

# **Tobacco Interference Index Report 2023**

Arti Singh  
18<sup>th</sup> October 2023

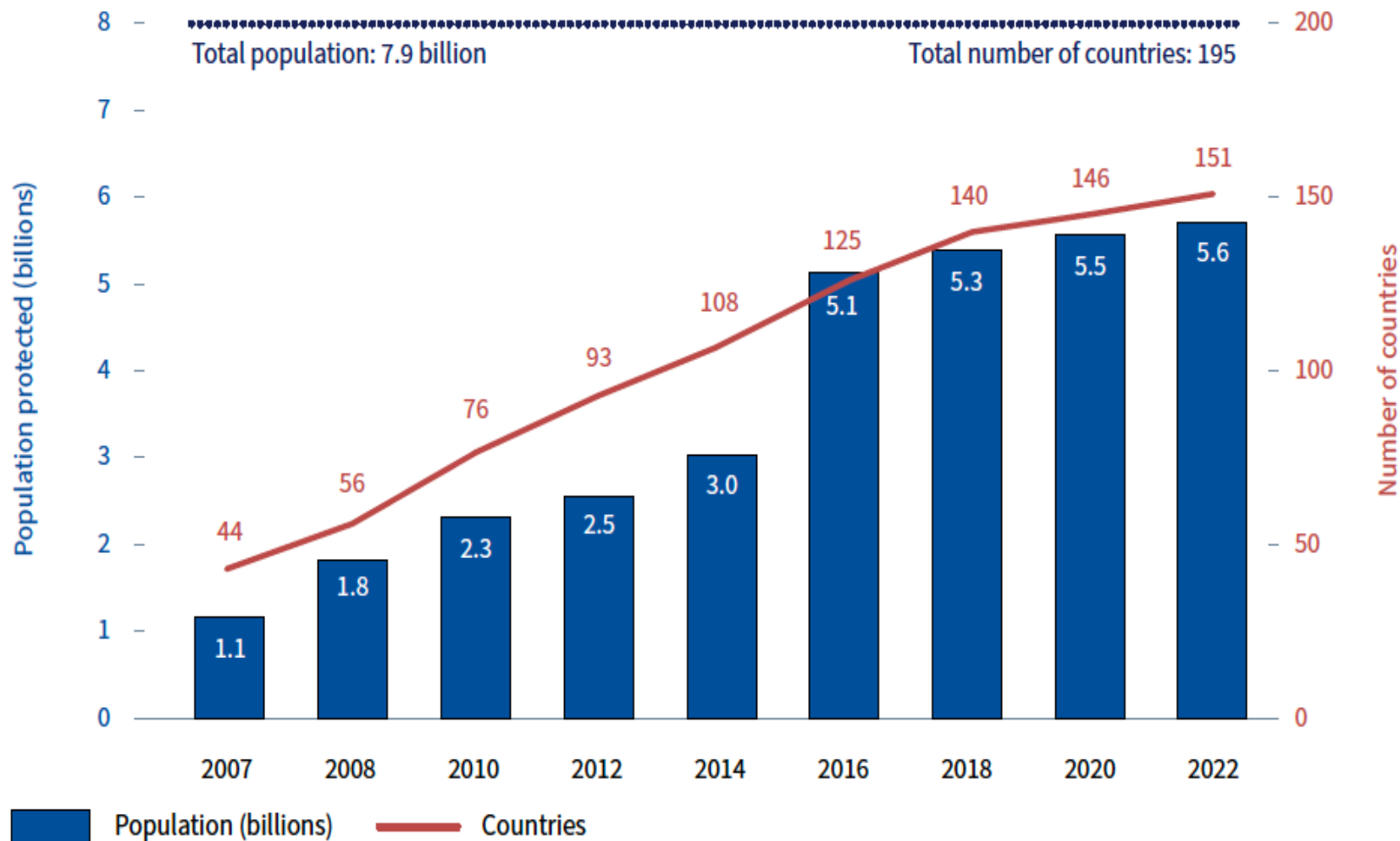


# Background

- Tobacco use causes 8 million deaths worldwide (WHO 2023)
- May 2023 marked the 20<sup>th</sup> anniversary of the WHO Framework Convention on Tobacco Control (FCTC).
  - ✓ 183 countries
  - ✓ Malawi (latest signatory)
- Smoking prevalence in the African region remains the lowest among all WHO regions (5-10%)
  - ✓ South Africa (17%)
  - ✓ Mauritius (16%)
- Progress in the African continent has been slow with modest achievement
  - ✓ In 2023, **Mauritius** became the first African country to introduce plain tobacco packaging.
  - ✓ **Botswana** - the enactment of the Tobacco Control Act (2021) with a strong component of Article 5.3
- Region experiencing some of the highest rate of increase in the number of tobacco users.
- WHO African Region accounts for 18.2% of the global area under tobacco cultivation and 11.4% of tobacco leaf growing in the world.
- Top 5 tobacco growing countries are:
  - ✓ Zimbabwe (25.9% of total output)
  - ✓ Zambia (16.4%)
  - ✓ Tanzania (14.4%)
  - ✓ Malawi (13.3%)
  - ✓ Mozambique (12.9%)

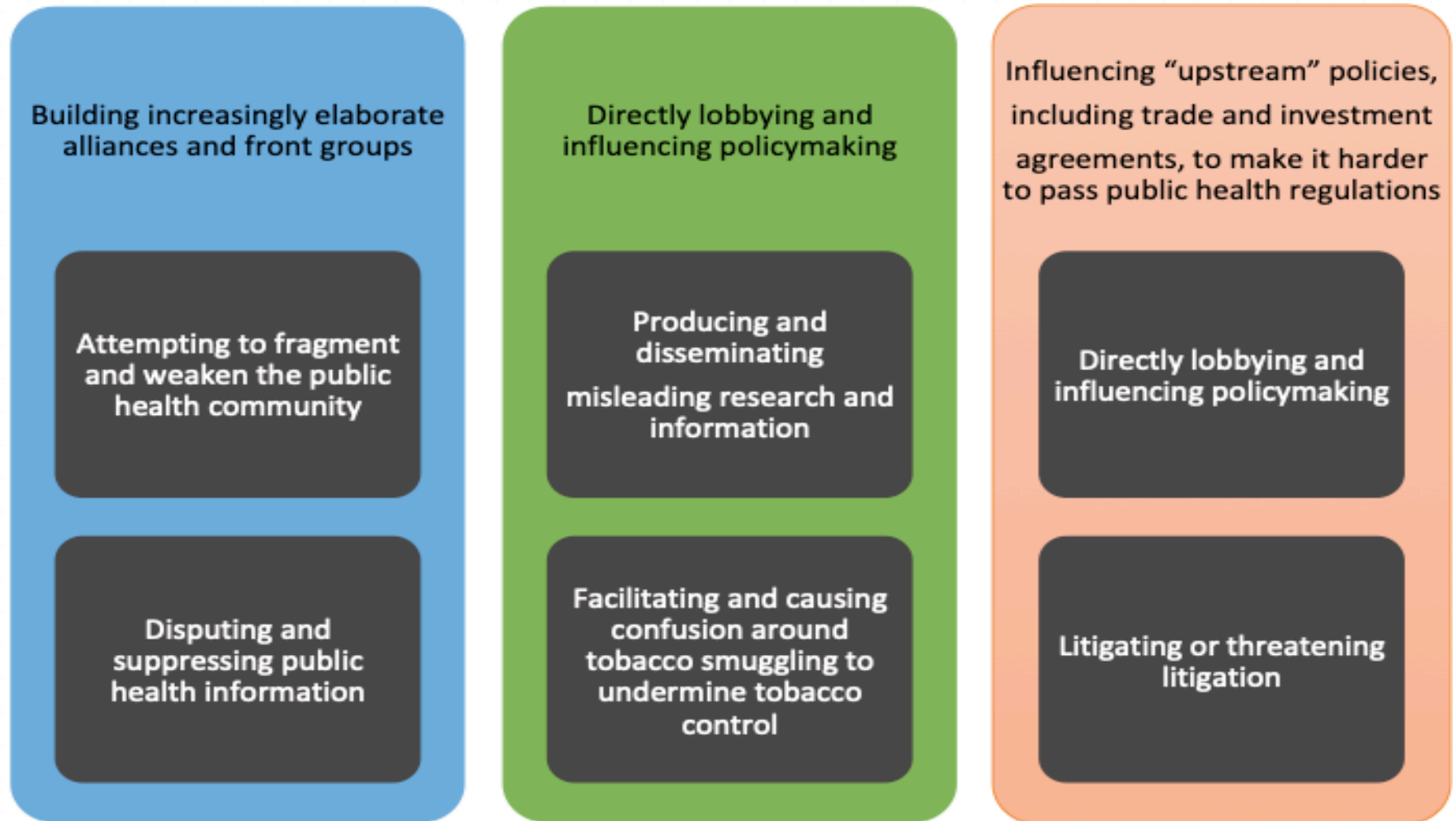


Fig. 1. At least one MPOWER measure at highest level of achievement (2007–2022)



5.6 billion people, 71% of the world population, are now protected by at least one MPOWER measure

Tobacco industry's expand their markets, notably in low-income and middle-income countries (LMICs).



**Tactics of the tobacco industries**  
(Source: Global Tobacco Epidemic 2023)



- Implementation of Article 5.3 of the WHO FCTC Guidelines is to help countries meet their legal obligations to the Article are based on both scientific evidence and the countries' experiences.
- The African regional report (1<sup>ST</sup> EDITION IN 2021) is prepared based on publicly available information on tobacco industry interference on the continent for 2023.

1. **Industry participation in policy development**
2. **CSR activities**
3. **Benefits to the tobacco industry**
4. **Unnecessary interactions with the tobacco industry**
5. **Lack of transparency leads to industry interference**
6. **Conflict of Interest**
7. **Preventive Measures.**

“The tobacco industry has an arsenal of vile tactics to undermine, frustrate and sabotage legitimate and effective tobacco control measures. It refuses to stop. Monitoring the industry is crucial to expose these forms of industry interference in public policy. Evidence is our fire power to protect public health.”

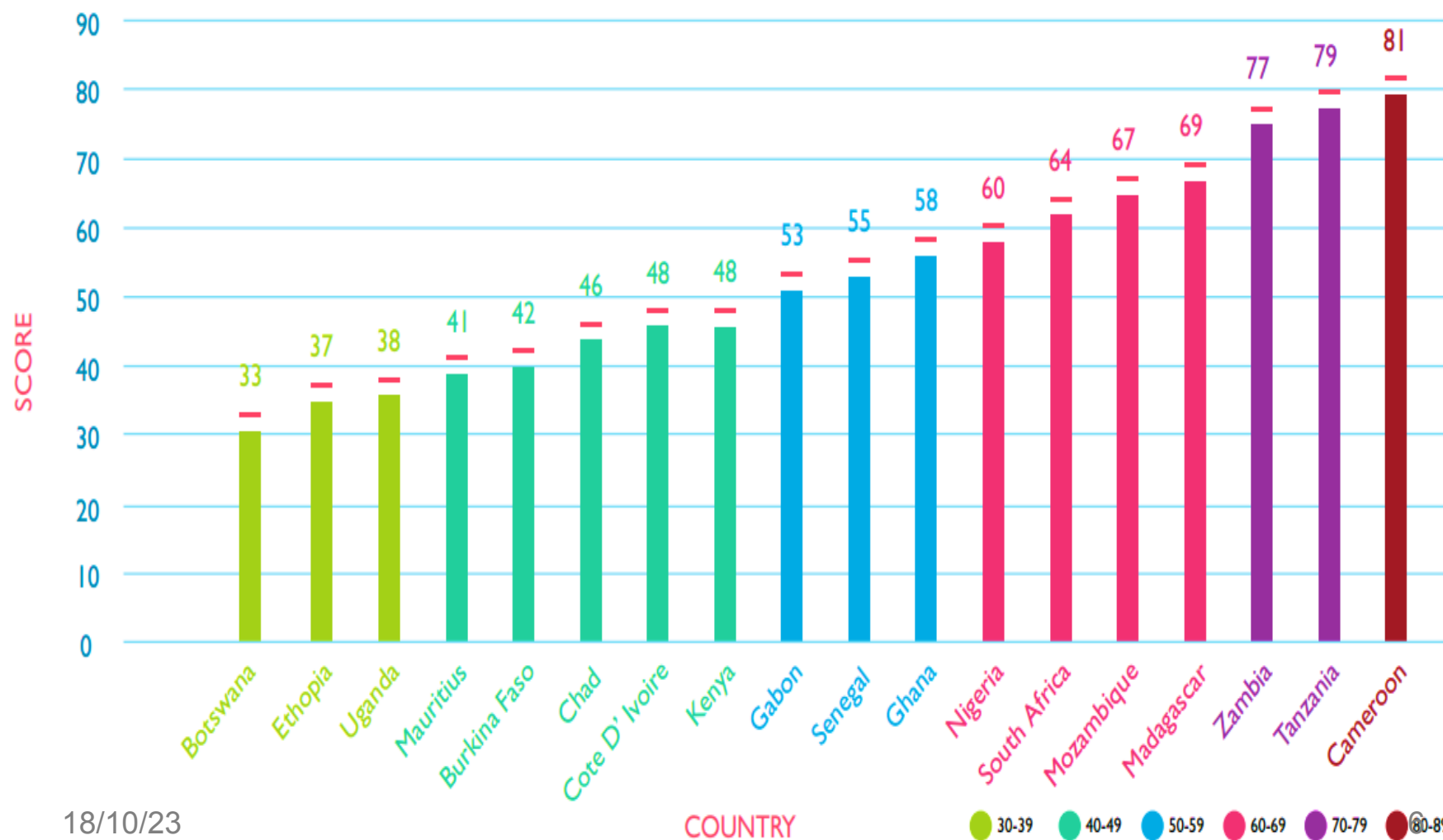
**Dr Mary Assunta**  
Head, Research and Advocacy,  
Global Center for Good Governance in Tobacco Control.

Senior Policy Advisor  
Southeast Asia Tobacco Control Alliance (SEATCA)

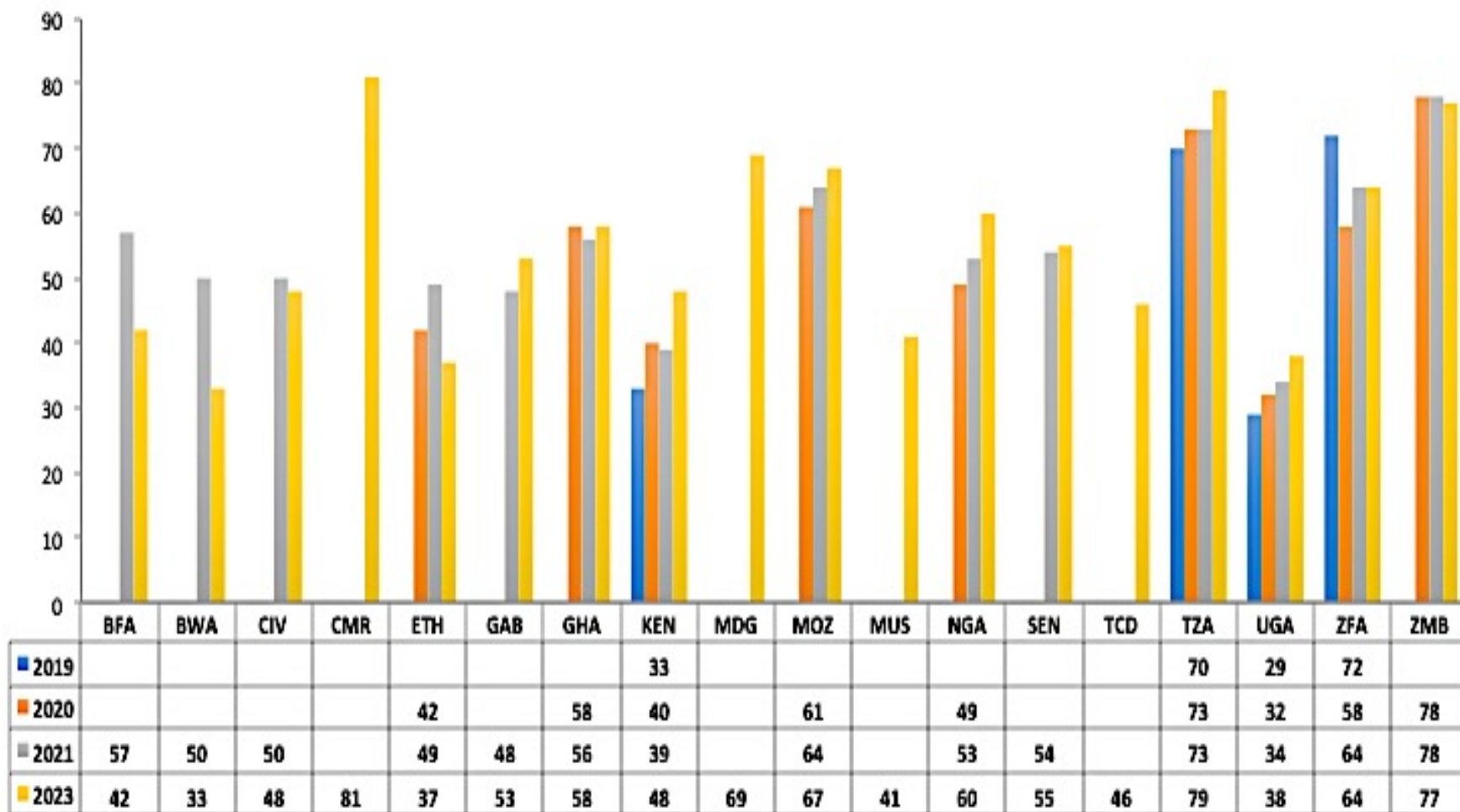


# Country scores for 2023 TII

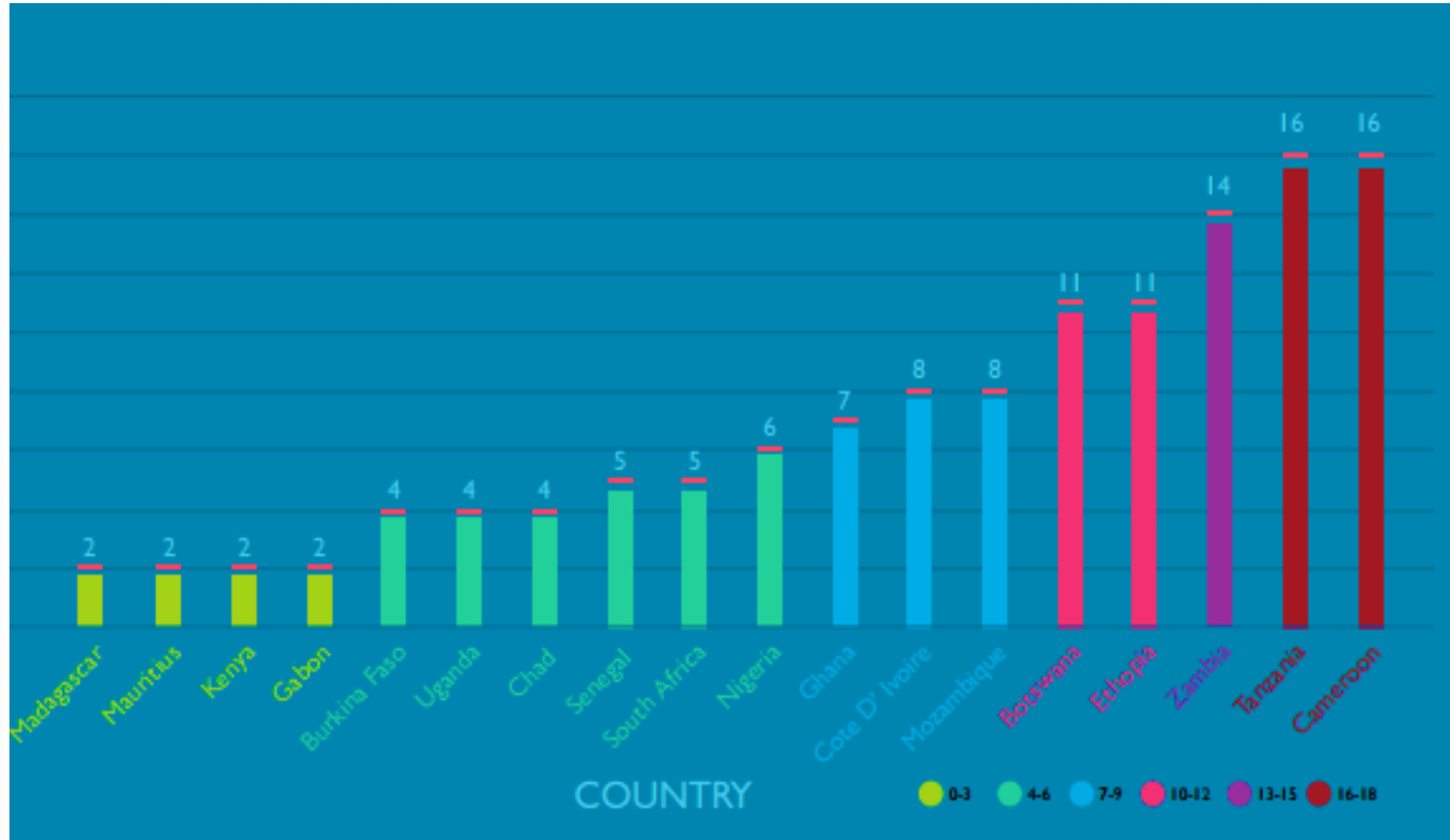
Africa Tobacco Industry Interference Index 2023



# Tobacco industry interference scores (2019-2023)



# 1. INDUSTRY PARTICIPATION IN POLICY DEVELOPMENT





# INDUSTRY PARTICIPATION

## Cameroon



Participation in the development of standards for tobacco and tobacco products; standards are likely to become regulations.

British American Tobacco (BAT) initiated and financed the standardization work on two new nicotine products.

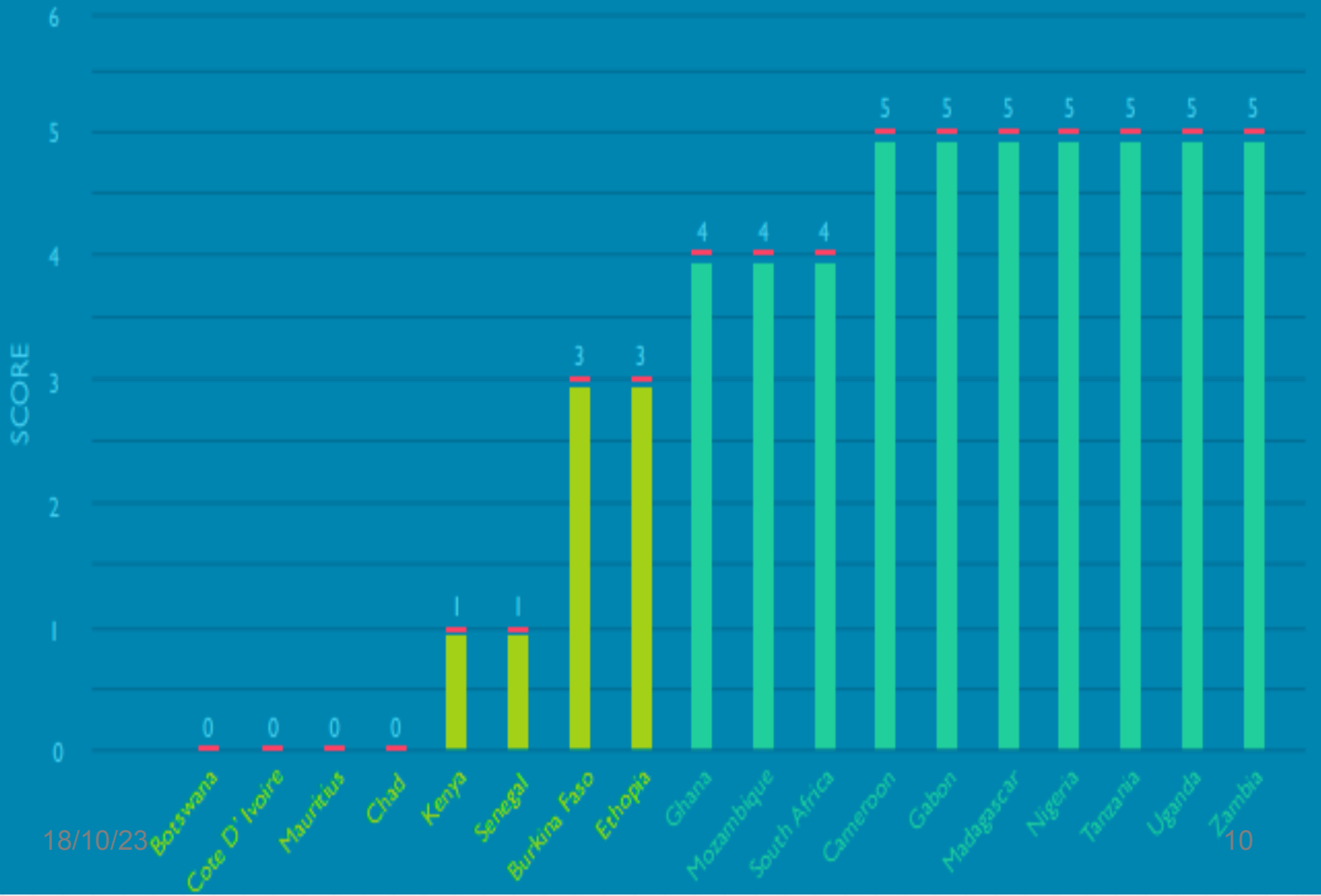
## Mozambique



No omnibus tobacco control legislation that is compliant to the WHO FCTC to protect public health

Tobacco industry consulted by government on legislation involving the tobacco industry

## 2. Corporate Social Responsibility



***Government agencies/officials endorse, support, form partnerships with or participates in activities of the tobacco industry.***

In May 2021, the Lagos State Commissioner for Agriculture, commended BATNF describing the relationship between the state and the foundation as “*always a fruitful one*”.

***Covet activities of industry despite lack of endorsement from government***

The Atlas Network, a group affiliated to the tobacco industry, sponsors programs in **Ghana** such as the YouOpportunity Summit.

# CSR ACTIVITIES IN MADAGASCAR

*The government receives CSR contributions from the tobacco industry*

## **Ministry of Education & Imperial Brands**

"No child in fields" project in Mampikony, Bevilany, Ambesesika and Miandrivazo → enabling and strengthening children's schooling, through various complementary actions such as building classrooms, providing school furniture and supplying books

## **Ministry of National Education and the Akbaraly Foundation of the SIPROMAD Group.**

A partnership agreement to implement a project to support the fight against malnutrition and access to pediatric orthopedic surgery for pupils under 15; and to raise awareness, train and screen students aged between 15 and 18, as part of the prevention of female cancers and sexually transmitted diseases

## **Ministry of Population & Imperial Brands**

Permaculture project → supported 200 vulnerable families in Antsirabe with a fund of £25,000, or one hundred million Ariary.

## **Ministry of Public Health & Imperial Brands**

"Support for Health" project → > 63,000USD, including 250 million Ariary in local currency, have been allocated to the fight against the spread of covid-19 in 2020. The Group has allocated a substantial envelope to the fight against the spread of the coronavirus, as a gesture of civic responsibility and commitment to solidarity

## **Ministry of Environment & Imperial Brands**

✓ In January 2021, the Malagasy authorities signed a CSR agreement with Imperial Brands to protect the environment, Madagasikarantsika project, initiated in Mandoto in the Vakinankaratra region

✓ A team from the Ministry of Environment and Sustainable Development, led by the Minister of Environment and Sustainable Development, joined the team from Imperial Brands Madagascar led by its General Manager, to visit the Madagasikarantsika Park of the Vakinankaratra Region, in the Commune of Ampotaka



### 3. BENEFITS TO THE TOBACCO INDUSTRY

- Governments continue to accommodate requests from the tobacco industry for a longer time period for implementation or postponement of tobacco control legislation.
  - ✓ tax exemptions, minimal or no tax increases on tobacco goods,
  - ✓ Longer period of time to implement mandatory health warnings on cigarettes
  - ✓ Introduction of novel tobacco products such as electronic cigarettes.

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#### **Tanzania –**

- ✓ Government fully supports the TI
  - gives huge subsidies to upscale production and inviting more leaf companies to purchase the crop
- ✓ tobacco taxes remain same for the third year running.

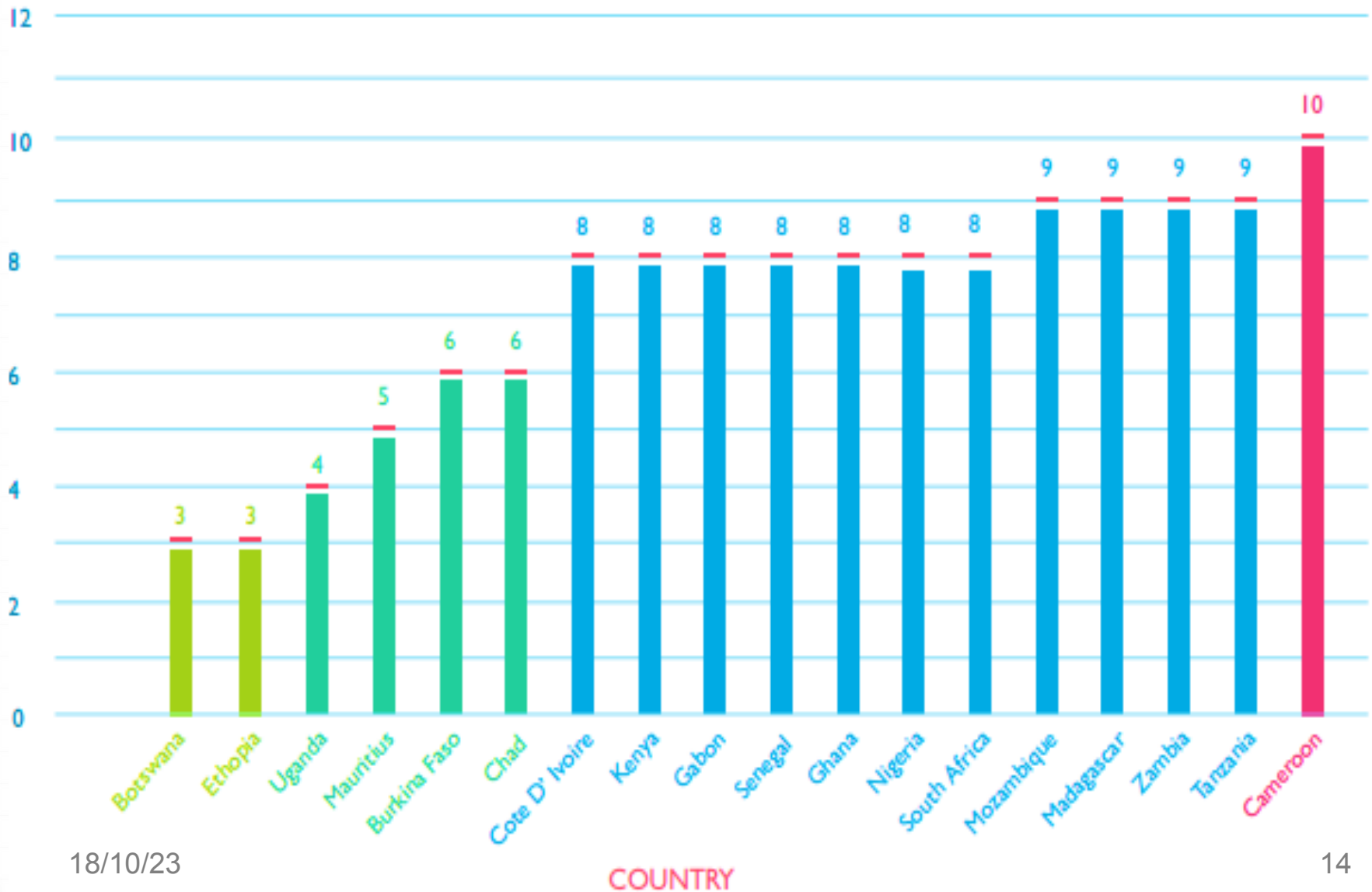
#### **South Africa**

- ✓ the 10-year delay (2013 – 2023) in ratifying the Protocol to Eliminate Illicit Trade in Tobacco Products.

#### **Gabon**

- ✓ The pictorial health warnings on tobacco products are still not applied

### 3. BENEFITS TO THE TOBACCO INDUSTRY



# On the positive side...Tobacco tax increases around the region...

Ghana passed the Excise Duty Amendment Act on March 31st, which replaced the less effective ad valorem excise structure with a hybrid excise structure.

South Africa's 2023-2024 budget included a 4.9% increase in excise duties on cigarettes, raising the price of a pack of 20 cigarettes by 0.98 rand.

Mauritius's 2023-2024 budget, announced in June and effective July 1st, raises the excise duty on tobacco by 10%.

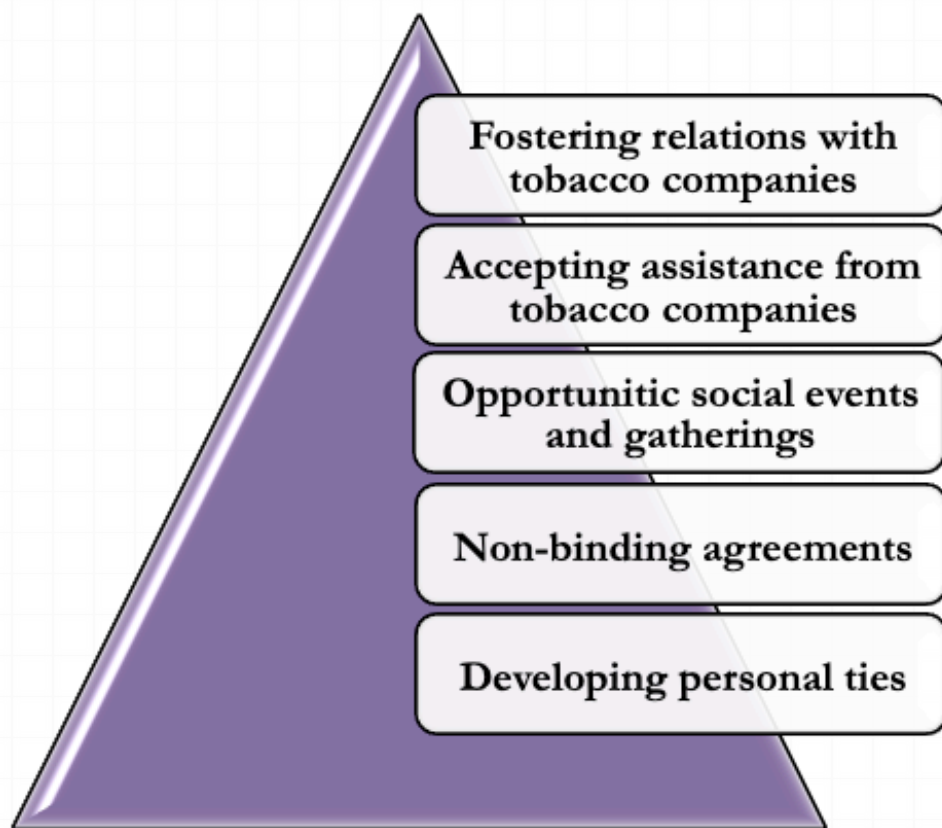
Nigeria - excise taxes on tobacco products increased from 30% to 50% ad valorem, effective June 1<sup>st</sup> 2023

**"We applaud the government for heeding our advocacy calls and taxing health-harming commodities to protect public health, but we want to emphasize that maximum public health and economic gains can only be achieved if the health tax revenue is earmarked."**



**Labram Musah**  
Executive Director, Programs, VALD Ghana.

## 4. UNNECESSARY INTERACTIONS WITH THE TOBACCO INDUSTRY

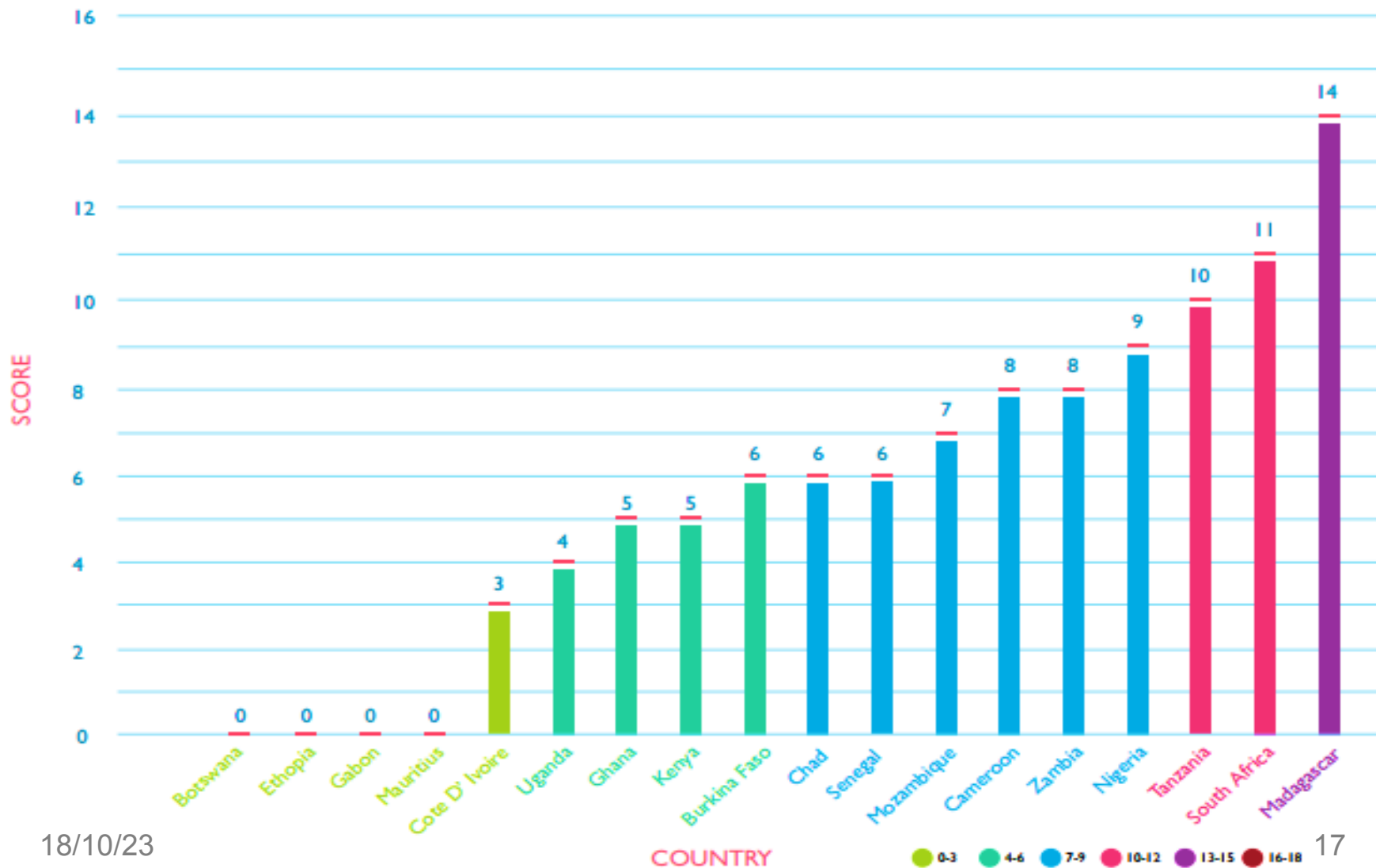


**Botswana, Gabon, Ethiopia and Mauritius**, recorded no such interactions in 2023

**Madagascar** followed by **South Africa** and **Tanzania** recorded the highest scores for unnecessary interaction.



## 4. UNNECESSARY INTERACTIONS WITH THE TOBACCO INDUSTRY



# Unnecessary interactions between government and tobacco company in Tanzania

## Tanzania



Image: Italian Ambassador to Tanzania and Ambassador Col (Rtd) launched a luxurious cigar lounge at the five-star Johari Rotana Hotel in Dar es

Salaam.

18/10/23

- The management of Tanzania Cigarette Public Limited Company (TCC Plc) signed a Collective Bargaining Agreement with the Tanzania Union of Industrial and Commercial Workers (TUICO) in 2022.
- During the visit to Japan by the Prime Minister of Tanzania at the funeral of retired Japanese PM, the Prime Minister met with JTI CEO and contracted to purchase 30million kg of cigarette from Tanzania.
- In 2023, Italian Ambassador to Tanzania and Ambassador Col launched a luxurious cigar lounge at the five-star Johari Rotana Hotel in Dar es Salaam (image).

# Tobacco industry also receives AWARDS....

Zambia

Nigeria

## BAT wins food, beverage, tobacco category award

 Taiwo Hassan · June 3, 2021 · 2 minute read



The British American Tobacco (BAT) Nigeria has won the 'Food, Beverage and Tobacco Category' of the Nigeria Employers Consultative Association (NECA) Annual Employers Excellence Awards. BAT Nigeria was among other business organisations that received awards in their respective subsectors of the economy.



Phoenix FM Zambia

November 27, 2019 · 🌐

## JTI SCOOPS EMPLOYER AWARD OF THE YEAR

By Chileshe Mwangi

Japan Tobacco International-JTI- has for the second time been certified as the top employers in Zambia for 2020.

And JTI People and Culture Manager Eileen Kapakala has described the certification as an affirmation that the company puts people first.

The organization which has been certified by South Africa's Top Employers Institute has been recognized for its dedication to providing a work environment for employees through their progressive people first human resource practices.

## BAT Kenya Scoops Six Awards at the 19<sup>th</sup> Energy Management Awards 2023

Our sustained track record of excellence in environmental management has yet again received external recognition. We are absolutely delighted to announce that BAT Kenya bagged six awards during the 19<sup>th</sup> Energy Management Awards (EMA) held recently, organised by the Kenya Manufacturers Association.



Kenya

# Industry assists governments to fight illicit tobacco trade.....

## South Africa

- Delay in ratifying Illicit tobacco protocol (2013-2023)
- BATSA launched a toll free line for public on illicit tobacco products

## Cameroon

- TI offered support for raids on field for illicit and contraband products

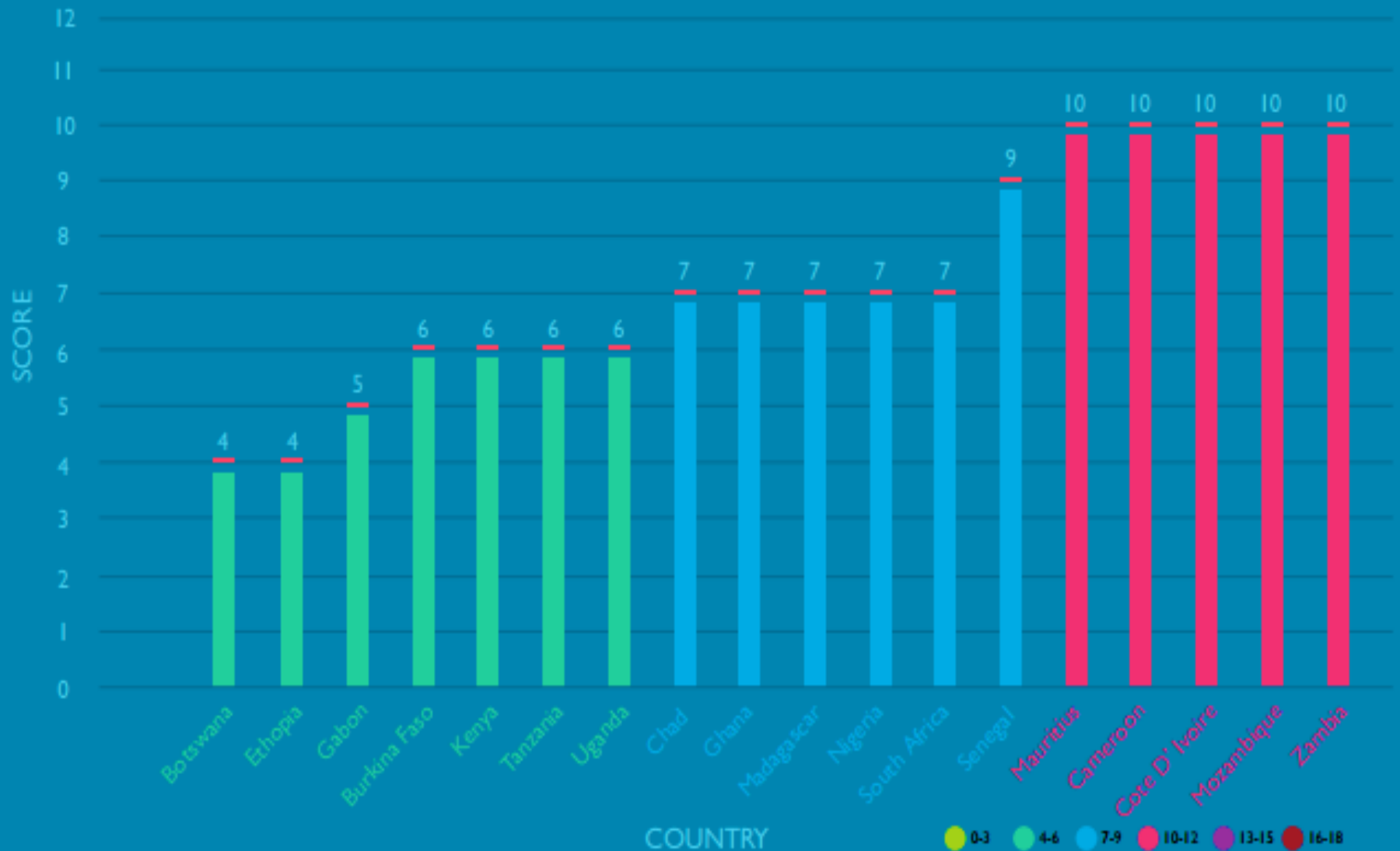
## Mozambique

- TI collaborates with government on Anti-smuggling strategy

## Uganda

- Uganda Revenue Authority accepted a cigarette destruction machine from BAT to fight illicit tobacco trade

## 5. TRANSPARENCY



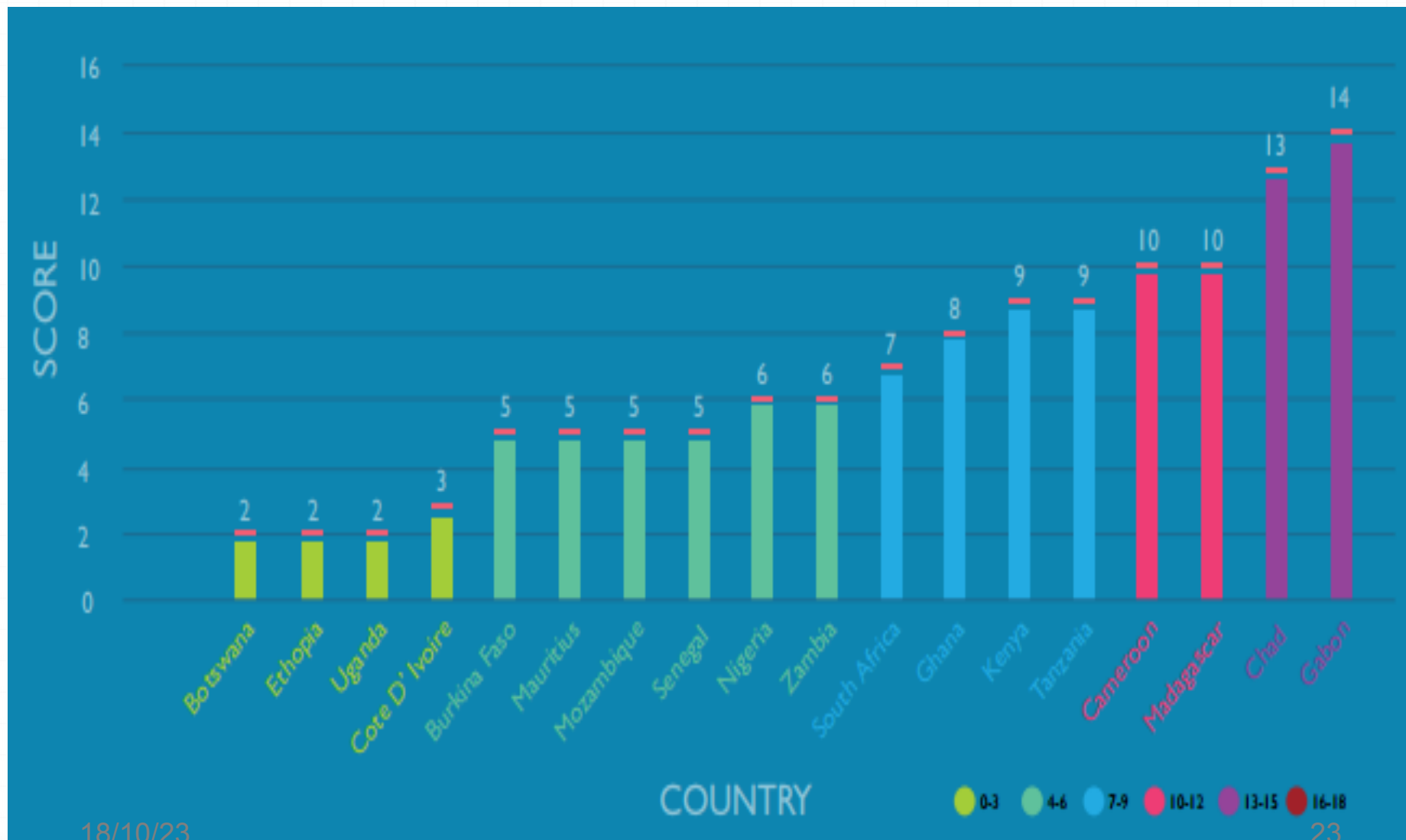
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# 5. TRANSPARENCY

- The disclosure of meetings and minutes between government officials and the tobacco industry.
- Information on tobacco industry lobbying activities
- It gives critical information to the public in order for it to fulfill its watchdog duty.
- The worst performing countries -
  - ✓ **Cameroon**
  - ✓ **Cote d'Ivoire**
  - ✓ **Mauritius**
  - ✓ **Mozambique**
  - ✓ **Zambia.**
- **Zambia** - the government does not publicly disclose meetings and interactions with the tobacco industry.
- **Cameroon** - In 2021, the authorities in charge of health had a secret working session with the tobacco industry.
- **Botswana**-2021 TCA requires that meetings between tobacco companies and government officials be held in public.



## 6. CONFLICT OF INTEREST TO PROTECT PUBLIC HEALTH POLICY



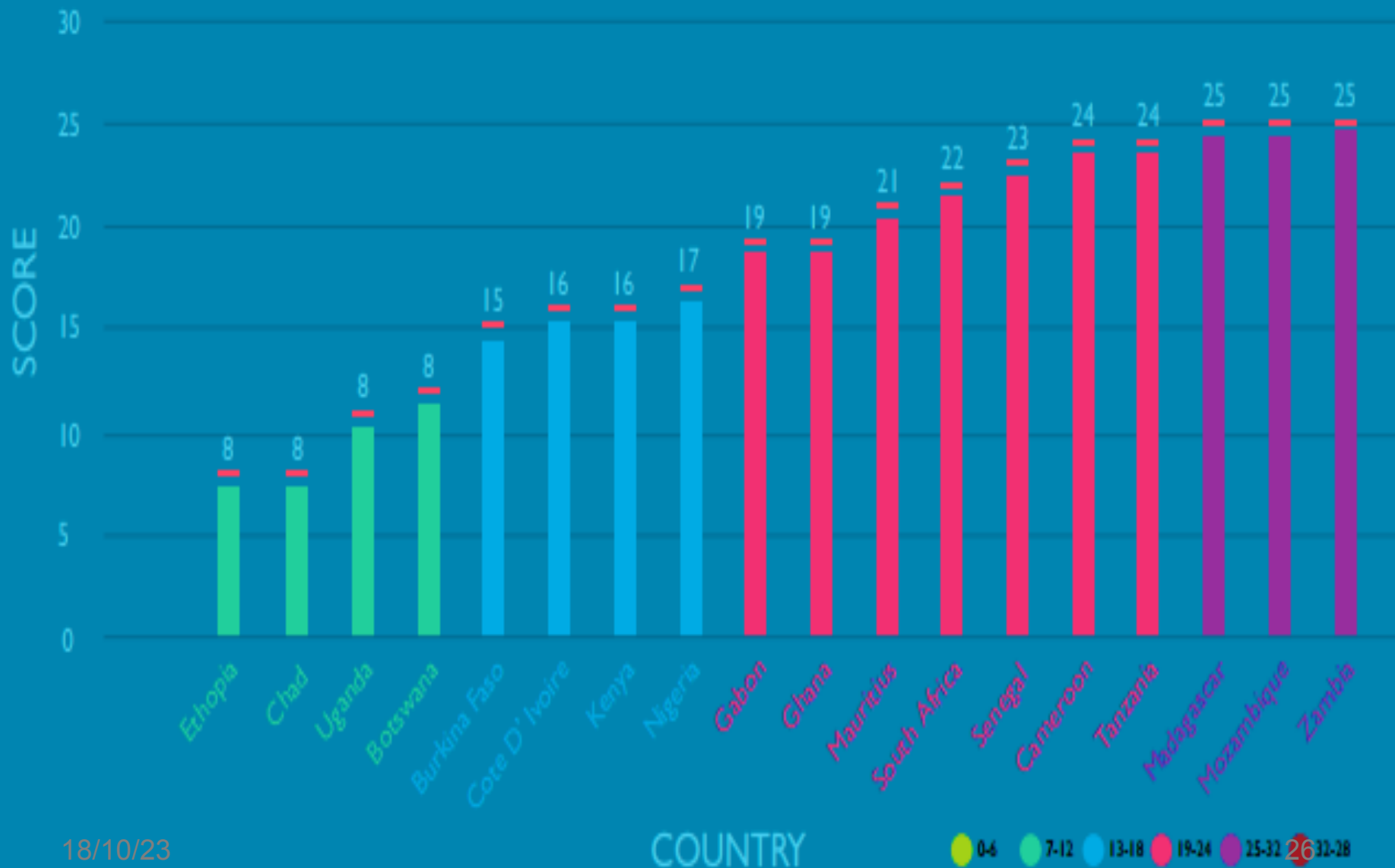
## 6. CONFLICT OF INTEREST TO PROTECT PUBLIC HEALTH POLICY

- A conflict of interest issue arises when an individual's or institution's vested interests create concerns about the objectivity of their actions, judgment, and/or decision-making.
- Industry influences public policy is through a revolving door where politicians or civil servants take up tobacco industry jobs or vice versa
  - ✓ Gabon
  - ✓ Chad
  - ✓ Kenya
  - ✓ Cameroon.
- **Uganda** and **Ethiopia** have no record of a conflict of interest of any senior government official joining the tobacco industry or vice versa during this reporting period.
- Tobacco industry via a patronage system – providing monetary contributions in anticipation of political leverage and support
  - ✓ Chad
  - ✓ South Africa.

## 7. PREVENTIVE MEASURES

- Article 5.3 Guidelines provide a range of preventive actions governments can take to protect their tobacco control policies from being undermined by commercial and vested interests of the industry.
- **Ethiopia, Chad, Uganda and Botswana** have preventive measures in place to guide officials in their interaction with the tobacco industry.
- A code of conduct for public officials, prescribing the standards in their dealings with the tobacco industry exists in countries like **Chad, Ethiopia and Nigeria**.
- The tobacco control law in **Chad, Cote d'Ivoire, Botswana, Nigeria, Uganda and Ghana**, compels the industry to periodically submit information on production, manufacture, market share, marketing expenditures, revenues, and any other activity.
- A requirement on preventive measures according to Article 5.3 guidelines is to put in place a policy to disallow the acceptance of all forms of contributions or gifts from the tobacco industry (exist in 8 out of the 18 countries).

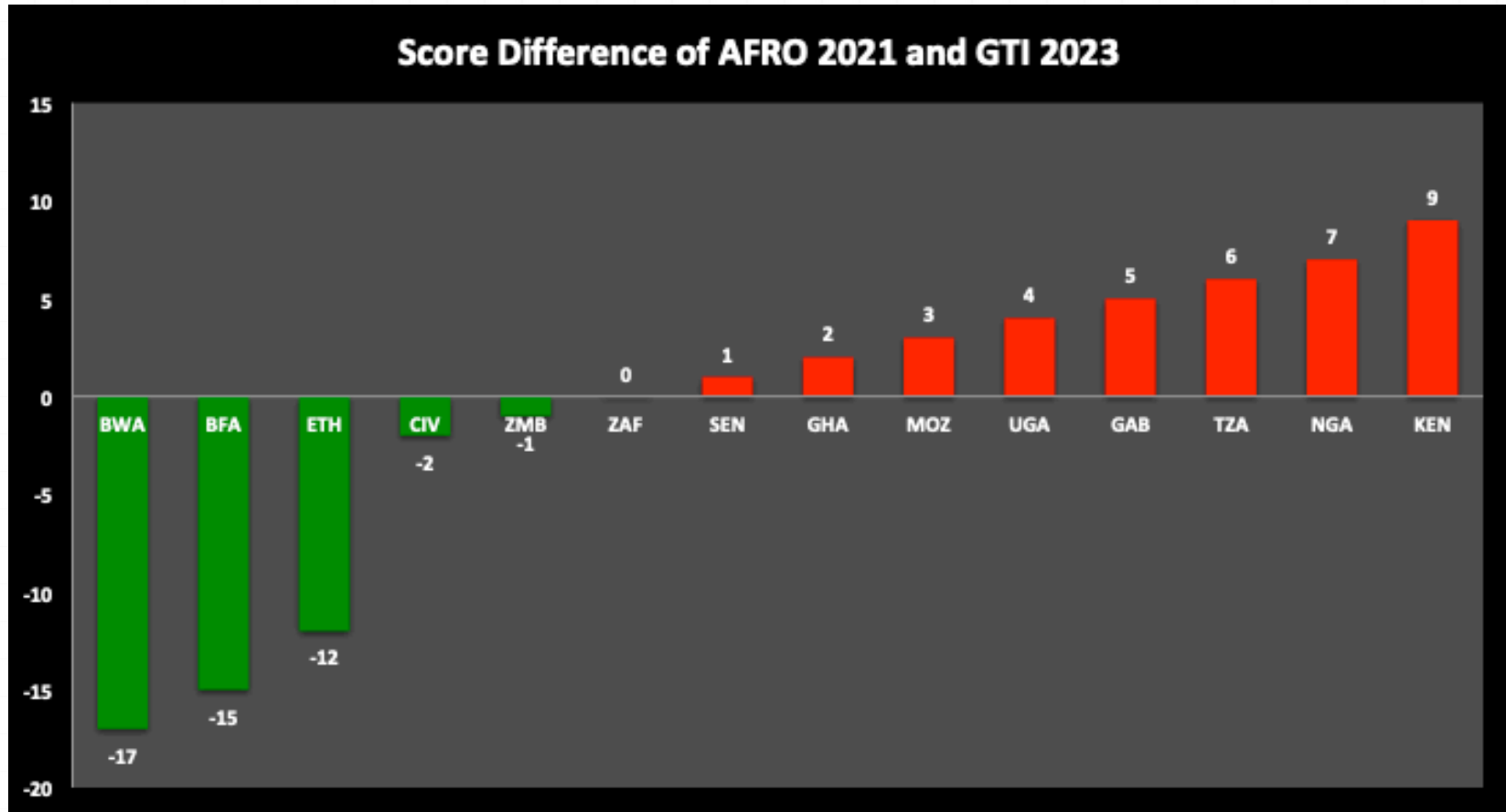
## 7. PREVENTIVE MEASURES



# Presence of preventive measures against the tobacco industry

Country	Procedure for disclosing the records of the interaction with tobacco industry	A code of conduct for Public officials.	Industry required to periodically submit reports their activities	A program to raise awareness on FCTC Article 5.3 Guidelines	Policy to disallow the acceptance of all forms of contribution from the tobacco industry
Botswana	√*	X <sup>r</sup>	√*	X	√
Burkina Faso	√	X <sup>r</sup>	X	X	X
Cameroon	X	X	X	X	X
Chad	√	√	√	X	√
Cote d'Ivoire	X	X <sup>r</sup>	√	X	√
Ethiopia	√	√	√	√	√
Gabon	√	X	X	X	X
Ghana	X	X	√	X	√
Kenya	√ <sup>w</sup>	X	√	X	√
Madagascar	X	X	X	X	X
Mauritius	X	X	X	X	√
Mozambique	X	X	X	X	X
Nigeria	√*	√	√*	X	√
Senegal	X	X	X	X	X
South Africa	X	X	X	X	X
Tanzania	X	X	X	X	X
Uganda	X	√	√	X	√
Zambia	X	X	X	X	X

# CONCLUSION



- ✓ Three countries, **Burkina Faso**, **Botswana** and **Ethiopia** showed marked improvement.
- ✓ **Cote d'Ivoire** and **Zambia** marginally improved
- ✓ **Kenya** showed the highest level of deterioration.



# Recommendations

- Denormalize and ban 'socially responsible' activities.
- Maintain a strong stance against tobacco industry interference
- Fastrack the passing of pending tobacco control laws
- Awareness and capacity building (public and political)
- Commit to evidence generation and knowledge transfer
- Promotion of economically viable alternative livelihood
- Adopting a code of conduct
- Future studies on use of novel products
- Encourage and empower civil society



**“As the tobacco industry finds new ways to push its deadly products, we must push back harder than ever – and we are. National and local governments continue to lead the fight and protect their citizens against the tobacco industry.”**

*Thank you...*