

Monitoring tobacco industry activities after the entry into force of the WHO FCTC

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Monitoring the tobacco industry: WHO's role

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Monitoring the industry

- **Monitoring the industry and sharing information about industry's strategies to derail tobacco control is a WHO mandate**
 - **Resolution 54.18 of the 54th World Health Assembly (May 2001)**

- **WHO FCTC Preamble**

“...be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts...”

- **WHO FCTC 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.”

- **WHO FCTC 20.4 (c)**

" (c) cooperate with competent international organizations to progressively establish and maintain a global system to regularly collect and disseminate information on tobacco production, manufacture and the activities of the tobacco industry which have an impact on the Convention or national tobacco control activities."

WHO FCTC and the industry's position

➤ **Tobacco After the Framework Convention (Tobacco Reporter, July 2003):**

- **How the WHO's tobacco treaty will affect your business**
- **Why the Framework Convention on Tobacco Control is doomed to fail**
- **“Reasonable” policies and dialogue**

Tobacco industry and corporate responsibility... an inherent contradiction

THIS DOCUMENT HAS BEEN DEVELOPED BY
WHO'S TOBACCO PREVENTIVE PROGRAM
TO FULFILL RESOLUTION 14.16, TRANSPARENCY
IN TOBACCO CONTROL. WHO'S TOBACCO
PROGRAM IS COMMITTED TO IMPROVING
OUR UNDERSTANDING OF THE TOBACCO
INDUSTRY THAT HAVE NEGATIVE IMPACT ON
TOBACCO CONTROL EFFORTS.

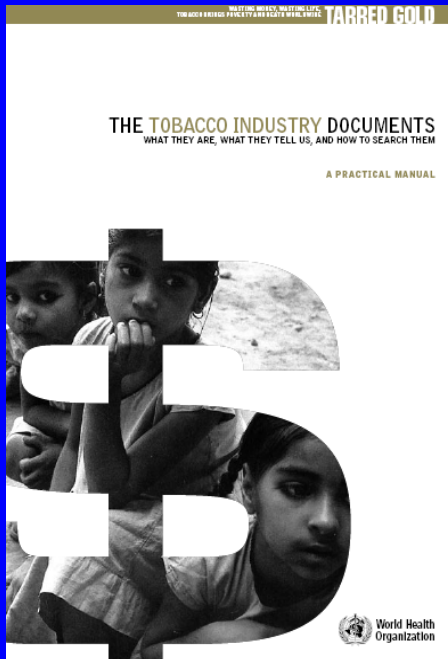


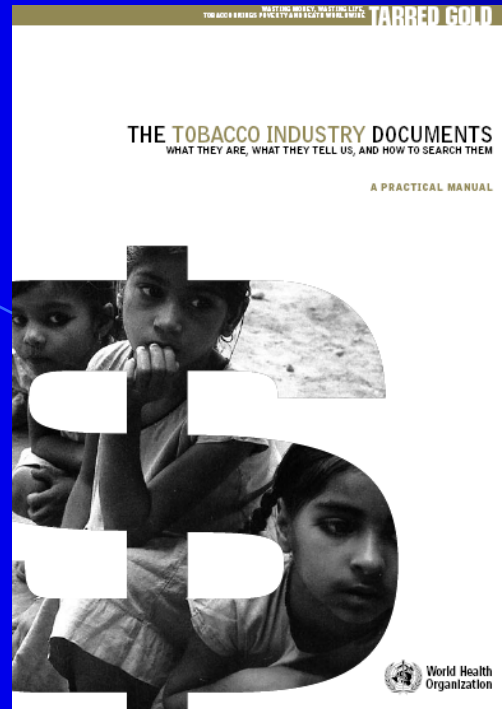
World Health Organization

WHO Reports

- Tobacco Industry Monitoring (TIM) – monthly (news sources)
- CSR activities
- Industry documents-based

- Philip Morris website
- ETS position
- Tobacco industry documents manual





**Tobacco Industry
and CSR... an
inherent
contradiction**

- **New database project from TFI will create a web-based tool that will allow to:**
 - **Select news from the TIM by**
 - **Region**
 - **Country**
 - **Topic**
 - **Source**
 - **Theme**
 - **Company and others**
 - **Track TI activities historically**
 - **Follow-up and gain better understanding on the TI Corporate Social Responsibility (CSR) programmes and strategies**

(ISO 26000 on Social Responsibility)

- **What is it**
 - **"The standard will provide guiding principles on social responsibility (SR). It will not be a management system standard and will not be for certification purposes"**
- **Scope and Context**
 - **"Our ambition is to develop guiding principles with global relevance that will be useful to organizations worldwide in establishing, implementing, maintaining and improving the way they address social responsibility."**

Stakeholders

- **Industry**
- **Government**
- **Consumer**
- **Labour**
- **Non Governmental Organizations; and**
- **Service, support, research and others.**

Challenges

- **Every stakeholder group has its own agenda**
- **UN Agencies have specific interests**
- **ILO has a special position but also a special structure that includes industry**
- **Guideline is not for third party certification**
- **Hard to make exclusions based on the industry – where to draw the line?**

WHO Position

- **WHO thinks that the product manufactured and impact to health should be included**
- **The tobacco industry should not be allowed to use social responsibility programmes or strategies to promote their product or their business in any way (CSR and industry as "inherent contradiction")**
- **The principles section of the standard, the right to health should appear as a basic human right**