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## **Interference of the tobacco industry in the 2030 Agenda**

### **Background**

In September 2015, representatives of the 193 UN member states acknowledged that eradicating poverty in all off its forms and dimensions, especially extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

By adopting the document “Transforming our World: The 2030 Agenda for Sustainable Development” (A/70/L.1)<sup>1</sup>, the countries resolved to take action to promote sustainable development in the next 15 years pledging “that no one will be left behind ».

The 2030 Agenda is a plan of action designed to deal with areas that are critical to both humanity and the planet. It includes actions aimed to the wellbeing of people, the environment, bringing about peace and prosperity.

The plan includes 17 Sustainable Development Goals (SDG), shown in Figure 1, and 169 targets recommending the adoption of measures to promote life with dignity for all. The goals

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<sup>1</sup> Resolution adopted by the UN General Assembly, 2015. Transforming our world: the 2030 Agenda for Sustainable Development. Available in : [https://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A\\_RES\\_70\\_1\\_E.pdf](https://www.un.org/en/development/desa/population/migration/generalassembly/docs/globalcompact/A_RES_70_1_E.pdf)

and targets are clear and should be adopted by the countries consistently with their own priorities, acting in a global partnership that guides the choices necessary to improve the human beings in the present and in the future<sup>2</sup>.

By understanding that all the 17 SDG are connected to the implementation of the Convention, the secretariat of the WHO Framework Convention on Tobacco Control (WHO FCTC)<sup>3</sup>, supports several of the measures of the 2030 Agenda by implementing its articles. Among these measures are those established in the general obligations set forth in the treaty and its core policies of reducing the offer and the demand for tobacco, such as raising taxes on tobacco (Article 6), protection against exposure to tobacco smoke (Article 8), establishing guidelines for packaging and labelling of tobacco products (Article 11) and guidelines for advertisement, promotion, and sponsorship of tobacco (Article 13), among other articles.

In all these areas, the tobacco industry makes all efforts to undermine the implementation of the Convention in Brazil, and above all the enforcement of these articles, which can be evidenced in the documents indexed in the tobacco industry monitoring issued by Fiocruz.<sup>4</sup> This same industry also uses other agendas to present an image of responsibility and commitment with the social causes while at the same time undermining the tobacco control policies in the country.

In view of the relevance of the subject and the need to protect the FCTC policies from the interference of the tobacco industry, we have drafted this document, showing how the tobacco companies and their front groups in Brazil make use of some of the concepts of the 2030 Agenda to embellish their corporate image and counter the implementation of the treaty, resorting to deceitful strategies to enable their business to continue to generate profit.

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<sup>2</sup> Nações Unidas – Brasil. Os Objetivos de Desenvolvimento Sustentável no Brasil. Available in: <https://brasil.un.org/pt-br/sdgs>

<sup>3</sup> Convenção Quadro para o Controle do Tabaco (texto oficial). Available in. <https://www.inca.gov.br/publicacoes/livros/convencao-quadro-para-o-controle-do-tabaco-texto-oficial>

<sup>4</sup> Observatório de monitoramento das estratégias da indústria do tabaco da Fiocruz: Available in. <http://tabaco.ensp.fiocruz.br>

## THE SUSTAINABLE DEVELOPMENT GOALS (SDG)



Figure 1: Goals of the 2030 Agenda. Source: United Nations – Brazil. Os Objetivos de Desenvolvimento Sustentável no Brasil at <https://brasil.un.org/pt-br/sdgs>

Legenda:

- 1 NO POVERTY
- 2 ZERO HUNGER AND SUSTAINABLE AGRICULTURE
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

The implementation of the 2030 Agenda faces a huge challenge. Such challenge includes to eradicate poverty and hunger everywhere; fight inequalities in the countries and between them; build peaceful, fair, and inclusive societies; protect human rights, promote gender equality and empower women and girls, besides ensuring a long lasting protection of the planet and its natural resources. This will only be achievable counting on the collaboration of all peoples, regardless of religion, political system or commercial interests.

The 2030 Agenda proposes to establish conditions for a sustainable, inclusive and ongoing development, shared prosperity and decent work conditions for all, considering the distinct levels of national development and capacity.

None of these assumptions matches the agenda of the tobacco industry, once their businesses are intrinsically incompatible with several of the goals set out by the 2030 Agenda. They have a negative impact on several areas linked to sustainable development, such as, poverty, hunger, education, gender equality, economic growth, and inequality. Notwithstanding, the tobacco industry tries to use the SDG as part of its marketing strategy, targeting the acceptance of new products, attract investors, favor their commercial interests, besides seeking to gain access to the United Nations and play a leading role. Furthermore, the tobacco industry directly undermines one of the main targets of the SDG: goal number 3, and its target 3.a of the implementation of the Convention Framework for Tobacco Control (FCTC), that today counts on the participation of 182 countries<sup>5</sup>.

Please note that the Convention includes a provision that warns the Parties about the interference of the tobacco industry in the public health policies. The Guidelines of article 5.3 of said treaty warn the countries not to accept partnerships with the tobacco industry, which in the scenario of the covid 19 pandemic has become a problem since many governments have been accepting help from the tobacco industry and entered into partnerships thus hindering the enforcement of the SDG and the FCTC.

The table below shows how the tobacco industry has been acting. First the SDG and their links to the FCTC are presented and, next, how this industry attempts to disguise its initiatives or, in the best-case scenario, tries to show empathy and support to initiatives consistent with their interests.

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<sup>5</sup> Países-Partes da Convenção-Quadro da OMS para o Controle do Tabaco. Available in <https://www.who.int/fctc/cop/en/>

## Tobacco industry interventions in the 2030 Agenda

Goal of the 2030 Agenda	Relationship with FCTC/WHO <sup>6,7</sup>	How the industry claims to relate to the objective <sup>8</sup>	What really happens
SDG 1: No Poverty	<p>The tobacco epidemic is centered in the disadvantaged social groups<sup>9</sup>.</p> <p>Smoking causes illness and premature death (prior to 70 years).<sup>10</sup></p>	The industry claims to be relevant, playing a key role on the economy through tax collection. <sup>11</sup>	<p>The tobacco industry opposes tax and pricing policies, hinders the approval of the tax reform and the contributions of intervention in the economic domain (CIDE tobacco), which would be applicable over imports and marketing of manufactured tobacco products and could be used to fund smoking prevention actions<sup>12</sup></p> <p>In addition, the government spends more with smoking related costs than the amount of taxes levied on tobacco products. <i>The Instituto de Efetividade Clínica e Sanitária</i> (IECS - Institute of Clinical and Sanitary Effectiveness) in Argentina, estimated that the</p>

<sup>6</sup> Instituto Nacional de Câncer: Objetivos do Desenvolvimento Sustentável e o controle do tabaco. Disponível em: [http://www4.planalto.gov.br/consea/comunicacao/noticias/2018/copy7\\_of\\_maio/aberta-consulta-publica-sobre-adequacao-das-metas-dos-ods-ao-brasil/ODSEcidadania.pdf](http://www4.planalto.gov.br/consea/comunicacao/noticias/2018/copy7_of_maio/aberta-consulta-publica-sobre-adequacao-das-metas-dos-ods-ao-brasil/ODSEcidadania.pdf)

<sup>7</sup> Secretariado da CQCT: como implementar a CQCT nos Objetivos de Desenvolvimento Sustentável (SDGs) e transformá-la em ações no país. Disponível em: [https://www.fctc.org/wp-content/uploads/2015/10/SDGs\\_ToolkitFINAL.pdf](https://www.fctc.org/wp-content/uploads/2015/10/SDGs_ToolkitFINAL.pdf)

<sup>8</sup> Como a interferência da indústria do tabaco atrapalha os objetivos de desenvolvimento sustentável da ONU (2020). Disponível em: <https://exposetobacco.org/resource/ti-hinders-sdgs/>

<sup>9</sup> Bazotti, Angelita et al. Tabagismo e pobreza no Brasil: uma análise do perfil da população tabagista a partir da POF 2008-2009. *Ciência & Saúde Coletiva* [online]. 2016, v. 21, n. 1 [Acessado 5 Outubro 2021], pp. 45-52. Disponível em: <<https://doi.org/10.1590/1413-81232015211.16802014>>. ISSN 1678-4561. <https://doi.org/10.1590/1413-81232015211.16802014>

<sup>10</sup> Mannino DM. COPD: epidemiology, prevalence, morbidity and mortality, and disease heterogeneity. *Chest* 2002; 121(5 Suppl):121S-6S.

<sup>11</sup> Observatório das Estratégias da indústria do tabaco. Seção "Indústria do Tabaco exagera sua importância econômica. Disponível em: <http://tabaco.ensp.fiocruz.br/pt-br/estrategias-e-taticas/exagerar-importancia-economica-da-industria>

<sup>12</sup> Setor de tabaco rejeita iniciativas que aumentem a tributação sobre cigarros. A Indústria avalia que a reforma tributária pode aumentar a carga total sobre o produto de 71% para 91%. Disponível em <https://www.camara.leg.br/noticias/693157-setor-de-tabaco-rejeita-iniciativas-que-aumentem-a-tributacao-sobre-cigarros>

			<p>direct costs of medical assistance associated with smoking in Brazil exceed R\$50 billion.<sup>13</sup></p> <p>For every cent invested in marketing by the tobacco industry, Brazil spends almost twice as much on treating tobacco related illnesses.<sup>14</sup></p>
SDG 2: No Hunger and Sustainable Agriculture	<p>In many countries, tobacco production relies on family farming and the decreased demand may lead to a drop in supply in the medium and long run, creating the need for alternatives to tobacco crops<sup>15</sup>.</p> <p>Several tobacco producing countries face food insecurity<sup>16</sup>.</p> <p>FCTC articles 17 and 18 emphasize the need to support economically viable alternative activities to tobacco farming and environmental protection<sup>3</sup>.</p>	<p>The tobacco industry, through bodies it finances, declares that "Brazil is the most prepared country in the world for the coming changes to the tobacco production and market, thanks to the integrated production system that ensures this production chain"<sup>17</sup></p> <p>The industry feigns to support farmers by developing CSR actions that support alternative projects to tobacco farming<sup>18</sup></p>	<p>The tobacco industry keeps farmers in debt and perpetuates the cycle of poverty. Tobacco farming depletes the soil faster and more severely than other crops, including food products. Land that should be used for sustainable food production is used to grow tobacco.<sup>19</sup></p> <p>Resources spent on the consumption of tobacco derivatives and treatment for cessation impact the budget of the most vulnerable families and could be used to purchase food<sup>20</sup></p>
SDG 3: Good	Smoking kills: smokers get sick	The tobacco industry	The tobacco industry denies

<sup>13</sup> Custos diretos e indiretos do tabagismo. IECS, 2020. Disponível em: <https://www.inca.gov.br/observatorio-da-politica-nacional-de-controle-do-tabaco/custos-atribuiveis-ao-tabagismo>

<sup>14</sup> Doenças do tabaco X marketing da indústria: uma conta que não fecha. Brasil gasta duas vezes mais com doenças causadas pelo tabaco que o investido em marketing pela indústria do fumo (2020). Disponível em: <https://www.vidaeco.com.br/males-x-marketing-do-tabaco-uma-conta-que-nao-fecha-e-todos-saem-perdendo/#:~:text=Para%20cada%20centavo%20investido%20em,ao%20dinheiro%20investido%20pela%20ind%C3%A9stria>

<sup>15</sup> Figueiredo, A. Programa de Diversificação de lavouras de tabaco nas encostas da serra geral, atividades e potencialidades, UFSC, 2008. Disponível em: <https://repositorio.ufsc.br/handle/123456789/119364>

<sup>16</sup> Abbas, M. (In) segurança alimentar e território em Moçambique: discursos políticos e práticas, 2017. Disponível em: <https://revista.fct.unesp.br>

<sup>17</sup> Afubra e o sistema de produção integrada. Available at <https://afubra.com.br/noticias/10869/sistema-de-producao-integrada-garante-o-futuro-do-tabaco-no-brasil.html>

<sup>18</sup> Projeto Quintais Orgânicos PMB (2021). Available at <http://tabaco.ensp.fiocruz.br/pt-br/search/node/quintais%20organicos>.

<sup>19</sup> Peres, J; Moriti, N. Os males ignorados do tabaco, 2015. Disponível em: <https://outraspalavras.net/sem-categoria/males-ignorados-do-tabaco>

<sup>20</sup> Os custos do cigarro para seu orçamento. Revista Exame online. Disponível em: <https://exame.com/casual/os-custos-do-cigarro-para-o-seu-orcamento/>

Health and wellness	<p>more often than non-smokers and have an increased risk of premature death. Secondhand smokers are also affected by smoking: school-age children exposed to the harmful effects of secondhand smoking are at risk of contracting serious respiratory diseases<sup>21</sup>.</p> <p>Covid-19 smoking patients are more likely to face worse symptoms of the disease<sup>22</sup>.</p> <p>Children may drink the liquid used in electronic cigarettes or suffer serious injuries, including burns, from fires and battery explosions<sup>23</sup>.</p> <p>Exposure to tobacco causes green tobacco sickness (GTS) in tobacco farmers. Mental and behavioral disorders are found among tobacco growers<sup>24</sup>.</p>	<p>proposes voluntary measures to regulate its own products as a way to look trustworthy and concerned with the impact of its product on consumer health.<sup>25</sup></p> <p>The tobacco industry states, without evidence, that the use of electronic smoking devices (ENDs) reduces the risk of illness and helps smoking cessation<sup>26</sup>.</p> <p>The tobacco industry tries to promote nicotine as a protective agent against covid-19 which would support a healthier society<sup>27</sup></p> <p>They recommend PPE measurements<sup>28</sup></p>	<p>scientific evidence related to secondhand smoking and lobbies against regulating its products to restrict the impact of anti-tobacco policy initiatives<sup>29</sup>.</p> <p>The industry continues to promote a product that annually kills 8 million worldwide, 120,000 in Brazil, in addition to marketing new products, especially among teenagers who become addicted to cigarettes, hookahs and ENDs on a daily basis<sup>30</sup>.</p> <p>Nicotine does not protect against COVID19 and the environmental impact of ENSDs still needs further studies<sup>31</sup></p> <p>Farmers develop acute nicotine intoxication (DFV) through</p>
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<sup>21</sup> Fumo passivo que prejudica criança anos após a exposição (2016). Available at <https://pebmed.com.br/fumo-passivo-prejudica-crianca-anos-apos-a-exposicao/>

<sup>22</sup> Imagens revelam como o cigarro pode agravar o quadro de covid19 no pulmão. Revista Galileu, 2020. Disponível em: <https://revistagalileu.globo.com/Ciencia/Saude/noticia/2020/11/imagens-revelam-como-cigarro-pode-agravar-quadro-de-covid-19-no-pulmao.html>

<sup>23</sup> Mais de 100 razões para parar de fumar (2021). Available at <https://www.who.int/news-room/spotlight/more-than-100-reasons-to-quit-tobacco>

<sup>24</sup> Reis, M.M; Natividade, A.P; Turci, SRB e cols. Conhecimentos, atitudes e práticas de agricultoras sobre o processo de produção de tabaco em um município da Região Sul do Brasil. CSP 33 n. Suplemento 3, 2017. <http://dx.doi.org/10.1590/0102-311X00080516>. Disponível em: <http://cadernos.ensp.fiocruz.br/csp/artigo/217/conhecimentos-atitudes-e-praticas-de-agricultoras-sobre-o-processo-de-producao-de-tabaco-em-um-municipio-da-regiao-sul-do-brasil>

<sup>25</sup> SALES, C. C. Tabagismo, Modernidade e Direito Regulatório: Brasil e Estados Unidos em perspectiva. Revista de Direito Setorial e Regulatório, Brasília, v. 2, n. 2, p. 217-254, outubro 2016.

<sup>26</sup> Jackler et al. Global Marketing of IQOS The Philip Morris Campaign to Popularize “Heat Not Burn” Tobacco. (2020). Available at <http://tabaco.ensp.fiocruz.br/pt-br/campanha-da-pm-para-popularizar-cigarro-aquecido>

<sup>27</sup> Estudo sobre a baixa vulnerabilidade de fumantes terem covid-19 (2020). Available at <http://tabaco.ensp.fiocruz.br/pt-br/estudo-sugere-que-cigarro-pode-protger-contra-covid-19-entenda-relacao>

<sup>28</sup> SILVA, J. B.; XAVIER, D. S.; BARBOZA, M. C. N.; AMESTOY, S. C.; TRINDADE, L. L.; SILVA, J. R. S. • Fumicultores da zona rural de Pelotas (RS), no Brasil: exposição ocupacional e a utilização de equipamentos de proteção individual (EPI) Saúde em Debate • Rio de Janeiro, v. 37, n. 97, p. 347-353, abr./jun. 2013

<sup>29</sup> OPAS Brasil. Fumo passivo, 2020. Disponível em: <https://www.paho.org/pt/node/4968>

			<p>contact with tobacco leaves during harvest<sup>32</sup></p> <p>Some mental and behavioral disorders, such as anxiety disorder, sleep disruption, stress and depressive episodes, were identified as straining factors on producer families due to working conditions and organization, and contract relations with tobacco companies<sup>33</sup></p> <p>The industry improperly addresses issues related to the use IPE of pesticides and agrochemicals<sup>28, 34</sup>.</p>
SDG 4: Quality education	In its Guiding Principles, the Treaty requires a strong political commitment by governments to develop and support measures to prevent the start of tobacco consumption and in its article 5.3 it requires governments to protect public health policies from tobacco industry	The industry feigns to support actions against child labor by fostering educational programs for low-income and low education level youths <sup>35</sup>	Data from Vigitel 2019 revealed that the prevalence of smoking decreases as the educational level increases, being 6.7% among those with over 12 years of education: the lower the level of education, the higher the prevalence of smoking <sup>36,37</sup>

<sup>30</sup> Observatório das Estratégias da Indústria do Tabaco da Fiocruz. Documento sobre DEFS, 2021. Disponível em: <http://tabaco.ensp.fiocruz.br/pt-br/industria-do-tabaco-e-os-dispositivos-eletronicos-para-fumar-defs>

<sup>31</sup> Observatório das Estratégias da Indústria do Tabaco da Fiocruz. Documento sobre Responsabilidade Social Corporativa em tempos de covid-19. Disponível em: <http://tabaco.ensp.fiocruz.br/pt-br/responsabilidade-social-corporativa-rsc-e-industria-de-tabaco-em-tempos-de-covid-19>

<sup>32</sup> Riscos socioambientais associados à doença da folha verde do tabaco em agricultores: um estudo caso-controle (2019) <https://doi.org/10.1590/0034-7167-2018-0803>. Available at <https://www.scielo.br/j/reben/a/pGkYd6HNpxRHq7RxMvmM4Zq/?lang=pt>

<sup>33</sup> Conhecimentos, atitudes e práticas de agricultoras sobre o processo de produção de tabaco em um município da Região Sul do Brasil (2017). <https://doi.org/10.1590/0102-311X00080516>. Available at: <https://www.scielo.br/j/csp/a/hNvqg5hQ79GRM5zhRQSnNhS/?lang=pt>

<sup>34</sup> Bacelo Corrêa, A. L., Duarte Canever, M., & Souza Cotrim, D. (2019). Tabaco e Equipamento de Proteção Individual na Colheita. A Compreensão dos Agricultores Familiares no Sul do Brasil. Revista De La Facultad De Agronomía, 118(2), 019. <https://doi.org/10.24215/16699513e019>. Disponível em: <https://revistas.unlp.edu.ar/revagro/article/view/9513>

<sup>35</sup> Observatório das Estratégias da Indústria do Tabaco da Fiocruz. Documento sobre trabalho infantil na lavoura de fumo. Disponível em <http://tabaco.ensp.fiocruz.br/pt-br/trabalho-infantil-na-producao-de-tabaco>

<sup>36</sup> Ministério da Saúde. Celebration of the World No Tobacco Day (2019). Available at <https://www.gov.br/saude/pt-br/assuntos/noticias/dia-mundial-sem-tabaco-brasil-tem-reducao-no-numero-de-smoking>

<sup>37</sup> BRASIL. Secretaria de Vigilância em Saúde do Ministério da Saúde, VIGITEL (2019). Disponível em <https://sbpt.org.br/portal/vigitel-2019>



	interference <sup>3</sup> .		<p>Smokers' families spend a significant part of their household income on tobacco products, cash that could otherwise be spent on education.<sup>38</sup></p> <p>The industry profits from child labor as it is an unpaid workforce and is not held accountable despite harming the health of children and teens, increasing the school dropout rate.<sup>34,38</sup></p> <p>In Brazil, data from 2010 show that 80,000 children worked on tobacco plantations, making it difficult for them to attend school<sup>39,40</sup>.</p>
SDG 5: Gender equality	<p>Globally, women are still the most affected by secondhand smoking and more women than men are harmed or die from secondhand smoking. Nicotine reduces the blood flow to pregnant woman's placenta and carbon monoxide reduces the levels of oxygen in the baby and mother bodies<sup>41</sup></p> <p>The risk of complications during pregnancy and childbirth for women who smoke during pregnancy is higher, including low birth weight sudden</p>	The tobacco industry fosters gender and antidomestic violence policies. <sup>43</sup>	<p>The tobacco industry has long denied the relationship between secondhand smoke and increased risk of illness for those who live with smokers such as pregnant women/babies<sup>25</sup>.</p> <p>Women account for 9.6% of the more than 22 million smokers in Brazil<sup>44</sup></p> <p>Pregnant women exposed to secondhand smoke are at increased risk for high-risk pregnancies and during</p>

<sup>38</sup> Garcia, Leila Posenato et al. A política antitabagismo e a variação dos gastos das famílias brasileiras com cigarro: resultados das Pesquisas de Orçamentos Familiares, 2002/2003 e 2008/2009. Cadernos de Saúde Pública [online]. 2015, v. 31, n. 9 [Acessado 6 Outubro 2021], pp. 1894-1906. Disponível em: <<https://doi.org/10.1590/0102-311X00087814>>

<sup>39</sup> Artigo sobre trabalho infantil (2021) Available in : Observatório do Monitoramento das Estratégias da Indústria do Tabaco no Brasil Website. Available at <http://tabaco.ensp.fiocruz.br/pt-br/search/node/trabalho%20infantil>

<sup>40</sup> Artigo sobre Trabalho infantil (2021) publicado no Website do Observatório do Monitoramento das Estratégias da Indústria do Tabaco no Brasil . Disponível em <http://tabaco.ensp.fiocruz.br/pt-br/search/node/trabalho%20infantil>

<sup>41</sup> Cigarro na gravidez: possíveis riscos para mãe e bebê. Publicado pelo Hospital AC Camargo (SP) 2015. Disponível em: <https://www.accamargo.org.br/sobre-o-cancer/noticias/cigarro-na-gravidez-possiveis-riscos-para-mae-e-bebe>

	newborn death, and impaired child physical development. <sup>42</sup>		pregnancy in Brazil, smoking is responsible for 20% of cases of low birth weight, 8% of premature births and 5% of all perinatal deaths <sup>14,45</sup> The tobacco industry disregards women and girls' human rights <sup>46</sup>
SDG 6: Clean water and sanitation	The FCTC addresses issues related to environmental protection (article 18) <sup>3</sup> .	The tobacco industry claims to play a leading role on actions for environmental, social, and economic sustainability, on the income generated by tobacco and on tobacco farmers quality of life and on the benefits provided by the system to farmers <sup>47</sup>	The use of pesticides in the cultivation of tobacco leaves contaminated water sources, the soil and damages the health of farmers <sup>48</sup>  The use of pesticides on tobacco leaves pollutes water sources, the soil and is detrimental to farmers' health <sup>49</sup> .  The nicotine present in the leaves causes farmers to suffer from acute and chronic poisoning <sup>49</sup>  The planting of tobacco contaminates the water and pesticide containers are

<sup>43</sup> Philip Morris cria campanha de conscientização sobre violência doméstica durante a pandemia chamado "Mulher 360", 2020. Disponível em <https://movimentomulher360.com.br/institucional/o-movimento/>

<sup>44</sup> Dados e números sobre a prevalência do tabagismo no Brasil (2021). Published at Observatório da Política Nacional de Controle do Tabaco no INCA. Available at: <https://www.inca.gov.br/observatorio-da-politica-nacional-de-controle-do-tabaco/dados-e-numeros-prevalencia-tabagismo>

<sup>42</sup> Motta, Giordana de Cássia Pinheiro da e cols. Factors Associated with Smoking in Pregnancy. *Revista Latino-Americana de Enfermagem* [online]. 2010, v. 18, n. 4 [Acessado 17 Agosto 2021], pp. 809-815. Disponível em: <<https://doi.org/10.1590/S0104-11692010000400021t>>

<sup>45</sup> Leopércio, Waldir e Gigliotti, Analice Tabagismo e suas peculiaridades durante a gestação: uma revisão crítica. *Jornal Brasileiro de Pneumologia* [online]. 2004, v. 30, n. 2 [Acessado 21 Outubro 2021], pp. 176-185. Disponível em: <<https://doi.org/10.1590/S1806-37132004000200016>>. Epub 08 Jun 2004. ISSN 1806-3756. <https://doi.org/10.1590/S1806-37132004000200016>.

<sup>46</sup> Romeo-Stuppy K, Huber L, Lambert P, et al. Women, tobacco, and human rights. *Tob Induc Dis*. 2021;19:48. Published 2021 Jun 10. doi:10.18332/tid/137473. Available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8191568>

<sup>47</sup> Sistema de Produção Integrada garante o futuro do tabaco no Brasil (2018). Available at <https://afubra.com.br/noticias/10869/sistema-de-producao-integrada-garante-o-futuro-do-tabaco-no-brasil.html>

<sup>48</sup> Faria e cols. Intoxicações por agrotóxicos entre trabalhadores rurais de fruticultura, Bento Gonçalves, RS. *Revista de Saúde Pública* (2009). Disponível em: <https://www.scielo.org/article/rsp/2009.v43n2/335-344/>

			<p>dispersed in nature. Remains of tobacco products (butts, batteries, etc) are discarded without due care for the environment and without liability from the tobacco industry<sup>50</sup></p> <p>Cigarette filters (butts) are one of the major sources of environmental pollution of oceans, lakes and water sources, with impacts on drinking water<sup>51</sup>.</p>
SDG 7: Affordable and clean energy	FCTC addresses environmental protection issues related to the tobacco production chain <sup>3</sup>	The tobacco industry claims that producers use reforestation timber, such as eucalyptus, which is not native, as firewood for kilns used to season leaves. <sup>52</sup>	The energy source for seasoning tobacco leaves destroys the environment as it causes deforestation that affects the entire ecosystem. It is not a clean energy source. Native trees are used to dry the leaves during tobacco seasoning, harming the environment in many ways <sup>53</sup>
SDG 8: Decent work and economic growth	The actions of CONICQ have brought significant advances in tobacco control in several areas of Brazil, such as supporting the prohibition of work by children under 18 in tobacco harvesting, processing or industrialization, established by the Ministry of Labor and Employment <sup>3</sup>	<p>The tobacco industry claims that it promotes jobs and economic growth and that the integrated system offers security to tobacco farmers besides paying taxes to States<sup>11</sup>.</p> <p>The tobacco industry funds programs to eliminate child labor<sup>33</sup></p>	<p>Tobacco is the main preventable cause of death Worldwide. Its total economic costs are over US\$ 1.4 trillion in healthcare and lost productivity. Smoking causes 200,000 deaths per year in Brazil, impacting the workforce.<sup>54</sup></p> <p>The Public Health System is burdened by smoking related</p>

<sup>50</sup> INCA. Fumicultura e Meio Ambiente, 2021. Disponível em: <https://www.inca.gov.br/observatorio-da-politica-nacional-de-controle-do-tabaco/fumicultura-e-meio-ambiente>

<sup>51</sup> Revista Times San Diego (USA). Opinião do Dr. Thomas Novotny sobre os malefícios ao meio ambiente causado pelas bitucas de cigarros, 2020. Disponível em: <https://timesofsandiego.com/opinion/2020/01/26/its-time-to-ban-the-butt-and-protect-san-diegos-environment/>

<sup>52</sup> A reflorestamento para fins de produção de tabaco (2021). Available at <https://www.produtorsouzacruz.com.br/search/node/reflorestamento>

<sup>53</sup> Condições de trabalho e saúde na fumicultura brasileira: uma revisão sistemática da literatura (2021) DOI: 10.20873/2526e021015

<sup>54</sup> Agência Nacional de Vigilância Sanitária (Anvisa). Danos a saúde causados pelo tabaco (2020). Available at: <https://www.gov.br/anvisa/pt-br/assuntos/tabaco/danos-a-saude>

			<p>diseases; early deaths; higher rate of early retirement; absences from work; lower income; additional expenses with insurance, cleaning, equipment maintenance and furniture replacement; greater losses from fires caused by discarded cigarettes; and reduced quality of life for smokers and their families<sup>55, 56</sup></p> <p>Smoking overloads Public Health Systems with the treatment of tobacco-associated diseases, in addition to causing early deaths in people of working age; is related to an increase in early retirements; absences from work; more expenses with insurance, cleaning, equipment maintenance and furniture replacement; losses from fires caused by lit cigarette butts and reduced quality of life for smokers and their families<sup>57</sup></p> <p>According to ILO, working conditions in tobacco plantations must be improved. Also, funding child labor elimination programs has not solved the issue, despite years of industry programs to eliminate child labor through CSR actions.<sup>34,38,39</sup></p>
SDG 9: Industry, innovation and infrastructure	Successive Conferences of the Parties (COPs) have discussed the new tobacco products produced by the tobacco industry, generating several decisions related to their regulation. <sup>58</sup>	The tobacco industry uses R&D for (smoke-free) products to help achieve the 2030 agenda goals. <sup>59</sup>	This industrial park is used to research and develop new products that cause addiction and to market and lobby governments to allow access to national markets, forcing governments to establish more

<sup>55</sup> A produção de fumo gera perdas aos Países? Seção de “Perguntas Frequentes” do Observatório da Política de Controle do Tabaco do INCA. Available at <https://www.inca.gov.br/es/node/1745>

<sup>56</sup> GDP – Global Tobacco Control and Health Taxes., 2019. Disponível em <https://www.worldbank.org/en/topic/tobacco#1>

<sup>57</sup> A produção de fumo gera perdas aos Países? Seção de “Perguntas Frequentes” do Observatório da Política de Controle do Tabaco do INCA. Disponível em <https://www.inca.gov.br/es/node/1745>

<sup>58</sup> NCA. Ministério da Saúde. Conferência das Partes . Disponível em: <https://www.inca.gov.br/en/node/1400>

			effective regulations to counteract the industry's marketing <sup>60</sup> .
SDG 10: Reduced Inequalities	The treaty is particularly concerned with developing countries and economies in transition, recommending the adoption of protective measures aimed at vulnerable groups (women, children, indigenous and low-income populations) <sup>3</sup> . The treaty also establishes that alternative measures to tobacco farming should be enforced, respecting the farmer's livelihood. The treaty also determines that alternative measures to tobacco cultivation be adopted, respecting the farmer's livelihood. <sup>3</sup>	The tobacco industry declares that it is responsible for the development and growth of the regions where it operates. <sup>11</sup>	<p>More than 80% of the 1.3 billion tobacco users in the world live in low- and middle-income countries, which makes the possibility of premature death even more serious for the families, as it would deprive them of a significant portion of their income, or even all of it.<sup>61</sup></p> <p>More than 84% of smokers in Brazil are from low- and mid-income families, who have fewer resources to spend in health and other costs from tobacco use<sup>62</sup>.</p> <p>Human Development Index (HDI – life expectancy, literacy rate, school attendance rate and per capita income) analysis shows that the main tobacco producing areas in the southern region are among those with lowest HDIs in the country,<sup>36,63</sup></p>
SDG 11: Sustainable cities and	Article 4 of the FCTC emphasizes the need to support sustainable development and assist the	The industry claims to cooperate with cigarette butt recycling programs <sup>64</sup> .	The industry tried to deny the evidence between passive smoking and the risk of

<sup>59</sup> Observatório das Estratégias da Indústria do Tabaco da Fiocruz. Documento sobre Agenda 2030. Disponível em: <http://tabaco.ensp.fiocruz.br/pt-br/search/node/agenda%202030>

<sup>60</sup> Sérgio Boeira. A história da indústria de tabaco no Brasil e da formação de sua rede estratégica (FÓRUM • INDÚSTRIA DE TABACO E CIDADANIA: CONFRONTO ENTRE REDES ORGANIZACIONAI). RAE • VOL.46 • No3 (2006)

<sup>61</sup> Organização Mundial da Saúde – Tabaco: dados e números (2021). Available at <https://www.who.int/es/news-room/fact-sheets/detail/tobacco>

<sup>62</sup> BRASIL. IBGE. Pesquisa Nacional de Saúde. Dados sobre tabagismo e renda (2019). Disponível em: <https://www.ibge.gov.br/estatisticas/sociais/saude/9160-pesquisa-nacional-de-saude.html?edicao=29270&t=sobre>

<sup>63</sup> Bonato, Amadeu. Perspectivas e desafios para a diversificação produtiva nas áreas de cultivo de fumo – a realidade da produção de fumo na região Sul do Brasil. Curitiba: DESER. 2007.

<sup>64</sup> Folha do Mate: Bitucas retornam em forma de arte <https://folhadomate.com/noticias/geral/bitucas-retornam-em-forma-de-arte/>

communities	economic transition of countries <sup>3</sup>	The industry proposes to replace cigarettes with smoke free products, the ENDS <sup>29</sup> .	disease. They denied that tobacco smoke has an adverse impact on the environment and attempted to prove these claims through “independent research” <sup>65</sup> .  The industry is not held liable for the environmental damages caused by their products <sup>66, 67</sup> .  The tobacco industry has campaigned to have the NSPs legalized in Brazil providing misleading information about their safety and emission of vapors, and has kept silent about the destination of the waste from these products <sup>29</sup> .
SDG 12: Responsible consumption and production	Producing tobacco by-products compromises consumer’s health, pollutes de environment and consumes public resources to treat tobacco-related diseases. <sup>68</sup>	The tobacco industry claims to enforce measures to minimize the environmental impact of its products, including recycling and waste reduction programs. The Industry claims to collaborate with reforestation programs and collection of pesticide packaging <sup>30, 69</sup>	The industry manufactures a product that kills one in every two consumers and, every year, generates 766 million kilograms of toxic waste, releasing thousands of chemicals on the air, water and the soil <sup>70</sup> .
SDG 13:	In its article 12, the treaty	The tobacco industry	Tobacco farming is responsible

<sup>65</sup> Brasil. Ministério da Saúde. OPAS. Tabaco e Pobreza, um círculo vicioso: a CQCT, uma resposta. Brasília. Ministério da Saúde, 2004

<sup>66</sup> A responsabilidade socioambiental corporativa das empresas tabagistas quanto as bitucas de cigarros, desenvolvimento sustentável e ecologia. Disponível em: [https://monografias.brasilecola.uol.com.br/biologia/a-responsabilidade-socioambiental-corporativa-das-empresas-tabagistas.htm#indice\\_1](https://monografias.brasilecola.uol.com.br/biologia/a-responsabilidade-socioambiental-corporativa-das-empresas-tabagistas.htm#indice_1)

<sup>67</sup> Costa, G., e cols. Revista Âmbito Jurídico. A Responsabilidade Civil na Indústria Tabagista pelos Danos Causados ao Fumante, 2019. Disponível em: <https://ambitojuridico.com.br/cadernos/direito-do-consumidor/a-responsabilidade-civil-na-industria-tabagista-pelos-danos-causados-ao-fumante/>.

<sup>68</sup> Philip Morris Brasil foi reconhecida com o selo Municipal de Direitos Humanos e Diversidade, concedido pela Prefeitura de São Paulo, por meio da Secretaria Municipal de Direitos Humanos e Diversidade. (2020). Disponível em: <http://tabaco.ensp.fiocruz.br/pt-br/philip-morris-brasil-recebe-selo-direitos-humanos-e-diversidade>

<sup>69</sup> Coleta de embalagens vazias de agrotóxicos chega a Candelária(2012).Disponível em <https://afubra.com.br/noticias/1679/coleta-de-embalagens-vazias-de-agrotoxicos-chega-a-candelria.html>

<sup>70</sup> <https://exposetobacco.org/pt/a-sujeira-por-tras-da-industria-do-tabaco/>

Climate action	proposes that the Parties act in order to raise public awareness of the adverse health, economic and environmental consequences of tobacco production and consumption <sup>3</sup>	sponsors events and environment defense groups, such the “Clube da Árvore” (Tree Cub) and claims to mitigate climate change risks through carbon neutral programs <sup>71</sup>	for 1 per cent of the use of agricultural lands in Brazil, accounting for 2% to 4% of deforestation, “leaving a visible footprint for climate changes” <sup>72</sup>  Studies show that cigarette, pipe and lighter embers cause approximately 90,000 fires per year in the United States and cause a number of deaths resulting from the fires. Cigarette butts also clog drains and cause overflow. Cigarette butts contain toxins that in contact with water adversely affect both human and environmental health. A problem worsened in areas with precarious sanitation conditions. <sup>73</sup>
SDG 14: Life below water	In its article 18, the treaty proposes that the Parties protect the environment <sup>3</sup>	The tobacco industry declare it is socially responsible to reduce the impact of its products on the environment, ensuring that industrial waste follows government regulations <sup>74</sup>	The tobacco industry has always attempted to be free from the liability for the waste generated by tobacco consumption, transferring the responsibility to consumers and the State <sup>18,30</sup> . Thousands of chemicals are present in a cigarette that are thrown into the ecosystem, such as cigarette butts (cigarette butts), which can take up to 12 years to decompose, being the biggest source of waste in the oceans <sup>75</sup>

<sup>71</sup> Clube da Árvore – Instituto BAT. Disponível em [http://www.institutosouzacruz.org.br/groupms/sites/INS\\_8BFK5Y.nsf/vwPagesWebLive/DOAN4R9J?opendocument](http://www.institutosouzacruz.org.br/groupms/sites/INS_8BFK5Y.nsf/vwPagesWebLive/DOAN4R9J?opendocument)

<sup>72</sup> Tobacco Atlas (2018). Disponível em: <https://tobaccoatlas.org/topic/growing/>

<sup>73</sup> A responsabilidade socioambiental corporativa das empresas tabagistas quanto as bitucas de cigarros, desenvolvimento sustentável e ecologia. Disponível em: [https://monografias.brasilecola.uol.com.br/biologia/a-responsabilidade-socioambiental-corporativa-das-empresas-tabagistas.htm#indice\\_1](https://monografias.brasilecola.uol.com.br/biologia/a-responsabilidade-socioambiental-corporativa-das-empresas-tabagistas.htm#indice_1)

<sup>74</sup> Saiba tudo sobre tabaco Orgânico. Disponível em: <https://www.pederape.com.br/pagina/o-que-e-tabaco-organico.html>

<sup>75</sup> Tabaco e meio ambiente, uma relação não explorada (2021). Disponível em: <https://actbr.org.br/post/tabaco-e-meio-ambiente-uma-relacao-nao-explorada/18949/>

			<p>Annually 4.5 trillion cigarette butts are scattered all over the world, adding up to 700 thousand tons of toxic waste low-income people and countries have less access to urban cleaning services which may lead to increased impacts of pollution by cigarette butts<sup>76</sup>.</p> <p>Low-income people and countries have less access to urban sanitation services which can lead to greater effects of cigarette butt pollution.<sup>77</sup></p>
SDG 15: Life on land	In article 18, the treaty sets environmental protection measures <sup>3</sup>	The tobacco industry asserts that tobacco farming does not generate any damages to the environment and promotes less use of pesticides in farms, such as the production of “organic tobacco” <sup>78</sup>	<p>The industry sponsors environmental protection campaigns to shift the focus on its responsibility for destroying it<sup>76</sup>.</p> <p>Planting, manufacturing and delivery to tobacco retailers bring about serious environmental consequences, including deforestation, harmful use of pesticides, once tobacco farming ranks among the ten crops requiring fertilizers that leave more residues on the soil and on the waters, adversely impacting both fauna and flora.<sup>79</sup></p>
SDG 16: Peace, justice and strong institutions	The FCTC in its Article 15 sets up measures to eliminate illicit trade, and the Protocol to eliminate the illicit trade entered in force in 2018 establishing measures like product tracking, border protection and, among other, legal, and administrative	The tobacco industry proposes to join government to eliminate illicit trade, offers estimates of market size and promotes the existence of the direct relationship between high	<p>In Brazil, cigarette smuggling hinders tobacco control, involves bribery and terrorist groups.<sup>81</sup></p> <p>The tobacco industry participates in the illicit trade of cigarettes and overestimates</p>

<sup>76</sup> A Grande limpeza global minúscula, mas mortal: o plástico das pontas de cigarro são os agentes poluidores mais comuns (2020). Disponível em: <https://www.earthday.org/tiny-but-deadly-cigarette-butts-are-the-most-commonly-polluted-plastic/>

<sup>78</sup> Saiba tudo sobre tabaco Orgânico. Disponível em: <https://www.pederape.com.br/pagina/o-que-e-tabaco-organico.html>

<sup>79</sup> Carneiro, Fernando Ferreira (Org.) Dossiê ABRASCO: um alerta sobre os impactos dos agrotóxicos na saúde / Organização de Fernando Ferreira Carneiro, Lia Giraldo da Silva Augusto, Raquel Maria Rigotto, Karen Friedrich e André Campos Búrigo. - Rio de Janeiro: EPSJV; São Paulo: Expressão Popular, 2015.



	measures <sup>3</sup>	tax rates levied by the tax authorities and illicit trade. <sup>80</sup>	<p>the quantity of cigarettes smuggled<sup>78</sup>.</p> <p>The rate of consumption of illegal cigarettes went up from 16.9% to 32.3% between 2008 and 2013. In 2013, consumption of illicit cigarettes that did not pay taxes, and were, therefore, cheaper, was found among individuals with incomplete elementary school education (42.1%) and among those living in close border states (40.8%)<sup>82</sup></p> <p>The increased demand for illegal cigarettes has other macro social determining factors that the industry fails to consider, such as, the increased purchase power to buy legal cigarettes<sup>83</sup></p> <p>Cigarette smuggling funds the traffic of drugs and weapons<sup>84</sup></p>
SDG 17: Partnerships for the goals	When adopted by 183 countries, the Treaty in its article 22 determines that the countries are required to cooperate either directly or through the competent international agencies to strengthen their capacity to comply with the obligation undertaken under the	The industry presents itself as a partner of governments and international agencies in the fight against illicit trade. It claims to be a public health partner promoting the ENDS	The tobacco industry influences politicians and legislators to soften the measures that go against its commercial interests, undermining the efforts of governments and society to achieve the goals of the 2030 Agenda. <sup>85</sup>

<sup>81</sup> INCA. Observatório da Política Nacional de Controle do Tabaco. Mercado Ilegal de produtos de tabaco, 2021. Disponível em: <https://www.inca.gov.br/observatorio-da-politica-nacional-de-controle-do-tabaco/mercado-ilegal>

<sup>80</sup> Pinto M, Bardach A, Palacios A, Biz AN, Alcaraz A, Rodríguez B, Augustovski F, Pichon-Riviere A. Carga de doença atribuível ao uso do tabaco no Brasil e potencial impacto do aumento de preços por meio de impostos. Documento técnico IECS N° 21. Instituto de Efectividad Clínica y Sanitaria, Buenos Aires, Argentina. Maio de 2017. Disponível em: [www.iecs.org.ar/tabaco](http://www.iecs.org.ar/tabaco)

<sup>82</sup> Relação entre o Protocolo para Eliminar o Comércio Ilícito de Produtos de Tabaco e a Saúde Pública. Disponível em: <https://www.inca.gov.br/observatorio-da-politica-nacional-de-controle-do-tabaco/mercado-ilegal>

<sup>83</sup> Szklo, André Salem e Iglesias, Roberto Magno Interferência da indústria do tabaco sobre os dados do consumo de cigarro no Brasil. Cadernos de Saúde Pública [online]. v. 36, n. 12 [Acessado 17 Agosto 2021], e00175420. Disponível em: <<https://doi.org/10.1590/0102-311X00175420>>.

<sup>85</sup> Observatório das Estratégias da Industria do Tabaco da Fiocruz. Seção sobre a indústria do tabaco influenciando tomadores de decisões. Disponível em: [tabaco.ensp.fiocruz.br/pt-br/estrategias-e-taticas/influenciando-tomadores-de-decisao](http://tabaco.ensp.fiocruz.br/pt-br/estrategias-e-taticas/influenciando-tomadores-de-decisao)

	treaty, considering the needs of the developing countries, and transitioning economies. This shall take place in a fair and effective manner through strong institutions committed to the public health <sup>3</sup> .		
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## Conclusion

The Agenda 2030 for sustainable development was a milestone for the United Nations and their members states because they has the opportunity to implement actions and measures capable of impacting the life of the planet without leaving anyone behind.

The FCTC WHO have tried meets what is recommended by this agenda in relation to practically all the SDGs. Contrary to what it claims, the tobacco industry, through different strategies, has been trying to take ownership and interfere in public policies, seeking only its interests, intending to be socially responsible but, as this analysis demonstrates, without supporting the 2030 agenda.

Measures of constant monitoring of tobacco industry activities are therefore recommended as essential so that governments can readily protect their public policies and the 2030 agenda from their predatory interests.