

12 July 2021

# Please cancel the comprehensive agreement with Philip Morris.

To the town of Hiraizumi: please cancel the comprehensive agreement with Philip Morris Japan (PMJ).

Accepting funding from the tobacco industry (to set up exclusive areas to use heated tobacco) directly violates the Sustainable Development Goals (SDGs) from the United Nations and the Framework Convention on Tobacco Control (FCTC) from the World Health Organization.

Japan Society for Tobacco Control, General incorporated, Chairperson, Manabu Sakuta  
Japan Society for Tobacco Control, CSR Monitoring Committee Chairperson, Fumisato Watanabe

1. Hiraizumi is known internationally as a World Heritage Town (as a religiously and historically significant site in Japan). Therefore, we request that you act as a model for people around the world.

2. However at this time, you have signed a comprehensive agreement with Philip Morris Japan (PMJ), the Japanese subsidiary of Philip Morris International (PMI), which is focused on spreading a “tobacco pandemic” around the world. The comprehensive agreement allows PMJ to provide funding to set up areas for using heated tobacco. This is in direct conflict with the UN Sustainable Development Goals (SDGs) and an international treaty ratified by the Japanese government (the WHO Framework Convention on Tobacco Control) [see Documents 1, 2 and 3].

3. If it is widely known that the world heritage site Hiraizumi has made an agreement to benefit the tobacco industry, your town's reputation will certainly be damaged. Recently, it was revealed that PMI and PMJ also sponsored an international conference hosted by a Japanese newspaper. This event was the 26th International Conference on the Future of Asia, and it caused protests from other countries against the sponsorship and participation of the tobacco industry.

4. Needless to say, creating facilities that promote the use of heated tobacco products is detrimental to the health of not only the people of Hiraizumi but also those who visit from other parts of the country and around the world. Because heated tobacco may be used in such designated areas, they become an impediment for quitting nicotine dependence.

5. It has been shown that the use of tobacco products containing nicotine (combustible cigarettes, heated tobacco, electronic vaporizers, et cetera) not only makes users more susceptible to contracting the novel coronavirus, but also increases the severity of infections and the risk of death. When citizens and governments are making concerted efforts to end the coronavirus pandemic, we argue that it is inhumane, illegal and counterproductive to set up facilities to use tobacco products, which increase the risk of infection of the novel coronavirus, with funding from the tobacco industry.

6. For the above reasons, we strongly request that your town promptly cancel the comprehensive agreement with Philip Morris Japan (PMJ).

Conclusion

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