

Unfairtobacco Project description

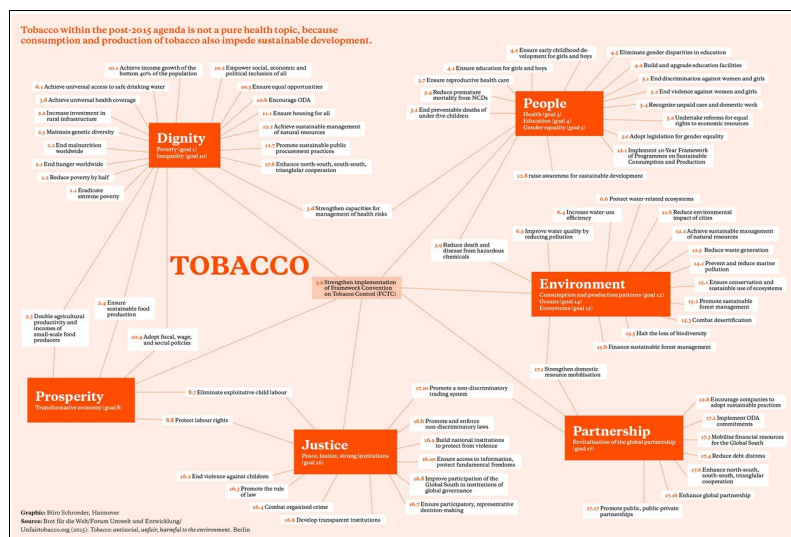
Unfairtobacco is a project run by BLUE 21, a German development NGO based in Berlin, was founded in 2004 and is currently implemented by three part-time staff.

Unfairtobacco's mission is to promote policy change towards a holistic approach to tobacco control by raising awareness on the health, social, economic, and ecological impact of tobacco on sustainable development. We believe that to achieve decreasing smoking prevalence and effective, sustainable tobacco prevention, changes on a policy level are necessary. First and foremost, the FCTC and TPD measures need to be implemented.

The project provides expertise by publishing papers, fact sheets and a website, and shares all this on social media. Its members do advocacy at national and international level. Additionally, Unfairtobacco runs an education programme in German schools.

Tobacco, health and sustainable development

The background for a holistic approach to tobacco control is knowledge about the impact of tobacco in all areas of life. Unfairtobacco uses the Sustainable Development Goals (SDGs) as a thread to follow the chain of tobacco production, manufacturing, marketing and consumption. The graphic below was produced during the debates on the 2030 Agenda for Sustainable Development in July 2015 and shows which goals are affected by tobacco.ⁱ



From seedbed to butt, tobacco involves health damages for producers and users, child labour, poverty and hunger, human rights abuses, and environmental destruction.ⁱⁱ

Winner of the WHO World No Tobacco Day Award 2017

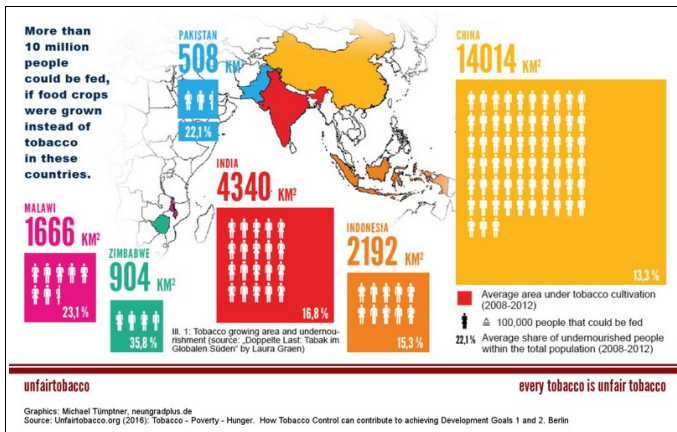
We expose how tobacco industry harms farmers, consumers and the environment
 BLUE 21 • GLS Bank • IBAN: DE81 4306 0967 1124 5708 00 • BIC: GENODEM1GLS • Subject: Unfairtobacco

Unfairtobacco

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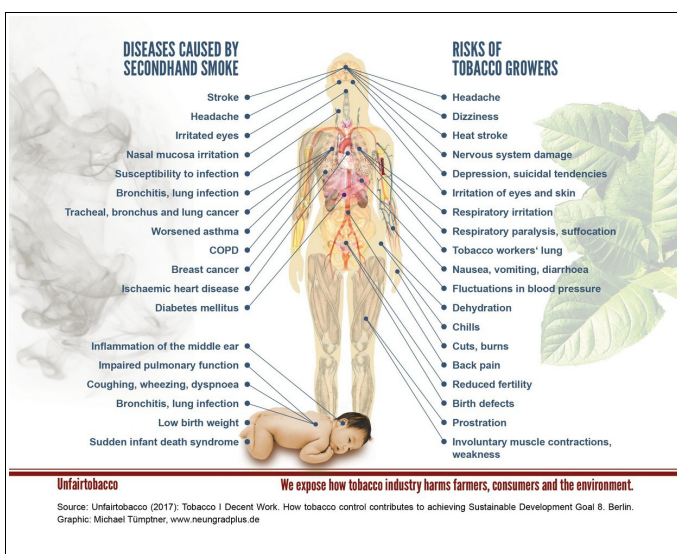
Tobacco is grown in more than 120 countries using around 4.3 million hectares of arable land. More than 90% of tobacco leaf is produced in the Global South, mainly by smallholder farmers. The structures of the tobacco sector leads to poverty and indebtedness of farming families.ⁱⁱⁱ



Tobacco farming is also linked to food insecurity in a number of countries. In six of the top ten tobacco producing countries a significant share of the population is undernourished. More than ten million people could be fed, if food crops were grown instead of tobacco in these countries. In Malawi alone, where 23% of the population is undernourished, it would be possible to grow food for 750,000 people on the crop area currently being used for tobacco cultivation.^{iv}

Poverty and the tobacco growing system in turn foster the use of child labour which is rampant in all major tobacco growing countries.^v Although many children work alongside school or in school holidays, because of the hazardous nature of tobacco farming, it is a violation of the ILO Convention No. 182 against the worst forms of child labour. Tobacco growing bears high risks of injuries and poisoning from chemicals.^{vi}

In addition, the nicotine in tobacco leaves can be absorbed through the skin and causes acute poisoning, known as Green Tobacco Sickness. It leads to dizziness, nausea, vomiting, diarrhoea, headache and muscle weakness. Severe cases need emergency care in hospital to treat the resulting dehydration. These health risks harm children and youth much more than adults, because their bodies are still developing.^{vii}



This graphic also shows the diseases caused by secondhand smoke which is a health risk at many workplaces all over the world, including Europe. Globally, each year 433,000 people die because they were exposed to secondhand smoke at work. That is almost half of all deaths caused by secondhand smoke, and almost 20% of the 2.3 million deaths caused by occupational diseases and injuries. Secondhand smoke at work also causes 14.4 million disability-adjusted life-years (DALYs).^{viii} All these deaths and diseases would be entirely avoidable if all workplaces were smoke free. Comprehensive smoke free laws are in place in 55 countries, covering 1.5 billion

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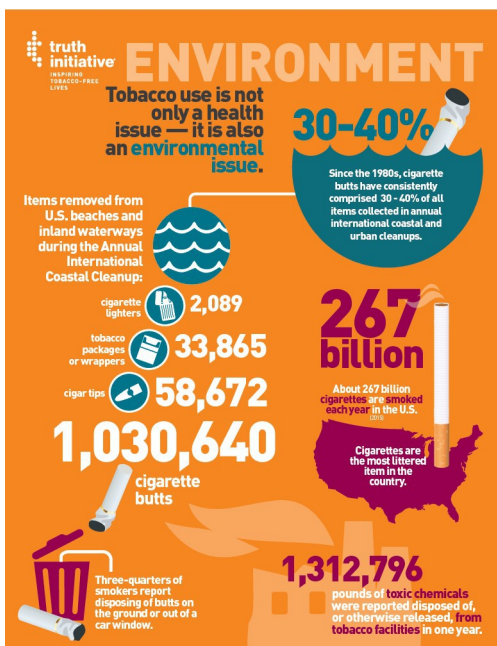
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people worldwide (about 20% of the world's population). The least protected remain workers in bars, restaurants and pubs – only 36% of countries have implemented legislation that prohibits smoking in these venues.^{ix}

These occupational health risks are also linked to the environmental destruction tobacco is causing in soils and forests as well as in the water. Pesticides and other chemicals used in tobacco growing leach into the soils, into waterways and even the groundwater. Thus, they take the inherent health risks further into societies. One of the most prominent pesticides is glyphosat, highly disputed in the EU for being related to cancer. Other chemicals are already banned in the EU such as 1,3-Dichloropropene and Chloropicrin.^x

Furthermore, tobacco growing has a huge impact on forests. Most importantly, the curing of Virginia tobacco, which is the major component of industrially manufactured cigarettes, seriously contributes to deforestation. It requires large amounts of firewood for the curing process. In southern Africa, this primarily happens at the expense of the Miombo, the largest contiguous belt of dry forest in the world, a truly unique ecosystem. In Tanzania, for example, each year 61,000 hectares of forest are cleared for the cultivation of tobacco,^{xi} while the National Forest Commission of Zimbabwe attributes the clearing of almost 50,000 hectares of forest to tobacco.^{xii}



After smoking, cigarette butts and packages remain as tobacco waste. Globally, 4.5 trillion cigarette butts are discarded in the environment every year. They constitute up to 50 % of littered items in cities, in European cities even up to 60 %.^{xiii} The filters are made from cellulose acetate, a synthetic material which does not biodegrade, but only decomposes into smaller pieces, ending up as micro plastic. Butts contain all the poisons filtered out of cigarettes including tar, heavy metals, nicotine, pesticide residue, aromatic hydrocarbons. Every year, butts are the most frequent waste item found on beaches.^{xiv} Animals take cigarette butts for food and poison themselves, filters contribute to the plastic trash burden in oceans and leaking poisons endanger the diverse ecosystems of the oceans and coastlines as well as their biological diversity. In laboratory experiments, half of the fish tested died from these poisonous substances at a concentration of one used cigarette butt in one litre of water.^{xv}

The driving factor of the tobacco epidemic is the tobacco industry. Just as in any other industry, tobacco corporations are striving to increase their profits. However, tobacco is not a normal, but a lethal consumer good. Tobacco causes 7 millions of deaths every year worldwide. Thus, there is a great need to closely monitor and strictly regulate this industry as promoted by the WHO FCTC.

Apart from aggressive marketing targeted at youth, tobacco corporations use different strategies to undermine tobacco control and obstruct public health measures meant to protect the society in

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general and youth in particular.^{xvi}

In the last years, the industry also used trade agreements to circumvent public health policies. For example, the Investor-State Dispute Settlement initiated by Philip Morris International against the state of Uruguay over packaging restrictions has been going on for about six years. Finally, the international tribunal decided to put public health over the interests of the tobacco industry. On the side of Uruguay, an international multi-stakeholder partnership evolved to support the country in taking a strong stand for tobacco control.^{xvii}

All these issues are not common knowledge in Germany, though Unfairtobacco has been able to inform debates on sustainable development with solutions from tobacco control mechanisms as well as inform debates in the tobacco control community with new arguments from the development perspective. Our work of telling the story of tobacco farm workers, child labourers and tobacco industry strategies also helps to denormalize tobacco products and therefore contributes to achieving policy change and tobacco prevention.

Main objective, specific objectives, indicators

The main objective of this project is to promote policy change towards a holistic approach to tobacco control by raising awareness on the negative impact of tobacco on sustainable development and the tobacco industry's strategies of political interference and aggressive marketing to youth.

The specific objective is „Promote health, prevent diseases and foster supportive environments for healthy lifestyles“ as referred to in the EU Third Health Programme 2014-2020. In particular, the initiative addresses thematic priorities 1.1 „Risk factors such as use of tobacco and passive smoking“ and 1.5 „Tobacco legislation“.

Operational objectives are:

1. Disseminating information on the above mentioned issues to all target groups (political decision makers, media, civil society organisations, health community, disseminators, students, youth)
2. Advocacy for a policy change among political decision makers and the health community
3. Capacity building among disseminators who in turn use our information in their tobacco prevention programs or at schools
4. Delivering tobacco prevention workshops for students and youth

Indicators for operational objectives are:

- 1.1 Increased information available on tobacco as a development issue and a holistic approach to tobacco control
- 1.2 Increased reporting on tobacco as a development issue and a holistic approach to tobacco control in the media
- 1.3 Increased media reporting on tobacco industry interferences and the need for political change

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- 2.1 Inclusion of the WHO FCTC into official documents and policies that did not contain links to tobacco control before
- 2.2 Inclusion of a sustainable development perspective into tobacco control debates
- 2.3 Increased networking among European partner organisations
- 3.1 Increased knowledge among disseminators (teachers, youth workers, prevention professionals) about a holistic approach to tobacco control
- 3.2 Increased education material with a holistic approach to tobacco control
- 4.1 Increased knowledge among students and teachers on tobacco as a development issue

Target groups

Our target groups include political and administrative decision makers, media, civil society organisations, disseminators as well as students and youth.

The one and only exclusion criteria is tobacco industry. Members of tobacco industry or organisations related to tobacco industry are not eligible to take part in our project activities. We're committed to the WHO FCTC Art. 5.3.

Political and administrative decision makers need more awareness about the global impact of tobacco to get ready for a policy change towards a holistic approach to tobacco control. On an international level, we mainly target officials in UN organisations and call for policy coherence among UN entities towards the tobacco industry.^{xviii} On EU level, we addressed decision makers of the EU parliament, e.g. to include the WHO FCTC into a development report. On national level, we support other organisations in addressing decision makers to accelerate FCTC implementation and improve tobacco legislation.

Media disseminate information on tobacco's global impact, and through generating publicity they help convince political decision makers to change their approach. In a country like Germany, this is a difficult though important task, because Germany still is one of the world's major cigarette exporters. The tobacco industry has strong relations in the political landscape.

Civil Society Organisations provide their expertise in various fields to broaden the knowledge among health professionals and tobacco control advocates. Building strong networks to share information and develop policy strategies is important to counter tobacco industry interference.

Disseminators are teachers, education officers, health and care professionals who use our education material for their own work with students, youth and to some extent apprentices.

Students and youth are agents of change and will shape the future. But in the same time they are the main target group for marketing strategies of the tobacco industry. In Germany, youth smoking prevalence at the age of 17 ranges at 38% of boys and 31% of girls.^{xix} Smoking prevention programmes have focused on the health impact on the users for decades. Our approach offers several new arguments to be considered when deciding whether to start smoking or not.

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Outcomes and results

Since 2005, the project (co-)organised public events with speakers from Tanzania (2005), Malawi (2008), Brazil (2012, 2016), Kenya (2012), Bangladesh (2012) or Indonesia (2014) to raise awareness about global tobacco issues among the German public. Additionally, Unfairtobacco collaborates with German NGOs to organise public events on tobacco control, public health, trade and sustainable development. (specific objective 1, indicator 1.1, 1.2)

Since 2009, the project regularly publishes new papers and offers expertise about the production and consumption chain of tobacco: tobacco cultivation in Latin America, Asia, and Africa; impact of tobacco cultivation and tobacco use in the Global South; strategies of the tobacco industry; trade and investment agreements and tobacco control; tobacco taxes as means of development financing; alternative livelihoods. Please see list of publications at the end of the description. (specific objective 1, indicator 1.1)

In 2015, Unfairtobacco provided expertise to the two Dialogues on NCDs conducted by the WHO Global Coordination Mechanism on the Prevention and Control of NCDs. (specific objectives 1 and 2, indicators 1.1 and 2.2)

The projects' media work has contributed to various TV and radio documentaries as well as press reports. Representatives of Unfairtobacco provide background information, contacts and interviews. Over the past five years we've seen a rise in German media communication on tobacco issues in favour of tobacco control. Please see list of media reports related to Unfairtobacco in recent years at the end of the description. (specific objectives 1 and 2, indicators 1.1, 1.2, 1.3)

Since 2007, representatives of Unfairtobacco regularly participate in national and international conferences on tobacco control to present findings of the above-mentioned papers and promote policy change acknowledging tobacco as an obstacle to sustainable development. We also contributed to capacity building among tobacco control and health professionals by sharing our expertise on tobacco industry strategies and current industry activities that we have observed. In the past five years, we presented at and participated in the 2013 ASH Scotland Conference in Edinburgh, the 2014 Swiss Association for Smoking Prevention Conference in Bern, the 2015 WCToH in Abu Dhabi, the 2015 ASH Scotland Conference in Edinburgh, the 2016 drogfokus Conference in Uppsala, the 2017 ENSP International conference in Athens, the 2017 ECToH in Porto, the 2018 WCToH in Cape Town, the 2018 ENSP International Conference in Madrid and various contributions to the yearly German National Tobacco Control Conference. Additionally, Unfairtobacco uses these opportunities to network with various European and international organisations. (specific objectives 1, 2 and 3, indicators 1.1, 2.2, 2.3, 3.1 and 3.2)

Unfairtobacco is an active member of the Framework Convention Alliance (FCA), the Smokefree Partnership Coalition (SFP) and the Health and Trade Network (HaT). Unfairtobacco representatives also contribute to the Human Rights and Tobacco Control Network (HRTCN) as well as to the European Network for Smoking and Tobacco Prevention (ENSP). In May 2017, Unfairtobacco was presented with a World No Tobacco Day Award by the WHO with the justification: „In its partnerships and collaborations, your organization builds bridges between

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various areas and the people working in tobacco control, sustainable development and public health and trade agreements. The World Health Organization would be honoured by your acceptance of this award as a token of WHO's appreciation for the outstanding efforts and the constructive part played by you to control the tobacco epidemic." (specific objectives 1 and 2, indicators 1.1, 2.2 and 2.3)

Unfairtobacco advocates for FCTC implementation among political decision makers on national and international level as well as for a holistic approach to tobacco control among the health community.

On international level, Unfairtobacco (via BLUE 21) is an active member of the Framework Convention Alliance (FCA) since 2010. We regularly contribute to FCA's work, particularly in the task forces on FCTC Art. 5.3, Art. 17 and 18, and on human rights. During the past two FCTC COP sessions in Moscow and Delhi, representatives of Unfairtobacco have served as FCA observers and have taken part in its advocacy activities. Among others, the project helped to counter tobacco industry myths that tobacco control harms farmers, for example by supporting media work and publishing messages on Facebook and Twitter. Unfairtobacco contributed to the FCA Bulletin^{xx} and lobbied COP delegates. In 2014, Unfairtobacco was part of the #dortmundkills international campaign which successfully urged the Governor of Bali, Indonesia, to ban a major tobacco trade fair (Inter-Tabac Asia) organised by a communally owned German company. Most recently, Unfairtobacco co-initiated the Cape Town Declaration for Human Rights and a Tobacco-free World that unites more than 150 organisations and more than 50 experts in their firm commitment to work towards a tobacco-free world by combining existing legal, human rights and sustainable development frameworks. Furthermore, the Declaration was adopted in March 2018 by the 17th WCToH in Cape Town and in June 2018 by the 3rd International Conference of ENSP in Madrid. (specific objectives 1 and 2, indicators 1.1, 1.2, 1.3, 2.2 and 2.3)

On EU level, Unfairtobacco successfully raised awareness at the Development Committee on the G8 New Alliance for Food Security and Nutrition in Malawi where tobacco companies are included in the programme. Following our intervention, the respective European Parliament resolution in June 2016^{xxi} criticises the programme in Malawi and references the WHO FCTC and its obligations. Furthermore, Unfairtobacco took part in activities for World No Tobacco Day 2017 in Brussels, presenting at an ENSP press conference^{xxii} as well as at a debate in the European Parliament.^{xxiii} Since the WHO theme on the 2017 World No Tobacco Day was Sustainable Development, our expertise was very appreciated among European CSOs and policymakers. (specific objectives 1 and 2, indicators 1.1 and 2.1)

In Germany, Unfairtobacco contributed to the 2016 review of the German Sustainable Development Strategy in such a way, that the reviewed strategy finally included reference to NCDs as most common cause for premature deaths as well as a reference to the WHO FCTC. We continuously advocate for FCTC implementation and support monitoring of SDG 3.a progress in Germany. Currently, we're developing additional indicators for SDG 3.a to be included in a national SDG monitoring platform set up by CSOs. (specific objectives 1 and 2, indicators 1.1 and 2.1)

At the local and regional level, Unfairtobacco provides capacity building on tobacco industry strategies and sustainable development for disseminators (teachers, education officers). These disseminators in turn use our information and education material for their own prevention

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programmes or at schools, thus sending out a prevention message while educating on e.g. global trade. In the past five years, we implemented 20 workshops for disseminators and reached 960 participants. (specific objectives 1 and 3, indicators 1.1, 3.1 and 3.2)

Since 2007, Unfairtobacco runs its own education programme at the local and regional level which combines smoking prevention messages in an innovative way with global development and social justice issues. We cover tobacco issues with a focus on the impact of tobacco on children and youth. We teach in schools and other education institutions as well as during events covering issues of global education, environment and human rights. We provide education material such as an exhibition, a board game or role plays and implements workshops at different school types and for different grades.^{xxiv} We support the students in taking action (e.g. organizing a flashmob to inform the general public about the harms of tobacco) and in developing their own education material, such as stop-motion videos.^{xxv} We also share our information and material on the three-country prevention platform feel-ok in Germany, Austria and Switzerland.^{xxvi} In the past five years, 17.670 participants took part in project events, among them 10.190 students and youth as well as 1.640 actors from the tobacco control community. In this video, students reflect on what they learnt in our workshops: <https://www.youtube.com/watch?v=0PFhZLmxGM>. (specific objectives 1, 3 and 4, indicators 1.1, 3.1, 3.2 and 4.1)

Finally, we offer all our expertise, information and learning resources on our website and present our views and actions on our social media channels. We intensively use these means to get the message out, that policy change is needed if we want to sustainably protect future generations from the negative effects of tobacco. Our social media reach is currently about 8.000 views per month. (specific objectives 1, 2, 3 and 4, indicators 1.1, 1.2, 1.3, 2.2, 3.2 and 4.1)

Human resources and budget

In the past five years, Unfairtobacco was run by 1-2 part-time staff, supported by 2-3 freelancers and 1-2 volunteers. Staff allocations were in

2013: 1 director, 12 months, 12 hours per week
2014: 1 director, 8 months, 29 weekly hours; 1 education officer, 3 months, 10 weekly hours
2015: 1 director, 12 months, 20 weekly hours; 1 education officer, 12 months, 5 weekly hours
2016: 1 director, 12 months, 25 weekly hours; 1 education officer, 12 months, 4 weekly hours
2017: 1 director, 12 months, 25 weekly hours; 1 education officer, 12 months, 4 weekly hours

Currently, Unfairtobacco is managed by 3 part-time staff

2018: 1 director, 12 months, 25 weekly hours; 1 education officer, 12 months, 4 weekly hours;
1 policy advisor, 10 months, 16 weekly hours

The yearly budgets of the last five years were approximately:

2013: 28.000 Euro
2014: 52.000 Euro

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2015: 53.000 Euro
2016: 63.000 Euro
2017: 74.000 Euro

2018: 88.000 Euro (expected)

Our main funders are the German Ministry of Economic Cooperation and Development, the Berlin Senate, the German development NGO Bread for the World.

For the year 2018, we additionally secured a grant from Action on Smoking and Health (USA).

Communication on the project contents and outcomes

All contents and outcomes of the project are documented and communicated on our website and supported by social media work and targeted emails/newsletters. Through these channels we communicate to all our target groups.

We communicate to the media via direct communication with journalists and press releases.

We inform political and administrative decision makers via direct communication and briefings.

We communicate our contents and outcomes to the health community via direct communication, conference talks and networking meetings.

Inequalities and sustainability

In all our work we use a non-discriminatory approach and aim to reduce inequalities hindering people to get our information. We offer our services in the education programme to a variety of schools with students from different educational and cultural background. We use gendered language in our publications, on the website and on social media as well as in our workshops, where we also manage conversations in a way that ensures equality in talking time. We do not accept discriminatory language in our events.

We aim at reaching sustainability over time in our ongoing project by the following actions

- securing of integrity by strictly excluding tobacco industry and organisations related to tobacco industry as well as funds from such entities
- institutional anchorage at BLUE 21 e.V., a registered non-profit non-governmental organisation
- securing of funding in terms of three years benefiting from governmental programmes and private funding agencies
- continuous training of staff in contents as well as in financial and administrative skills to enable all staff to manage the project, if necessity arises
- preservation of project contents by continuously providing them on a website

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List of publications and education material

2009

„Big Tobacco: Profits & Lies“, education material containing an exhibition, a paper and a DVD with documentaries on tobacco industry's exploitation practices in the tobacco supply chain

2010

"Zeit zu Handeln", factsheet by Laura Graen on short- and long-term options for tobacco farmers

2011

"Tabakanbau in Lateinamerika", paper by Dinah Stratenwerth on tobacco cultivation in Latin American countries

2012

"Doppelte Standards: Big Tobacco in Asien", paper by Jürgen Weber on tobacco industry in Asia
"Alternative Livelihoods to Tobacco: Approaches & Experiences", paper edited by Sonja von Eichborn and Laure Norger on alternatives to tobacco growing with invited articles from Farida Akhter (Bangladesh), Jacob Kibwage (Kenya) and Adriana Gregolin (Brazil). The paper was accompanied by a conference on the same subject, organized by Unfairtobacco in 2012.
„Tabak in Bralawien – Segen oder Fluch?“, role game by Dinah Stratenwerth on tobacco cultivation, tobacco control, tobacco trade – for students aged 15+

2013

„Tabakballen“, collection of games by Sonja von Eichborn on tobacco's impact on sustainable development – for students aged 12+

2014

"Tabakproduktion in Afrika: Knebelverträge im Trend", paper by Laura Graen on tobacco cultivation in Africa
"Hindernisse für eine nachhaltige Entwicklung: Das Beispiel Tabak", factsheet by Sonja von Eichborn on tobacco as an obstacle to sustainable development
"Instrument für eine nachhaltige Entwicklung", factsheet by Sonja von Eichborn on the FCTC as an instrument for sustainable development

2015

"Doppelte Last: Tabak im Globalen Süden", paper by Laura Graen on tobacco as a double burden for the Global South
"Strategien der Tabakindustrie: Werbekampagnen, Klagen, politische Einflussnahme", paper by Laura Graen on tobacco industry strategies (marketing, litigation, political interference)
"Tobacco: Antisocial, Unfair, Harmful to the Environment", paper by Sonja von Eichborn and Marie-Luise Abshagen on the links between sustainable development and tobacco control

2016

"SDG-Factsheet No. 1: Tobacco | Poverty | Hunger", factsheet by Laura Graen on tobacco control and SDGs 1 and 2

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"SDG-Factsheet No. 2: Tobacco and Global Partnership", factsheet by Laura Graen on tobacco control as an example for the implementation of SDG 17

"Ungenutzte Ressourcen: Tabaksteuern und nachhaltige Entwicklung", paper by Laura Graen on tobacco taxation as a health and development funding instrument

2017

„Big Tobacco: Profits & Lies. Tabak oder nachhaltige Entwicklung“, exhibition on tobacco and sustainable development for school workshops – revised edition

"SDG-Factsheet No. 3: Tobacco | Education", factsheet by Laura Graen on tobacco control and SDG 4

"SDG-Factsheet No. 4: Tobacco | Decent work", fact sheet by Laura Graen on tobacco control and SDG 8

„Herbs in Germany“, case study by Marius Münstermann on herbs as an alternative livelihood for tobacco farmers in Germany

„Kenaf in Malaysia“, case study by various authors from SEATCA on kenaf as an alternative livelihood for tobacco farmers in Malaysia

„Legumes and Sunflower in Malawi“, case study by Donald Makoka on legumes and sunflower as an alternative livelihood for tobacco farmers in Malawi

„Ökologische Landwirtschaft in Brasilien“, case study by Sirlei Glasenapp on organic farming as an alternative livelihood for tobacco farmers in Brazil

„Unfair tobacco – not my problem!“, stop-motion video by students of Evangelische Oberschule Schönefeld on the daily life of girl in tobacco farming and in high income countries (<https://vimeo.com/254466155>)

„Sklaven des Tabakkonsums“, stop-motion video by students of Evangelische Oberschule Schönefeld on smoking, child labour in tobacco growing, and alternative livelihoods (<https://vimeo.com/254852696>)

„Felipe Maurice im Teufelskreis“, stop-motion video by students of Evangelische Oberschule Schönefeld on a former tobacco company owner and child labour on tobacco fields (<https://vimeo.com/254465972>)

„India News deckt auf“, stop-motion video by students of Evangelische Oberschule Schönefeld on the life of a tobacco farmer in India (<https://vimeo.com/254467188>)

2018

„Wie beeinflusst Tabak die Umwelt“, stop-motion video by students of Evangelische Schule Zentrum Berlin on the environmental impact of tobacco (<https://vimeo.com/266451376>)

„Provoke Smoke“, stop-motion video by students of Evangelische Schule Zentrum Berlin on the reasons why youth start to smoke (<https://vimeo.com/267243531>)

„Gesundheitliche Risiken des Tabakanbaus“, stop-motion video by students of Evangelische Schule Zentrum Berlin on health risk in tobacco growing (<https://vimeo.com/267244426>)

Upcoming in 2018

Chapter “Tobacco industry: Truly transformed or using SDGs as a smokescreen for old strategies?” by Laura Graen, in study “Highjacking the SDGs? The Private Sector and the Sustainable Development”, published by Bread for the World, German NGO Forum on Environment and Development, Unfairtobacco, and Misereor. Berlin, Germany.

2 SDG-Factsheets on environmental harms on forests and on oceans

1 paper on the environmental impact of tobacco

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List of implemented events

2013

15 school workshops in 6 schools in Berlin
11 workshops in two youth centers
4 exhibitions in 3 schools in Berlin
7 disseminator workshops in Berlin and Hamburg

2014

12 school workshops in 2 schools in Berlin and 1 school in Bad Waldsee, southern Germany
1 workshop on a trade fair on global education
4 exhibitions in 3 schools in Berlin and 1 school in Bad Waldsee, southern Germany
1 public exhibition at the German Conference for Tobacco Control, Heidelberg
3 disseminator workshops in Berlin and Heidelberg
5 public events in Berlin, Dortmund and Heidelberg

2015

10 school workshops in 1 school in Berlin
2 exhibitions in 2 schools in Berlin and 1 school in Mettingen, western Germany
1 public exhibition at the German Conference for Tobacco Control, Heidelberg
2 disseminator workshops in Berlin and Mettingen
7 public events in Berlin and Heidelberg

2016

17 school workshops in 2 schools in Berlin
1 workshop on a trade fair on global education
2 exhibitions in 2 schools in Berlin
1 public action of school students in Berlin
2 public exhibitions in Berlin and at the German Conference for Tobacco Control, Heidelberg
5 disseminator workshops in Berlin, Potsdam and Nürnberg
4 public events in Berlin, Rostock and Heidelberg

2017

17 school workshops in 3 schools in Berlin
1 film presentation in Evangelische Schule Schönefeld
3 workshops in a global education center
1 exhibition in 1 school in Berlin
1 public action of school students in Berlin
2 public exhibitions in Berlin and at the German Conference for Tobacco Control, Heidelberg
3 disseminator workshops in Berlin and Neumarkt i.d.O.
2 public events in Berlin and Heidelberg

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List of media reports

2010

„Kinderarbeit beim Tabakanbau: Leiden für Zigarettenraucher“, TV documentary in Swiss channel SRF (tobacco child labor in Brazil)

2011

"Rauchen schadet ihrer Gesundheit", German magazine Neon (tobacco child labor in Malawi)

2012

"Die Philip Morris Story", TV documentary in NDR (tobacco company Philip Morris)

2013

"Die faire Zigarette wird es nicht geben", German union magazine Erziehung und Wissenschaft (child labour in tobacco growing); re-printed in Sächsische Zeitung

"Fairer Genuss", radio programme in Radio Lora (tobacco child labour, environment destruction)

2014

"Jeder Zweite raucht in Indonesien vor dem zehnten Geburtstag", German daily newspaper Neues Deutschland (tobacco industry in Indonesia, banned Inter-Tabac Asia trade fair)

"Tabakmesse abgesagt", German daily newspaper tageszeitung (banned Inter-Tabac Asia)

"Tabakproduktion: Blauer Dunst der Entwicklungspolitik", radio programme in Deutschlandfunk (tobacco as an obstacle to sustainable development)

"Tabak", chapter in book "Fairer Einkauf in München" (impact of tobacco cultivation, impossibility of fairtraded tobacco)

2015

"Tabak", chapter in book "Fair einkaufen aber wie" (impact of tobacco on sustainable development, impossibility of fairtrade tobacco)

"Tabak macht nicht nur krank – auch arm", German online magazine global° (tobacco as an obstacle to sustainable development)

"Tobacco smuggling – Who profits?", online News Ghana (tobacco smuggling, tobacco industry strategies)

"Der lange Weg von der Zigarette zur Erdnuss", German daily newspaper tageszeitung (tobacco as an obstacle to sustainable development)

"Filmreihe Big Tobacco", radio news report in Radio Eins (tobacco growing and alternatives in Brazil)

2016

"Immer unfair", report in German magazin Lateinamerika Nachrichten (tobacco growing and alternatives in Brazil)

"Eine Stunde Talk: Die Rauch-Melderin", DRadio Wissen (talk programme with Laura Graen about her work against tobacco industry)

"Grün war die Hoffnung", Correctiv.org (G8 New Alliance on Food Security and Nutrition, negative impact on alternatives to tobacco growing in Malawi)

Winner of the WHO World No Tobacco Day Award 2017

We expose how tobacco industry harms farmers, consumers and the environment

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"Dieses Land hängt voll am Tabak. Doch Zigaretten kann man nicht essen", youth magazine Fluter (Malawi's dependency on the cash crop tobacco)

"Die Zukunft des Rauchens: Heat not Burn", regional radio Bayerischer Rundfunk (e-cigarettes, tobacco industry marketing strategies)

"Rauchen ist ungesund – für die Umwelt", German magazine natur (environmental destruction caused by tobacco)

2017

„Umweltkiller Tabak: Warum Rauchen unseren Planeten krank macht“, regional radio Bayerischer Rundfunk (tobacco and environment)

„Warum Rauchen den Planeten gefährdet“, German daily newspaper Süddeutsche Zeitung (reprint of 2016 article in natur)

„Zigaretten sind auch für die Umwelt ein Desaster“, German daily newspaper Frankfurter Rundschau (reprint of 2016 article in natur)

„Warum Rauchen unseren Planeten kaputt macht“, Puls magazine of regional radio Bayerischer Rundfunk (tobacco and environment)

„Blauer Dunst gegen grüne Natur“, Austrian magazin Südwind (tobacco and environment)

„Das wird ganz schön lang dauern“, Austrian magazin Südwind (tobacco industry exploitation)

„Der größte Tabakkonzern der Welt wollte gute Presse - doch das ging nach hinten los“, German digital media buzzfeed (tobacco industry strategies, human right to health)

„Gefährlicher Tabakanbau“, impuls magazine of regional radio Südwestrundfunk 2 (tobacco child labour, tobacco industry strategies)

„Tabakindustrie in Afrika. Zigaretten als Pausenbrot“, German weekly newspaper (tobacco industry strategies and exploitation)

„Mit Monitoring die Ziele erreichen. Die Umsetzung der Agenda 2030 muss abgesichert werden“, German political digital Portal für Politikwissenschaften (SDG 3 indicator monitoring)

„Sieg für David. Uruguay konnte seine Tabakkontrollmaßnahmen gegen Philip Morris International verteidigen“, German magazine Lateinamerika Nachrichten (tobacco industry strategies, trade agreements, public health)

„Schmutzige Gewinne“, German union magazine Erziehung und Wissenschaft (tobacco and child labour)

2018

„Indonesien ett Disneyland för tobaksindustrin“, radio feature in Swedish radio (tobacco industry strategies, child labour)

„Zweite Luft“, German weekend magazine SZ-Magazin (tobacco industry marketing strategies)

„Tabak“, revised chapter in book “Fairer Einkauf in München” (impact of tobacco cultivation, impossibility of fairtraded tobacco)

„Reportage Nikotin. Im Schatten der Banner“, German protestant magazine Zeitzeichen (tobacco industry strategies, exploitation)

„Indonesien: Tabakindustrie setzt auf Kinder“, Swiss daily newspaper Züricher Oberländer (tobacco industry strategies, exploitation)

Winner of the WHO World No Tobacco Day Award 2017

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Natacha Lecours 2014: The harsh realities of tobacco farming: A review of socioeconomic, health and environmental impacts. In: Tobacco control and tobacco farming: separating myth from reality, ed. by Wardie Leppan, Natacha Lecours, Daniel Buckles. London; New York, NY; Ottawa: Anthem Press; International Development Research Centre: 99-137.
- iv Laura Graen 2016: Tobacco | Poverty | Hunger: How Tobacco Control can contribute to achieving Development Goals 1 and 2. SDG-Factsheet No. 1. Berlin: Unfairtobacco.org / Berliner Landesarbeitsgemeinschaft Umwelt und Entwicklung (Blue 21). <https://www.unfairtobacco.org/en/sdg-facts01>
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