WITH THE SUPPORT OF:

European Commission

SFP MAIN PARTNERS:

CANCER RESEARCH UK

ASH. ACTION ON SMOKING AND HEALTH

EHN. FIGHTING HEART DISEASE AND STROKE

SFP ASSOCIATE PARTNER:

NORWEGIAN CANCER SOCIETY
Vision, Mission and Values

Our Vision

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

Our Mission

THE SMOKE FREE PARTNERSHIP’S MISSION is the effective implementation of the Framework Convention on Tobacco Control (FCTC). To this end, 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, working to release EU funding for tobacco control to counter poverty in low and middle income countries.

Policy Priorities for 2015:

- Implementation of FCTC Articles 11 and 13 (packaging and labelling; advertising, promotion and sponsorship) through the transposition and implementation of the European Union’s 2014 Tobacco Products Directive.
- Exposure of the tobacco industry interference in policy making in line with FCTC Article 5.3 (protecting public health policies from the vested interests of the tobacco industry).
- Monitoring and implementation of comprehensive smokefree policies in public and work places (FCTC Article 8).
- Ratification of the FCTC Protocol to eliminate Illicit Trade of Tobacco Products (based on FCTC Article 15) and implementation of the Guidelines on FCTC Article 6 (Tobacco Taxation).
- Increasing policy-maker awareness on the need for a comprehensive implementation of the FCTC.

Our advocacy work reflects our values:

- To support the Framework Convention on Tobacco Control (FCTC): We recognise that the disease and death caused by the tobacco pandemic are nurtured by a global industry. In order to combat this situation, a coordinated international response is required, along the FCTC obligations and the WHO MPOWER strategy for FCTC implementation.
- To work with our partners: We recognise the need to collaborate, review and draw expertise from others to achieve our aims and objectives. We have developed partnerships across borders, health sectors, and societal actors who share the same goals in tobacco control.
- To use independent and evidence-based research: Our work and policy positions are independent and based on critical review of published, peer-reviewed evidence, on SFP-commissioned research, as well as on feedback from experts and 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 available. Our small team allows us to be flexible and dynamic while adopting a strategic, targeted approach to our advocacy efforts.
- To be flexible and innovative; we work to improve the policy environment and elevate tobacco control as a priority at European level, whilst appreciating global developments, policy opportunities and lessons learnt from other countries and regions.

The Annual Report gives an overview of advocacy work undertaken by the Smoke Free Partnership (SFP) for the year 2015. If you have a special interest in any of the articles or would like to read in-depth 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.
President’s Statement

Following the excitement and heady success of the TPD in 2014, 2015 was a return to everyday work of Tobacco Control; the ongoing implementation of the FCTC in Member States, monitoring and countering the activities of the tobacco industry and building and strengthening the SFP Coalition.

This did not mean that the year did not have its high points and successes. An attempt by the Tobacco Industry to foist its own system of tracking and tracing in Europe was hindered when the SFP conference on Tobacco Taxation and the Illicit Trade in Tobacco Products brought together, for the first time, representatives of Ministries of Health, Finance and Customs, DGs SANTE and TAXUD, OLAF, the WHO, MEPs, Academics and Tobacco Control NGOs. It has long been well known, but rarely acted upon, that increasing taxation is one of the most effective ways of reducing tobacco consumption. This conference started moving the knowledge of this out of the tobacco control community to a wider audience that can actually start to implement it effectively.

The SFP Team continued to grow in effectiveness under the very able leadership of Florence Berteletti and there were changes to the composition of the Board: Jean King, a founder member of SFP, retired from Cancer Research UK and stepped down. Her enormous contribution to tobacco control was recognised by an OBE from the Queen. SFP cannot offer anything comparable but owes Jean an enormous debt of gratitude for her work on the Board.

This is also my last year as President, having had the privilege of being associated with SFP since its inception. I am very happy that Susanne Løgstrup took over in January 2016; SFP is in very good hands and I look forward to seeing it continue to flourish.
In 2015, SFP’s vision flourished as the result of the cycle of reflection and planning carried out in 2014. As always, we set an ambitious agenda to advance our mission and we launched several projects on a range of tobacco control issues from smoke free policies to tax and combatting illicit trade. The achievements that were accomplished would not have been possible without the financial support of our main partner organisations, ASH (UK), Cancer Research UK and the European Heart Network, our Associate Partner, the Norwegian Cancer Society as well as our operating grant received from the European Commission’s Third Health Programme and funding awarded by The Union under the Bloomberg Initiative.

This year, SFP’s institutional capacity was strengthened and the team was delighted to welcome Ioanna Sakellaraki, Kristina Stoyanova and Caren Willig in our new beautiful Offices at Domus Medica Europea.

Last but not least, on behalf of SFP and all its Partners, I was humbled and honoured to accept the 2015 Luther L Terry Award for Exemplary Leadership in Tobacco Control at a ceremony on 19 March in Abu Dhabi at the 16th World Conference on Tobacco or Health. These awards recognize outstanding worldwide achievement in the field of tobacco control and this would not have been possible without the support of Cancer Research UK, Ash UK and the European Heart Network as well as the Irish and Norwegian Cancer Societies, the Union, and all SFP’s Coalition partners. We won this award because we all worked in partnership together. I would also like to extend my thanks to the SFP team, and in particular to Anca Toma Friedlaender whose work during the revision of the Tobacco Products Directive was crucial and outstanding. Finally, I would like to thank again the American Cancer Society and the Award Selection Committee for making this possible; the ceremony was certainly an occasion I will never forget.

On behalf of all the SFP team, I very much look forward to building on this recognition and working together towards future successes in 2016.
Highlights of the Year

- **SFP organised a major conference on Articles 6 and 15 of the FCTC** (tobacco taxation and the fight against illicit trade) in Leuven on 30 September-1 October 2015. The conference was attended by 77 participants from Government ministries from eleven countries, the European Commission (DG SANTE, OLAF and DG TAXUD), members of the European Parliament and the World Health Organisation as well as leading academics working on tobacco control and related issues, and representatives of European tobacco control NGOs.  
  
  For more information, please see page 10

- **SFP launched its updated Smokefree Map** on 14 April 2015 at an event where DG SANTE Deputy Director General for Health Martin Seychell gave a keynote speech. The event was attended by over 50 participants including SFP Coalition partners, European Commission officials, Health attachés, and representatives of public health organisations at national and European level.  
  
  For more information, please see page 7
SFP reinforced its staff through the addition of Network and Communications Officer Ioanna Sakellaraki, Policy Officer Kristina Stoyanova and Operations Manager Caren Willig. In March 2015 SFP also moved into its new Offices at Domus Medica Europea, where the European Union of Medical Specialists (UEMS) also hosts other public health organisations. The reinforced staff, along with the new working space, are aimed at increasing the SFP’s capacity to meet its policy objectives while better connecting with the Coalition partners. SFP is grateful to the Standing Committee of European Doctors (CPME) for generously hosting our staff throughout 2014.

SFP received the Luther L. Terry Award for Outstanding Organisation from the American Cancer Society, in recognition of its successful advocacy and coordination role for national/ EU campaigns during the adoption of the Tobacco Products Directive.

For more information, please see page 12
Overview of activities in 2015

SFP work on the Tobacco Products Directive (TPD)

National Implementation Toolkit on the Tobacco Products Directive

SFP DELIVERED AN ADVOCACY TOOLKIT FOCUSING ON THE TPD IMPLEMENTATION

Throughout 2015 SFP worked closely with its partners to address the challenges raised by the Tobacco Products Directive transposition and implementation in EU Member States. In July, SFP responded to the European Commission’s consultation on Tracking and Tracing (Article 15 of the TPD) and by the end of 2015 SFP finalised and delivered to its Coalition partners a TPD implementation toolkit covering important legal and technical aspects of the TPD and aims to support Coalition partners in their national advocacy for the transposition and implementation of the Directive by the 19 May 2016 deadline. In addition, SFP followed the status of the EU Court of Justice cases on the TPD and kept Coalition Partners informed.

Supporting TPD measures at national level

Throughout 2015, some Member States prepared legislation adopting measures that go beyond the scope of the TPD such as plain packaging and point of sale display bans. SFP and Coalition partners supported national advocacy organisations with joint letters of support for these measures. Notably, SFP coordinated a joint letter by all SFP coalition partners to members of the French National Assembly ahead of its first reading on the adoption of plain packaging and point of sale advertising bans.

SFP work on monitoring and exposing tobacco industry interference (Article 5.3 of the FCTC)

Monitoring Article 5.3 implementation in EU and national institutions

In 2015 this work stream was based on monitoring and coordination with partners across Europe. In the first part of the year, SFP supported the preparation and dissemination of a questionnaire in collaboration with the Belgian foundation against Cancer and the Association of European Cancer Leagues to evaluate the status of implementation of measures preventing undue tobacco industry interference in policy making.

In the second part of the year, SFP monitored developments on the Ombudsman’s investigation related to the implementation of Article 5.3 FCTC in the European Commission, and the resulting recommendations. Furthermore, SFP in collaboration with the Belgian Foundation against Cancer started the preparatory work on the joint conference “Combating Tobacco Industry Tactics: State of Play and a Way Forward” held in March 2016.
FCTC Article 8 on Smokefree policies

Launch of SFP’s new interactive Smokefree Map

THE SFP SMOKEFREE MAP RELAUNCHED AT BREAKFAST SEMINAR

On 14 April 2015 SFP re-launched its Smokefree Map through a breakfast seminar held at its new premises. The SFP interactive Smokefree Map is an online tool which details the smokefree policies of all EU Member States, plus Iceland, Norway, Switzerland and Turkey. The launch was attended by over 50 representatives from EU institutions and national Permanent Representations, as well as SFP Coalition partners and representatives from the wider public health community.

Moderated by SFP Director Florence Berteletti, the audience heard from Martin Seychell, Deputy Director-General for DG SANTÉ in the European Commission, Dr Sofia Ravara, Coordinator of the Portuguese NGO tobacco control movement, Dr Heide Weishaar, Research Fellow at the University of Glasgow and Jennifer Burch, SFP Policy and Advocacy Officer.

The updated Smokefree Map tracks the implementation of comprehensive smokefree policies at national level by allocating a traffic-light style colour rating to each of the 32 countries recorded. The seminar discussed the reasons for the varying smokefree policies across the EU with a case study on Portugal and participants held a discussion on how e-cigarettes are covered under such policies. A key message that came across from all speakers highlighted the importance of leadership and partnership among civil society organisations in promoting effective, comprehensive smokefree laws. The event garnered media coverage at EU level as well as in several member states where Coalition Partners distributed information in support of their national advocacy efforts to promote stronger smokefree legislation. A full report of the event and the SFP Smokefree Map are available here.
Supporting national smokefree campaigns

SFP PLANNED COORDINATED ACTIONS ON SMOKEFREE POLICIES ON NATIONAL LEVEL

During the national discussions on the transposition of the Tobacco Products Directive, a number of EU Member States took the opportunity to propose legislative amendments to reinforce their smokefree laws. Following the momentum garnered during the re-launch of the SFP Smokefree Map, SFP coordinated the dissemination of support letters from the SFP Coalition to the Austrian and Czech governments in the context of public debates on strengthening national smokefree provisions. SFP also issued a press release criticising the Portuguese government’s decision to delay the introduction of stronger smokefree legislation until 2018.

SFP also sent a letter to the Chair of the Bulgarian National Assembly condemning proposals put forward to weaken the ban in place. The Bulgarian parliament rejected the proposals shortly afterwards. SFP and its national Coalition partner also sent letters to members of the Romanian Chamber of Deputies, calling for the adoption of a comprehensive smoking ban that had been blocked in parliamentary discussions for several years. The Romanian Parliament adopted the smokefree legislation at the end of 2015.
SFP work on Tobacco Taxation and the fight against illicit tobacco trade

SFP advocacy for the ratification of the Protocol to Eliminate Illicit Trade in Tobacco Products

Throughout 2015, SFP actively advocated for the ratification of the WHO Protocol to Eliminate Illicit Trade in Tobacco Products (also known as the Illicit Trade Protocol, or ITP) by the EU and its Member States, through meetings with policy makers in all EU institutions and Permanent Representations. In order for the Protocol, which was adopted in late 2012 and signed by the EU in December 2013, to be legally binding, it needs at least 40 signatories to have approved, accepted, accessed, or ratified it. As of March 2016, there were 15 countries in the world who have ratified, 5 of which are EU Member States (Austria, France, Latvia, Portugal and Spain).

In November 2015, SFP provided its Coalition partners with a briefing on the current status and the needed advocacy activities at national level and towards the European Parliament in order to promote the ratification of the Protocol by the EU and Member States.

SFP co-organises reception to mark World No Tobacco Day (WNTD)

On 1st June 2015, SFP together with the Association of European Cancer Leagues (ECL) and the Belgian Foundation Against Cancer, co-organised a World No Tobacco Day reception, under the WNTD 2015 theme on combating illicit tobacco trade.

The event ‘Stop Illicit Trade of Tobacco Products’ was hosted by MEP Theresa Griffin and aimed at reflecting on the topic of illicit tobacco trade, more specifically the ratification of the Illicit Trade Protocol and the renewal of the tobacco industry agreements. During the event, Mr Luk Joossens, a leading international illicit trade expert, was recognised for his life-long contribution to the fight against the illicit trade in tobacco products. Mr Joossens received the World Health Organisation global World No Tobacco Day Award for his lifetime activity, awarded by WHO EU Representative Mr Roberto Bertollini.

Left: World No tobacco Day 2015 ceremony hosted by MEP Theresa Griffin/ Right: Mr Joossens receiving the World Health Organisation global World No Tobacco Day Award by Mr Roberto Bertollini from the World Health Organisation
The event brought together representatives of the European Parliament (MEPs), senior officials from the European Commission and public health experts. Speakers including MEP Griffin, ECL Vice-President Vitor Veloso and Mr Roberto Bertollini emphasised the need for the EU and Member States to ratify the Illicit Trade Protocol.

**Factsheet on the Agreement between the EU and Philip Morris International**

On the 1st June 2015, SFP launched its Factsheet on the 2004 EU-Philip Morris International Agreement, identifying key facts and questions arising out of the discussions about a possible renewal.

During the reception to mark World No Tobacco Day, SFP launched its Factsheet on the EU-Philip Morris International Agreement. In 2004, the European Commission and ten EU Member States reached a twelve-year agreement with Philip Morris International (PMI) to tackle the problem of illicit trade in tobacco products. The agreement is due to end in July 2016. Since then, all EU Member States have become parties to the agreement and more such agreements have been concluded with the other three major tobacco manufacturers. The Factsheet identifies key facts and questions arising out of the reported ‘exploratory meetings’ for a possible renewal of the PMI Agreement and calling for an independent impact assessment of the agreement’s effectiveness.

The factsheet also calls into question the usefulness of industry agreements, once the EU ratifies the Illicit Trade Protocol and the Tobacco Products Directive enters into force, thus providing the EU with legal instruments to combat illicit tobacco trade. The factsheet was translated into several languages to support national advocacy towards policy makers to promote the ratification of the Protocol.

**SFP Conference “Taxation and Illicit Trade in Tobacco Products: What next at EU level?”**

On 30 September - 1 October 2015 SFP organised a two-day high level conference in Leuven, Belgium, titled “Taxation and illicit Trade in Tobacco Products: What next at EU level?” The conference was attended by 77 participants including government representatives from health and finance ministries from eleven countries, European Commission officials from DG SANTE, OLAF and DG TAXUD, Members of the European Parliament and parliamentary assistants, WHO representatives as well as leading academics working on tobacco taxation and illicit trade and representatives of European tobacco control organisations.

The focus of the conference was on FCTC Articles 6 (tobacco taxation) and 15 (illicit tobacco trade). The meeting took place as the European Union and the Member States are in the midst of crucial discussions and decisions: on a possible revision of the Tobacco Tax Directive (TTD); on how to implement the provisions of the revised Tobacco Products Directive (TPD), particularly in relation to the establishment of a tracking and tracing system for tobacco products, on the ratification of the Illicit Trade Protocol and on a possible extension of the Phillip Morris International (PMI) Agreement.

The first day of the conference provided the opportunity for discussion between researchers, policy-makers from ministries of health, ministries of finance and customs and SFP Coalition partners to identify barriers and generate ideas for translating research findings into concrete tobacco control policies regarding taxation and illicit trade. In terms of tobacco taxation, the discussion revolved around the revision of the TTD and the
The economics of taxation. The Illicit Trade Protocol, the possible prolongation of the PMI Agreement and the implementation of the TPD measures for a tracking and tracing system were also major areas of debate. The second day of the SFP conference was the focal point for deciding on the priorities and actions for the SFP Coalition with regard to the implementation of FCTC Art 6 & 15 for the years ahead.

The broad range of participants and expertise led to a well-informed, lively and valuable discussion which will help inform advocacy at EU and national level on taxation and illicit trade.

The conference was organised with support from The Union through a specific grant, as well as from the European Commission through SFP’s operating grant.

SFP work on Transatlantic Trade and Investment Partnership (TTIP)

As part of SFP’s ongoing interest in the impact of international trade policy on tobacco control, SFP continued to monitor developments and negotiations of the Transatlantic Trade and Investment Partnership (TTIP) between the EU and the US throughout 2015.

In early 2015, SFP sent letters outlining its concerns over the risks of the Transatlantic Trade and Investment Partnership for tobacco control policies to Commission President Juncker, Vice-President Timmermans, and Commissioners Andriukaitis and Malmström on the Concerns over the risks of the Transatlantic Trade and Investment Partnership for tobacco control policies. SFP also co-signed a letter by international NGOs rebutting claims made by a high ranking executive at Philip Morris with regard to the role if ISDS in TTIP.

On 5 June 2015, SFP attended the TTIP and trade agreements: the implications for public health workshop, organised by the European Public Health Alliance (EPHA) and the University of Manchester in Brussels.
conference provided a platform for negotiators, decision-makers and stakeholders to exchange views on civil society concerns about the possible implications of the Transatlantic Trade and Investment Partnership (TTIP) on public health and healthcare services, sustainable food and agriculture, education and democracy. SFP participated in discussing visions of fair and sound international trade and how TTIP could include approaches that lead to healthier trade.

On 15-16 June 2015, SFP attended TTIP – Increased Trade for Better Living? European Policy Conference. The session provided an excellent opportunity to further understand the complexities of both investor-state dispute settlements (ISDS) and regulatory cooperation which are of particular concern among civil society organisations. The aim of the conference was to produce a list of concrete recommendations to decision makers on how to come to better and fairer international trade relations for the benefit of societies and environment. The outcomes were compiled in a conference report – including concrete recommendations around the key questions - which was then communicated to decision makers.

On 21 September 2015, SFP staff attended TSIA TTIP case study workshop that took place in Brussels. The workshop was organised to inform the Trade Sustainability Impact Assessment (TSIA) carried out by Ecorys for the European Commission.

SFP leadership on the global tobacco control stage

WCTOH 2015 – 17-21 March 2015, Abu Dhabi

SFP took part in the 16th World Conference on Tobacco or Health, a major meeting of global tobacco control advocates, policy-makers and researchers

Beginning with a day of workshops, the five-day World Conference on Tobacco or Health (WCTOH) was attended by SFP Director Florence Berteletti and Policy and Advocacy Officer Jennifer Burch. This major worldwide meeting of over 2000 tobacco control advocates, researchers and policy-makers provided a wealth of shared experience and evidence.

In addition to providing opportunities to understand the latest developments globally and build capacity in SFP’s priority policy areas, the conference also served to nurture and develop relationships with SFP’s European and international partners. In particular, SFP was able to coordinate with SFP Coalition partners to better pursue common priority areas and share the knowledge gained during the numerous and varied sessions of the conference.

SFP was also able to share its experiences internationally at WCTOH as SFP Director Florence Berteletti featured as an expert speaker in three sessions covering a range of topics where SFP is active, including WHO FCTC Article 5.3 on tobacco industry interference, lessons learned from the adoption of the Tobacco Products Directive (TPD) with regard to the ban on characterising flavours in tobacco products and the new TPD rules on the packaging and labelling of tobacco products.

Award of Luther L. Terry prize for Outstanding Organization

One of the highlights for SFP at WCTOH was the award of the Luther L. Terry Award for Exemplary Leadership in Tobacco Control for Outstanding Organisation by the American Cancer Society.

On 20 March 2015 SFP was presented with the prestigious award for its civil society leadership during the revision of the EU’s Tobacco Products Directive between 2009 and 2014. Operating with a small and dynamic team, SFP’s unique ability to combine strategic direction, expert knowledge and strong stakeholder relationships based on its robust partnerships, was essential to the final adoption of the Directive which will significantly advance tobacco control in a number of EU Member States upon its entry into force in May 2016.
Florence Berteletti used her acceptance speech to thank all of SFP’s partners since its inception in 2006, particularly SFP’s Board members, as well as the partners of the newly-created SFP Coalition. She also highlighted the importance of the EU in the global efforts towards full and effective implementation of the FCTC and the importance of shared advocacy to push for the implementation of the FCTC as a whole.

SFP work with Coalition Partners

SFP continued successful cooperation with Partners and SFP Coalition

In the course of 2015, SFP continued its cooperation with its Main Partners ASH UK, Cancer Research UK and EHN, as well as with its Associate Partner the Norwegian Cancer Society. SFP was also honoured to welcome five new Coalition partners:

- Life: Regional Advocacy Center (Ukraine)
- PROI: Progressive Reinforcement of Organizations and Individuals (Bosnia and Herzegovina)
- Smoke Free Life Coalition Bulgaria (Bulgaria)
- XQNS! (Spain)
- Asociatia Romană pentru Promovarea Sănătății (Romania)

More information on becoming an SFP or SFP Coalition Partner can be found on our website or by emailing us at info@smokefreepartnership.eu.

First SFP Coalition meeting organised

On the 1st October on the margins of the Leuven workshop on tobacco taxation and illicit trade (see page 9), the SFP also held its first formal Coalition Annual General Meeting to identify, discuss and select SFP and Coalition priorities on tobacco taxation and illicit trade for the next year. The meeting was informed by the presentations and discussions at the workshop, and resulted in a consensus of the top advocacy priorities in the coming years.

Bilateral meetings with SFP Coalition partners

In addition to the Annual Coalition meeting and ongoing dialogue, SFP also organised bilateral meetings with Coalition partners in 2015 in order discuss potential areas of collaboration and, as needed, provide expertise and strategic advice on topics of key importance to national and EU advocacy. In 2015 SFP organised bilateral meetings with Coalition partners from Bulgaria, Czech Republic, Portugal, Finland and Spain to discuss advocacy to support national smokefree campaigns, and with partners from Slovenia to discuss the transposition of TPD which is currently under discussion.
Conferences attended in 2015

- **TECHNICAL CONSULTATION ON ROAD MAP OF ACTIONS TO FULLY COMPLY WITH THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL, 2015–2020, 24-25 FEBRUARY 2015, MOSCOW**
  SFP Director Florence Berteletti participated in a technical consultation together with representatives of WHO European Member States to further develop a roadmap of actions and policy options to comply with the FCTC and the vision of a tobacco-free Region described in the 2013 Ashgabat Declaration on the Prevention and Control of Noncommunicable Diseases in the Context of Health 2020.

- **WCTOH, 17-21 MARCH 2015, ABU DHABI**
  The five-day World Conference on Tobacco or Health (WCTOH) was attended by SFP Director Florence Berteletti and Policy and Advocacy Officer Jennifer Burch. (see above, page 12)

- **HEALTH POLICY FORUM, 19 MARCH 2015, EUROPEAN COMMISSION, BRUSSELS**
  SFP senior Policy advisor Anca Toma Friedlaender represented SFP in the meeting of the EU health Policy forum, where proposals were discussed together with the EU Health Commissioner and DG SANTE representatives on how to reshape the Forum to further contribute to promoting public health in Europe.

- **MAKING BRUSSELS’ LOBBYING FULLY TRANSPARENT – A DEBATE ON THE FUTURE OF THE EU LOBBY TRANSPARENCY REGISTER, 23 APRIL 2015, EUROPEAN PARLIAMENT, BRUSSELS**
  As the European Commission was preparing to launch its proposal for negotiations on a new agreement with the Parliament and Council to improve the EU lobby transparency register, this event, organised by Alter-EU, focused on how we can make lobbying in Brussels fully transparent.

- **ALL ISLAND ENVIRONMENTAL HEALTH FORUM 2015, ENVIRONMENTAL HEALTH ASSOCIATION OF IRELAND - 21-22 MAY 2015, CORK, IRELAND**
  The SFP director participated in sessions related to tobacco control, where she presented on the status of plain packaging implementation across the world, while Ireland was in the final stages of adopting plain packaging legislation.

- **ENSP SPECIAL EVENT, MAY 31ST AND JUNE 1ST - TOBACCO OR HEALTH - TWO DAYS TO REFLECT TO OUR CHILDREN’S HEALTH, 26 MAY 2015, EUROPEAN PARLIAMENT, BRUSSELS**
  Florence Berteletti, Kristina Stoyanova and Ioanna Sakellaraki from SFP attended this event which developed a discussion around the topics of Public spaces, kids and passive smoking, labelling and Plain packaging, ingredients and flavoured tobacco products, smokefree environments and e-cigarettes.

- **WORLD NO TOBACCO DAY EVENT, SLOVENIAN NATIONAL INSTITUTE OF PUBLIC HEALTH, 27 MAY 2015, LJUBLJANA, SLOVENIA**
  Jennifer Burch, SFP Policy and Advocacy Officer, presented the importance of measures which go beyond the TPD including standardised packaging and point-of-sale display bans and how with Article 24 of the TPD this can be facilitated at EU Member State level.

- **TTIP AND TRADE AGREEMENTS: THE IMPLICATIONS FOR PUBLIC HEALTH, EUROPEAN PUBLIC HEALTH ALLIANCE (EPHA) AND THE UNIVERSITY OF MANCHESTER, ECONOMIC AND SOCIAL RESEARCH COUNCIL, 5 JUNE 2015, BRUSSELS**
  More details under our work on TTIP, see page 11.
- **TTIP – Increased trade for better living?, Demeter, EPHA, EESC, 15-16 June 2015, Brussels**
  More details under our work on TTIP, see page 12.

- **Workshop on Standardized tobacco packaging in Europe: Legal issues at domestic, EU and international levels, 15-17 June 2015, Oslo**
  Presentations by participants included some on progress on standardized packaging in their country, standardized packaging in Australia and European Law (incl. EU Tobacco Products Directive, EU Trade Mark Directive and European Convention on Human Rights). SFP was represented by Max Kemp who provided legal and policy analysis to SFP throughout 2015. His report from this conference contributed the TPD advocacy toolkit launched at the end of 2015.

- **Towards a generation free from tobacco: turning the vision into reality, ASH Scotland, 18-19 June 2015, Edinburgh**
  During this conference, SFP Director Florence Berteletti presented “Tobacco wars and FCTC implementation in Europe: Is the EU a friend or a foe?” attempting to answer the questions “Can implementation of the FCTC be negotiated and implemented at national level alone? What do we need to know if we want to make progress?”

- **65th session of the WHO Regional Committee for Europe, 14-17 September 2015, Vilnius**
  This meeting was attended by health ministers and high-level representatives of the 53 Member States of the WHO European Region, partner organizations and civil society. The 4-day programme included progress reports on preventing and combating multidrug- and extensively drug-resistant tuberculosis, achieving the health-related Millennium Development Goals, the European Environment and Health Process, behaviour change strategies, the role of health systems and implementing the International Health Regulations (2005).

- **EPHA Strategic Policy Training on NCDs, 18 September 2015, Brussels**
  This meeting was an open debate based on experience sharing. Two outstanding academics, Alberto Alemanno and Amandine Garde drew on the latest research on the regulation of NCD risk factors. They addressed the legal, policy and socio-economic complexity and sensitivity of lifestyle-based interventions as well as discussed innovative approaches in the field.

- **TSIA TTIP case study workshop, Brussels**
  More details under our work on TTIP, see page 12.

- **Nine lessons on drug policy, 19-21 October 2015, Ekerö, Sweden**
  Kristina Stoyanova, SFP Policy Officer, attended this conference and gave a presentation on “Lessons learnt from Tobacco”. The conference was focused on drug policies and SFP was the only representative of tobacco policies therefore the presentation was used as a source of inspiration and successful policy implementation.

- **ECL Annual Meeting “Bringing New Hope to the Fight Against Cancer”, 10-13 November, Belfast, Ireland**
  SFP Director, Florence Berteletti attended the conference which was hosted by the Cancer Focus Northern Ireland. The conference explored treatments for cancer as well as international trends and inequalities in cancer survival.

- **2015 World Cancer Leaders’ Summit entitled: Effective International Collaboration, 17-18 November, Istanbul, Turkey**
  SFP together with 250 leaders from our UN agency partners, Ministries of Health, international cancer and noncommunicable disease (NCD) organisations, academia and the private sector joined this exclusive annual leadership event to consider the ways in which we can improve international collaboration.
- **CIPRET, 24-25 November, Bern, Switzerland**
  SFP Director Florence Berteletti spoke on tobacco industry lobbying in the context of the TPD revision at the 2015 Seminar of the Swiss Association for Smoking Prevention.

- **46th Union World Conference on Lung Health, 2-6 December, Cape Town, South Africa**
  SFP Director Florence Berteletti attended the conference organised under the theme “A New Agenda: Lung Health Beyond 2015”. This theme reflected the changing landscape of global public health, and the new directions of action in the coming years.

- **15 December 2015 Transparency International panel discussion on tobacco lobbying transparency, Brussels, Belgium**
  SFP Director Florence Berteletti was a speaker on this panel which discussed the different regulatory regimes for lobbying in the EU and US with a specific focus on tobacco. The panel debate was followed by a screening of the movie “Thank you for smoking”.

Finance

INCOME 2015

- Partners contributions (EHN, CRUK, ASH (UK))
- Operating Grant
- Norwegian Cancer Society
- GSK Unrestricted Educational Grant

PERSONNEL COSTS PER ACTIVITY 2015

- TPD Implementation (Art. 11 & 13)
- Smokefree Policies (Art. 8)
- FCTC Advocacy
- Art. 5.3
- Taxation & Illicit Trade (Art. 6 & 15)
- Admin & Financial Management
SFP Information

**Board Members**
Deborah Arnott  Chief Executive, ASH UK  
Alison Cox  Director Cancer Prevention, Cancer Research UK  
Susanne Løgstrup  Director, European Heart Network  
Archie Turnbull  Independent Tobacco Control Expert  
Luk Joossens  International Tobacco Control Expert, Advocacy Officer, European Cancer Leagues (from December 2015)

**Staff**
Florence Berteletti  Director  
Murielle Chiltz  Financial Manager  
Ioanna Sakellaraki  Network and Communications Officer  
Kristina Stoyanova  Policy Officer  
Anca Toma Friedlaender  Senior Policy Advisor  
Caren Willig  Operations Manager  
Jennifer Burch  Policy and Advocacy Officer (until August 2015)