

SDGs

Pocket Book

FCTC



SDG s Sustainable Development Goals

FCTC Framework Convention on Tobacco Control



Japan Society for Tobacco
Control, General incorporated

SUSTAINABLE
DEVELOPMENT GOALS

Introduction

The Sustainable Development Goals (SDGs) were adopted by the United Nations General Assembly in September 2015, and all member countries and regions should achieve these “17 development goals” by 2030.

Tobacco regulations are included in the SDGs; and while the manufacture, sale and consumption of tobacco products have negative impacts on almost all development goals, this is generally not known.

So the Japan Society for Tobacco Control in April 2022 would like to make this situation better known.

"Four initiatives to achieve SDGs"

were formulated as described below.



UN General Assembly resolution (excerpt)

30. To develop measures against non-infectious diseases, we plan to advance SDGs by implementing the following measures with domestic and international cooperation

(v) Based on the United Nations Development Assistance framework, incorporate measures against non-infectious diseases into national health policies. At the 6th Conference of the Parties to the Framework Convention on Tobacco Control (FCTC), it was resolved to promote the FCTC as a significant goal for promoting health in general, with collaboration from the public.

Resolution of the 6th Conference of the Parties to the FCTC (excerpt)

17) The Conference of the Parties affirms that promoting tobacco control by implementing the FCTC is a priority for the SDGs and resolves to promote tobacco control campaigns with everyone who is interested.

Initiative 1

The promotion of tobacco control in SDG 3.a is clearly stated and widely known

In addition to SDG 3.a, which promotes the strengthening of FCTC policies in general, inform all organizations and individuals that the production and consumption of tobacco products are incompatible with almost all of the 17 development goals. To reiterate, especially to national government ministries, municipal governments and public organizations, organizations and individuals must change inhibited behaviors and unmotivated attitudes toward the FCTC. As an example of an motivated initiative, former Norwegian Prime Minister and former WHO Secretary-General and pediatrician Gro Harlem Brundtland was deeply involved in formulating the FCTC and SDGs.

Initiative 2

Include SDGs in qualification tests for smoking cessation and anti-smoking education and training

In all activities of the Japanese Society for Tobacco Control and its members, instruct people about the SDGs. SDGs are also included in the training curriculum of this society's certified instructors regarding new heated tobacco products.

Initiative 3

Display SDG logos and signs during public relations activities

It is implicitly accepted that the Japanese Society for Smoking Cessation and the SDGs maintain mutual goals and authority. The government administration and business enterprises in general have already started these displays, and the tobacco industry started too in its own interest. Be sure to follow standards for the SDG logo (in the form of a wheel) and sign usage.

Initiative 4

Publicize the deceit of the "SDGs Promotion Project from the tobacco industry"

The SDGs value constructive and energetic dialogue and tend not to appreciate negative disputes, antagonism and criticisms.

Explanation: relationship between SDGs and tobacco control

The activities of the Japan Society for Tobacco Control are not only "supporting smokers to quit smoking and aiding people harmed from passive smoking". Tobacco is thought to adversely affect almost all of the 17 development goals of the SDGs, and our society's activities fully comply with the implementation of the SDGs.

So, as an overview of "17 development goals^(note)" in no particular order,

(3) Health and welfare: tobacco is the leading cause of preventable premature death.

At the UN General Assembly in September 2015, the implementation of FCTC was strengthened by the SDGs, which were specified in section

3.a: Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate.

as stated

In addition, for nations that grow tobacco and/or consume manufactured tobacco products, tobacco is a primary factor that aggravates (1) poverty (2) hunger (4) lack of education (8) low economic growth (10) international and national inequality. Sex differences in smoking rates lead to (5) gender inequalities. Harms from passive smoking in public spaces, litter from

cigarette butts, and fires caused by carelessness with burning cigarettes are (11) issues for community development. (12) Production and consumption: Tobacco is an unsustainable manufactured product that (6) damages water resources (7) overuses energy resources (13) and contributes to pollution and climate change (14) (15). Excessive use of fertilizers and other agrochemicals on tobacco plants pollutes water and soil, damaging natural resources in the water and on land. After manufactured cigarettes are consumed, the disposal of toxic cigarette butts can lead to contamination of sewers, rivers, canals, lakes and oceans. And procuring wood to dry tobacco leaves leads to deforestation, the destruction of natural habitats and climate change. (9) Industry and innovation (10) equality (16) social harmony and justice are inhibited because the tobacco industry exploits labor, uses child labor, ignores hazards of green tobacco sickness from tobacco plants, continues colonial-like practices, and hinders economic development. Therefore, (17) international cooperation needs to promote tax increases on tobacco products in each country.

It was shown above that the production and consumption of manufactured tobacco products hinder all the development goals of the SDGs, and that the promotion of anti-tobacco practices and smoking cessation are generally consistent with the promotion of the SDGs. While aware of the relationship with the SDGs, we wish to further extend our activities.

The implementation of SDGs are derived from medical practices, from the present and past. The derivation of "apricot grove", which symbolizes medicine, comes from the legend of Kaoru, a doctor during the Three Kingdoms period in China. Dr. Kaoru cured many patients free of charge, replaced medical bills with transplanting apricot seedlings, created a forest bearing fruit of more than ten million apricots, and exchanged the harvested apricots for grain, which he then offered to the poor. (Ge Hong "Shenxian Zhu").

This also corresponds to the late Dr. Tetsu Nakamura, who started his career in overseas medical assistance and played a key role in water supply

projects, agricultural land reform and reforestation in Afghanistan. If one compares his career to current SDGs, both started with goals of "(3) health and welfare" and then expanded into implementing broader goals of "(1) eliminating poverty (2) eliminating hunger (6) maintaining safe water supplies (15) and protecting natural resources."

Note) The FCTC Alliance (FCA) "SDGs Assistance Toolkit" shows 13 out of 17 development goals (items 1-5, 8, 10, 11, 13-17).

Goals of 17

1. End all forms of **poverty** everywhere
2. End **hunger**, implement food security, improve nutrition, and promote sustainable agriculture
3. Maintain **healthy lives** and promote welfare for all people of all ages
4. Provide inclusive, fair and quality **education** for all people and promote lifelong learning opportunities
5. Attain **gender equality** and enhance the abilities of all women and girls
6. Maintain the **sanitation**, availability and sustainable use **of water** for all people
7. Maintain access to cheap, reliable, sustainable and modern forms of **energy** for all people
8. Promote inclusive and sustainable **economic growth** with full, productive, rewarding and humane (decent) employment for all people
9. Develop resilient infrastructure, promote inclusive and sustainable **industrialization**, and aim to expand innovation
10. Redress **inequality** within and between all countries
11. Create inclusive, safe, resilient and **sustainable urban settlements** and other human residences
12. Maintain sustainable **consumption** and **production** patterns
13. Take urgent measures to mitigate **climate change** and its impacts
14. Conserve **oceans** and marine resources for their sustainable use

- 15. Promote the conservation, restoration and sustainable use of **terrestrial ecosystems**; manage forests sustainably; prevent soil degradation and desertification; restore soil fertility; prevent the loss of biodiversity
- 16. Promote an inclusive and **harmonious society** for sustainable development; provide access to court justice for all people; and create effective, accountable and inclusive institutions at all levels
- 17. Enhance implementation measures for sustainable development and revitalize **global partnerships**

The production and consumption of tobacco products interferes with the 17 development goals

Goal 1. End all forms of poverty everywhere



Expenditure on tobacco replaces expenditure on clothing, food, housing, education and health
 Poverty → low education → smoking → causing even more poverty

In low-income households in Thailand, 13.6% of the average household budget is spent on tobacco (five times higher than the percent in high-income households in 2008). In China, 11% of household expenditures are spent on tobacco on average (in 2005).

Goal 2. End hunger, implement food security, improve nutrition, and promote sustainable agriculture



Smokers purchase tobacco products instead of using the money for food

Tobacco production decreases resources for food cultivation and increases deforestation → flooding → topsoil erosion → loss in arable land productivity → famine

→ A vicious cycle of accelerated cutting of



In households with smokers, 11.5% of revenue was spent on tobacco and 11% on food (2008).

Goal 3. Maintain healthy lives and promote welfare for all people of all ages



Tobacco diseases: premature death from the damage of passive smoking, excess mortality from active smoking, increased medical expenses and inefficiencies from preventable diseases, accidental ingestion of tobacco by children, green tobacco sickness for farmers from tobacco plants (occupational nicotine poisoning)

Goal 3.a calls for strengthening the implementation of the FCTC. Tobacco robs the lives of more than 8 million people worldwide each year. In Mexico, 100,000 people contract tobacco-related diseases each year, causing 10% of total mortality (2003). In Russia, smoking-related diseases

are the third leading cause of death (2007). In Indonesia, 225,000 people die prematurely from smoking-related diseases each year (2013).

Goal 4. Provide inclusive, fair and quality education for all people and promote lifelong learning opportunities



Expenditure on tobacco replaces expenditure on education

Decreased concentration ability due to passive smoking

Deprived learning opportunities for children and child labor on tobacco plantations

In Malawi, more than 78,000 children work on tobacco farms and do not go to school. In Indonesian households with smokers, 11.5% of income is spent on tobacco while only 3.2% is spent on education.

Note) "Inclusion" literally means "to incorporate things into a larger sphere", but in reference to the SDGs, "social inclusion" is used in the sense of "everyone in society possessing an opportunity to participate" and "not being excluded".

(Refer to goals 4, 8, 9, 11, and 16)

Goal 5. Attain gender equality and enhance the abilities all women and girls

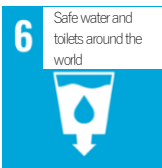


Sex differences in smoking rates imply that men suffer more from smoking related diseases, but women are more often harmed from passive smoking

Harm from passive smoking for mothers and children during pregnancy and perinatal care

Women account for 20% of tobacco users around the world. Female smoking rates were 17% (rich countries) and 4% (poor countries) in 2012. In China, 53% of women of reproductive age suffer from passive smoking at work and 65% at home, and there are adverse effects from passive smoking to the fetus during pregnancy. In Uruguay, progressive and comprehensive tobacco countermeasures have reduced the smoking rate of pregnant women and greatly improved fetal and infant health.

Goal 6. Maintain the sanitation, availability and sustainable use of water for all people



Tobacco producing countries: contamination of soil and drinking water from use of fertilizers and other agrochemicals for tobacco cultivation

Lower water retaining capacity of soil from deforestation, increased soil erosion, increase in the frequency of droughts and floods

Tobacco cultivation in low- and middle-income countries provides revenue to growers in the short term, but in the long term repeated use of monoculture, pesticides, fertilizers and growth regulating agents have ruined the soil and contaminated surrounding water resources. Excessive use of timber as fuel for drying tobacco also adversely affects water resources through deforestation.

Goal 7. Maintain access to cheap, reliable, sustainable and modern forms of energy for all people

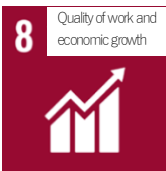


Waste valuable energy resources to produce an addictive drug

Use wood to dry tobacco leaves, accelerating deforestation

Enormous amounts of energy are consumed in the manufacture, transportation and consumption of tobacco products. In particular, the consumption of wood used in the drying process of tobacco leaves causes severe deforestation and generates pollution.

Goal 8. Promote inclusive and sustainable economic growth with full, productive, rewarding and humane (decent) employment for all people



Tobacco-related illnesses of smoking workers
Premature death and decreasing working population
Declining labor productivity, increase in workplace accidents, harms from passive smoking, exploitation and child labor on tobacco plantations, occupational nicotine poisoning from tobacco leaves

Deaths associated with smoking negatively impact the national economy. For example, in developing countries such as Pakistan, more than half of the people who die from smoking-related diseases die during prime working ages (ages 30-69). In Egypt, 61% of people working indoors suffer from passive smoking.

Child labor is still widespread on tobacco plantations in low- and middle-income countries (Section 8.7: Labor exploitation / eradication of child labor). Occupational nicotine poisoning (green tobacco sickness) in children and other workers is also severe.

Goal 9. Develop resilient infrastructure, promote inclusive and sustainable industrialization, and aim to expand innovation



Middle- and low-income countries grow raw tobacco for manufactured tobacco products

This system is economical primarily for the tobacco industry and tobacco plantations

Evokes colonial rule, exploits labor and detracts from infrastructure construction

FCTC Article 22 (1b) includes "assistance for tobacco growers to convert to other crops". Through crop conversion, we provide relief to tobacco growers in low-income countries from labor exploitation in the tobacco industry and provide economic development.

Goal 10. Redress inequality within and between all countries



Tobacco is a primary force that creates disparities
Smokers damage health, create financial losses and lower educational potential

Reinforce inequalities between smokers and healthy people

High smoking rates in many low- and middle-income countries

Over 80% of the world's smokers live in low- to middle-income countries, which lack the medical resources and social security to devote to tobacco-related illnesses (Section 10.1: raising the income of low-income people; Section 10.3: eliminating discrimination and promoting equal opportunity). In Uruguay, the poor have the highest smoking rate of 35% (relative to 19.6% for the rich).

Note) Resilience is translated as "ability to rebound", "ability to resist" and "strength of elasticity". "Resilient infrastructure" and "resilient city" mean that they can recover in a short period of time even if a pandemic or another disaster strikes. (See goals 9-11).

Goal 11. Create inclusive, safe, resilient and sustainable urban settlements and other human residences



Harms from passive smoking in workplaces, homes, and public spaces

The problems of litter from cigarette butts

Fires from negligence by smokers

Smoking areas use valuable public spaces

Passive smoking at work and at home is very harmful (Section 11.6: urban air improvement). In China, 100,000 people die from passive smoking exposure every year. In Mexico, 20% of adults are exposed to passive smoking at work and 17% of adults at home. In Thailand, 68% of children aged 13 to 15 are exposed to passive smoking outside the home and 49% are exposed to passive smoking at home.

Goal 12. Maintain sustainable consumption and production patterns



Tobacco products are unsustainable manufactured products

Environmental destruction and human rights violations are associated with production and consumption

Tobacco plantation / tobacco factory wastes / cigarette butts

Production and consumption of tobacco products have serious problems regarding "fair trade of producers" and "wastes generated in production and consumption processes". "Smoke prevention and the promotion of smoking cessation based on the SDGs" are what these goals aim for. These goals are also related to "realizing lifestyles that are in harmony with nature and the SDGs" (Section 12.8: Sharing of information and awareness).

Goal 13. Take urgent measures to mitigate climate change and its impacts



Cultivation of tobacco plants and manufacture of tobacco products
Encouraging deforestation and generating greenhouse gases
Accelerating climate change

1% of the world's cultivated land is used for growing tobacco. However, forested areas lost due to the timber cut for drying tobacco leaves accounts for an additional 2-4% of the total area used for tobacco production. The production and consumption of tobacco products emit pollutants and greenhouse gases and accelerate climate change.

Goal 14. Conserve oceans and marine resources for their sustainable use



Marine pollution from cigarette butts

Littering of cigarette butts pollute the environment for 12 years. Cigarette butts account for 15% of coastal waste (2013 92 country survey). Cigarette

butts contain thousands of chemicals, and the water contaminated by cigarette butts is acutely toxic to marine life. The plastic filters do not easily decompose, although they separate into microparticles and continue to pollute oceans and rivers for a long time (Section 14.1: Prevention and reduction of marine pollution).

Goal 15. Promote the conservation, restoration and sustainable use of terrestrial ecosystems; manage forests sustainably; prevent soil degradation and desertification; restore soil fertility; prevent the loss of biodiversity



Deforestation and flooding from cultivating tobacco plants, topsoil erosion, contamination from fertilizers and other agrochemicals, soil degradation and reduced biodiversity

Tobacco cultivation has resulted in deforestation, flooding due to soil having lower ability to retain water, pollution of the environment from overuse of fertilizers and other agrochemicals, pollution of drinking water, degradation of soil due to repeated monoculture and reduced biodiversity (Section 15.2: Prevention of deforestation and restoration of the environment). Forests have been cut for fuel to dry tobacco leaves. In Bangladesh, such cutting for tobacco drying accounts for 30% of the areas deforested. In Malawi, it reaches 26%. In Brazil, 3 kg of firewood is consumed to process 1 kg of tobacco leaves. In Tanzania, 3.5% of forested areas is turned into tobacco fields each year, and 3% of these areas is cut for fuel to dry tobacco leaves.

Goal 16. Promote an inclusive and harmonious society for sustainable development; provide access to court justice for all people; and create effective, accountable and inclusive institutions at all levels



Smuggling initiated by the tobacco industry
Child abuse on tobacco plantations
→ Child labor, labor exploitation, ignore hazards of green tobacco sickness

The tobacco industry initiates the "smuggling of tobacco" (Section 16.4: Eradication of illegal transactions). In 2000, the European Community sued tobacco companies Philip Morris and RJ Reynolds for smuggling tobacco products. \$ 1 billion has since been paid to the European Union and both sides have agreed on penalties and preventative measures against future smuggling. Child labor and labor exploitation are still widespread on tobacco plantations in developing countries (Section 16.2: Child abuse, eradication of exploitation).

Goal 17. Enhance implementation measures for sustainable development and revitalize global partnerships



Maintaining and strengthening cooperation between countries and organizations regarding more stringent tobacco taxation and tobacco regulations

Increasing tobacco taxes is an extremely effective measure to restrain the consumption of tobacco products and to reduce medical expenses (Section 17.1: Raising taxation ability). It is also important as a source of funds to promote SDGs.

Tobacco tax increases are already indicated in Article 6 of the FCTC, and they were also agreed upon as an appropriate tobacco control measure at the 3rd International Conference on Development Funds and the 2015 UN General Assembly.

Tobacco regulations have historically relied on international cooperation in each country and region, and with "cooperation" that transcends a single jurisdiction of a governmental or non-governmental organization. We seek to continue to maintain and to strengthen global partnerships in tobacco regulations.



Rhetoric that says “Japan Tobacco (JT) promotes SDGs”

The tobacco industry is an enterprise that makes easy money by taking advantage of the “powerful addiction of nicotine” in humans. For many years, while hiding the problem of “dependency”, it cleverly encouraged the use of tobacco products and earned huge profits. By adapting to the times, it has adroitly used many methods to advertise tobacco products and to make them seem normal throughout society. It has occasionally weakened the effects of tobacco regulation by paradoxically incorporating “activities to promote of tobacco regulation” into tobacco advertising.

For example, the initial slogan for promoting smoking cessation was “Separation of smoking”, which was misused to secure smoking areas. This was replaced with “Smoke free”, which should indicate clean air without tobacco smoke, but was instead used to imply through advertising that heated (not burned) tobacco products are harmless. Likewise, picking up cigarette butts is touted as “initiatives for environmental issues”, and mixing smokers and non-smokers is labelled as “respect for diversity”. Participation in regional revitalization efforts and sexual minority issues are also touted as “social contribution”.

For many years, the tobacco industry has also lobbied the United Nations for influence. It has provided a large amount of funds to specialized agencies at the UN: United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Labor Organization (ILO). At the same time, during production and selling processes, it has concealed child labor and exploitation on tobacco

plantations, the deprivation of educational opportunities for children, occupational nicotine poisoning, agrochemical pollution and deforestation from procuring wood to dry tobacco leaves.

Perhaps “contributing to the SDGs without stopping the manufacture and sale of tobacco products” weakens the intention of SDGs and tobacco regulations in general. The SDGs have no penalties to ensure their compliance, and only constructive behavior is appreciated. This voluntary compliance of the SDGs could be a short-coming called “white-washing” and “hijacking” their true intent and purpose.

Then, Masahiko Ishida, a writer who energetically discusses the problem of tobacco, inquired to Japan Tobacco (JT) about an inconsistency that exists between the “SDG contribution project” that the company is developing and “SDGs goal 3 and goal 3.a”. The following reply was reported^(Note 1).

Tobacco is a legal adult indulgence that has been an established part of popular life for many years, and individuals over the age of 20 should decide for themselves whether or not to smoke, knowing the risks of smoking. This company believes that the use of tobacco products involves health risks, and that appropriate regulations are necessary to prevent smoking by minors (less than 20 years old). We will continue to contribute to the achievement of the goals of the SDGs through our business activities based on the 4S model^(Note 2), which is our management principle, while complying with relevant regulations. We recognize that the regulations from the implementation of the FCTC do not prevent us from contributing to the SDGs. In Japan, we recognize that appropriate measures based on the provisions of the FCTC have

already been implemented by domestic laws and ordinances, and that we are fulfilling our obligations. Furthermore, social contribution activities of tobacco companies in Japan, including this company's "SDGs contribution project", are not prohibited.

Advertising, publicity, and social contribution operations in the tobacco industry are prohibited by Article 13 of the FCTC, but it has become clear again that openly disregarding international treaties is justified on the basis of deficient domestic laws.

To state it simply, the attitude seems to be that "if there is no direct penalty, what is wrong with acting as good person by openly advertising and marketing an addictive drug, greedily accumulating profits while devastating lives, and then making contributions to society from such surpluses".

Note 1) Do you know Masahiko Ishida? The tobacco regulations are included in the "SDGs".
Yahoo! JAPAN News 23 February 2022

Note 2) The "4S model" has the management principle of fulfilling 4 responsibilities to JT's customers, shareholders, employees and society and of aiming to improve their degree of satisfaction.

Japan Society for Tobacco Control Four Initiatives for the SDGs

1. Publicize that the promotion of tobacco control is clearly stated in SDGs
- 3.a.
2. Include the SDGs in smoking cessation, smoking prevention training, and training/qualification tests
3. Display SDGs logos and wheels for public relations activities
4. Publicize the deception of the "Tobacco industry's SDGs Promotion Project"



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SUSTAINABLE DEVELOPMENT GOALS

The Japanese Society for Tobacco Control supports Sustainable
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