

# Holding Big Tobacco accountable



Corporate Accountability staff and allies celebrate the passage of Colombia's landmark tobacco control law. Our organizing has helped support countries like Colombia in implementing lifesaving protections in line with global tobacco treaty measures.

## Reining in a deadly industry

### EVERYONE HAS THE RIGHT TO GOOD HEALTH

We believe everyone has the right to live a healthy life. Laws set up to protect people's health and well-being should not be subverted or undermined by transnational corporations for the sake of profit and expansion. And we believe corporations causing deadly harm should pay for the problems they create.

We challenge Big Tobacco for the lives it destroys. In partnership with our members and allies around the world, we are preventing the industry from derailing lifesaving protections. Together, we will make Big Tobacco pay for its abuses.

### A DEADLY INDUSTRY DRIVES A GLOBAL EPIDEMIC

Every year, tobacco kills more than seven million people. The world's largest preventable epidemic, it is wholly driven by an industry with deeper coffers than many of the countries in which it operates. Big Tobacco's primary strategy is to target what it calls "expansion markets,"

which are mostly in the Global South.

### THE GLOBAL TOBACCO TREATY SAVES LIVES

We organize with allies across the globe to secure public health protections over the objection, intimidation, and interference of the tobacco industry.

In 2003, the global tobacco treaty made history. Officially known as the Framework Convention on Tobacco Control, it is the first legally binding treaty of the World Health Organization and the first-ever public health and corporate accountability treaty.

After the treaty took effect as international law, it became one of the most rapidly embraced U.N. treaties of all time. With more than 180 countries having ratified it, the treaty protects nearly 90 percent of the world's people.

The treaty saves lives because it affirms the priority of health over trade and commercial interests, protects public health policy from interference by tobacco corporations, and enables governments to make Big Tobacco pay for the harms it causes.



Corporate Accountability staff and board at the global tobacco treaty negotiations. In partnership with our Global South allies, we challenge Big Tobacco's interference in policymaking: one of the greatest threats to the treaty's implementation and enforcement.

### GLOBAL COALITION ADVANCES JUSTICE

The campaign to hold the tobacco industry accountable is driven by a global alliance of dozens of organizations in as many countries.

Convened and supported by Corporate Accountability, this broad coalition—the Network for Accountability of Tobacco Transnationals (NATT)—acted as a united front in securing the strongest possible treaty. We were also instrumental in closing dangerous loopholes the tobacco industry had fought to include.

Today, NATT and Corporate Accountability work closely to advance the lifesaving implementation of treaty measures around the world. Victories over the last few years include a precedent-setting anti-bribery law in Kenya and gold-standard implementation of treaty measures in Colombia.

Corporate Accountability also works as an accredited observer to the treaty's governing body: the Conference of the Parties. We support governments to develop and advance lifesaving policies in the face of the tobacco industry's interference. Additionally, we provide the World Health Organization with policy, research, and analysis expertise.

### SETTING PRECEDENTS WITH INTERNATIONAL LAW

Corporate Accountability primarily focuses on advancing two measures of the treaty that explicitly curb the power of the tobacco industry: Articles 5.3 and 19.

Tobacco corporations bully, bribe, and undermine policymakers in their attempts to weaken, delay, and defeat public health policies around the world. Article 5.3 is the backbone of the global tobacco treaty because it requires countries to protect their policies from such deadly industry interference.

And with governments around the world facing staggering health care costs from the tobacco epidemic, Article 19 provides groundbreaking potential to make Big Tobacco pay. By advancing Article 19, we are helping ensure governments have the tools to hold the tobacco industry liable for actions like bribery.

Enshrined as they are in international law, both Articles 5.3 and 19 are paving the way to hold other deadly industries, like the fossil fuel industry and Big Food, accountable for the harms they are causing.

#### Corporate Accountability

Corporate Accountability stops transnational corporations from devastating democracy, trampling human rights, and destroying our planet.

We are building a world rooted in justice where corporations answer to people, not the other way around—a world where every person has access to clean water, healthy food, a safe place to live, and the opportunity to meet their full human potential.

### JOIN THE GLOBAL CAMPAIGN

You can be part of advancing this lifesaving campaign. For more information on how you can get involved, including how to power this work through your financial support, visit [CorporateAccountability.org](https://CorporateAccountability.org).