

October 6, 2020

**JEAN TODT**

President

**FEDERATION INTERNATIONALE DE L'AUTOMOBILE**

8 place de la Concorde

75008 Paris, France

Dear Mr Jean Todt,

On August 20, 2020, over a hundred civil society groups and individuals sent you a letter calling on the Fédération Internationale de l'Automobile (FIA) to end tobacco advertising in Formula 1. This letter was sent in the hope that, as a United Nations (UN) envoy and a self-proclaimed supporter of the UN Sustainable Development Goals (SDGs), you will recognize that the greatest contribution you can make toward sustainable development is to end tobacco sponsorship in your own backyard.

On September 9, 2020, we received your response to our letter. Much like the tobacco industry, you ignored key facts about your role in the problem and your opportunities to truly address the issue.

Firstly, you ignored the fact of youth exposure to tobacco sports advertising<sup>i</sup> and the cross-border nature of race promotions and coverage, then placed the burden solely on governments to regulate the sport that FIA governs. *48 countries ban tobacco advertising comprehensively<sup>ii</sup> and 25 countries specifically ban tobacco sports advertising.<sup>iii</sup>* Contrary to your assertion that “no public enforcer, nor any judge has adopted any adversarial position against the new Winnow Mission (sic) or Better Tomorrow initiatives in consideration of the rules prohibiting sponsorship or advertising of tobacco products or like-products,” a French tribunal found that the tobacco advertising for Mission Winnow violated the public health law.<sup>iv</sup> Australian authorities also launched an investigation into the branding.<sup>v</sup> If tobacco brands were not on F1 cars, there would be no need for governments to use up scarce public resources just to prohibit cross-border broadcasts.

Secondly, you have taken on “UN-aligned” initiatives<sup>vi</sup>, both personally and through FIA, without waiting for government regulation. This demonstrates that FIA is in a position to take governance efforts to end tobacco sponsorship but simply refuses to do so<sup>vii</sup>. You could have ended tobacco sponsorship through the newly signed Concorde Agreement, but failed to do so.

Finally, your assertion that “the tobacco industry itself must more actively contribute to community efforts” contradicts global consensus as well as UN norms, values and human rights principles that we have highlighted in our previous letter.<sup>viii</sup>

In summary, FIA has the authority to govern its stakeholders without waiting for government action; yet it refuses to do so and continues to deliberately allow tobacco advertising and sponsorship, while advancing a misleading assertion as to the industry’s role to “contribute to community efforts.” It then shifts the responsibility solely onto governments, despite the fact that governments’ main barrier to regulating tobacco, reducing tobacco use and attaining the UN SDGs, is tobacco industry interference.

Your failure to address the issue, in effect, advances tobacco industry interests that are in conflict with the SDGs, and ignores the millions who became addicted to tobacco use and died as a result. This tarnishes the sport’s reputation in the global community and the legacy that you and the FIA will leave behind.

As part of our commitment to further sustainable development,<sup>ix</sup> we have a moral responsibility to help protect health policies from the influence of the tobacco industry and those furthering its interests. We also have a legal duty to ensure that governments do not violate their obligation to protect their policies against the commercial and vested interests of the tobacco industry. Hence, we do not meet with those who are furthering tobacco industry interests.

Until you take action to end tobacco sponsorship in the sport, we and the rest of civil society will continue to call you and FIA out at every opportunity and will escalate the matter to the pertinent sustainable development fora.

It is shameful that you/FIA tout international commitments to improve lives while actively aligning with tobacco companies, whose products take lives and whose activities exploit the most vulnerable in our society.

Sincerely,

Signed

1. **Action on Smoking and Health (ASH US)**, Laurent Huber, Executive Director, United States
2. **Action on Smoking and Health, Philippines**, Ma. Encarnita B. Limpin, Executive Director, Philippines
3. **Action on Smoking and Health, UK**, Deborah Arnott, Chief Executive, United Kingdom
4. **African Tobacco Control Alliance**, Togo
5. **Airspace Action on Smoking and Health**, Errol E. Povah, President, Canada
6. **Alianza por control de las Enfermedades no Transmisibles Chile**, Dra. Maria Paz Corvalan, Directorio Sociedad Chilena de Enfermedades Respiratorias, Chile
7. **Aminul Islam Sujon**, Executive Member, Poribesh Bachao Andolon - POBA (Save the Environment Movement), Bangladesh
8. **ASH Canada**, Les Hagen, Executive Director, Canada
9. **ASH Finland**, Mervi Hara, Executive Director, Finland
10. **ASH Scotland**, Sheila Duffy, Chief Executive, United Kingdom
11. **Asociación Española de Afectados de Cáncer de Pulmón**, Spain
12. **Association DNF – Pour un monde ZeroTabac**, Gérard Audureau, President, France
13. **Asthma UK**, United Kingdom
14. **Australian Council on Smoking and Health**, Maurice Swanson, Executive Director, Australia
15. **Australian Health Promotion Association**, Gemma Crawford, President, Australia
16. **Balajee Sewa Sansthan**, Awadhesh Kumar, Executive Director, India
17. **British Lung Foundation**, United Kingdom
18. **Campaign for Tobacco-Free Kids**, Debra Rosen, Head of Tobacco Industry Accountability, United States
19. **Cancer Council Australia**, Megan Varlow, Acting Chief Executive Officer, Australia
20. **Carolyn Dresler, MD, MPA**, United States
21. **Center for Indonesia's Strategic Development initiatives (CISDI)**, Lara Rizka, Project Officer (Tobacco Control), Indonesia
22. **Center for Social Security Studies, University of Indonesia**, Ir. Aryana Satrya, Chairman, Indonesia
23. **Centre for Combating Tobacco, University of Colombo**, Mahesh Rajasuriya, MD, Director, Sri Lanka
24. **Coalition for a Tobacco Free Arkansas**, Katherine Donald, Executive Director, United States
25. **Coalition México Salud-Hable**, Mexico
26. **Comité Nacional para la Prevención del Tabaquismo (CNPT)**, Andrés Zamorano, President, Spain
27. **Comité National Contre le Tabagisme**, Yves Martinet, President, France
28. **Consumers Association of Penang (CAP)**, Mohideen Abdul Kader, President, Malaysia
29. **Coral Gartner**, Head, Nicotine and Tobacco Regulatory Science Research Group, The University of Queensland, School of Public Health, Australia
30. **Corporate Accountability and Public Participation Africa (CAPPA)**, Akinbode Oluwafemi, Executive Director, Nigeria
31. **Development and Policies Research Center**, Nguyen Ngoc Anh, Director, Vietnam
32. **Dinej Chandrasiri**, Divisional Registered Medical Officer, Regional Directorate of Health Services-Puttalam, Sri Lanka
33. **E. Madhurangi Perera**, Doctor, Ministry of Health, Nutrition and Indigenous Medicine, Sri Lanka
34. **Elizabeth A. Smith**, Professor, University of California, San Francisco, United States
35. **European Healthy Stadia**, Dr. Dr. Matthew Philpott, PhD, Executive Director, United Kingdom

36. **European Network for Smoking and Tobacco Prevention - ENSP**, Dr. Francisco Rodriguez Lozano, President, Belgium
37. **FAECAP Federation of Family and Community Nursing Associations**, Adelaida Lozano Polo, Coordinator group of smoking, Spain
38. **Framework Convention Alliance**, Francis Thompson, Executive Director, Canada
39. **Framework Convention on Tobacco Control Alliance, Philippines**, Roberto del Rosario, President, Philippines
40. **Fresh (Making Smoking History)**, Ailsa Rutter, Director, United Kingdom
41. **Gérard Dubois**, Member, French National Academy of Medicine, France
42. **Global Center for Good Governance in Tobacco Control (GGTC)**, Nuntavarn Vichit-Vadanan, Chair, Thailand
43. **Healis Sekhsaria Institute of Public Health**, Mira B. Aghi, Consulting Behavioral Scientist, India
44. **HealthBridge Foundation of Canada Vietnam Office**, Nguyen Thi An, Director, Vietnam
45. **HealthJustice Philippines**, Jacky Sarita, Managing Director, Philippines
46. **Helen Walters**, Consultant in Public Health Medicine, United Kingdom
47. **HRIDAY**, Radhika Shrivastav, Director – Health Promotion, India
48. **Indonesian Consumer Organization (YKLI)**, Muji Rizqiany, Indonesia
49. **Israeli Medical Association for Smoking Cessation and Prevention**, Yael Bar-Zeev, Chair, Israel
50. **Janet Hoek**, Professor of Public Health and Marketing, University of Otago, New Zealand
51. **Jim McCambridge**, Professor, University of York, United Kingdom
52. **John Moxham**, Emeritus Professor, King's College London, United Kingdom
53. **Lithuanian Tobacco and Alcohol Control Coalition**, Nijole Gostautaitė Midttun, President, Lithuania
54. **Malaysian Academy of Pharmacy**, Assoc. Prof. Dr. Mohd Zulkefeli Bin Mat Jusoh, Principal, Malaysia
55. **Malaysian Council for Tobacco Control**, Datuk Dr. Lekhraj Rampal, President, Malaysia
56. **Malaysian Green Lung Association**, Ho Rhu Yann, Founding President, Malaysia
57. **Malaysian Pharmaceutical Society**, Amrahi Buang, President, Malaysia
58. **Mark Levin**, Professor of Law, Wm. S. Richardson School of Law, The University of Hawaii at Manoa, United States
59. **Mark Petticrew**, Professor of Public Health, London School of Hygiene and Tropical Medicine, United Kingdom
60. **Martin White**, Professor, Vice President, UK Society of Behavioural Medicine, United Kingdom
61. **MyWATCH**, Roslizawati Md Ali, President, Malaysia
62. **National Committee on Tobacco Control**, Hasbullah Thabrany, President, Indonesia
63. **Nicholas Hopkinson**, Reader in Respiratory Medicine, Imperial College, London, United Kingdom
64. **Nofumadores.org (non-smokers.org)**, Raquel Fernandez Megina, President, Spain
65. **Norwegian Cancer Society**, Nonguebzanga Maxime Compaore, Special Advisor, International Affairs, Norway
66. **Oswaldo Cruz Foundation**, Silvana Rubano Turci, Coordinator of the Observatory of the Strategies of the Tobacco Industry of the Tobacco and Health Studies Center, Brazil
67. **OxySuisse**, Pascal Diethelm, President, Switzerland
68. **Pandit Govind Ballabh Pant Institute of Studies in Rural Development**, Shiv Pujan Pandey, Director, India
69. **People's Health Foundation**, Dr. Than Sein, President, Myanmar
70. **Portuguese Lung Cancer Study Group**, Portugal
71. **Portuguese Society of Pulmonology**, António Morais, President, Portugal
72. **Priscilla Alderson**, Professor Emerita, University College London, United Kingdom
73. **PROGGA**, ABM Zubair, Executive Director, Bangladesh
74. **Red PaPaz**, Carolina Piñeros, Executive Director, Colombia
75. **Resource Centre for Primary Health Care**, Shanta Lall Mulmi, Executive Director, Nepal
76. **Rob Moodie**, Professor of Public Health, Melbourne School of Population and Global Health, Australia

77. **Roengrudee Patanavanich**, Deputy Director, Tobacco Control Research and Knowledge Management Center (TRC), Thailand
78. **Shaun Cavanagh**, Post-graduate, Diploma in Public Health, Department of Preventive and Social Medicine, University of Otago, New Zealand
79. **Simon Chapman**, Emeritus Professor, University of Sydney - School of Public Health, Australia
80. **Sirach Loysmut**, Faculty of Communication Arts, Rangsit University, Thailand
81. **Slovenska zveza za javno zdravje, okolje in tobačno kontrolo**, Mihaela Lovše, President, Slovenia
82. **Smoke Free Israel**, Shira Kislef, CEO, Israel
83. **Sociedad Española de Espacialistas en Tabaquismo (SEDET)**, César Minué-Lorenzo, President, Spain
84. **Southeast Asia Tobacco Control Alliance**, Ulysses Dorotheo, Executive Director, Philippines
85. **Spanish Federation of Allergy and Airways Diseases Patients' Associations (FENAER)**, Armando Ruiz, Global Relationships Manager, Spain
86. **Stephan Lewandowsky**, Professor, School of Psychological Science and Cabot Institute, University of Bristol, United Kingdom
87. **Tanzania Tobacco Control Forum**, Lutgard Kokulinda Kagaruki, Executive Director, Tanzania
88. **The Union**, Gan Quan, Director of Tobacco Control, United States
89. **Tobacco - Free Association of Zambia**, Brenda Chitindi, Executive Director, Zambia
90. **Tobacco Control Alliance**, George Bakhturidze, Chairman, Georgia
91. **Tobacco Control Research Group, University of Bath**, Anna Gilmore, Director, United Kingdom
92. **UK Faculty of Public Health**, Prof. Maggie Rae, President, United Kingdom
93. **Unfairtobacco**, Sonja von Eichborn, Director, Germany
94. **Universita del Terzo Settore**, Maria Luisa Pagano, President, Italy
95. **Vietnam Non-communicable Diseases Prevention and Control Alliance**, Ha Thu Tran (RTCCD Executive Director) & Tran Tuan (Chairman, NCDs-VN), Vietnam
96. **Vision for Alternative Development (VALD)**, Labram Massawudu Musah, Programmes Director, Ghana
97. **Vital Strategies**, Sandra Mullin, Senior Vice President, United States
98. **Widyastuti Soerojo**, Indonesia
99. **World Heart Federation**, Florence Berteletti, Director for Advocacy, Switzerland
100. **Yong Check Yoon**, Independent researcher, Malaysia

**STOP.** STOPPING TOBACCO ORGANIZATIONS & PRODUCTS



**EXCERPTS FROM OPEN LETTER TO JEAN TODT (dated August 20, 2020)**

***We, members of civil society, earnestly call on you to put an end to all tobacco advertising and sponsorship in Formula 1.***

- ***The sport represents one of the last vestiges of Big Tobacco’s global marketing to lure young people into addiction through sports.***
- ***FIA’s global commitments start to ring hollow despite your initiatives as UN Special Envoy for Road Safety, and efforts to sign Formula 1 up to join the UN Sports for Climate Action Framework. FIA’s commitment to protect the planet and promote safety is a sham if it continues to be a vehicle for tobacco sponsorships that contribute to killing people and destroying the planet.”***
- ***Continued tobacco sponsorship in Formula 1, and the promotion of tobacco company’s brands, either directly through brand stretching and extensions, on and off the track is a violation of public health laws and United Nations (UN) norms.***
- ***Rather than aligning with the UN, FIA is, in effect, furthering the tobacco industry’s interests by receiving annual payments from teams funded by tobacco companies, and allowing the teams to advertise tobacco company brands and messages.***
- ***Turning a blind eye on a moral or legal wrong breeds corruption. If FIA’s rules allow for teams to run on money gained from selling products that kill millions, then it should change the rules. It is not deserving of its governance position unless it does so.***

<sup>i</sup> Our letter clearly stated that “Tobacco brands on the racetracks stream across borders via multiple media channels and through computer games into the youth’s consciousness. The sport has the second-highest proportion of fans under age 25 of all global sports leagues. FIA’s failure to remove tobacco advertisements and messaging from the sport could make it complicit in tobacco company marketing to youth.”

<sup>ii</sup> World Health Organization. (2019). WHO Report on the Global Tobacco Epidemic, 2019. Retrieved from: [https://www.who.int/tobacco/global\\_report/en/](https://www.who.int/tobacco/global_report/en/) (accessed on 21 April 2020).

<sup>iii</sup> Campaign for Tobacco Free Kids. (n.d.) Tobacco Control Laws: Policy Fact Sheet. Retrieved from: <https://www.tobaccocontrolaws.org/legislation/factsheet/> (accessed on 21 April 2020).

<sup>iv</sup> Comité National Contre Le Tabagisme. (n.d). French motorcycle Grand Prix of Le Mans: Justice rules in favor of the National Committee for Tobacco Control (CNCT) and prohibits the return of Philip Morris on the racing circuits. Retrieved from: <https://cnct.fr/wp-content/uploads/2019/05/Press-release-%E2%80%93Mission-Winnow-English-1.pdf> (accessed 5 October 2020). – PMI and Ducati were fined ***in relation to the Grand Prix of Le Mans motorcycle. Philip Morris and Ferrari removed visual traces and mention of Mission Winnow on cars, team name, and clothes of the drivers and staff,***

<sup>v</sup> Australian Communication and Media Authority. (2019). Investigation report no. BI-458. Australian Government. Retrieved from: <https://www.acma.gov.au/sites/default/files/2019-09/BI-458-Fox-tobacco.docx> (accessed on 21 April 2020).

<sup>vi</sup> We noted in our letter that “FIA’s global commitments start to ring hollow despite your initiatives as UN Special Envoy for Road Safety, and efforts to sign Formula 1 up to join the UN Sports for Climate Action Framework. FIA’s commitment to protect the planet and promote safety is a sham if it continues to be a vehicle for tobacco sponsorships that contribute to killing people and destroying the planet. Even if FIA manages to reduce Formula 1’s 256,551 tons of carbon footprint (2019), it continues to contribute 845,000 tons of cigarette butts per year.

---

*This staggering amount of waste kills animals, pollutes land and sea, slows sustainable consumption and undermines the basic principles of the UN framework.”*

vii You were made aware that the “...the Olympics, which recognized FIA in 2012, is tobacco-free. All other major global sports series have ended tobacco sponsorships.” And that “Turning a blind eye on a moral or legal wrong breeds corruption. If FIA’s rules allow for teams to run on money gained from selling products that kill millions, then it should change the rules. It is not deserving of its governance position unless it does so.”

viii We elaborated in our letter why tobacco companies have no place in societal development and yet you assert their “contribution to the community” Particularly, we said that:

- *“tobacco companies are still responsible for 8 million deaths and USD 1.4 trillion in economic losses annually. It is shameful that Formula 1 has made USD 4.4 billion over the years from tobacco companies culpable for this disaster. FIA must put a stop to this and prevent complicity in violating laws and UN standards.”*
- *“Tobacco companies have been found guilty of fraud and racketeering.”*
- *“The UN specifically recognizes the fundamental conflict of interest between the tobacco industry and public health, which is incorporated in the UN SDGs. A resolution of the UN Economic and Social Council (ECOSOC) urged agencies of the UN System to reject partnerships with organizations furthering tobacco industry interests.”*
- *“A total of 182 countries have ratified the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) mandating a comprehensive ban on advertising. WHO FCTC implementation has become engrained in the UN Sustainable Development Goals (UN SDGs).”*
- *“Rather than aligning with the UN, FIA is, in effect, furthering the tobacco industry’s interests by receiving annual payments from teams funded by tobacco companies, and allowing the teams to advertise tobacco company brands and messages.” (emphasis supplied)*

ix SDG Target 3.a requires implementation of the WHO FCTC to reduce non-communicable diseases. WHO Framework Convention on Tobacco Control (FCTC) requires governments, under General Obligation Article 5.3, to protect public health interests from the commercial and vested interests of the tobacco industry. According to the FCTC, civil society plays an essential role in treaty implementation.