



## I. Introduction



Corporate Social Responsibility (CSR) activities are one of the key strategies the tobacco industry (TI) uses to undermine the ban on tobacco advertising, promotions and sponsorship. Since governments have committed to implementing the UN Sustainable Development Goals (SDGs) through long-term plans based on partnerships, the TI has re-aligned its CSR programmes along the lines of SDGs. TI's programmes and documents are now peppered with the SDGs and it has been talking up "sustainable agriculture", "sustainable communities" and "sustainable environment".

Tobacco use undermines public health and sustainable development. Tobacco products and the tobacco business conflict with almost all the SDGs. The World Health Organization's (WHO) World No Tobacco Day theme for 2017 was "Tobacco – a threat to development," which is a reflection of the broad, negative impact tobacco has on society. SDG 3 aims to implement the WHO Framework Convention on Tobacco Control (FCTC) and reduce tobacco use. FCTC Article 5.3 guidelines<sup>1</sup> calls on Parties to "denormalise and regulate activities described as "socially responsible" by the tobacco industry". The tobacco industry's corporate social responsibility (CSR) activities have been exposed<sup>2</sup> and condemned<sup>3</sup> worldwide as an exercise to shape<sup>4</sup> their public image.

The custodian of the SDGs – the UNDP – has a clear policy of non-engagement<sup>5</sup> with the tobacco industry. The UNDP has defined a set of exclusionary criteria outlining those business practices considered unacceptable to the organization, and these include the "manufacture, sale or distribution of tobacco or tobacco products."

## II. How the tobacco companies hook the SDGs

The tobacco industry sets up foundations or uses foundations to distance their CSR activities from their disreputable tobacco business. These foundations have their own websites to publicize their CSR activities.

Tobacco company	Foundation for CSR activities
British American Tobacco	BAT Malaysia Foundation
Japan Tobacco Inc.	JTI Foundation
Imperial Brands	Altadis Foundation
Philip Morris International	American Chamber Foundation Philippines Jaime Ongpin Foundation
Fortune Tobacco Corp.	Tan Yan Kee Foundation
Mighty Corporation	Wong Chu King Foundation
PT Djarum	Djarum Foundation

- 1. Philip Morris International (PMI):** PMI aligns itself with the SDG targets as a tactic to elevate its public image. The 2017 annual report of the PMI's local cigarette business<sup>6</sup> in the Philippines, Philip Morris Fortune Tobacco Corp (PMFTC), is sprinkled with the SDG symbols. By handing out scholarships to a handful of students, PMFTC exploits the SDG symbols by hooking itself to SDGs #4, #10 and #11. Its barn upgrade for fuel wood efficiency and save electricity and water consumption is clasped to SDGs #12 and #13.

In October 2017, PMFTC launched its 'Child Labour Prevention Forum' in the Philippines which supposedly examined best practices towards achieving child labour-free communities in tobacco-growing provinces. PMFTC claims to have recruited local and national support to develop regulations to eliminate child labour in Misamis Oriental. But the leaves it continues to use for its cigarettes are not free of child labour. That has not stop PMFTC from promoting its CSR activities by using symbols of SDGs #1, #4 and #11 and aspiring to end child labour by 2025.

A PMI executive stated clearly that their corporate giving is not charitable:  
**"I never use the word corporate philanthropy. That implies that you do something without any regard to yourself... I don't see any corporation giving money without a reason."**

- 2. British American Tobacco (BAT):** BAT refers to its CSR programme as Corporate Social Investment (CSI) and talks about how the activities are about “investing in local communities”. BAT claims its activities are aligned directly to SDG #8: Decent Work and Economic Growth, SDG #15: Life on the Land, and SDG #11: Sustainable Cities and Communities.

BAT reports its CSR activities under its ‘Sustainability Focus Report’,<sup>7</sup> which paints a glossy picture about its contributions to poor farmers and communities, but the reality for most tobacco growers is not so rosy.

- 3. PT Djarum:** In October 2016, PT Djarum, the third largest tobacco company in Indonesia, exploited a SDGs event, IPFest2016, organized by Filantropi Indonesia and the UNDP, using it as an opportunity to put up advertisements in Jakarta, promoting its CSR programme. Such aggressive promotions undermine Indonesia’s efforts in realising its achievement of the SDG goals. Soon after complaints were received from Indonesian tobacco control organisations and SEATCA on this exploitative use of the SDGs and the UNDP, the adverts were taken down. Unfortunately, Djarum Foundation continued to be listed as a sponsor.<sup>8</sup>

### III. Status of ban on tobacco advertising, promotions and sponsorship

The table below shows the countries that still allow tobacco related CSR activities. Partial bans such as banning the publicity of CSR activity is not effective.

Table 1: Status of TAPS ban legislation in the ASEAN Region							
Country	Direct Advertising	Promotion	Sponsorship	Ad at POS	CSR	Pack Display	Cross Border
Brunei					No CSR		
Cambodia					Ban cigarette brand name	Allow one pack per brand	
Lao PDR							
Indonesia							
Malaysia							
Myanmar							
Philippines		Allow at POS	Sponsor without cigarette brand				
Singapore					Ban publicity		
Thailand							Oversea live telecast allowed
Vietnam					Ban publicity	Allow 1 pack/ carton per brand	

\*Tobacco adverts are allowed on television (between 9.30pm and 5.30am)

Ban	Partial Ban	No Ban	No CSR
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#2: Tobacco growers get low prices and remain poor but PMI claims to do sustainable agriculture

#3: Smoking kills half its smokers prematurely, PMI actually claims to prevent and support substance abuse

#5: Women are vulnerable to more smoking related diseases, PMI claims to achieve gender equality in its workforce

#6: PMI: cigarettes butts among main pollutants in water resources, but MPI claims responsible use of water

#8: Target 8.7 aims to end worst form of child labour, tobacco companies use leaves made from Child labour. BAT claims increasing tobacco sales (more poor people smoking) in emerging countries is "economic growth"

Target 8.7 aims to end worst form of child labour, but tobacco companies continue to use leaves made from Child labour.

#11: FCTC calls for ban on CSR activities, but BAT support arts and educational institutions

#15: Tobacco growing is unsustainable and growers remain poor, but BAT claims the opposite

#17: FCTC calls for no partnership with the tobacco industry, but BAT is grasping to partner with government and NGOs.



## IV. Action you can take to expose & eject TI from the SDGs

	<p>Tobacco related CSR activities should be banned. In Asia, only Thailand and Lao have banned CSR activities, while there are no tobacco related CSR activities in Brunei Darussalam.</p> <p>Urge your government to ban tobacco related CSR activities in implementing a comprehensive TAPS ban.</p>
	<p>Government officials and departments should reject grants from and partnerships with the tobacco industry.</p> <p>Government agencies responsible for implementing the SDGs should publicise their official position on non-partnership with the tobacco industry, such as on their websites.</p>
	<p>Growing tobacco is an unsustainable activity. Tobacco Farmers have remained poor because tobacco companies pay low prices for leaves. Urge your government to assist farmers to shift to growing more food or to alternate livelihood. Write to your department of agriculture and enquire how they are implementing FCTC Article 17.</p>
	<p>If you see any instances of the tobacco companies misusing the SDG symbols, take a photo and upload on SEATCA facebook.</p> <p>For example: 5 trillion cigarette butts discarded every year harm the environment. Take a photo and upload on our facebook.  <a href="https://www.facebook.com/SEATCA/?ref=hl/">https://www.facebook.com/SEATCA/?ref=hl/</a></p>
	<p>You can inform the tobacco control community if you come across any information on how the tobacco companies have hijacked the SDGs. Poverty eradication is a target of the TI.</p> <p>Drop us a line at: <a href="mailto:worrawan@seatca.org">worrawan@seatca.org</a></p>
	<p>The tobacco industry is not a partner in SDGs - #17. It is the problem. Who is the TI partnering with in your country to conduct CSR activities?</p> <p>If you have more information send to your local tobacco control group or SEATCA. See Tobacco Watch for more information: <a href="https://tobaccowatch.seatca.org/index.php/fact-figure/tobacco-industry/ti-supporter/">https://tobaccowatch.seatca.org/index.php/fact-figure/tobacco-industry/ti-supporter/</a></p>
	<p>Do not allow the tobacco industry to misuse the SDGs</p> <p>The UNDP has a clear policy of non-engagement<sup>9</sup> with the tobacco industry. If you find</p> <p>You can contact the UNDP office in your country to inform them of instances of misuse of the SDGs. See here for information on country offices: <a href="http://www.undp.org/content/undp/en/home/about-us/organisational-chart.html">http://www.undp.org/content/undp/en/home/about-us/organisational-chart.html</a></p>

### Hijacking 'Sustainability' from the SDGs: Review of Tobacco-Related CSR activities in the ASEAN Region <https://seatca.org/dmdocuments/TI%20CSR%20Report%20FINAL.pdf>

<sup>1</sup>WHO. Guidelines for implementation of Article 5.3 of the WHO Framework Convention on Tobacco Control [http://www.who.int/fctc/guidelines/article\\_5\\_3.pdf](http://www.who.int/fctc/guidelines/article_5_3.pdf)

<sup>2</sup>Hirschhorn N. Corporate social responsibility and the tobacco industry: Hope or hype? Tobacco Control; Vol 13, Issue4; <http://dx.doi.org/10.1136/tc.2003.006676>

<sup>3</sup>Schmoozing; Tobacco Control; Vol 13, Issue 4 <http://dx.doi.org/10.1136/tc.2004.010025>

<sup>4</sup>Watts, C. et al 'We have a rich heritage and, we believe, a bright future': how transnational tobacco companies are using Twitter to oppose policy and shape their public identity; Tobacco Control <http://dx.doi.org/10.1136/tobaccocontrol-2017-054188>

<sup>5</sup>UNDP. Policy on due diligence on partnerships with the private sector. 2013 <https://business.un.org/en/assets/2cbdc941-6f3f-4ac3-99f7-7d0ad92005c5.pdf>

<sup>6</sup>Toward a stronger tomorrow; The LT Group 2017; pg 21 [https://www.ltg.com.ph/ar2012/LTG%202017%20AR%20for%20web%20\(1\).pdf](https://www.ltg.com.ph/ar2012/LTG%202017%20AR%20for%20web%20(1).pdf)

<sup>7</sup>BAT Malaysia. Corporate behaviour: Sustainability Focus Report 2016. <http://bit.ly/2whiVhf>

<sup>8</sup>Festival Filantropi, Indonesian Philanthropy Festival, 6-9 Oct 2016, <http://www.festivalfilantropi.org/mitra-pendukung.html>

<sup>9</sup>UNDP. Policy on due diligence and partnerships with the private sector 2013.