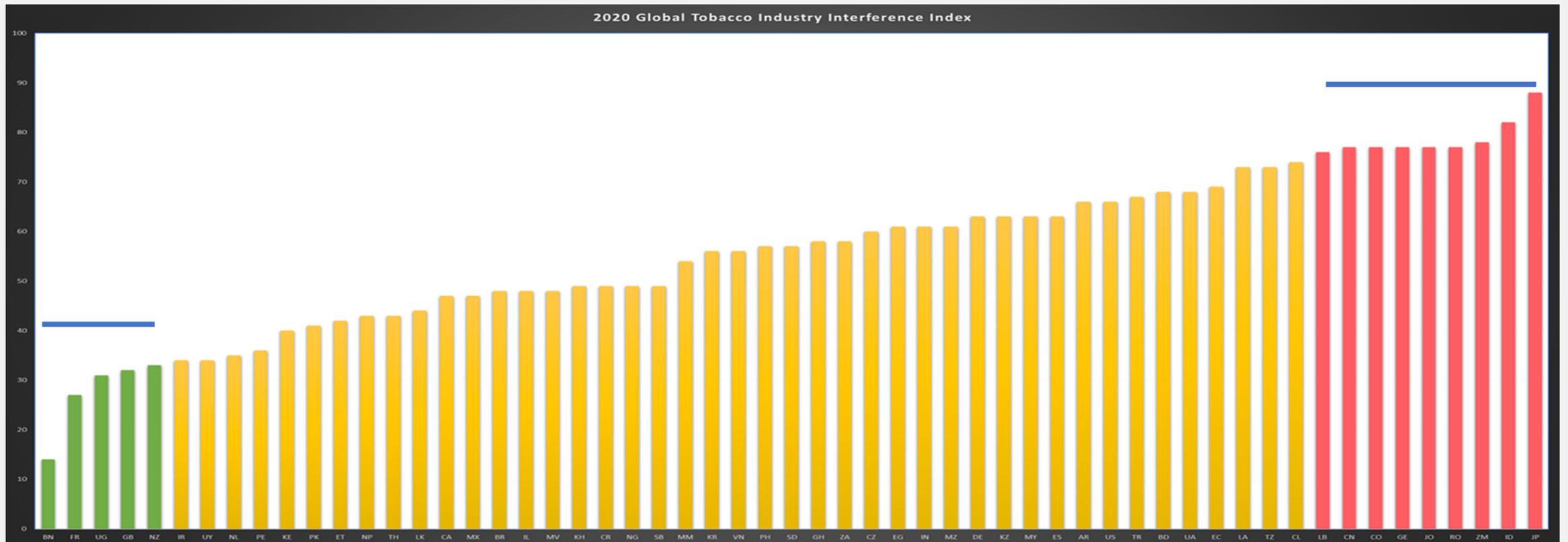
Overall Tobacco Industry Interference

57 countries



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WATCHDOG

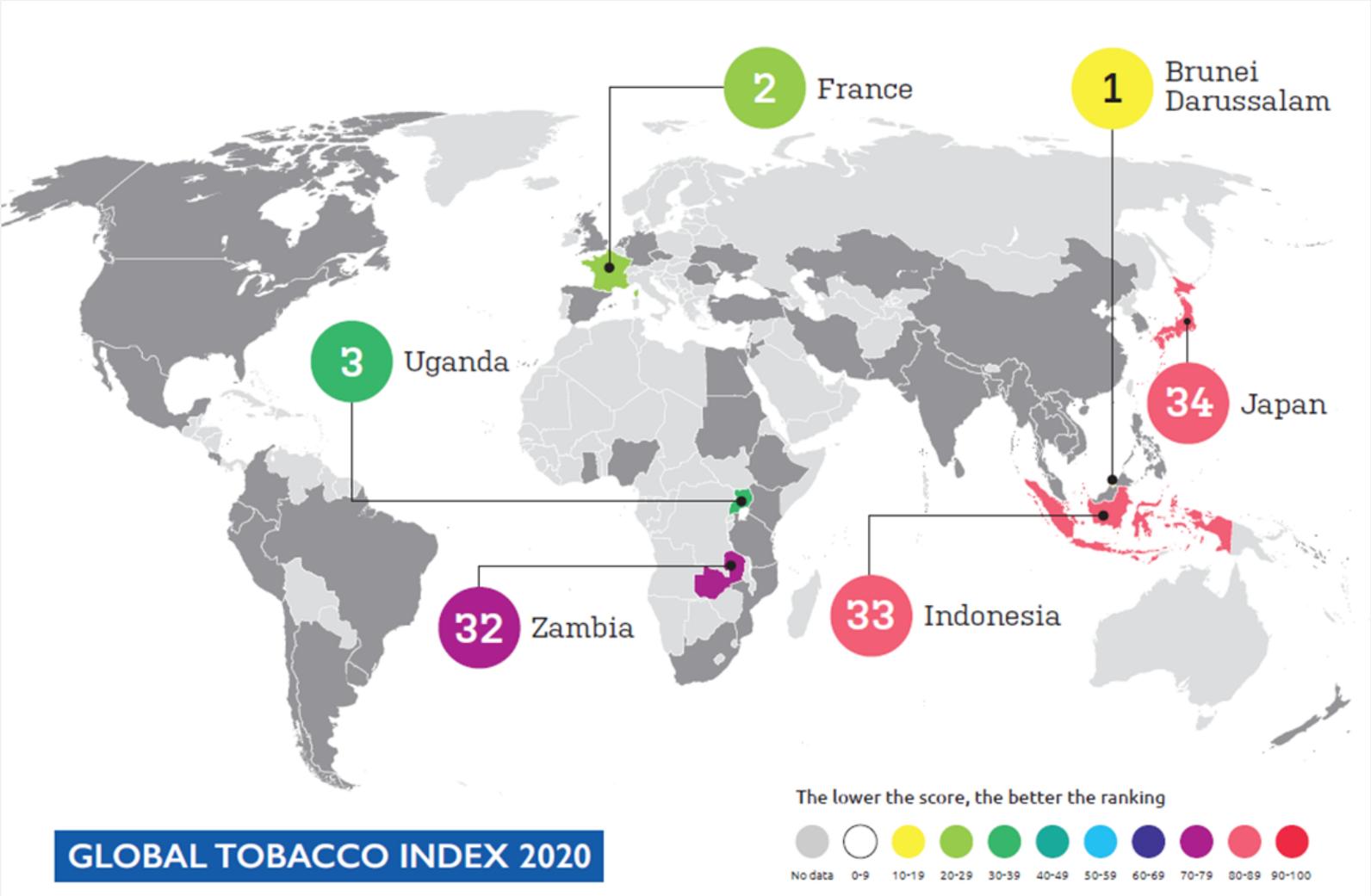
The lower the score, the better the ranking; Review based on WHO FCTC Article 5.3 guidelines



Countries with Most and Least Interference



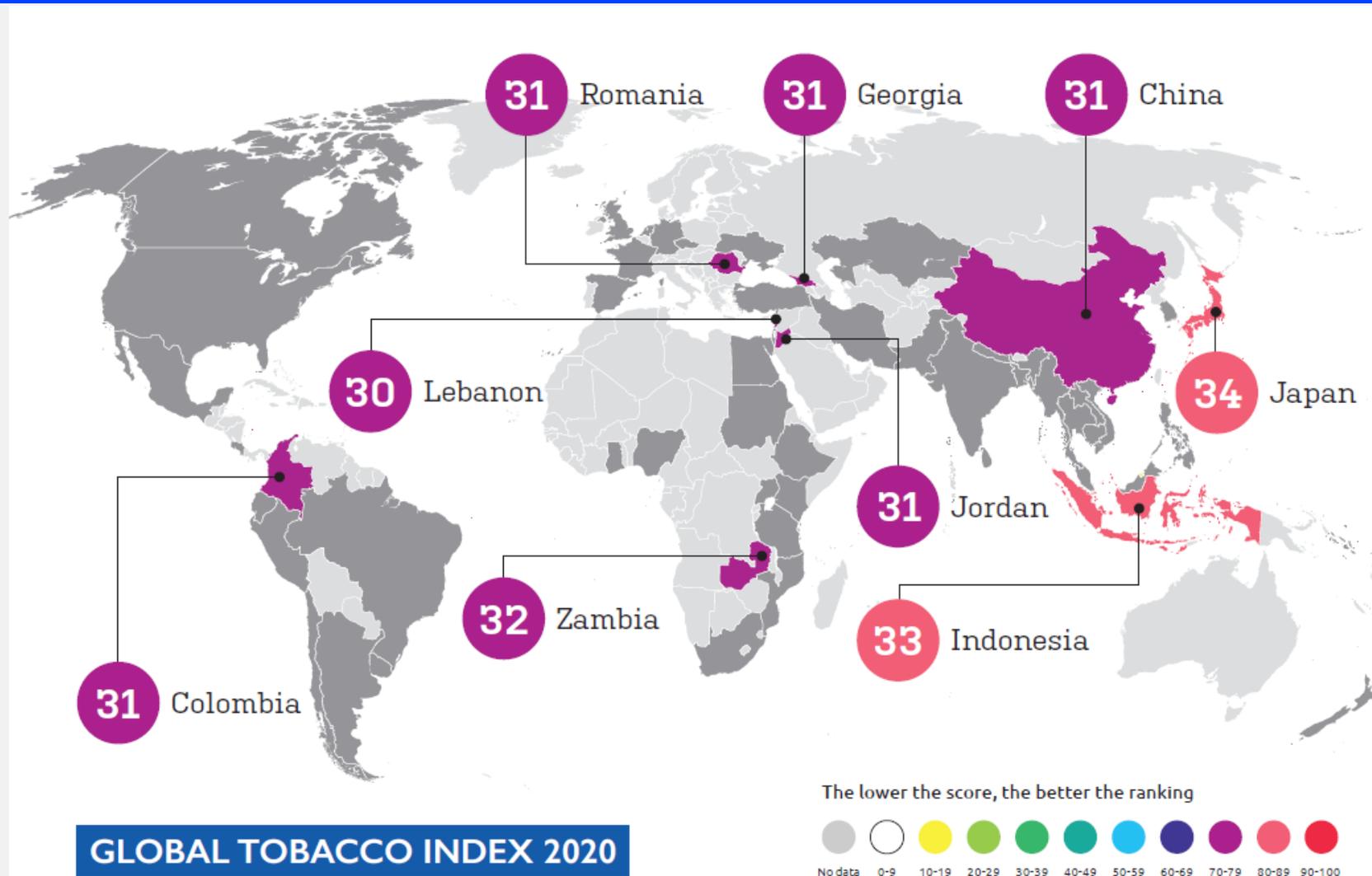
A GLOBAL TOBACCO INDUSTRY WATCHDOG



Countries Facing the Most Interference from the Tobacco Industry



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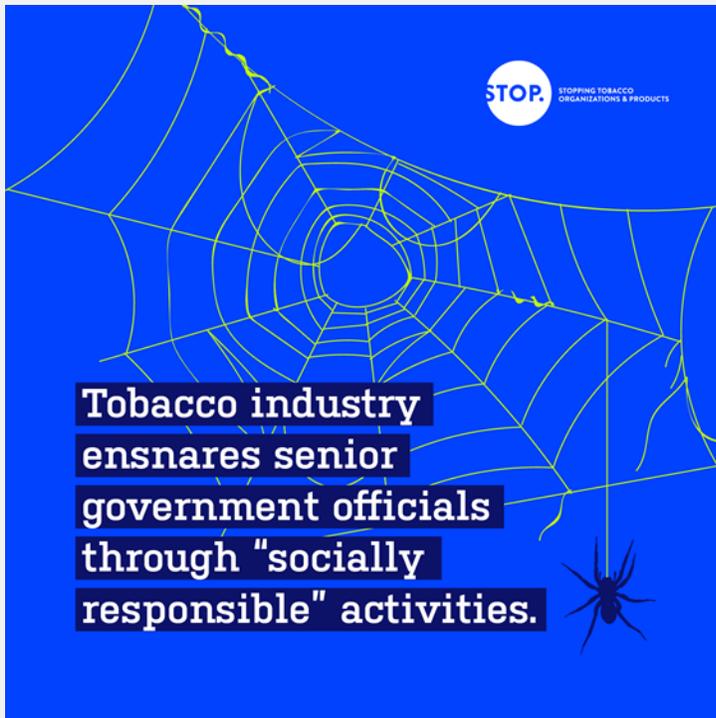
Tobacco Industry Interference in Policy Development



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



- 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

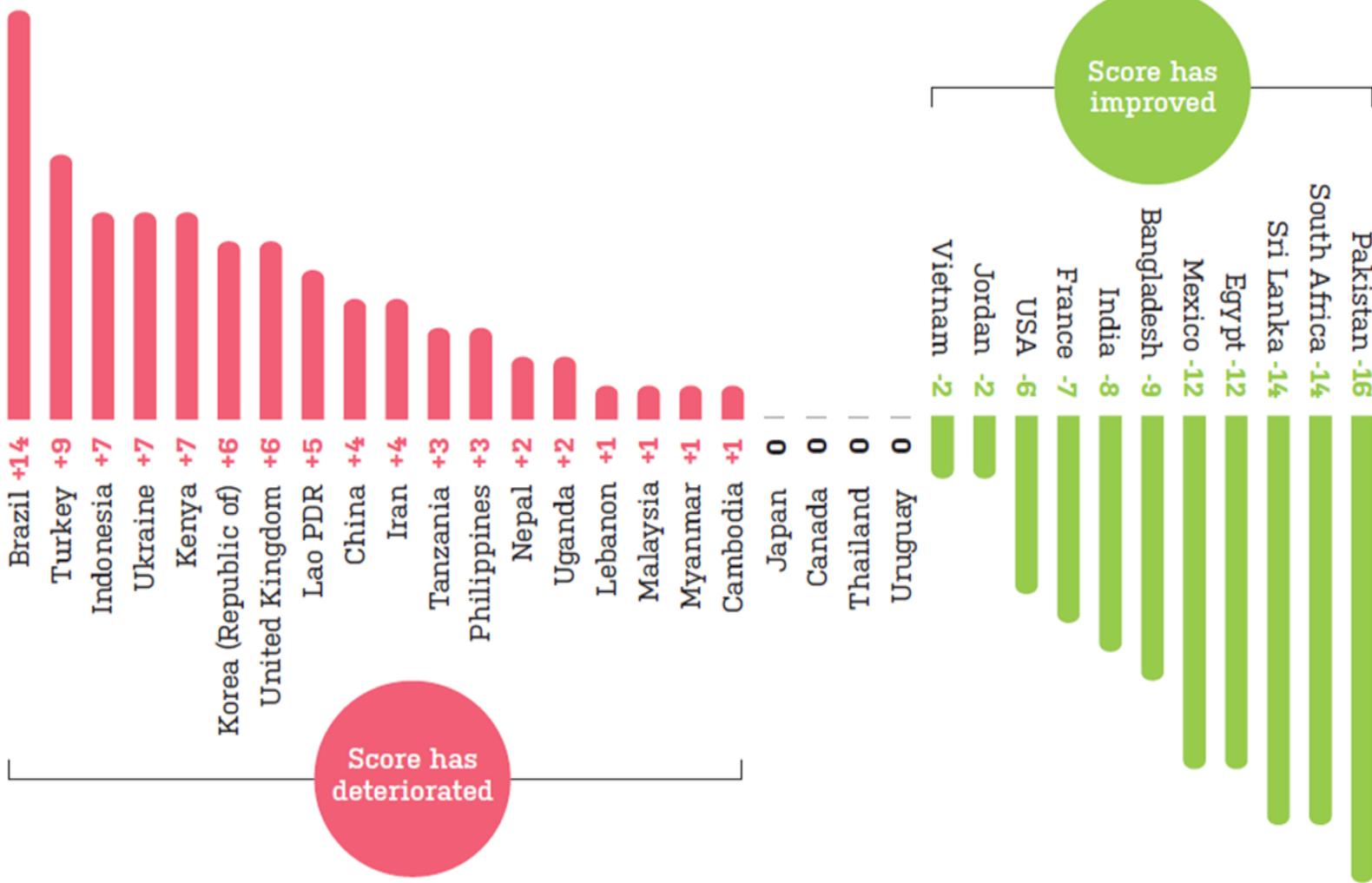
Countries fared better when they were more transparent in dealings with the industry, including recorded interactions and political donations.

- 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
**TOBACCO
INDUSTRY**

- 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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INDUSTRY
WATCHDOG



- 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

www.globaltobaccoindex.org



Dr. Hafsa Lukwata

National Tobacco Control Focal Point
Ministry of Health, Uganda

Uganda's Experience in Withstanding Tobacco Industry's Challenges to Tobacco Control

Dr. Hafsa Lukwata
Principal Medical Officer
Mental Health and Control of substance abuse
National Tobacco Control focal Point



Background

- Uganda ratified the WHO FCTC on 20th June, 2007, but the domestication process was delayed by various interference tactics from the tobacco industry
- In 2015 the Parliament of Uganda passed a **WHO FCTC compliant** National Tobacco Control Act, strong on **Article 5.3**, which addresses TI interference both in the letter and spirit of Article 5.3

ACTS SUPPLEMENT No. 11	18th November, 2015.
ACTS SUPPLEMENT	
<i>to The Uganda Gazette No. 67, Volume CVIII, dated 18th November, 2015.</i>	
<i>Printed by UPPC, Entebbe, by Order of the Government.</i>	
Act 22	2015
<i>Tobacco Control Act</i>	
THE TOBACCO CONTROL ACT, 2015.	
ARRANGEMENT OF SECTIONS.	
<i>Section</i>	
PART I—PRELIMINARY.	
1. Commencement.	
2. Interpretation.	
PART II—THE TOBACCO CONTROL COMMITTEE.	
3. Establishment of the Committee.	
4. Tenure of office.	
5. Functions of the Committee.	
6. Meetings of the Committee.	

Uganda's 2015 Tobacco Control Law is Strong

PART VIII—PROTECTION OF TOBACCO CONTROL POLICIES FROM
COMMERCIAL AND OTHER VESTED INTERESTS OF THE TOBACCO
INDUSTRY.

19. Duty of Government.

(1) In the implementation of this Act and any public health policy related to tobacco control, it shall be the duty of Government to—

- (a) protect the public against the influence of and interference by the commercial and other vested interests of the tobacco industry; and
- (b) ensure that there is transparency in the interactions of Government with the tobacco industry.

(2) The records and documents related to the interactions, communications and contacts held between the Government and the tobacco industry shall be transparent, and open to the public.

20. Government interactions with the tobacco industry.

(1) A person, body or entity that contributes to or may contribute to the formulation, implementation, administration, enforcement or

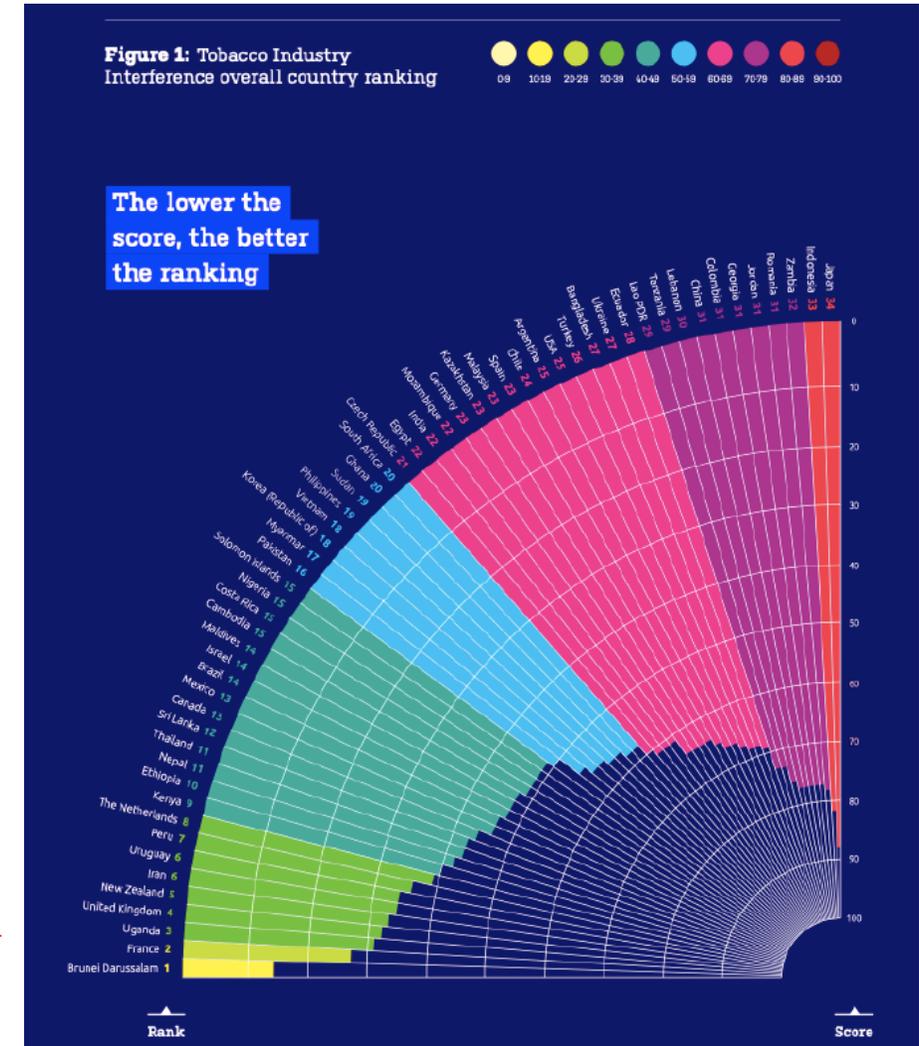
Part VIII of Act fully reflects Article 5.3 Guidelines

The Act provides clear guidance on the government's interaction with the tobacco industry - limited to only when strictly necessary for regulation

Uganda – we must be doing something right

Civil society has given the government a good report in the TI Interference Index

Globally, Uganda emerged **top 3** in civil society report on implementation of WHO FCTC Article 5.3 guidelines



The tobacco industry has been using various tactics to thwart tobacco control measures

Tobacco industry interference following Tobacco Control Act 1st Lawsuit Against the TCA

- November 2016: BAT filed a petition against the Gov't ,contesting constitutionality of the TC Act including sections under Art 5.3:

- issues of conflict of interest,
- not giving the industry incentives
- penalty for violation of this section.

- Court dismissed the injunction in its entirety - it had no justification, Petition appeared to have been misconceived or brought in bad faith as part of a global strategy to fight tobacco control legislation.

- The Court awarded costs to the government.

RECEIVED
11/16/2016
Dadson Mwaaura

THE REPUBLIC OF UGANDA
IN THE CONSTITUTIONAL COURT OF UGANDA AT KAMPALA
CONSTITUTIONAL PETITION NO. 46 OF 2016

BRITISH AMERICAN TOBACCO UGANDA LIMITED]	PETITIONER
-VERSUS-]	
THE ATTORNEY GENERAL OF UGANDA]	RESPONDENT

AFFIDAVIT OF MR DADSON MWAURA IN SUPPORT OF THE PETITION

I, **DADSON MWAURA**, of C/O Sebalu & Lule Advocates, Plot 14, MacKinnon Road, Nakasero, P.O. Box 2255, Kampala, Uganda, do solemnly swear and state on oath as follows **THAT**:

1. I am a male adult Kenyan citizen of sound mind, the Managing Director of British American Tobacco Uganda ("**the Petitioner**"), well-versed with the facts surrounding this petition and in which capacity and with due authorization I depone this affidavit.
- A. ABOUT BRITISH AMERICAN TOBACCO UGANDA**
2. The Petitioner was established in 1984 and was listed as a public company on the Uganda Securities Exchange on 28 June 2000. The Petitioner has over 1,250 Ugandan shareholders.
3. The Petitioner was established in 1984 pursuant to a Joint Venture Agreement dated 27 November 1984 between the Government of Uganda and British American Tobacco Company Limited, under which the Petitioner was incorporated as a special purpose company named BAT Uganda (1984) Ltd. At the time, the Petitioner was formed to partner with the Government of Uganda and spur the rehabilitation and future growth of the entire tobacco industry by:
 - a. Reviving the leaf market that had been ravaged by an unstable political environment;
 - b. Undertaking the procurement of tobacco;
 - c. Undertaking the manufacturing and marketing of cigarettes and leaf tobacco in the Ugandan domestic and export markets, and restoring tobacco as a prime export product and indirect revenue earner for the Government of Uganda;
 - d. Create employment opportunities for Ugandans across the entire tobacco value

TI used Non-health Department to Interfere

2019: BAT Uganda wrote to the Minister of Trade to respond to draft tobacco control regulations. The draft regulations had not been shared by the Ministry of Health, suggesting BATU obtained the document through other means



Photo: FCA

2nd Lawsuit against the TCA Regulations

- 6 September 2019: With support from TC civil society and other stakeholders the government gazetted the TCA Regulations for its effective implementation
- 13 January 2020: TI (BAT and others) filed a temporary injunction on the enforcement of the TC regulations until final determination of their 6 Dec 2019 main application.
- The injunction was overtaken because of the Minister of Health's letter directing extension of commencement of the Regulations from 1st Feb to 1st April. This letter was presented in court rendering the injunction ineffective.

Lessons Learnt

- Since the industry is fighting and challenging our efforts – we are doing something right for tobacco control
- Article 5.3 in national TC legislation
- Collaboration with relevant government department and agencies irrespective of position or office/rank to help with TI monitoring.

Lessons Learnt

- MOH takes the leadership role in all tobacco control efforts;
- Raise awareness to all relevant stakeholders especially policy makers on Article 5.3 and use the code of conduct.
- Civil society is crucial in the development and implementation of tobacco control efforts, especially in monitoring the TI
- Media about tobacco control as they can be resourceful and a partner in identifying and countering covert TI activities.



Dr. Lic. Marcos Dotta

Director of International Law Affairs
Ministry of Foreign Affairs, Uruguay



Ms. Lilia Olefir
Executive Director
NGO Advocacy Center “LIFE”, Ukraine

2022
NOTOBACCO 



Investment carrot vs tobacco control stick – who is winning in Ukraine?

Lilia Olefir, Executive Director NGO Advocacy Center Life, Ukraine

**Webinar: Launch of 2020 Global Tobacco Interference Index
17 November 2020**



- Population - 44,4 M
- 8.2 M adults using tobacco products (39.7% males & 8.9% females) GATS 2017
- 20% reduction of smoking prevalence since 2010
- 85 thousand people die due to tobacco related diseases every year (projection from 2010)⁵¹

UKRAINE TOBACCO INTERFERENCE INDEX 2019 VS 2020

Overall score - 61
Ranked 20 out of 33

Overall score - **68**
Ranked 45 out of 57
Score has deteriorated by +7
mostly in unnecessary
interaction with the tobacco
industry, especially on new
legislation, taxation issues and
tackling illicit trade.

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The tobacco industry interferes in policy development

Ukraine's score - 13, the worst score is 19

Tobacco lobby in the Parliament

- defeated 2 draft laws (May 2019) - new bill registered in November 2020
- delayed the increase of excise on HTPs till 1st January 2021

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Government engaged in unnecessary interaction with the tobacco industry

Ukraine's score - 13, the worst score is 15

- State Fiscal Service MOU with Ukrainian Association of Tobacco Producers
- Cabinet of Ministers MOU with the tobacco industry
- Meeting of the President, PM, Ministers with the TI



PRESIDENT OF UKRAINE



Volodymyr Zelenskyy in a meeting with representatives of the largest tobacco companies in Ukraine: We are interested in increasing investment and exports

7 November 2019 - 20:21



<https://www.president.gov.ua/en/news/volodimir-zelenskij-na-zustrichi-z-predstavnikami-najbilshih-58257>

TI INTIMIDATES & THREATENS UKRAINIAN GOVERNMENT OVER TOBACCO TAX INCREASES

Philip Morris Ukraine: If bill No. 1210 passed, illicit tobacco market may expand to about 60%

16:40, 24.10.19

ECONOMY

1 min.

249



In particular, the bill provides for an increase in the excise tax on cigarettes.



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2020 TOBACCO TAX POLICY WIN

May 2020 - the President signed the bill that has a provision on taxing HTP sticks per sticks not per kg and increasing specific excise 4-fold from 1 January 2021

WHAT NEEDS TO BE DONE TO IMPROVE IMPLEMENTATION OF ARTICLE 5.3 IN UKRAINE

1. Ban all forms of tobacco industry related CSR activities as recommended in the WHO FCTC.
2. Implement a procedure for interaction and disclosure of records with the TI. and disclose all records of interaction with the TI.
3. Require the tobacco industry to report on its expenditure on marketing and lobbying.
4. Adopt a Code of Conduct for officials when dealing with the TI.
5. Remove any benefit given to the tobacco industry, such as duty-free cigarettes for international travelers.

2022

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THANK YOU!

Lilia Olefir, Executive Director NGO Advocacy Center Life, Ukraine

lilia@center-life.org



Mr. Michel Legendre

Associate Campaign Director
Corporate Accountability



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Global Tobacco Index Advocacy Tools

Yodhim dela Rosa, Global Research Coordinator

17 November 2020

Using GTI 2020 as an Advocacy Tool



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- How is this done?
- What resources are available?
- What else can be done?



GTI in Advocacy: *How Is This Done In Nigeria?*



The screenshot shows the Guardian Nigeria website interface. At the top, the Guardian logo is on the left, and the word "Nigeria" is centered. To the right of "Nigeria" are social media icons for email, YouTube, Facebook, Instagram, Twitter, and WhatsApp. Below this is a navigation bar with links for Home, Nigeria, World, Politics, Sport, Opinion, Business, Technology, Guardian Life, Guardian TV, and a red button labeled "#ENDSARS". A search icon is on the far left of this bar, and a menu icon is on the far right.

The main content area features a "National" category label on the left. The article title is "Report indicts tobacco industry of interfering in Nigerian government policies". The author is "By Waliat Musa" and the date is "25 September 2020 | 4:14 am". Below the author information are icons for Facebook, Twitter, WhatsApp, and Email.

The main image is a close-up of a hand holding a lit cigarette, with smoke rising from the tip. The cigarette is white with a yellow filter. The background is dark and out of focus.

Below the main image is a small thumbnail image of a man in a pink turban, with the word "Tobacco" written below it.

On the right side of the article, there is a blue promotional banner that says "PUBLISH YOUR CHANGE OF NAME IN TheGuardian" with a "CLICK HERE FOR MORE" button. Below this is a "Latest" section with a "MORE >" link. The first article in the list is "African leaders mount effort to mediate Ethiopia conflict" with a timestamp of "1 day ago" and the category "World". The second article is "All NYSC corps members, personnel test negative for COVID-19 in Ebonyi" with a timestamp of "1 day ago" and the category "Nigeria".

GTI in Advocacy: *How Is This Done In Ghana?*



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GTI in Advocacy: *How Is This Done In South Africa?*



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NEWS / POLITICS



Picture: Christian Hartmann/Reuters

UCT academic accuses local cigarette firms of making a fortune during tobacco ban

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‘The tobacco industry’s behaviour has been disgraceful,’ say academics. MUST READ!

15th August 2020 by Claire Badenhorst

The launch of the Tobacco Industry Interference Report 2020 shows just how much the tobacco industry’s interests clash with those of public policy.



GTI in Advocacy: How Is This Done In Zambia?



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GTI in Advocacy: How Is This Done In India?



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5th 2020
NCTOH

The Union
International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



Curtain raiser of

5th National Conference on Tobacco or Health (Virtual)

Organized by:

Resource Centre for Tobacco Control (E-RCTC)

under Department of Community Medicine & School of Public Health, PGIMER Chandigarh

In collaboration with

The Union South-East Asia (The Union)

Under the guidance of

Ministry of Health and Family Welfare (MoHFW), Govt of India

Dated 25th & 26th September 2020 at Online Platform

WHEN

Day 1: 25th September 2020

TIME

11.02 -12.28 am

Panel Discussion: Stopping
Tobacco Industry
Interference Mid-panel
launch of TII Index 2020
(all panelists- a word by
Dr. Upendra Bhojani/Dr.
Aastha Chugh)

PROGRAMME

CHAIR:

Prof Ravi

Mehrotra, CEO India Cancer
Research Consortium, India



Dr Dharendra

Sinha Independent
Consultant, India



Dr Monika Arora

Director of Health
Promtion Division, Public
Health Foundation of India



PANELIST

Panelist-1 Dr. Upendra

Bhojani:

Topic: Historical
developments by defining TII
- challenges and progress in
India



Panelist -2 Dr. L

Swasticharan (TBC):

Topic: Existing
policy/administrative
measures in India to
counter TII



Panelist -3 Dr. Aastha

Chugh: Topic:

Monitoring TII & TII
Index (2017-2020)



Panelist -4 Dr. Rakesh

Gupta: Topic: State
protocol to stop TII
making change on the
ground level



Panelist -5 Dr Manuja Parera,

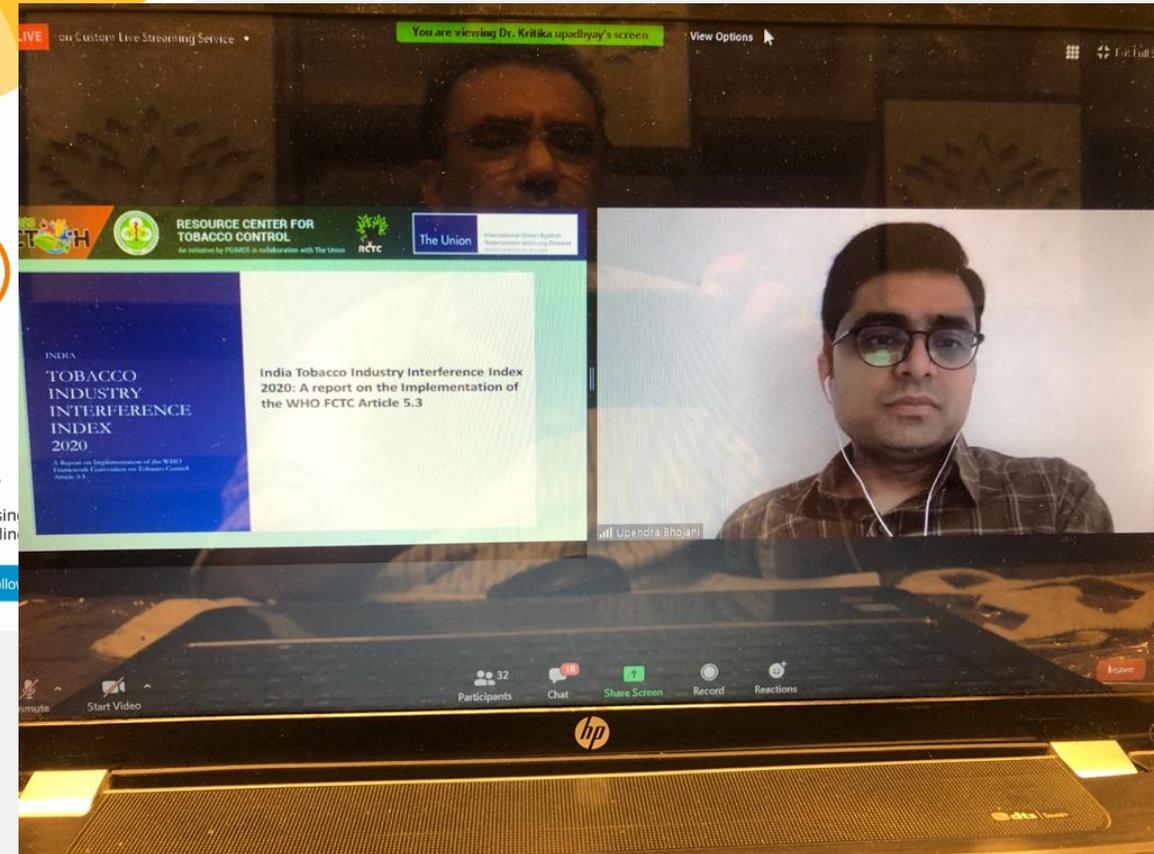
South Asia Regional Consortium
- Centre for Combating Tobacco,
a South Asia Observatory on the
Tobacco Industry Interference



Panelist -6 Dr. Shiv Choudhury,

AIIMS, New Delhi: Topic: Role of
healthcare professionals in addressing
conflict of interest issues and avoiding
industry supported events

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GTI as Advocacy: *What Resources are Available?*



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GET HELP FIGHTING BIG TOBACCO

Expose the Tobacco
Industry in your
Country with
REACT

The Rapid Engaged Action Team (REACT) wants to help you protect people from the tobacco industry. Learn more about REACT and how we can assist you in countering industry tactics that undermine health.

Request Help

GTI in Advocacy: What Else Can Be Done?



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GLOBAL TOBACCO INDEX | HOME ABOUT COUNTRIES RESOURCES NEWS

Customized Fact Sheets

Choose a Country 🇧🇩 Bangladesh DOWNLOAD SHARE

Global Tobacco Index 2020: How Deadly is Tobacco Industry Influence in Bangladesh?

161,253 Deaths
from Tobacco in 2019 caused primarily by the top 2 producer(s):
BAT Bangladesh
Japan Tobacco International

Smoking Rates

35.3% Adults aged 15+ (2017)
4.5% Children aged 13-14 (2017)

27 Bangladesh
OVERALL SCORE 68

Ranked 27th among the **worst** in the world.
From 17th 2019

How Unhealthy Is Tobacco Industry Influence in Bangladesh?
Tobacco industry interference occurs in undermining tax increase and delaying pictorial warnings from being implemented through a court case. The industry is simultaneously copying up to senior politicians through its CSR activities.

SHOW FULL REPORT

DOWNLOAD SHARE

GLOBAL TOBACCO INDEX 2020: How Deadly is Tobacco Industry Influence in Bangladesh?

10 Million Deaths
from Tobacco in 2019 caused primarily by the top producers:
British American Tobacco
Philip Morris
Japan Tobacco

Smoking Rates

35.3% Adults aged 15+ (2017)
9.2% Children aged 13-14 (2014)

Ranked 39th among the **worst** in the world.

26 Bangladesh
OVERALL SCORE 68

Best Performers
UK 32 (4)
France 27 (2)
Brunei Darussalam 14 (1)
Uganda 31 (3)
New Zealand 33 (5)

Worst Performers
China, Colombia, Georgia, Jordan, Romania 77 (31)
Japan 88 (34)
Indonesia 82 (33)
Zambia 78 (32)
Lebanon 76 (30)

The lower the score, the better the ranking.

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Tobacco Companies

- are **prohibited** from promoting themselves through so-called **socially responsible activities**
- are **prohibited** from promoting their products themselves through **sponsorships** of events, activity, or individuals
- are **not required to place graphic warnings** on their packages

Tobacco Taxes

as a percent of retail price is **71%**¹ while the **target rate** is at **70%**

generate **219,773M BDT** in revenue but imposes **000,000M BDT** in economic losses²

Bangladesh should protect the health of its citizens by doing better at:

Preventing Tobacco Industry Participation in Policy	14	20
De-normalizing So-called "Socially Responsible" Activities	5	10
Disallowing Benefits or Incentives for the Tobacco Industry	9	10
Avoiding Unnecessary Interactions with the Tobacco Industry	12	15
Avoiding Conflicts of Interest	13	15
Adopting Measures to Prevent Influence	16	25
Establishing Procedures to Ensure Transparency	8	10

Send a Targeted (Custom) Message



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sample@mail.com

Subject

Global Tobacco index 2020

Message

CLEAR MESSAGE

Please allow me to share The Global Tobacco Index 2020 results which measures tobacco industry influence: the more influence the tobacco industry has, the less the governments are able to reduce the 8 million deaths caused by tobacco each year. ●

As you can see from the attached fact sheet, more can be done to improve how we counter the tobacco industry's interference so that we can protect our children from deadly and addictive products. ●

Bangladesh should protect the health of its citizens by doing better at:

Preventing Tobacco Industry Participation in Policy

14 20

De-normalizing So-called "Socially Responsible" Activities

5

Disallowing Benefits or Incentives for the Tobacco Industry

9 10

Avoiding Unnecessary Interactions with the Tobacco Industry

12 15

Avoiding Conflicts of Interest

13 15

Adopting Measures to Prevent Influence

16 25

Establishing Procedures to Ensure Transparency

8 10

Attachments: Country Summary and Fact Sheet



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Global Tobacco
Industry Interference
Index 2020



Bangladesh

Overall score:
68

Summary of Findings

1. Industry participation in policy development

The government has not invited the tobacco industry or its representatives to sit on the government interagency/advisory group/body that sets public health policy. While the Ministry of Health and Family Welfare (MoHFW) has shown commitment to advancing tobacco control, the Ministry of Finance, especially the National Board of Revenues (NBR), has been utilized by the tobacco industry as its conduit to influence policy. The Bangladesh Cigarette Manufacturers' Association (BCMA) sent letters to the Finance Minister opposing the proposed draft National Tobacco Control Policy 2019. Copies of the letter were also sent to high-level officials including the Secretary of Department of Finance, the Secretary of Health Services Department, the MoHFW, the Senior Secretary of Internal Resources Division and the Chairman of the National Board of Revenues. Following the request from the BCMA at a meeting in October 2019, the NBR requested the MoHFW to consider the industry's opinion before finalizing the National Tobacco Control Policy 2019.

2. Industry CSR activities

On September 25, 2019, BAT Bangladesh donated a hefty sum of money to the Bangladesh Labour Welfare Foundation. BAT Bangladesh representatives handed the check over to the State Minister for Labour and Employment. The news and picture of the donation acceptance event was later publicized on the Ministry's official Facebook page.

3. Benefits to the industry

The existing 10% export duty on unmanufactured tobacco was withdrawn in the budget FY 2018-19. The NBR amended the VAT and Supplementary Duty Act 2012 and offered tax credits to tobacco companies from the budget FY 2018-19. The NBR reduced the supplementary duty on non-filter bidi from 35% to 30% by issuing a Statutory Regulatory Order to accommodate the demands raised by the bidi industry.

The implementation of pictorial health warnings (PHW) on cigarette packs has been delayed since the High Court postponed the government order dated July 4, 2017, following the further review petition by Bangladesh Cigarette Manufacturers' Association. Implementation of PHW remains uncertain to this date.

4. Unnecessary interaction

Compared to previous years, the government did not enter into new collaborative agreements with the tobacco industry on enforcement or public education programs such as conducting raids on tobacco smuggling or enforcing rules on disallowing sales to minors. However, the Ministry of Finance continued to hand out awards to tobacco entities. The Minister of Finance awarded bidi companies for being top VAT payers and smokeless tobacco companies for being top taxpayers on behalf of the NBR.

In November 2019, the Japanese ambassador to Bangladesh, in a bilateral meeting with the Industry Minister, requested him to bring 'rational' changes to the country's excise tax on tobacco based on the fact that the Japanese tobacco industry generates large amounts of revenue for the government.

BAT Bangladesh's partnership with the Department of Agriculture Extension continued in 2019.



GLOBAL TOBACCO INDEX 2020:

How Deadly is Tobacco Industry Influence in Bangladesh?



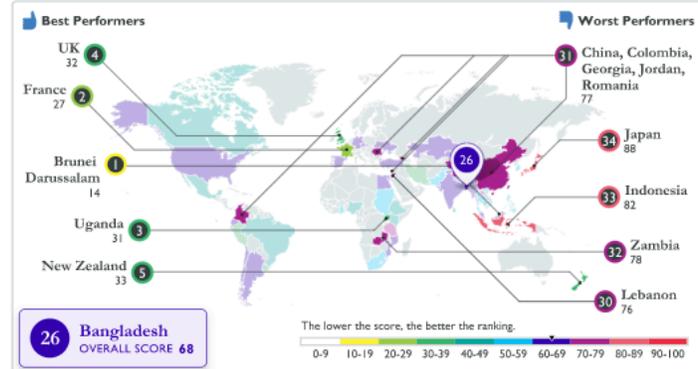
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Japan Tobacco

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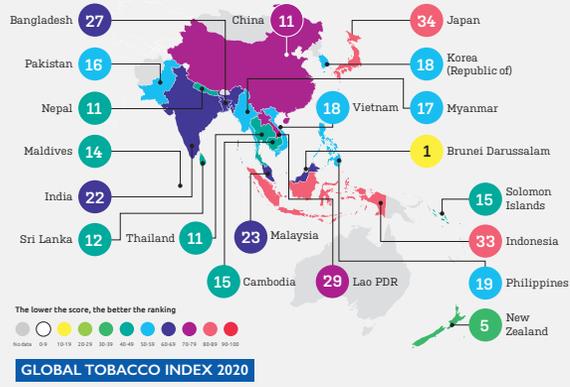


Share Infographics: Policymakers, Media, Social Media

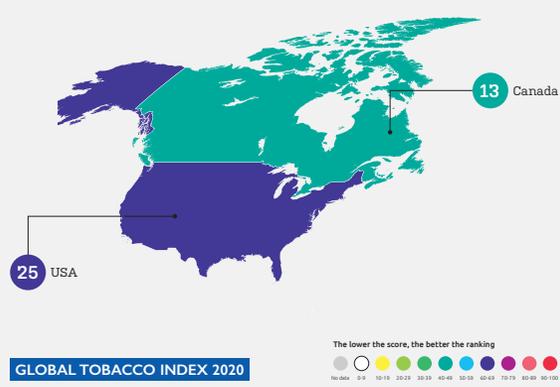


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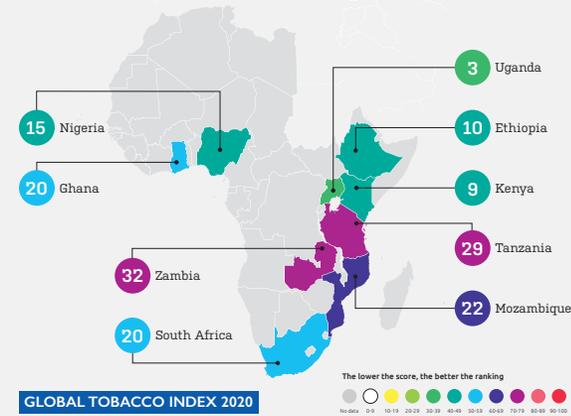
Asia and the Pacific Region



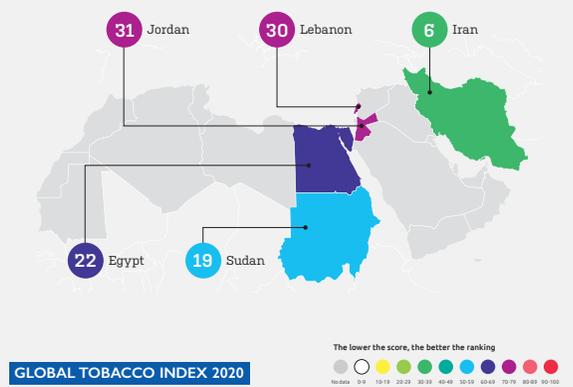
North American Region



African Region



Eastern Mediterranean Region



Global Center for Good Governance in Tobacco Control (GC2TC), a STOP partner, utilized civil society reports on tobacco industry influence from 17 countries which cover about 80% of the world's population. The Global Tobacco Industry Interference Index is a survey to determine how governments are protecting their public health policies from commercial and vested interests of the tobacco industry as required under the World Health Organization Framework Convention on Tobacco Control (WHO FCTC). Read the full report at www.eurostop tobacco.org. Detailed country reports and other tools are available at www.globaltobaccoindex.org.



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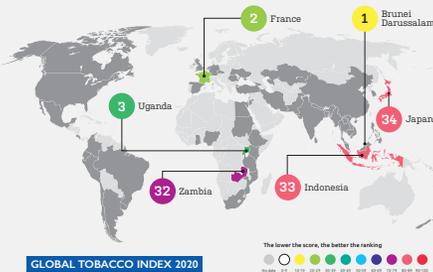
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Countries with the LEAST and MOST interference from the Tobacco Industry



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Countries with the LEAST interference from the Tobacco Industry



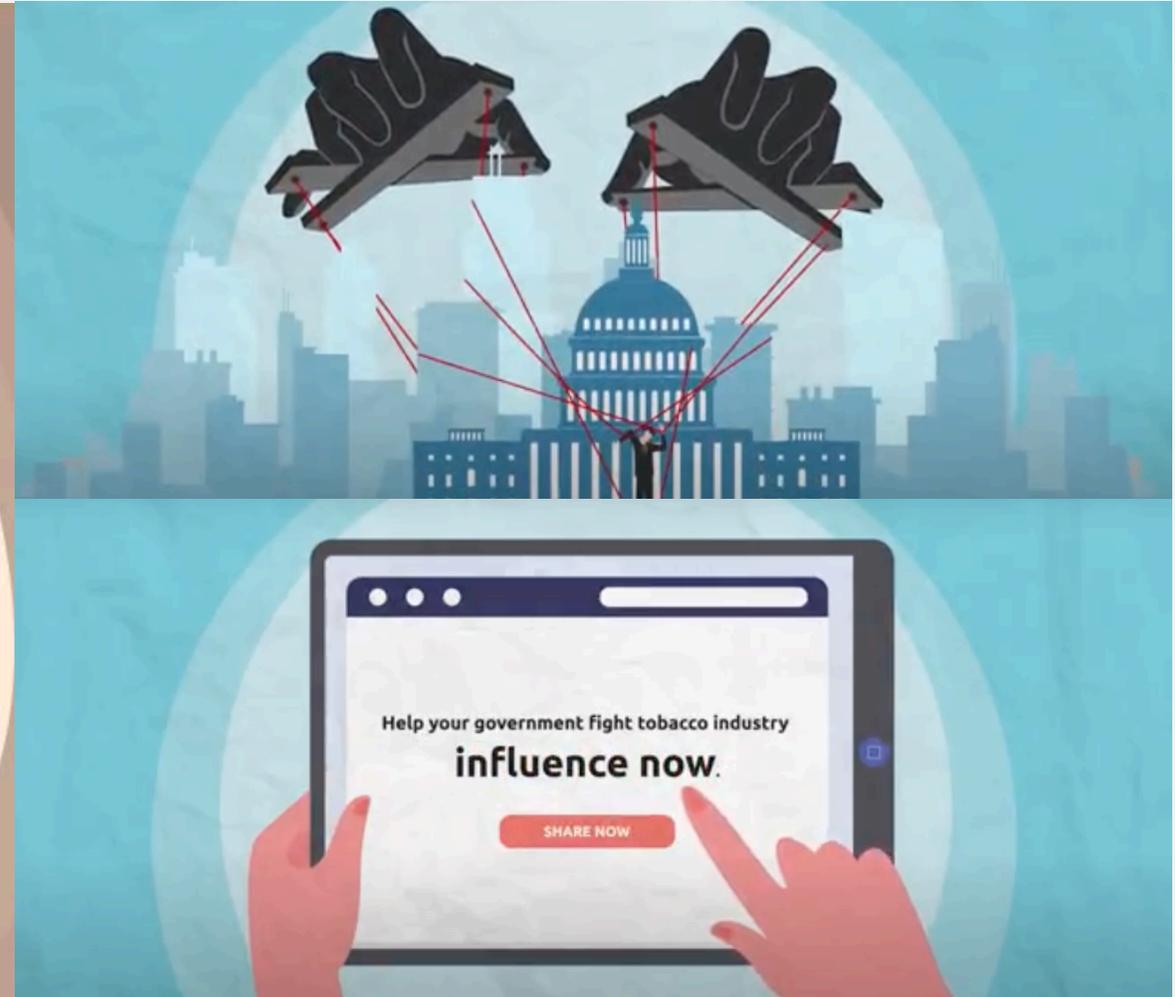
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STOP Social Media Toolkit



Twitter/Facebook

- Today, the #GlobalTobaccoIndex launched with new research on how well governments have been protecting their public health policies from #TobaccoIndustryInterference. The report expanded to assess 50+ countries worldwide. See how your country did: <https://bit.ly/3ptBw3h>. @exposetobacco @ggtc
- The key to ending #TobaccoIndustryInterference lies in the hands of governments across the globe. @exposetobacco's #GlobalTobaccoIndex 2020 highlights what governments can do to help stop #BigTobacco's meddling. <https://bit.ly/3ptBw3h>





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