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# La industria del tabaco y el medio ambiente

Junio de 2021

**Las empresas tabacaleras tienen un importante control sobre el diseño de los productos y las cadenas de suministro, y son responsables de:**

## **Daños a la vida oceánica.**

Mediante su descomposición que tarda una década, las colillas de cigarrillos dejan filtrar toxinas en el medio ambiente<sup>1, 2</sup> que perjudican la vida marina.<sup>3</sup>

## **La alteración de ecosistemas.**

La producción de tabaco provoca el 5% de la deforestación mundial<sup>4</sup> y no implementa medidas de recuperación del suelo ni de otros eslabones del ecosistema agrícola.<sup>5</sup>

## **La producción de cigarrillos de la industria tabacalera daña los ecosistemas**

La actividad tabacalera es un importante perturbador de los ecosistemas. Al no desistir de producir y lucrarse de la fabricación de tabaco, la industria tabacalera daña al medio ambiente de forma duradera<sup>6</sup> y socava los esfuerzos de restauración de los ecosistemas.<sup>7</sup>

1. El **desbroce de tierras** para la producción de tabaco, en particular de los territorios vírgenes, ocasiona la deforestación, con un impacto negativo en las reservas forestales.<sup>8</sup> Las prácticas actuales de cultivo de tabaco no son sostenibles.
  - La reducción de los períodos de reposición de los bosques y del suelo está poniendo en peligro la recuperación de los bosques, provocando ulteriormente un cambio topográfico y la conversión de las áreas forestales en tierras de arbustos, o lo que es peor, una deforestación permanente.<sup>9</sup>
  - **Cortar y quemar** los tallos y los residuos vegetales después de la cosecha, so pretexto que no tienen valor alimenticio para el ganado y las aves de corral, reduce los recursos esenciales que los animales producen, como el estiércol.<sup>10</sup>

## Algunos datos

### El tabaco es mortal para el medio ambiente a todos los niveles

#### La producción de tabaco provoca:

- El 5% de la deforestación mundial (hasta el 30% de la deforestación en los países productores de tabaco)<sup>11</sup>
- 200.000 hectáreas de pérdida de biomasa forestal al año<sup>12</sup>

#### El consumo de tabaco provoca:

- 4,5 billones de colillas desechadas al año a nivel mundial, generando 1.690 millones de libras de basura tóxica cada año<sup>13</sup>
- 2 millones de toneladas de residuos sólidos procedentes de cartones y envases<sup>14</sup>
- Concentraciones de partículas en espacios interiores cerrados 10 veces superiores a aquellas emitidas por los tubos de escape de los coches a diésel<sup>15</sup>
- Entre el 19% y el 38% del total de la basura recogida a nivel mundial en las operaciones de limpieza de los océanos son colillas de cigarrillo<sup>16</sup>

#### Se calcula que el encendido de los cigarrillos requiere

- El corte de 9 millones de árboles cada año para producir cerillos<sup>17</sup>

2. El **uso de leña** o de madera como combustible, que se extrae de los bosques cercanos y se **quema** durante días para "curar al aire"<sup>18</sup> las hojas de tabaco rubio, provoca la erosión del suelo y el agotamiento de los recursos madereros.

- La tala de árboles, incluso árboles de caucho y árboles nativos, conduce a la **deforestación y afecta la perennidad de las quebradas y fuentes locales de agua** que llegan a nacer sólo en ciertas estaciones, provocando la escasez de agua.<sup>19</sup>
- También se destruyen los bosques al cortar árboles para la producción de fósforos o cerillos utilizados para encender los cigarrillos.<sup>20</sup>

3. El **uso de agroquímicos** está causando **envenenamiento<sup>21</sup>** y **contaminación del agua**, como lo evidencian los residuos agroquímicos encontrados en las fuentes de agua cercanas a las comunidades que cultivan tabaco. Perjudican los sistemas hidrológicos y producen sedimentos en los humedales, las zonas ribereñas y las pendientes empinadas.<sup>22</sup>

- El tabaco hace parte de los diez (10) cultivos que requieren más fertilizantes.<sup>23</sup>
- La cloropicrina, entre otros tantos pesticidas utilizados, es un producto dañino para los pulmones y es tóxico para los peces y otros organismos vivos.<sup>24</sup>

4. El **uso de plásticos y productos químicos** en los filtros de los cigarrillos afecta negativamente la **vida marina y la salubridad del agua, con el agravante de que las colillas se convierten en el mayor desecho en el planeta.**<sup>25</sup>

- El arsénico, el plomo y el fenol etílico filtran de las colillas hacia las fuentes de agua, afectando la vida acuática y el agua potable.<sup>26</sup>
- Los encendedores, en su mayoría desechables, requieren plástico, metal y butano.<sup>27</sup>
- Los cigarrillos electrónicos y demás dispositivos contienen pilas y otros materiales peligrosos<sup>28</sup> no biodegradables.<sup>29</sup>

5. Los cigarrillos que no incluyen el auto-apagado son susceptibles de provocar incendios accidentales.<sup>30</sup> De hecho son la causa más frecuente de incendios accidentales, incluyendo los incendios forestales. Alrededor del 8-10% de los incendios en los Estados Unidos son causados por los cigarrillos.<sup>31</sup>

## ¿Cómo la industria del tabaco socava los esfuerzos para proteger el medio ambiente y restaurar los ecosistemas?

Se considera que las empresas tabacaleras transnacionales son entre las que más contaminan en el mundo<sup>32</sup> y, sin embargo, se las arreglan para jactarse de sus prácticas en favor del medio ambiente,<sup>33</sup> de los premios que les otorga la comunidad empresarial<sup>34</sup> y hacer alarde de sus regímenes de auditoría de la cadena de suministro o de diligencia debida.<sup>35</sup> La industria tabacalera impulsa una estrategia de relaciones públicas que desvía la atención de los daños que realmente causa sobre el medio ambiente. Entorpece las soluciones genuinas, socava los programas de diversificación, calla las voces de las partes interesadas, traslada la culpa a los consumidores y evade toda forma de responsabilidad. Con sus actividades de supuesta responsabilidad social empresarial (RSE), las empresas tabacaleras transnacionales dan a creer que se unen al resto de la comunidad empresarial para apoyar una causa y que la producción de tabaco es como cualquier otro negocio, cuando en realidad los productos del tabaco son distintos porque no aportan ningún beneficio a la salud o a nivel social, matan anualmente a ocho (8) millones de personas<sup>36</sup> y cuestan a la economía mundial 1,4 billones de dólares cada año.<sup>37</sup> La publicidad vinculada a la supuesta RSE, que contraviene muchas de las políticas que prohíben el patrocinio de la industria del tabaco en todo el mundo, da la falsa impresión de que se puede confiar en que la industria adopte, de manera voluntaria, prácticas de diligencia debida en su cadena de suministro.<sup>38</sup> Por lo contrario, el Convenio Marco de la Organización Mundial de la Salud para el Control del Tabaco (CMCT de la OMS) establece que la industria del tabaco debe estar estrictamente regulada por los gobiernos y no se puede confiar en que las empresas implementen por sí mismas alguna forma de autorregulación. En consonancia con las recomendaciones de los expertos<sup>39</sup> y las buenas prácticas, las orientaciones del CMCT de la OMS recomiendan una regulación y marcos gubernamentales fuertes, el desarrollo de investigaciones independientes y de programas de diversificación, con una financiación duradera y a salvo de la interferencia de la industria tabacalera.<sup>40</sup>

### 1. Las iniciativas de supuesta RSE de las empresas tabacaleras desvían la atención del impacto<sup>41</sup> devastador del tabaco sobre el medio ambiente.<sup>42</sup>

Los programas de supuesta RSE que las empresas tabacaleras desarrollan en el campo ambiental, como la

plantación de árboles o la limpieza de playas,<sup>43</sup> han mostrado ser un medio para desviar la atención de los verdaderos problemas: sus productos viciados, su falta de responsabilidad a lo largo del ciclo de vida de sus productos, sus esfuerzos en contener el precio del tabaco, su negativa en reconocer el derecho de los trabajadores a negociar, su expansión en tierras más fértiles y su uso de productos agroquímicos tóxicos.<sup>44</sup> Los sistemas de auditoría del tabaco<sup>45</sup> son una falacia y, en realidad, reproducen el problema.<sup>46</sup> Tergiversan la magnitud del daño ambiental y su responsabilidad<sup>47</sup> a ese nivel, y contravienen al artículo 5.3 del CMCT de la OMS.

Las empresas tabacaleras admiten que las colillas de cigarrillo son el producto que más basura engendra.<sup>48</sup> Se desecharán entre 4 y 5 billones de colillas cada año y tardan hasta 15 años en descomponerse.<sup>49</sup> Como respuesta, las empresas financian limpiezas ocasionales de los océanos, siempre enfatizando que los consumidores son los culpables de tirar la basura, evitando de responsabilizarse por las toxinas que sus productos mal diseñados liberan en el medio ambiente durante el proceso de descomposición.<sup>50</sup> Cabe destacar que incluso sus "colillas biodegradables" perjudican la vida acuática.<sup>51</sup>

Mientras afirman haber cumplido con las normativas ambientales en los países desarrollados, las empresas tabacaleras han trasladado casi todo su proceso manufacturero a los países de ingresos bajos y medios, donde se cultiva y produce la mayor parte del tabaco,<sup>52</sup> para evitar de rendir cuentas y escaparse de reglamentaciones ambientales más estrictas.<sup>53</sup> El tabaco genera 2 millones de toneladas de desechos sólidos al año,<sup>54</sup> y el estrago sobre el medio ambiente es aún más agudo en los países de ingresos bajos y medios, dada su capacidad reducida de gestión de residuos,<sup>55</sup> el nivel de contaminación de sus sistemas de agua<sup>56</sup> y su índice de deforestación.<sup>57, 58</sup>

### 2. Las estrategias de relaciones públicas de la industria tabacalera sobre el medio ambiente buscan opacar las soluciones acordadas a nivel internacional para enfrentar el impacto ambiental de la producción de tabaco.

Las supuestas contribuciones de la industria tabacalera al medio ambiente, como la de promover la "plantación de árboles", asfixian las verdaderas soluciones para proteger el medio ambiente y restaurar los ecosistemas,

y le permite a la vez publicitar sus supuestas "prácticas sostenibles". Estas iniciativas desatienden las opciones de políticas que acordó la comunidad internacional para enfrentar el impacto ambiental de la producción de tabaco. En efecto, se recomienda aplicar de forma sinérgica los artículos 17 (apoyo a actividades alternativas económicamente viables) y 18 (protección del medio ambiente y de la salud de las personas) del CMCT de la OMS, que exigen principalmente **políticas y programas liderados por los agricultores y los trabajadores, enfocados hacia la diversificación, financiados de forma sostenible y protegidos de la interferencia de la industria tabacalera.**<sup>59</sup> Buscan atacarse, entre otras cosas, a la deforestación, la degradación de la tierra y el trabajo infantil. Por ejemplo, la transformación de los campos de tabaco en cultivos de tomates<sup>60</sup> o de bambú<sup>61</sup> conllevó prácticas positivas de uso de la tierra, permitiendo reducir las emisiones de carbono y aumentar la rentabilidad de la tierra, favoreciendo a la vez la biodiversidad<sup>62</sup>.

Los expertos también piden mejorar las reglamentaciones ambientales y sus mecanismos de implementación para que puedan aplicarse al sector del tabaco, por ejemplo a nivel de los esquemas de responsabilidad ampliada del productor, o de manera a facilitar el inicio de litigios e intervenciones económicas que permitan compensar el coste derivado de la mala conducta de la industria y sus daños sobre el medio ambiente, o para eliminar los plásticos/filtros de un solo uso.<sup>63</sup> Estas soluciones no están recogidas en las iniciativas de RSE de la industria del tabaco.

### 3. Las empresas tabacaleras trasladan la culpabilidad a los consumidores por los daños ambientales causados.<sup>64</sup>

La estrategia de RSE de la industria tabacalera para encarar los daños ambientales se centra en hacer alarde de sus "proyectos de plantación de árboles" y de sus "procesos de fabricación limpios", y a la vez pretende crear conciencia sobre la basura que engendran las colillas ofreciendo ceníceros y canecas de basura en lugares públicos, participando ocasionalmente en las operaciones de limpieza de los océanos. El mensaje de la industria tabacalera es claro: "Nuestro jardín trasero está en orden", "la manera cómo los fumadores tiran la basura es el problema, pero estamos ayudando con eso". Esta afirmación oculta que sus filtros de cigarrillo son la principal fuente de basura, y que las empresas

tabacaleras deben asumir su responsabilidad por el pobre diseño de sus productos, que causan muerte y adicción.

Los productos del tabaco son altamente adictivos y más del 70% de las personas que fuman lo quieren dejar.<sup>65</sup> Las empresas de tabaco pretenden incriminar a los consumidores por la forma cómo botan los cigarrillos cuando primero los atrajeron a sus productos letales y propiciaron su adicción. La responsabilidad del producto a lo largo de su ciclo de vida debe recaer en los fabricantes de tabaco en vez de que busquen inculpar a los consumidores. Esto remite a la noción de Responsabilidad ampliada del Productor (RAP).<sup>66</sup> Entre otras medidas, varias partes interesadas recomiendan esquemas de recuperación de costes para financiar la aplicación de las leyes ambientales, sugiriendo que las empresas tabacaleras deben pagar por los daños ambientales que causan, según el principio de "quien contamina paga".<sup>67</sup> Con base en este mismo fundamento, otras medidas remiten a un abanico de principios consagrados en el artículo 19 y el artículo 5.3 del CMCT de la OMS, como cobrar cuotas a la industria tabacalera para financiar las operaciones de limpieza, presentar litigios contra las empresas por daños y perjuicios, y promulgar leyes que hagan recaer la última responsabilidad de los daños en los productores y vendedores, y no en los consumidores.<sup>68, 69</sup>

### 4. Las investigaciones financiadas por la industria tabacalera sirven sus propios propósitos, buscando protegerla de toda responsabilidad, y eludir la redición de cuentas.

Los informes de la industria tabacalera subvalúan sustancialmente el impacto adverso del tabaco sobre el medio ambiente.<sup>70</sup> Por ejemplo, las multinacionales tabacaleras reportan estimaciones exageradamente bajas de consumo de leña como combustible en la producción de tabaco, ya que calculan un índice de Consumo de combustible específico (SFC) de 7,8 kg de madera/kg de tabaco, en comparación con estimaciones previas de entre 100 y 230 kg de madera/kg de tabaco.<sup>71</sup> Asimismo, el impacto global anual en la deforestación, que se estima en un 5%, pero que puede llegar al 30% en algunos países, sólo se reveló en estudios independientes.<sup>72</sup>

Cabe destacar que los estudios de la industria tabacalera sobre la basura donde denuncian niveles de contrabando muy altos, sirven a las empresas tabacaleras para contrarrestar las alzas de impuestos, y representa una

evidente táctica para auto-sustentarse. Desacreditar la existencia de una gran cantidad de colillas alegando que son ilícitas permite aminorar la probable responsabilidad de las empresas tabacaleras por los daños ambientales derivados de las toxinas liberadas en los océanos, o por aquellos que exigen operaciones de limpieza.

**5. La práctica de la industria tabacalera de incentivar la producción de tabaco y socavar las estrategias de diversificación contribuye a que los agricultores sigan dependiendo del cultivo del tabaco, con un efecto perjudicial para el medio ambiente.**

Siendo parte de su negocio principal y de su cadena de suministro, las empresas tabacaleras desarrollan iniciativas de supuesta RSE para el apoyo técnico y financiero al cultivo, y así dan la falsa impresión de que apoyan el cultivo de tabaco<sup>73</sup> y a las comunidades que dependen de éste. Sin embargo, incentivar el cultivo de tabaco va en contra de la diversificación como solución esencial para enfrentar los daños sanitarios y medioambientales del tabaco.<sup>74</sup>

Los acuerdos financieros que elaboran las empresas tabacaleras tienen como objetivo mantener a los agricultores dependientes del cultivo de tabaco.<sup>75</sup> Algunos de estos incentivos como los préstamos buscan atraer continuamente a los agricultores y trabajadores del tabaco hacia la producción de tabaco y mantenerlos dependientes de ella<sup>76</sup> y, en última instancia, constantemente endeudarlos.<sup>77</sup> Cultivar tabaco es hasta 10 veces más agresivo cuando de deforestación se trata, comparado a otros cultivos.<sup>78</sup>

**6. Los grupos de fachada de las empresas tabacaleras y la llamada RSE ahogan las voces de los agricultores y los trabajadores afectados por los daños ambientales.**

El consenso mundial y la política de los tratados dictan que las empresas tabacaleras no tienen cabida en la elaboración de políticas relacionadas con la diversificación agrícola, y que tales esfuerzos deben ser liderados por los trabajadores y agricultores.<sup>79</sup> Sin embargo, los agricultores y trabajadores del proceso productivo del tabaco directamente afectados por los daños sobre el medio ambiente están escasamente representados. Es alarmante constatar que las empresas han creado y financiado grupos de fachada

como la Asociación internacional de Cultivadores de Tabaco (ITGA)<sup>80</sup> para que ejerzan presión en su nombre<sup>81</sup> y representen falsamente los argumentos socioeconómicos de los agricultores<sup>82-85</sup> con el fin de impugnar las medidas de control del tabaco, como la alza de los impuestos.<sup>86</sup>

Los trabajadores del tabaco han acusado a las empresas tabacaleras de ahogar sus voces con falsas promesas durante los debates sobre la pertinencia de la Fundación para la Eliminación del Trabajo infantil en el Cultivo de Tabaco (ECLT), financiada por la industria tabacalera.<sup>87</sup> Asimismo, la industria tabacalera ocupó el espacio de las partes interesadas en los debates sobre la diversificación mediante la Iniciativa de Transformación de la Agricultura (ATI) de la Fundación para un Mundo sin Humo (FSFW), financiada por Philip Morris,<sup>88</sup> a pesar de que el artículo 5.3 del CMCT de la OMS exige proteger las políticas agrícolas y ambientales sobre el tabaco de los intereses comerciales y creados de la industria tabacalera.

**7. Las empresas tabacaleras se resisten a pagar por los daños sobre el medio ambiente aunque existe una base legal y racional para hacerlo.**

El cultivo de tabaco perturba los ecosistemas y es causa de 5 a 30% de la deforestación,<sup>57</sup> una de las principales causas de las emisiones de gases de efecto invernadero.<sup>58</sup> Genera 2 millones de toneladas de residuos sólidos al año,<sup>52</sup> contaminando los sistemas hídricos,<sup>56</sup> problemas que la deficiencia de los sistemas de gestión de residuos agudiza.<sup>55</sup> Por los defectos de su diseño, las colillas de cigarrillo provocan incendios y ocasionan un daño a la vida del océano durante décadas. Como solución clave para enfrentar los daños del tabaco sobre el medio ambiente, los expertos recomiendan poner en marcha litigios y realizar intervenciones económicas para compensar el coste derivado de la mala conducta de la industria y sus daños sobre el medio ambiente.<sup>89</sup> Esto es coherente con el artículo 19 del CMCT de la OMS para llevar la industria del tabaco a rendir cuentas, incluso mediante compensaciones. Sin embargo, la industria tabacalera ha eludido su responsabilidad por los daños ambientales causados, deslocalizando sus operaciones a lugares donde las reglamentaciones son laxas o menos estrictas. Por ejemplo, como respuesta a las quejas por la contaminación del aire y ante las demandas por una regulación más estricta del tabaco en Uganda, British American Tobacco (BAT) trasladó sus instalaciones a Kenia.<sup>90</sup>

Pese a la magnitud comprobada de los impactos sobre el medio ambiente, nunca se ha presentado un litigio contra una empresa tabacalera para juzgar de su responsabilidad en los daños causados.<sup>91</sup> El artículo 6 del CMCT de la OMS (medidas relacionadas con los precios e impuestos para reducir la demanda de tabaco) contempla la necesidad de llevar la industria tabacalera a pagar por efectos colaterales negativos mediante un aumento de los impuestos sobre el tabaco. Según lo anterior, algunos países ya imponen recargos y cuotas con base en el principio de “quien contamina paga”.<sup>92, 93</sup> Las empresas tabacaleras se han resistido a cualquier forma de aumento de los impuestos sobre el tabaco,<sup>94</sup> inclusive los ingresos que por requisito estarían designados a pagar por los daños causados por el tabaco. Las empresas tabacaleras se han opuesto a las políticas que exigen que la industria del tabaco pague el costo de las actividades de limpieza,<sup>95</sup> en particular en el marco de las discusiones en curso en la Unión Europea,<sup>96</sup> Francia,<sup>97</sup> Irlanda,<sup>98</sup> el Reino Unido<sup>99</sup> y los Estados Unidos de América.<sup>100</sup>

## Anexo

### Cómo la industria del tabaco obstaculiza los Objetivos de Desarrollo Sostenible (ODS) de la ONU relacionados con el medio ambiente

ODS	Las empresas tabacaleras pretenden...	En realidad, las empresas tabacaleras...
<b>6.</b> Agua limpia y saneamiento	Promover el reciclaje del agua, proteger las cuencas hidrográficas y promover la gestión sostenible del agua	<b>Contaminan el agua y amenazan la vida acuática mediante los filtros de los cigarrillos y el uso de pesticidas.</b> <ul style="list-style-type: none"> <li>Las colillas de cigarrillo, que a menudo se desechan en los océanos, lagos y otras fuentes de agua, tienen sustancias tóxicas que repercuten en la calidad del agua potable.</li> </ul>
<b>12.</b> Producción y consumo responsables	Reducir el impacto sobre el medio ambiente de sus productos, por ejemplo mediante programas de prevención y de reciclaje de la basura.	<b>Generan 1.690 millones de libras de residuos tóxicos cada año, liberando miles de sustancias químicas en el aire, el agua y el suelo.</b> <ul style="list-style-type: none"> <li>Más de 4,5 billones de colillas no se eliminan adecuadamente, lo que las convierte en el desecho más importante del planeta.</li> </ul>
<b>13.</b> Acción por el clima	Mitigar los riesgos del cambio climático mediante programas de neutralidad de carbono	<b>Eluden la responsabilidad de compensar los daños medio ambientales causados por su negocio, y contribuyen a la deforestación a una velocidad de 200.000 hectáreas al año.</b> <ul style="list-style-type: none"> <li>Las empresas tabacaleras con frecuencia minimizan los daños que causan al medio ambiente.</li> </ul>
<b>14.</b> Vida submarina	Reducir el impacto de sus productos sobre el medio ambiente, gracias a medidas de prevención de desechos, y garantizar que los residuos cumplen la normativa gubernamental.	<b>Adoptan estrategias para mantener sus prácticas empresariales aunque afecten los sistemas acuáticos.</b> <ul style="list-style-type: none"> <li>Las empresas tabacaleras ofrecen donaciones a campañas que permiten sustraer las colillas de cigarrillo de cualquier reglamentación, cuando éstas son la basura más recogida en las operaciones de limpieza de playas.</li> <li>También contaminan las aguas y amenazan la vida acuática, por causa de los filtros de los cigarrillos y los pesticidas.</li> </ul>

Fuente: Sy D, Castillo C, Trivino D. How tobacco industry interference hinders the UN Sustainable Development Goals. Informe temático. STOP (Septiembre 2020).

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ODS	Las empresas tabacaleras pretenden...	En realidad, las empresas tabacaleras...
<b>15.</b> Vida de ecosistemas terrestres	Proteger la biodiversidad, especialmente en las áreas forestales afectadas	<p><b>Realizan supuestas actividades ambientales con el fin de desviar la atención de su responsabilidad por los daños causados al medio ambiente.</b></p> <ul style="list-style-type: none"> <li>• El cultivo de tabaco provoca la pérdida irreversible de árboles y biodiversidad.</li> <li>• El desbroce de tierras para el cultivo de tabaco y los incendios forestales provocados por los cigarrillos generan deforestación.</li> </ul>
<b>16.</b> Paz, justicia e instituciones sólidas	<p>“Combatir el comercio ilícito de productos del tabaco”,<sup>7</sup> y respaldar el estado de derecho y la transparencia</p> <p>Estar en contra de la “industria tabacalera ilegítima”, la cual es susceptible de “erosionar el estado de derecho y alterar la paz social al financiar las operaciones de las redes criminales”<sup>8</sup></p>	<p><b>Cabildean y sobornan a legisladores y responsables políticos para que actúen a favor de sus intereses comerciales. Debilitan, retrasan o frustran por completo la implementación de medidas que pueden salvar vidas, interponiendo demandas legales contra los gobiernos o eludiendo por completo sus disposiciones.</b></p> <ul style="list-style-type: none"> <li>• Está comprobado que las principales transnacionales del tabaco son cómplices del comercio ilícito; una gran mayoría de los cigarrillos que se trafican ilícitamente son “marcas blancas ilícitas” (illicit whites en inglés), definidas como productos producidos legalmente que luego introducen en los mercados ilícitos.</li> </ul>
<b>17.</b> Alianzas para lograr los objetivos	<p>Ser un socio en materia de salud, a pesar de los conflictos de intereses, para promover productos alternativos</p> <p>Aliarse con los gobiernos para luchar contra el comercio ilícito</p>	<p><b>Influyen en los legisladores y responsables políticos para que diluyan las medidas que pueden salvar vidas (como el aumento de los impuestos y la prohibición de la publicidad, la promoción y el patrocinio) y favorezcan sus intereses de comercialización de productos peligrosos y adictivos, socavando así los esfuerzos para alcanzar los ODS.</b></p> <p>Las actividades de RSE de la industria tabacalera relacionadas con los ODS están diseñadas para mejorar su imagen pública e inducir exenciones tributarias.</p> <p>Las empresas tabacaleras incitan la violación del tratado y sus leyes correspondientes, que prohíben asociarse con la industria tabacalera en general, y especialmente en los esfuerzos para combatir el comercio ilícito.</p>

Fuente: Sy D, Castillo C, Trivino D. How tobacco industry interference hinders the UN Sustainable Development Goals. Informe temático. STOP (Septiembre 2020).

## Referencias

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See: Thomas E. Novotny & Elli Slaughter. Tobacco Product Waste: An Environmental Approach to Reduce Tobacco Consumption. Current Environment Health Report(2014) 1:208–216 (6 May 2014). Available at: <https://link.springer.com/content/pdf/10.1007/s40572-014-0016-x.pdf>
2. PMI conducted a cigarette butt litter survey in 2020. The survey revealed:
  - i. 25 percent of adult smokers throw cigarette butts to the ground because they think it is normal to dispose a cigarette in this manner. Every one in eight individuals in the survey said they don't think its polluting.
  - ii. Smokers identified in the survey said they smoke 11 cigarettes per day, of which 60% are smoked outdoors, thereby creating ample chances of littering.
  - iii. Only 13% of individuals correctly identified plastic as the main component of cigarette filters.The main constituent of cigarette filters is 'cellulose acetate,' a bio-plastic that takes anything from three months to 15 years to decompose. This was also acknowledged in the PMI Integrated Report 2020.
3. Slaughter, Elli et al. "Toxicity of cigarette butts, and their chemical components, to marine and freshwater fish." Tobacco control vol. 20 Suppl 1,Suppl\_1 (May 2011):i25-9. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3088407/> :#text=Background,in%20cigarettes%20prepared%20for%20consumption.
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5. Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. Tobacco Control (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/2/191>
6. In Cambodia, tobacco farmers buy firewood for curing tobacco. They also cut and use fuel wood as well as rubber trees, a useful economic product, for tobacco curing. In Kenya, soil erosion, widespread deforestation, cutting of indigenous trees for curing, water pollution as well as change in flow patterns of local streams have been documented, all due to tobacco plantations. In Brazil, reduced forest land cover, soil depletion as well as abundant agrochemical residues in waterways located closest to tobacco cultivating communities were found, severely impacting natural hydrological systems.  
See: Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. Tobacco Control (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/2/191>
7. "Article 2 of the Convention on Biological Diversity defines an 'ecosystem' as a dynamic complex of plant, animal and micro-organism communities and their non-living environment interacting as a functional unit".  
See: Convention on Biological Diversity (CBD) (1992). Article 2 Use of Terms. Available at: <https://www.cbd.int/kb/record/article/6872?RecordType=article>  
"The term 'ecosystem' can refer to any functioning unit at any scale which is determined by the problem being addressed."  
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See: New UN Decade on Ecosystem Restoration offers unparalleled opportunity for job creation, food security and addressing climate change opportunity. UNEP (2019). Available at: <https://www.unep.org/news-and-stories/press-release/new-un-decade-ecosystem-restoration-offers-unparalleled-opportunity>  
"The objective of ecosystem restoration is to contribute to the conservation and sustainable use of biodiversity as well as create social, economic and environmental benefits, whereby healthy and connected ecosystems should contribute to improve food and water security, peoples' livelihoods and to mitigate and adapt to climate change."  
See: 'Decision XIII/5. Ecosystem restoration: short-term action plan,' in, p. 10. CBD (2019). Available at:<https://www.cbd.int/doc/decisions/cop-13/cop-13-dec-05-en.pdf>  
"Ecosystem restoration substantially supports the objectives of international agreements and global objectives, including the Sustainable Development Goals (specifically Target 6, 14, and 15), the Strategic Plan for Biodiversity 2011-2020 (specifically Target 15), the Paris Agreement, the Land Degradation Neutrality goal, the Global Forest Goals, and the Ramsar Convention on Wetlands."  
See: What is ecosystem restoration? International Union for Conservation of Nature (no date). Available at: [https://www.iucn.org/sites/dev/files/content/documents/what\\_is\\_ecosystem\\_restoration.pdf](https://www.iucn.org/sites/dev/files/content/documents/what_is_ecosystem_restoration.pdf)
8. In low- and middle-income countries, land clearing for tobacco cultivation has depleted forest reserves. In Tanzania, expanding cultivations can only be done by clearing virgin forest lands for their increased yield and disease-free soil. According to Abdallah et al, 69% of tobacco cultivators in Urambo District clear new woodland every season for tobacco farming and only 25% of them grow on the same area for two successive seasons, while only a mere 6% do so for more than two successive seasons. This type of 'shifting cultivation' accounts for 96% of deforestation in the area, making tobacco farming a massive threat to forest biomes.  
See: Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. Tobacco Control (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/2/191>
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17. "Most cigarettes are lit using matches or gas-filled lighters. If, for example, one wooden match is used to light two cigarettes, the six trillion cigarettes smoked globally each year would require the destruction of about nine million trees to produce three trillion matches."  
See: Novotny, Thomas E et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." *Bulletin of the World Health Organization* vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
18. "The production of Virginia tobacco (for which there is higher demand and therefore higher price) requires flue curing, which is performed in kilns by burning wood at constant heat temperatures for several days. Thus, for this type of crop, farmers in LMICs must acquire wood from the surrounding forests, their own land, or from public lands. These wood resources are less and less available as a result of shifting cultivation."  
"As a major factor contributing to crop-specific deforestation, the global mean of flue-cured produce using wood is only about 12%, but increases to a mean 62% in the producer countries with minor-to-serious tobacco-related deforestation."  
See: Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. *Tobacco Control* (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/2/191>
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27. "There are also environmental impacts of manufacturing and disposing of the plastic, metal and butane used in making cigarette lighters." See: Novotny, Thomas E et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." Bulletin of the World Health Organization vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
28. The tobacco industry is very much aware of the scope and extent of environmental harms it causes. For example, Philip Morris International (PMI) acknowledged that selling of electronic smoking devices leads to worsening of the water and energy used (PMI, 2016). The Lifecycle Analysis reports by PMI for the so-called reduced-risk products (RRPs) clearly showed the impact of product development, manufacturing and distribution on their ecological footprint (PMI, 2017). The tobacco industry has refused to implement practices that could reduce the waste generated from manufacture and disposal of their products. Cigarette filters have been proven to do more harm than good to both health and the environment. They were developed as a consequence of growing fears in consumers regarding health harms of cigarette use and are, in reality, unnecessary appendages to the cigarette. Yet, the industry has done nothing to reduce its ecological impact of cigarette production, use and disposal. See: Hendlin, Y.H., Bialous, S.A. The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting. *Ambio* 49, 17–34 (January 2020). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3> citeas  
See also: "Unlike petrochemical-derived plastic products such as straws and plastic cutlery, cigarette filters do biodegrade, but not quickly enough currently to avoid any short-term littering problems." -BAT, Integrated Report 2020
29. "Electronic cigarettes may contain batteries that require special disposal as well as chemicals, packaging and other non-biodegradable materials. The US Federal Emergency Management Agency (FEMA) has expressed concerns about the flammability and lack of product regulation of electronic cigarettes and their components." See: Novotny, Thomas E et al. The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption. Bulletin of the World Health Organization [online]. 2015, v. 93, n. 12 , pp. 877-880. Available from: <https://www.who.int/bulletin/volumes/93/12/15-152744/en/>
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34. FTSE 100 – the 5 highest ESG rated companies.  
See: Sophie Lund-Yates, Equity Analyst. Hargreaves Lansdown (3 March 2021). Available at: <https://www.hl.co.uk/news/articles/ftse-100-the-5-highest-esg-rated-companies>  
See also: Philip Morris International Recognized Among World's Top Sustainable Businesses with "Triple A" Score from CDP. BusinessWire India (10 December 2020). Available at: <https://www.businesswireindia.com/philip-morris-international-recognized-among-worlds-top-sustainable-businesses-with-triple-a-score-from-cdp-70732.html>
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See also: "Because tobacco's particular harm to human and environmental health, and the non-essential status of the product, mandating data transparency for tobacco manufacturing warrants prioritization. Policies to provide a mechanism for outside accounting could consider tobacco product taxes to account for environmental impact, and then allow independent auditing of the tobacco industry using state funds, creating a financial firewall between industry and CSR assurance agencies." See: Hendlin, Y.H., Bialous, S.A. The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting. *Ambio* 49, 17–34 (January 2020). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3>
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43. Keep America Beautiful (KAB) is funded by Philip Morris USA, an Altria company as well as Reynolds American International and Santa Fe Natural Tobacco Company, companies under British American Tobacco; and runs programs such as 'Cigarette Litter Prevention Programme.' KAB has been criticised for being a corporate greenwashing front group. Unsmoke Canada Cleanups is another initiative that organises litter clean-ups. It is funded by Rothmans, Benson & Hedges Inc., a Philip Morris International subsidiary.  
See: Greenwashing. Tobacco Tactics (21 December 2020). Available at: <https://tobaccotactics.org/wiki/greenwashing/>  
See also: KAB funds informational and educational tools on littering. Its Cigarette Litter Prevention Program includes enforcing litter laws, raising awareness, placing ash receptacles at public places and distributing pocket or portable ashtrays.  
See: Cigarette Litter Prevention Program by Keep America Beautiful.
44. The tobacco industry's response to such environmental harms was to work with agricultural front groups and partnering with renowned organisations in order to lobby against tobacco control measures. Through these front groups such as ITGA, tobacco companies worked with sympathetic businessmen and politicians. The tobacco companies also encouraged excessive use of hazardous agrochemicals as well as shifting cultivation to virgin fertile lands. Their deceptive CSR programs shift attention away from real issues, such as keeping tobacco prices very low, socio-economic inequalities, child labour, health hazards, undermining the voices of farmers, instead of addressing them.  
See: Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. *Tobacco Control* (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/2/191>
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Sustainable Tobacco Programme. British American Tobacco. Available at: [https://www.bat.com/group/sites/ukmedMDAZRHP.pdf?openelement9d9kcy.nsf/vwPagesWebLive/DO9QEGXN/\\$FILE/Sustainability- Respecting Human Rights. Japan Tobacco. Available at: \[https://www.jt.com/sustainability/human\\\_rights/index.html\]\(https://www.jt.com/sustainability/human\_rights/index.html\)See also: "tobacco industry's efforts to reduce their environmental harms amount to CSR initiatives displaying a lack of transparency and independent verification, that limit objective assessment of the environmental impact of tobacco manufacturing." See: Hendlin, Y.H., Bialous, S.A. The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting. \*Ambio\* 49, 17–34 \(January 2020\). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3>](https://www.bat.com/group/sites/ukmedMDAZRHP.pdf?openelement9d9kcy.nsf/vwPagesWebLive/DO9QEGXN/$FILE/Sustainability- Respecting Human Rights. Japan Tobacco. Available at: https://www.jt.com/sustainability/human_rights/index.html)

46. As highlighted in the report by Genevieve et al., auditing as a mechanism of transnational governance is exclusionary and failing. Audit regimes designed to work for corporations have begun to gain acceptance, despite a failure to detect underlying issues that, if addressed, can lead to far more beneficial changes to environmental as well as labour standards. Regulatory authority by governments and NGOs call for ethical audit mechanisms as an effective means of governing global change. However, auditing is helping retailers legitimize and expand their businesses as well as increase their supply chain, while also advancing their social license to operate while maintaining a 'responsible' image. It is also helping retailers monitor over their decentralized system of global production, thus perpetuating the cycle of inequality, corporate power, environmental harms and more; and creates only an illusion of the global supply chain rather than portray its dark reality. While the pressure for an accountable and transparent approach to corporate functioning has been increasing, these audit regimes are being used to preserve the retail business models which focus on cheap labour, cheap goods, low prices and short-term purchase contracts.  
See: Genevieve LeBaron, Jane Lister & Peter Dauvergne (2017) Governing Global Supply Chain Sustainability through the Ethical Audit Regime, *Globalizations*, 14:6, 958-975. Available at: <https://www.tandfonline.com/doi/full/10.1080/14747731.2017.1304008>
47. Instead of exhibiting authentic CSR, the tobacco companies use such programs, especially in the production sector, to ward-off tobacco control regulations.  
See: The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting. Hendlin, Y.H., Bialous, S.A. *Ambio* 49, 17–34 (2020). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3>
48. Ocean Conservatory, International Coastal Cleanup Report 2015.; United Nations Development Programme. Available at: <https://oceanconservancy.org/wp-content/uploads/2017/04/2015-Ocean-Conservancy-ICC-Report.pdf>  
Cited in: Discussion Paper: The WHO Framework Convention on Tobacco Control: An Accelerator for Sustainable Development. WHO Framework Convention on Tobacco Control and United Nations Development Program (26 May 2017). Available at: <https://www.who.int/fctc/implementation/publications/who-fctc-undp-wntd-2017.pdf>
49. Slaughter, Elli et al. "Toxicity of cigarette butts, and their chemical components, to marine and freshwater fish." *Tobacco control* vol. 20 Suppl\_1,Suppl\_1 (2011): i25-9. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3088407/#:text=Background,in%20cigarettes%20prepared%20for%20consumption>.
50. Although cigarette filters eventually decompose into smaller pieces, their toxic components and plastic pieces may never disappear from water and soil and can continue to leach chemicals for up to 10 years.  
See: Novotny, T.E., Slaughter, E. *Tobacco Product Waste: An Environmental Approach to Reduce Tobacco Consumption*. *Curr Envir Health Rpt* 1, 208–216 (May 2014). Available at: <https://link.springer.com/article/10.1007/s40572-014-0016-x>  
See also: PMI conducted a cigarette butt litter survey in 2020. The survey revealed  
i. 25 percent of adult smokers throw cigarette butts to the ground because they think it is normal to dispose a cigarette in this manner. Every one in eight individuals in the survey said they don't think it's polluting.  
ii. Smokers identified in the survey said they smoke 11 cigarettes per day, of which 60% are smoked outdoors, thereby creating ample chances of littering.  
iii. Only 13% of individuals correctly identified plastic as the main component of cigarette filters.  
The main constituent of cigarette filters is 'cellulose acetate,' a bio-plastic that takes anything from three months to 15 years to decompose. This was also acknowledged on the PMI Integrated Report 2020.
51. "Effects of leachate from cellulose acetate vs cellulose cigarette butts were tested." "Cigarette butt leachate (5 butts L<sup>-1</sup>) was acutely toxic to freshwater invertebrates." "After 120 h leachate from 1 butt L<sup>-1</sup> killed 60% of juvenile *B. tentaculata*."  
"There was a decrease in activity in invertebrates exposed to 1 butt L<sup>-1</sup> leachate." "Leachate from biodegradable butts caused the same impact as conventional butts."  
See: Dannielle Senga Green, Louise Kregting and Bas Boots. *Smoked cigarette butt leachate impacts survival and behaviour of freshwater invertebrates*. *Environmental Pollution*, Volume 266, Part 3, 2020, 115286, ISSN 0269-7491 (November 2020). Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0269749120359741>  
See also: P. Dilip Venugopal, Shannon K. Hanna, Gregory G. Gagliano and Hoshing W. Chang. *No Butts on the Beach: Aquatic Toxicity of Cigarette Butt Leachate Chemicals*. *Tobacco Regulatory Science* (Jan 2021); 7(1): 17–30. Available from: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7849351/>
52. "With almost 90% of tobacco leaf production and the majority of cigarette consumption now concentrated in the less developed regions, the environmental burden and the many risks associated with tobacco are largely borne by lower-income countries. Thus, for example, while Malawi and Tanzania are among the top 10 tobacco growing countries, they consume less than 5% of the tobacco they produce. At the same time, in the UK, Canada, Portugal, and Austria, with no or very little domestic tobacco leaf or cigarette production, smoking cigarettes, literally means burning other countries' resources."  
See: Maria Zafeiridou, Nicholas S Hopkinson and Nikolaos Voulvoulis. *Cigarette Smoking: An Assessment of Tobacco's Global Environmental Footprint Across Its Entire Supply Chain*. *Environ. Sci. Technol.* 2018, 52, 15, 8087–8094 (3 July 2018). Available at: <https://pubs.acs.org/doi/10.1021/acs.est.8b01533>
53. Hendlin, Y.H., Bialous, S.A. *The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting*. *Ambio*; 49, 17–34 (2020). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3>
54. Waste generated from cartons and cigarette packaging alone generates 2 million tonnes of solid waste annually. These figures are comparable with 1.83 million tonnes of plastic waste generated annually by plastic water bottles.  
See: Novotny, Thomas E et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." *Bulletin of the World Health Organization* vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
55. Low- and Middle-income countries tend to have higher smoking rates as a result of targeting by the tobacco industry, and suffer from systemic inequities, making it harder for them to access healthcare, educational tools and cessation resources. In addition, they have inequitable waste management, which can worsen from cigarette butt pollution.  
See: Tiny but Deadly: Cigarette Butts Are The Most Commonly Polluted Plastic. The Great Global Cleanup. Earth Day (28 August 2020). Available at: <https://www.earthday.org/tiny-but-deadly-cigarette-butts-are-the-most-commonly-polluted-plastic/>

56. Tobacco growing takes up a lot of water and disperses toxins to waterways.  
See: Slaughter, Elli et al. "Toxicity of cigarette butts, and their chemical components, to marine and freshwater fish." *Tobacco control* vol. 20 Suppl 1,Suppl\_1 (2011): i25-9. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3088407/> :#text=Background,in%20cigarettes%20prepared%20for%20consumption.
57. Studies have confirmed the serious threat of deforestation and soil erosion as a result of tobacco cultivation.  
See: Sauer, Johannes, and Jumanne M. Abdallah. "Forest diversity, tobacco production and resource management in Tanzania." *Forest Policy and Economics* 9.5 (January 2007): 421-439. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S1389934105001255?via%3Dihub>  
See also: Mangora, M.M. Ecological impact of tobacco farming in miombo woodlands of Urambo District, Tanzania. *African Journal of Ecology* (December 2005), 43: 385-391. Available at: [https://onlinelibrary.wiley.com/doi/full/10.1111/j.1365-2028.2005.00603.x?casa\\_token=iyzW6vIn700AAAAA%3AvLghnpcJRYHvkklpq9Ds1LCPFabAQJB](https://onlinelibrary.wiley.com/doi/full/10.1111/j.1365-2028.2005.00603.x?casa_token=iyzW6vIn700AAAAA%3AvLghnpcJRYHvkklpq9Ds1LCPFabAQJB)  
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See also: Abdallah, J. M., et al. "Impact of flue-cured Virginia on Miombo woodland: a case of small-scale flue-cured Virginia production in Iringa region, Tanzania." *DiscovInnov* 19 (2007): 92-106. Available at: [https://www.researchgate.net/profile/Jumanne-Abdallah/publication/289110125\\_Impact\\_of\\_flue-cured\\_Virginia\\_on\\_Miombo\\_woodland\\_A\\_case\\_of\\_small-scale\\_flue-cured\\_Virginia\\_production\\_in\\_Iringa\\_region\\_Tanzania/links/5fa41c3592851cc28696255d/Impact-of-flue-cured-Virginia-on- Miombo-woodland-A-case-of-small-scale-flue-cured-Virginia-production-in-Iringa-region-Tanzania.pdf](https://www.researchgate.net/profile/Jumanne-Abdallah/publication/289110125_Impact_of_flue-cured_Virginia_on_Miombo_woodland_A_case_of_small-scale_flue-cured_Virginia_production_in_Iringa_region_Tanzania/links/5fa41c3592851cc28696255d/Impact-of-flue-cured-Virginia-on- Miombo-woodland-A-case-of-small-scale-flue-cured-Virginia-production-in-Iringa-region-Tanzania.pdf)  
See also: Chapman, S. "Tobacco and deforestation in the developing world." *Tobacco Control* vol. 3,3 (September 1994): 191-193. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1759351/pdf/v003p00191.pdf>  
See also: Geist HJ. Global assessment of deforestation related to tobacco farming. *Tobacco Control* (March 1999); 8:18-28. Available at: <https://tobaccocontrol.bmjjournals.org/content/8/1/18>
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60. In Tanzania, the Global Environment Facility and United Nations Development Programme (UNDP) have helped farmers shift from tobacco farming to growing tomatoes.  
See: T. Lee. Country practices in the implementation of Article 17 (Economically sustainable alternatives to tobacco growing) of the WHO Framework Convention on Tobacco Control. WHO FCTC (December 2019). Available at: <https://www.who.int/fctc/implementation/publications/country-practices-implementation-article-17-WHO-FCTC.PDF>
61. In Kenya, International Bamboo and Rattan Organisation (INBAR) has helped farmers switch to bamboo plantations, which has created a positive impact on the land and livelihood of the farmers.  
See: Bamboo as an Alternative to Tobacco. Inbar News (June 2017). Available at: <https://www.inbar.int/bambootobaccoalternative/>
62. Discussion Paper: The WHO Framework Convention on Tobacco Control: An Accelerator for Sustainable Development. WHO Framework Convention on TobaccoControl and United Nations Development Program (26 May 2017). Available at: <https://www.who.int/fctc/implementation/publications/who-fctc-undp-wtd-2017.pdf>
63. Novotny, T.E. et al. propose seven policy recommendations and suitable alternatives to tobacco production which are more environmentally-oriented. First, identify and monitor health effects associated with tobacco production. Second, support farmers and their children in freeing themselves from the unsafe and unfair agricultural practices. Third, tighten tobacco production regulations to prevent further deforestation and land degradation. Fourth, implement extended producer responsibility (EPR) on the tobacco industry to reduce and prevent waste. Fifth, extend tobacco sale regulations to eliminate use of single-use filters, including biodegradable ones, to reduce waste. Sixth, recover the cost of industry misconduct and environmental damages through litigation and economic interventions. Seventh, improve and enforce environmental regulations and agreements that can be applied to tobacco manufacturing, transport and management of post-consumption waste.  
See: Novotny, T.E. et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." *Bulletin of the World Health Organization* vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
64. "British American Tobacco, whose brands include Lucky Strike and Rothmans, said in a statement it would work with the government to educate smokers, and distribute pocket ashtrays. But it rejected new taxes. It is not up to companies, smokers or citizens to pay, via additional taxes, for the cost linked to the clean-up of cigarette butts," BAT public affairs director Eric Sensi-Minautier said. Imperial Brands, which sells the French Gauloises and Gitane brands, said it encouraged smokers to dispose of butts responsibly. It said it had no plans to alter its filters to make them less polluting."  
See: France orders tobacco industry: stub out cigarette butt pollution. Geert De Clercq. Reuters (14 June 2018) Available at: [https://www.reuters.com/article/instant-article\\_idINKBN1JA257](https://www.reuters.com/article/instant-article_idINKBN1JA257) Also available at: <https://www.egypttoday.com/Article/1/52148/France-orders-tobacco-industry-stub-out-cigarette-butt-pollution>  
See also: Saabira Chaudhuri. The World's Most Littered Item Comes Under Fire. The Wall Street Journal (31 July 2019). Available at: <https://www.wsj.com/articles/the-worlds-most-littered-item-comes-under-fire-11564580324>  
See also: PMI Launches "Our World Is Not an Ashtray" Initiative and Aims to Halve Plastic Litter from Products by 2025. (16 July 2020).  
See also: PMI: We can reduce littering: Three inspiring campaigns that prove change is possible (14 Jul 2020)
65. WHO Report on the Global Tobacco Epidemic, 2019. Geneva: World Health Organization (25 July 2019). Licence: CC BY-NC-SA 3.0 IGO. Available at: <https://www.who.int/teams/health-promotion/tobacco-control/who-report-on-the-global-tobacco-epidemic-2019>

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66. Curtis, C. et al. "Extended Producer Responsibility and Product Stewardship for Tobacco Product Waste." International journal of waste resources vol. 4,3(2014): 157. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4597783/>
67. "Environmental principles underlying the Model Tobacco Waste Act: EPR is a policy principle that promotes environmental protection by extending the responsibilities of the producer across the product's entire life cycle. As set out by Lindqvist, EPR addresses three core tenets:
  1. Internalise the environmental cost of products into their retail price.
  2. Shift the economic burden of managing toxicity and other environmental harm associated with postconsumer waste from local governments and taxpayers, to producers. Provide incentives to producers to incorporate environmental considerations into the design of their products."See: Clifton C., Novotny T.E., Lee K., Freiberg M. and McLaughlin I. Tobacco industry responsibility for butts: A Model Tobacco Waste Act. *TobaccoControl* (2017); 26:113-117. Available at: <https://tobaccocontrol.bmj.com/content/26/1/113>
68. Tobacco Product waste can be prevented and reduced by banning smoking in outdoor areas and workplaces, applying additional fees for litter caused by tobacco products, asking tobacco companies and sellers to pay for clean-ups, and enforcing fines for littering. Other possible interventions include banning of disposable or single-use filters, litigation for damages, and classifying tobacco product waste (TPW) as hazardous waste and labelling products accordingly.  
See: Clifton C., Novotny T.E., Lee K., Freiberg M. and McLaughlin I. Tobacco industry responsibility for butts: A Model Tobacco Waste Act. *TobaccoControl* (2017); 26:113-117. Available at: <https://tobaccocontrol.bmj.com/content/26/1/113>  
See also: Novotny, T.E., Slaughter, E. Tobacco Product Waste: An Environmental Approach to Reduce Tobacco Consumption. *Curr Envir Health Rpt* 1, 208–216 (May 2014). Available at: <https://link.springer.com/article/10.1007/s40572-014-0016-x>
69. Novotny and Thomas et al. propose seven policy recommendations and suitable alternatives to tobacco production which are more environmentally-oriented. First, identify and monitor health effects associated with tobacco production. Second, support farmers and their children in freeing themselves from the unsafe and unfair agricultural practices. Third, tighten tobacco production regulations to prevent further deforestation and land degradation. Fourth, implement extended producer responsibility (EPR) on the tobacco industry to reduce and prevent waste. Fifth, extend tobacco sale regulations to eliminate use of single-use filters, including biodegradable ones, to reduce waste. Sixth, recover the cost of industry misconduct and environmental damages through litigation and economic interventions. Seventh, improve and enforce environmental regulations and agreements that can be applied to tobacco manufacturing, transport and management of post-consumption waste.  
See: Novotny, Thomas E et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." *Bulletin of the World Health Organization* vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
70. Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. *Tobacco Control* (February 2012);21:191-196. Available at: <https://tobaccocontrol.bmj.com/content/21/2/191>
71. "In response to rising international criticism, the multinational tobacco industry commissioned a report to evaluate its impact on global deforestation. Known as the International Forest Sciences Consultancy report, it was commissioned by the International Tobacco Information Centre (INFOTAB) and published in 1986 by AI Fraser. The report described fuel wood consumption for tobacco agriculture in Argentina, Brazil, Kenya, Malawi, Zimbabwe, India and Thailand, then extrapolated the data to 69 other tobacco-growing developing countries. Unsurprisingly, the study showed a remarkably low average specific fuel consumption (SFC) index of 7.8 kg of wood/kg of tobacco, much lower than the reported, but also criticised, estimates of 100 kg to 230 kg of wood/kg of tobacco."  
See: Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. *Tobacco Control* 2012;21:191-196. Available at: <https://tobaccocontrol.bmj.com/content/21/2/191>
72. Lecours N, Almeida GEG, Abdallah JM, et al. Environmental health impacts of tobacco farming: a review of the literature. *Tobacco Control* 2012;21:191-196. Available at: <https://tobaccocontrol.bmj.com/content/21/2/191>
73. "In Thailand, Philip Morris International funds environmental projects to achieve their own ends by supporting villagers in tobacco growing regions. For example, funding the Phrae Provincial Administrative Organization (PPAO) to create dams in their region to provide water for agricultural production and fire prevention."  
See: The Tobacco Industry And Corporate Social Responsibility (CSR): An Overview From South East Asia. *South East Asia Tobacco Industry Surveillance and Monitoring Program (SIS)*, SEATCA (June 2011). Available at: <https://seatca.org/dmdocuments/CSR%20fact%20sheet.pdf>
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See also: Tobacco Industry Front Group: The International Tobacco Growers' Association. Campaign for Tobacco-Free Kids (November 2011). Available at: [https://www.tobaccofreekids.org/assets/global/pdfs/en/IW\\_interference\\_ITGA\\_fact\\_sheet.pdf](https://www.tobaccofreekids.org/assets/global/pdfs/en/IW_interference_ITGA_fact_sheet.pdf)
81. ITGA claims "The aim of the association is to share non-competitive information and monitor market conditions, build mutual understanding and protect members and their dependents. Its policies and activities are developed by the growers to further their own interests." However, tobacco Industry documents reveal that the true intention behind ITGA is to advance tobacco industry lobbying, especially in developing countries. In the early nineties, one of ITGA's specific aim was to dilute WHO's tobacco control efforts. They expanded UN's work on tobacco beyond the WHO. They stressed that a successful 'Tobacco and Health Program' will cause a negative socio-economic impact on countries that produce tobacco.  
See: Emma Must. ITGA uncovered: Unravelling the spin – the truth behind the claims. PATH Canada Guide (June 2001). Available at: <https://healthbridge.ca/images/uploads/library/itgabr.pdf>
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See also: Assunta M. Tobacco industry's ITGA fights FCTC implementation in the Uruguay negotiations. *Tobacco Control* (May 2012);21:563-568. Available at: <https://tobaccocontrol.bmjjournals.org/content/21/6/563.long>
87. "Our voices are being drowned out by false promises of economic prosperity from cigarette makers and leaf buying companies. Smallholder and tenant farmers in Malawi do not share the same views as the tobacco industry when it comes to our future. In the short term, tobacco companies are interested in profit and the addiction to smoking by our people is in direct opposition to the long-term goal of ensuring safe, resilient livelihoods for smallholder and tenant farmers, as well as the vast majority of the people of Malawi."  
See: Tobacco Tenants and Allied Workers Union Of Malawi (TOAWUM)'s letter to the President of the Republic of Malawi (10 October 2014).
88. Agricultural Transformation Initiative (ATI), Foundation for a Smoke-Free World.
89. Novotny, T.E. et al. propose seven policy recommendations and suitable alternatives to tobacco production which are more environmentally-oriented. First, identify and monitor health effects associated with tobacco production. Second, support farmers and their children in freeing themselves from the unsafe and unfair agricultural practices. Third, tighten tobacco production regulations to prevent further deforestation and land degradation. Fourth, implement extended producer responsibility (EPR) on the tobacco industry to reduce and prevent waste. Fifth, extend tobacco sale regulations to eliminate use of single-use filters, including biodegradable ones, to reduce waste. Sixth, recover the cost of industry misconduct and environmental damages through litigation and economic interventions. Seventh, improve and enforce environmental regulations and agreements that can be applied to tobacco manufacturing, transport and management of post-consumption waste. See: Novotny, Thomas E et al. "The environmental and health impacts of tobacco agriculture, cigarette manufacture and consumption." *Bulletin of the World Health Organization* vol. 93,12 (December 2015): 877-80. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4669730/>
90. In 2013, local leaders in Uganda complained of fouled air near the British American Tobacco (BAT) Ugandan plant, and the Parliament called for stricter regulations of production and sale of tobacco in the country. Soon after, BAT moved its facilities from Uganda to Kenya. In such cases, to preempt government regulation and cost-effective measures, the tobacco industry cloaks its actions in the garb of selflessness and environmental concerns, whereas they are the results of public pressure.  
See: Hendlin, Y.H., Bialous, S.A. The environmental externalities of tobacco manufacturing: A review of tobacco industry reporting. *Ambio*; 49, 17–34 (2020). Available at: <https://link.springer.com/article/10.1007/s13280-019-01148-3>

91. Litigation against tobacco companies, especially in USA, have mostly been focused on recovering smoking related government-funded healthcare costs. In case of environmental harms, EPR could be invoked to hold tobacco companies responsible for clean-up costs and other related damages. Under EPR, manufacturers are held responsible for environmental damages through class action lawsuits, which are based on two notions- negligence (failure to prevent environmental damages) and nuisance (disruption of 'right to quiet enjoyment'). Litigation by governments or local entities can be considered as an effective means to recover costs of environmental clean-up. See: Thomas E. Novotny & Elli Slaughter. Tobacco Product Waste: An Environmental Approach to Reduce Tobacco Consumption. *Curr Envir Health Rpt* (2014) 1:208–216. Available at: <https://link.springer.com/content/pdf/10.1007/s40572-014-0016-x.pdf>
92. D. Sy. Tobacco Industry Accountability and Liability in the Time of COVID-19. STOP (28 July 2020). Available at: [https://exposetobacco.org/wp-content/uploads/TI\\_Accountability\\_Policy\\_Brief.pdf](https://exposetobacco.org/wp-content/uploads/TI_Accountability_Policy_Brief.pdf)
93. Gail Hurley, Dudley Tarlton. Helping Zambia's farmers ditch tobacco. UN Development Programme (30 May 2019). Available at: <https://undp.medium.com/helping-zambias-farmers-ditch-tobacco-19384a54323c>  
See also: Gail Hurley, Dudley Tarlton. How incentivizing small tobacco farmers can change livelihoods. Devex Opinion (8 May 2018). Available at: <https://www.devex.com/news/opinion-how-incentivizing-small-tobacco-farmers-can-change-livelihoods-92669>  
See also: Tax Reform Case Study: Philippines. Campaign for Tobacco Free Kids (June 2017). Available at: [https://www.tobaccofreekids.org/assets/global/pdfs/en/Philippines\\_Tax\\_Reform\\_Case\\_Study.pdf](https://www.tobaccofreekids.org/assets/global/pdfs/en/Philippines_Tax_Reform_Case_Study.pdf)  
See also: The Master Settlement Agreement: An Overview. Public Health Law Center (November 2018). Available at: <https://publichealthlawcenter.org/sites/default/files/resources/MSA-Overview-2018.pdf>
94. Sy, D. Tobacco Industry Interference and Tobacco Taxation. B2B #12. July 2020, University of Cape Town. REEP Back to Basics Policy Brief (July 2020). Available at: [https://untobaccocontrol.org/kh/taxation/wp-content/uploads/sites/3/2020/09/KH\\_1pager-12\\_Tobacco-Industry-Interference-Taxation.pdf](https://untobaccocontrol.org/kh/taxation/wp-content/uploads/sites/3/2020/09/KH_1pager-12_Tobacco-Industry-Interference-Taxation.pdf)
95. Synopsis Report Stakeholder Consultation: Proposal for Directive of the European Parliament and of the Council on the reduction of the impact of certain plastic products on the environment. European Commission (28 May 2018); pg4. Available at: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=SWD:2018:0257:FIN:EN:PDF>
96. "Member states would have to ensure that tobacco companies cover the costs of waste collection for those products, including transport, treatment and litter collection." See: Plastic Oceans: MEPs back EU ban on throwaway plastics by 2021. European Parliament News/ Press Release (24 October 2018). Available at: <https://www.europarl.europa.eu/news/en/press-room/20181018IPR16524/plastic-oceans-meps-back-eu-ban-on-throwaway-plastics-by-2021>
97. Geert De Clercq. France orders tobacco industry: stub out cigarette butt pollution. Reuters (14 June 2018) Available at: [https://www.reuters.com/article/instant-article\\_idINKBN1JA257](https://www.reuters.com/article/instant-article_idINKBN1JA257)
98. "One key aspect of the plan will be to place the costs associated with cleaning up cigarette butt litter on the tobacco industry." See: Adam Higgins. No Ifs or Butts- Government considers placing cost of cigarette butt cleanup on tobacco industry. The Sun (30 December 2019). Available at: <https://www.thesun.ie/news/4935971/government-cost-cigarette-butt-clean-up-tobacco-industry/>
99. "Britain is considering a plan to force big tobacco companies to pay the 40 million pound (\$55 million) annual cost of cleaning up discarded cigarette butts." See: Guy Faulconbridge. UK warns big tobacco firms: You should pay for cleaning up cigarette butts. Reuters (30 March 2021). Available at: <https://www.reuters.com/article/us-britain-tobacco-idUSKBN2BM1BZ>  
See also: Correspondence: Smoking related litter roundtable meeting, 2 September 2020. Department for Environment Food & Rural Affairs (28 September 2020). Available at: <https://www.gov.uk/government/publications/defra-engagement-with-the-tobacco-industry-on-litter/smoking-related-litter-roundtable-meeting-2-sep-2020>  
See also: On December 2013, in order to comply with WHO FCTC, Department for Environment, Food and Rural Affairs (DEFRA) cut all links with Keep Britain Tidy, an environmental campaign group co-founded by Imperial Tobacco.  
See: CSR: Imperial and Love Where You Live. Tobacco Tactics (27 April 2020). Available at: <https://tobaccotactics.org/wiki/csr-imperial-and-love-where-you-live/>
100. Heidi Sanborn. Commentary: Big Tobacco and e-cigarette companies should help clean up their mess. Call Matters (13 May 2019). Available at: <https://calmatters.org/commentary/2019/05/toxic-tobacco/>  
See also: Arlene Karidis. Who's Doing What to Tackle Cigarette Litter. Waste 360 (4 November 2020). Available at: <https://www.waste360.com/waste-reduction/whos-doing-what-tackle-cigarette-litter>.  
Please note: Waste 360 article promotes 2 tobacco industry linked clean-up efforts. Keep America Beautiful and Keep Britain Tidy (the latter has cut ties with TI in 2013). There have been massive cleanup efforts around the globe, but mostly done locally by volunteers, and or at a cumulative expense of billions of dollars to cities and counties. Some regions have pushed for policy around cigarette litter; just this year, three U.S. states tried to move legislation to address the problem. And the European Union is working to pass the costly clean-up tab onto tobacco manufacturers.



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Global Center for  
Good Governance  
in Tobacco Control



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