

30-5 days

Smoke Free Partnership



01

Vision, Mission and Values

Vision

THE SMOKE FREE PARTNERSHIP'S (SFP) vision is a world free from the death and suffering caused by tobacco consumption.

Mission

THE SMOKE FREE PARTNERSHIP'S mission is the effective implementation of the Framework Convention on Tobacco Control (FCTC). To this end, the SFP works with decision makers to ensure that tobacco control receives adequate political attention at EU level, and to promote tobacco-control information and policy research at EU and national levels, in collaboration with other EU health organisations and tobacco-control networks. It also aims to ensure FCTC implementation globally, and is working to release EU funding for tobacco control, to counter poverty in low and middle income countries.

Policy Priorities for 2010

- Comprehensive smokefree legislation/SF public and work places (FCTC Art 8)
- Exposure of tobacco industry (Art 5.3)
- Tax and smuggling (FCTC Art 6 & Art 15)
- Development of comprehensive FCTC guidelines on Demand Reduction Measures Concerning Tobacco Dependence (FCTC Art 14)
- Implementation of FCTC Art 11 (packaging and labelling)

Our advocacy work reflects our values

- **To support the Framework Convention on Tobacco Control (FCTC);** we recognise that disease and death caused by the tobacco pandemic is nurtured by a global industry which transcends national and regional boundaries. In order to combat this situation, a coordinated international response is required
- **To work with our partners;** we recognise the need to collaborate, review and draw expertise from others to achieve our aims and objectives
- **To use independent and evidence based research;** our work and policy positions are independent and based on SFP commissioned research as well as the critical review of published, peer-reviewed evidence and feedback from experts and/or partner organisations
- **To be efficient and effective;** we aim to deliver agreed objectives and outputs, whilst continually seeking to improve internal processes and make the best use of resources
- **To be flexible and innovative;** we work both proactively and reactively to improve the policy environment and elevate tobacco control as a priority at European level, whilst simultaneously appreciating the situation at a global level

The Annual Report gives an overview of advocacy work undertaken by the Smoke Free Partnership (SFP) during 2010. If you have a special interest in any of the articles or would like to read SFP reports, letters or submissions to the European institutions or political analysis on tobacco-related issues, these are available on our website at www.smokefreepartnership.eu

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Director's Statement



Florence Berteletti Kemp,
Director, Smoke Free Partnership

WELCOME TO THE SMOKE FREE PARTNERSHIP'S (SFP) ANNUAL REPORT. In 2010, SFP's overarching priority was to contribute to the implementation of the WHO Framework Convention on Tobacco Control (FCTC) with a special focus on the Revision of the Tobacco Products Directive.

At international level, the Fourth session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control (COP-4) came to an end on 20 November 2010, with generally positive results. However, budget discussions were tough, with austerity drives from the EU squeezing the budget and pressure to find money to conclude Illicit Trade Protocol negotiations. The European Union's tough stance was greatly unhelpful at times, delaying much of the work of Committee B (budget and finance). The EU finally agreed to cover half the cost of the Illicit Trade Protocol, but at the same time succeeded in pushing through a change in policy on travel support that, in the longer term, will make it harder to get delegates from some low- and middle-income countries to FCTC meetings. Whilst it would be easy to blame the economic crisis for the sometimes undiplomatic way the EU chose to present its budgetary policies, it would be fairer to say that, as an intergovernmental body itself, the EU spends far too much time sorting out its own internal problems instead of focusing its effort on the core aim of the Treaty: protecting present and future generations of the world against the devastating health social environmental and economic consequence of tobacco consumption. The FCTC is the greatest opportunity the world has seen to tackle the menace that is tobacco addiction, and I hope that the EU will return to its leadership role by improving its style, focus and approach to other Parties and regions of the world when the Conference of the Parties reconvenes in 2012.

At European level, the European Commission launched a series of consultations in the context of a review of the 2001 Tobacco Products Directive (TPD). Because of its legislative power, this review constitutes a major opportunity to introduce mandatory graphic warnings and plain/standardised packaging in the European Region; this chance will not come back for another 10 to 15 years. However, adoption of a revised TPD will be long and escorted by the usual tobacco industry tactics, delaying and opposing progress. We are nonetheless confident that the European Commission will bring forward a proposal requiring large mandatory graphic warnings and plain, standardised packaging by mid-2012. In the meantime, the SFP will continue to pour its efforts into influencing EU policies with a continued focus on a positive outcome for the revision of the Tobacco Products Directive.

The successful activities outlined in this report would not have been possible without the guidance and support of the SFP Board and the very small group of dedicated professionals from my team. I would like to end by welcoming Archie Turnbull as our new SFP President and by thanking Jean-Luc Eiselé for his outstanding contribution during his time on the SFP Board as well as all the experts, MEPs, Commission officials, Commissioners and colleagues that have supported and contributed to the SFP work and successes this year.

We look forward to working with you further in 2011

Florence Berteletti Kemp
Director, Smoke Free Partnership.

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Overview of activities in 2010

World No Tobacco Day: 31 May 2010



Frédérique Ries MEP and Commissioner John Dalli



Jean King, Director of Tobacco Control, Cancer Research UK



Archie Turnbull, Executive Director, European Respiratory Society

ON 31 MAY 2010, World No Tobacco Day, the Smoke Free Partnership organised an event in the European Parliament, Brussels, to address fundamental issues related to the future of tobacco control at EU level, especially in the context of the revision of the 2001 Tobacco Products Directive. The event brought together over 150 participants including Members of the European Parliament (MEPs), senior officials from the European Commission, representatives from the Member States and public health experts.

The meeting was hosted by three MEPs: **Frieda Brepoels** (Belgium), **Ryszard Czarnecki** (Poland) and **Linda McAvan** (United Kingdom). Thirteen speakers and panellists participated, including presentations by **Dr. Nedret Emiroglu**, WHO EURO Director of Division, **Andrew Hayes**, Past President - European Public Health Alliance and **Prof. Nikos Siafakas**, President - European Respiratory Society.

The panellists addressed some fundamental issues related to the future of tobacco

control at EU level, especially in the context of the revision of the 2001 Tobacco Products Directive. The debate focused on **the need for mandatory pictorial warnings and standardised packaging at EU level** as well as a wide range of interrelated topics including impact assessments, cost-benefit analyses, the illicit tobacco trade, and marketing to women and young people.

After the debate, an exhibition on the "Power of Communication against Tobacco" featuring large pictorial warnings was launched by **Commissioner for Health and Consumers, John Dalli**. In his speech, Commissioner Dalli stated that he was determined to do everything in his power to reduce tobacco consumption across Europe via the upcoming revision of the Tobacco Products Directive.

The conference also provided an opportunity to acknowledge MEP signatories to the **Pledge of the Tobacco Free Europe Campaign**. In this pledge MEPs commit themselves to promote the effective implementation of the FCTC.

Illicit Trade of Tobacco Products

ON 1 FEBRUARY 2010, the Smoke Free Partnership organised an event in the European Parliament in Brussels entitled, *'Combating the Global Illicit Trade in Tobacco and the consequences for Europe and Africa'*.

The objective of the seminar was to provide an outline of the crucial discussions that would take place at the **fourth Intergovernmental Negotiating Body meeting (INB-4)** in Geneva in March 2010, where advanced negotiations would take place on the **Illicit Trade Protocol**, a subsidiary treaty to the Framework Convention on Tobacco Control. There was a discussion as to how the EU can impact on the negotiations, with a special reference to the problems specific to Africa.

The seminar brought together 70 participants including MEPs, senior officials from

the European Commission, representatives from the Member States, and public health and tobacco control experts.

Present on the panel were **Austin Rowan**, Head of Unit at the European Commission's Task Group Cigarettes, European Anti-Fraud Office (OLAF); **Dr. Michael Anibueze**, Director of Public Health, Federal Ministry of Health, Nigeria; **Luk Joossens**, International Expert on the Illicit Tobacco Trade and **Ian Willmore**, Framework Convention Alliance. The event was hosted by **Bart Staes MEP**, Vice Chair of the European Parliament Committee on Budgetary Control.

The event marked the launch of the fifth and sixth issues in the Smoke Free Partnership 'Spotlight on the FCTC' series, which cover tobacco and development policy and the illicit tobacco trade respectively.

31 May 2010
World No
Tobacco Day

Exposing the Tobacco Industry

IN THE EUROPEAN PARLIAMENT, Brussels, on 24 February 2010, the Smoke Free Partnership organised an event on the EU Better Regulation agenda, entitled 'EU Better Regulation: from economic to citizen-centric?'

The seminar marked the launch of a ground breaking evidence-based report showing how a group of large corporations, led by British American Tobacco (BAT), lobbied for many years to secure changes to the EU Treaty. The report, entitled '*The Origin of EU Better Regulation – The Disturbing Truth*', was written by **Dr. Anna Gilmore** and **Dr. Katherine Smith** of the University of Bath. Our distinguished panel of speakers aimed to explore how the EU institutions should preserve and strengthen the democratic process and secure a fairer balance between the social, environmental and economic pillars of the European Union. They also focused on the Better Regulation agenda and its three main tools: Impact Assessment, Risk Assessment and Stakeholder Consultation.

The Smoke Free Partnership organised this event in collaboration with **Arlene McCarthy MEP**, Vice-Chair Committee on Economic and Monetary Affairs. The seminar brought together more than 80 participants including Members of the European Parliament, senior officials from the European Commission, representatives from the Member States and public health experts.

Presentations were made by the authors of the report, Dr. Smith and Dr. Gilmore. Also present on the panel, chaired by **Tamsin Rose**, Director of Progress Works, were: **Charles Henri-Montin**, Better Regulation Expert; **John Hontelez**, Secretary-General of the European Environmental Bureau and member of the High Level Group of Independent Stakeholders on Administrative Burdens; **Monika Kosinska**, Secretary- General of the European Public Health Alliance; **Howard Reed**, Director of Landman Economics; **Heinrich von Wulfen**, President of the European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry; and **Dr. Fabian Zuleeg**, Senior Policy Analyst, European Policy Centre.



Susanne Logstrup, Director, European Heart Network and Luk Joossens, ECL

More than
80 participants

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Overview of activities in 2010

WHO Framework Convention on Tobacco Control

2010 MARKED A BUSY YEAR FOR FCTC work with both INB-4 and COP-4 taking place, in Geneva and Uruguay respectively.

I. INB-4

The **fourth session of the Intergovernmental Negotiating Body (INB-4)** on a *Protocol on Illicit Trade in Tobacco Products* was held from 14 to 21 March 2010 in Geneva. The eight day negotiation was attended by over 160 governments and various members representing civil society, including SFP's Florence Berteletti Kemp and Sam Villiers.

The big negotiating success of INB-4 was on Article 7, covering 'tracking and tracing', where consensus was reached. This article was widely seen as the most difficult article of the Protocol on which to reach agreement, given that some Parties already had some kind of system in place and didn't appear willing to adjust their own system to a global regime.

Despite consensus being reached on the majority of articles within the Protocol, a complete text was not agreed upon. Nonetheless, the fourth session of the Conference of the Parties (COP-4) agreed later this year to hold a continuation of INB-4 in 2012, which is hoped to be the final meeting.



Sam Villiers and Florence Berteletti Kemp, SFP

II. COP-4

Later in the year, the **fourth session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control (COP-4)** took place in Punta del Este, Uruguay, 15-20 November 2010. The conference was attended by the 171 Parties to the FCTC, with many civil society members also present, including Florence Berteletti Kemp, Céline Brassart and Sam Villiers from SFP.

The Conference of the Parties came to an end on 20 November 2010, after 5 days of tough negotiation, with generally positive results. Three sets of guidelines were adopted covering: **additives and attractiveness** (Articles 9 and 10), **education and communication** (Article 12) and **tobacco cessation** (Article 14). Parties also agreed to continue the existing working groups on tobacco products regulation and alternative crops and to set up two new working groups (on taxation and cross-border advertising). Further, they adopted a political declaration on tobacco control and trade, as well as a decision on cooperation with the World Trade Organisation.



COP-4, Conrad Hotel, Punta del Este

© Framework Convention Alliance/Andrew Kerr

TobTaxy

AFTER AN INITIAL DELAY IN THE START DATE, the European Union funded project “**TobTaxy – Making Tobacco Tax Trendy**” was officially launched in September 2010. Spearheaded by the Smoke Free Partnership, the 27 month capacity building project aims to train the European tobacco control community on the intricacies of tobacco taxation and smuggling.

From September to December 2010, the Smoke Free Partnership has been administering the initial phases of the project – namely, collecting necessary national information on taxation and smuggling in 31 European Countries. This information will be used in training material at numerous training sessions within the latter stages of the project. Main project activities will commence during the period January to December 2011.



Laurent Huber, FCA Director

TobTaxy

was officially
launched in
September
2010



03

Overview of activities in 2010

Over 20 000
participants
from across
the world

Conferences attended in 2010

I. European Respiratory Society Annual Congress and Global Smokefree Partnership AGM, Barcelona

On 18-22 September 2010, SFP attended the **European Respiratory Society (ERS) Annual Congress** in Barcelona, Spain, which brought together over 20 000 participants from across the world. Both the ERS Advocacy and Tobacco Control Committees lent their support and guidance to the SFP Spotlight on Article 14 FCTC. At a press conference on 21 September, a coalition of national and international tobacco control and public health experts, led by the Global Smokefree Partnership and the Spanish National Committee for Smoking Prevention, urged the Spanish Parliament to pass legislation to make all enclosed public places in Spain completely smokefree. SFP played an active role in the press conference, with **Barcelona ERS Congress Chair and Professor of Medicine at the University of Barcelona, Josep Roca** making a key presentation.

The ERS Annual Congress coincided with the Annual General Meeting of the Global Smokefree Partnership (GSP), which SFP attended. SFP made a full contribution to the review of the partnership, and pledged its continued support and active involvement. SFP promised collaboration with GSP on the smokefree map, as well as support on Article 8 guidelines implementation, not only at EU level, but globally.

II. WHO Regional Office for Europe Meeting, Bucharest

On 10 June 2010, the **WHO Regional Office** for Europe organised the annual meeting of national counterparts for tobacco control in Bucharest, Romania. National counterparts, the European Commission, a group of tobacco control consultants working together with the Regional Office, representatives of WHO collaborating centres and other relevant organisations including the Smoke Free Partnership were invited.

Florence Berteletti Kemp, SFP Director, made a presentation on the revision of the 2001 Tobacco Products Directive. She highlighted the priorities for the revision of the Directive, namely the adoption of standardised packaging and mandatory pictorial warnings across the EU, which she insisted would be the measures that would have the greatest impact on the health of people across the EU and beyond.

Spotlight on the FCTC:
Tobacco Dependence and Cessation
Article 14 of the FCTC
ISSUE SEVEN / NOVEMBER 2010

What is the FCTC?
The WHO Framework Convention on Tobacco Control (FCTC) is the world's first international public health treaty. It sets out health-protecting objectives and principles that countries or organisations such as the European Union (known as Parties) who ratify and then agree to implement the Treaty must follow. It aims to protect present and future generations from the devastating health, environmental and socio-economic consequences of tobacco consumption and exposure to tobacco smoke, through evidence-based policies.

What is Article 14 of the FCTC?
Article 14 of the FCTC states that "each Party shall develop and disseminate appropriate, comprehensive and integral guidelines based on scientific evidence and best practices, taking into account national circumstances and priorities, and shall take effective measures to promote cessation of tobacco use and adequate treatment for tobacco dependence."

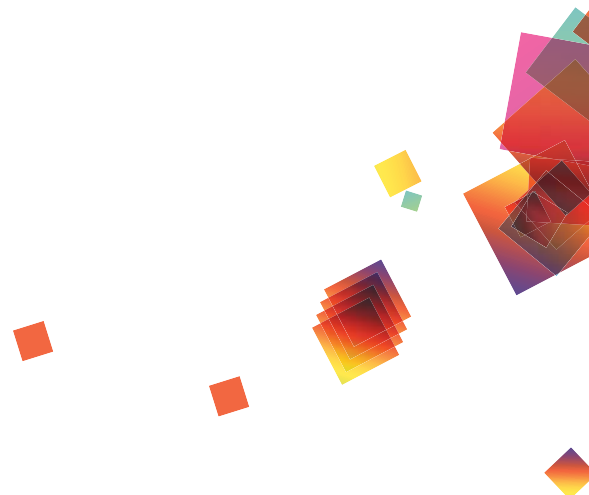
To achieve this, Parties shall endeavour to:
- Design and implement effective cessation programmes in a variety of locations.
- Include diagnosis and treatment of tobacco dependence and counselling services in cessation in national health and education programmes, clinics and workplaces.

Establish programmes for diagnosing, counselling, preventing and treating tobacco dependence in health care facilities and rehabilitation centres.
- Collaborate with other Parties to facilitate accessibility and affordability for treatment of tobacco dependence.

Cessation of tobacco use means all cessation, whether it occurs as a result of public health tobacco control measures or individual support of dependent smokers through treatment. Tobacco dependence treatment is the necessary activity of helping and supporting tobacco users to overcome their dependence on nicotine.

It is important to note that Article 14 should be read in the context of the FCTC and not in isolation.

SMOKEFREE PARTNERSHIP
A SFP initiative



III. European Parliament event on Cessation

At the fourth session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control, which took place on 15-20 November 2010, guidelines for implementation of Article 14 FCTC, which covers tobacco dependence and cessation, were adopted. In light of the adoption of the guidelines, the Smoke Free Partnership launched ‘**Spotlight on the FCTC: Tobacco dependence and cessation**’ on 29 November at the European Parliament evening dinner debate, ‘*Quitting: the way forward*’, hosted by **Marian Harkin MEP**, with **Commissioner John Dalli** giving the keynote speech.

Florence Berteletti Kemp was part of the panel of speakers, and took the opportunity to remind the audience that the guidelines coincided with the possible revision of the *2001 Tobacco Products Directive* and that, with the adoption of the Article 14 guidelines, it is the role of the European Commission, as a Party to the FCTC, to ensure that the legislative proposal for a revision of the Directive includes the requirement of quitlines on all packs. The European Parliament and the Council of the European Union will also have a role in supporting the addition of mandatory quitlines on all packs in the revised Directive.



Prof. Nikos Siafakas, ERS President (2009-10)



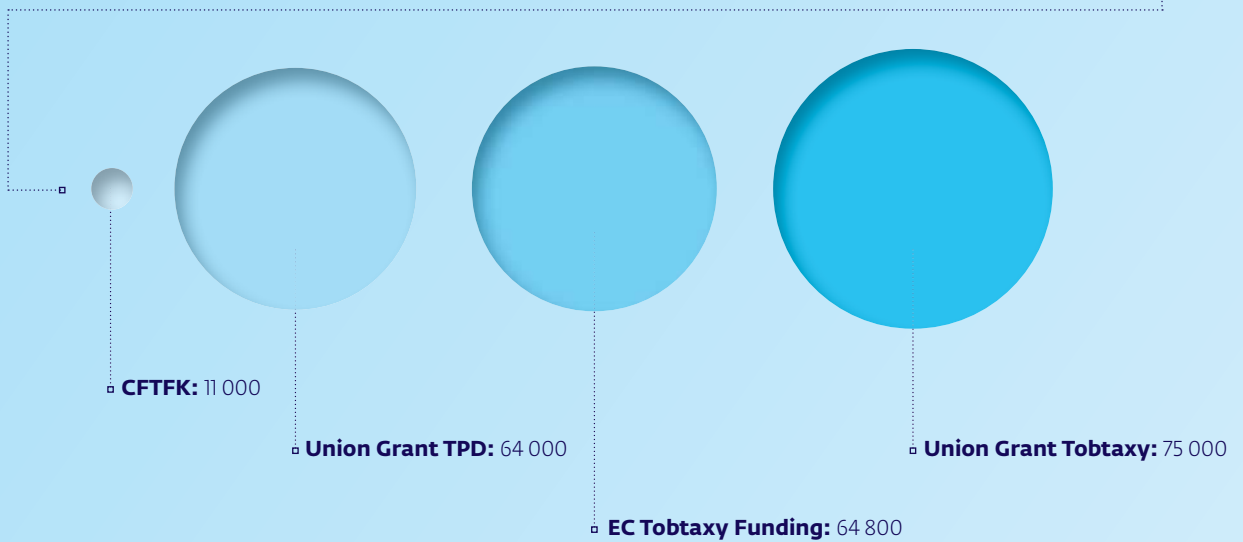
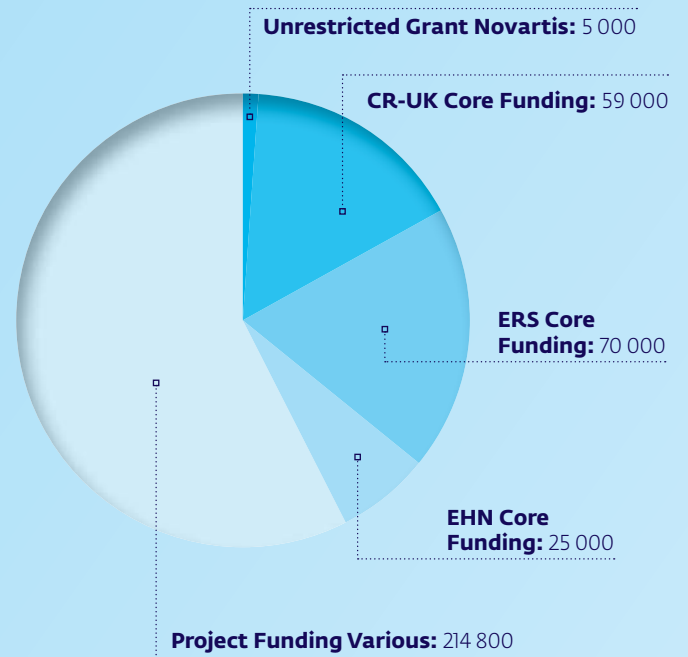
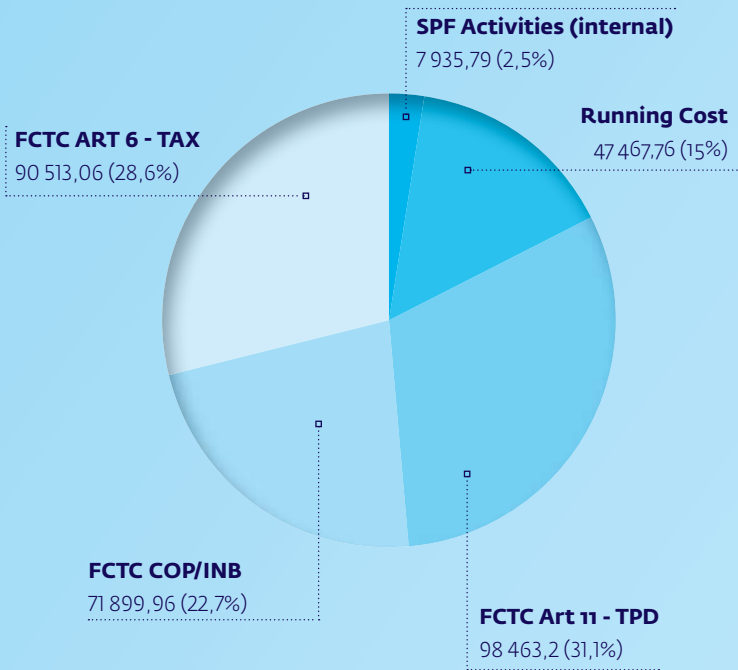
**Article 14
guidelines**
were adopted

04

Finances

Expenditure

Income



05

SFP Information

Board Members

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|-------------------------|--|
| Jean King | Cancer Research UK |
| Susanne Logstrup | European Heart Network |
| Jean-Luc Eiselé | European Respiratory Society (until September) |
| Archie Turnbull | European Respiratory Society (from September) |

Staff

| | |
|---------------------------------|--|
| Florence Berteletti Kemp | Director |
| Céline Brassart | Legal and Policy Advisor |
| Stefan Callan | Project Manager |
| Sam Villiers | Policy Research and Communications Officer |
| Johan Viklund | Intern (October 2009 – May 2010) |

