

2023 Trends and Opportunities to Watch



Speakers



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Endgame in 2023

Project Sunset



Endgame is Mainstream

npr **WAMU 88.5**
AMERICAN UNIVERSITY RADIO

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NEWS CULTURE MUSIC PODCASTS & SHOWS SEARCH

WORLD

New Zealand cracks down on lighting up

December 15, 2022 - 4:19 PM ET
Heard on All Things Considered

GABE O'CONNOR CHRISTOPHER INTAGLIATA JUANA SUMMERS

4-Minute Listen + PLAYLIST

New Zealand enacted one of the strictest anti-smoking laws in the world. But how



The Global Debate: New Zealand Tobacco Law | 24 December, 2022

MARITA HEFLER PROF. GEOFFREY T. FONG

PROF. JANET HOEK CHRIS BOSTIC

THE GLOBAL DEBATE

World's first tobacco law

New legislation does not ban vape products

सूचना 558 (ISSPRISM@GMAIL.COM) पर संपर्क करें

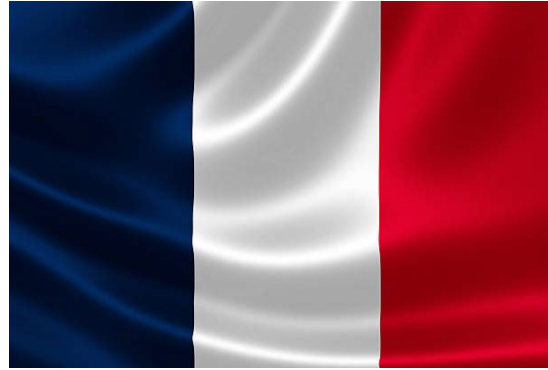
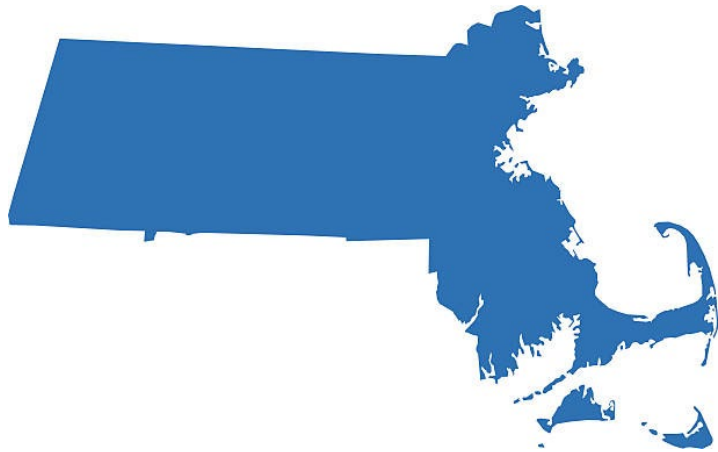
18:04 / 28:06 22:18 YouTube



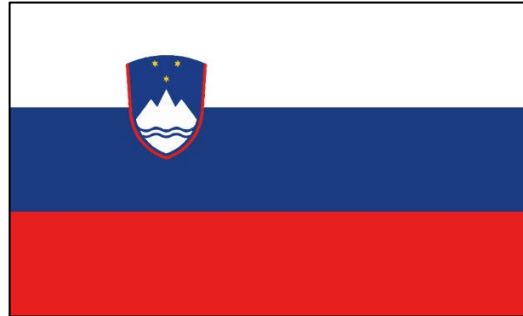
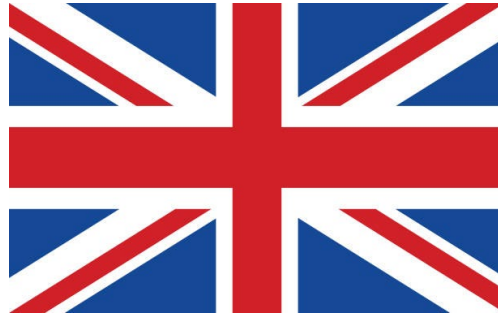
Endgame for billions rather than thousands?



TFG is in Vogue



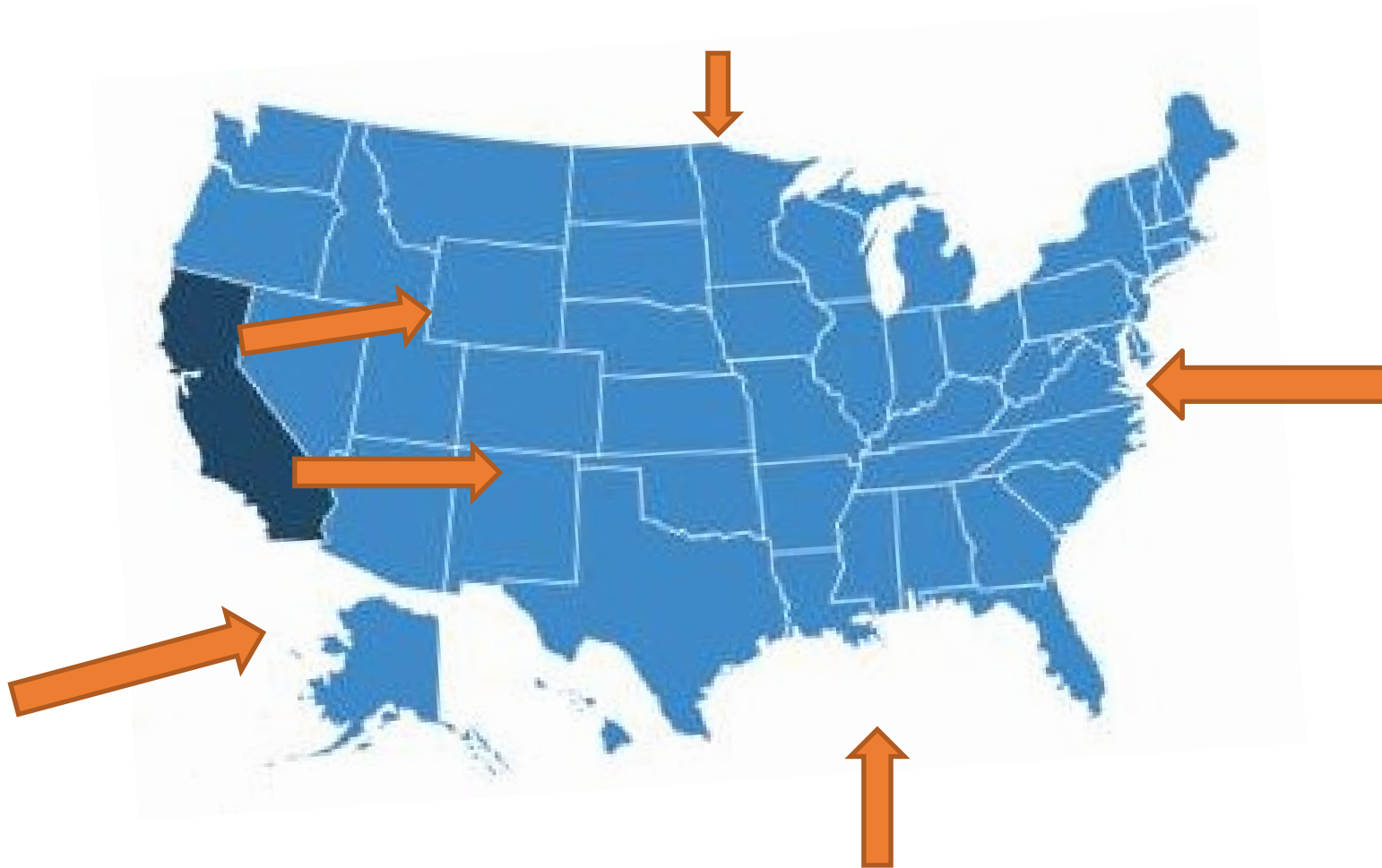
ASPIRE Countries



California leading the way in the U.S.



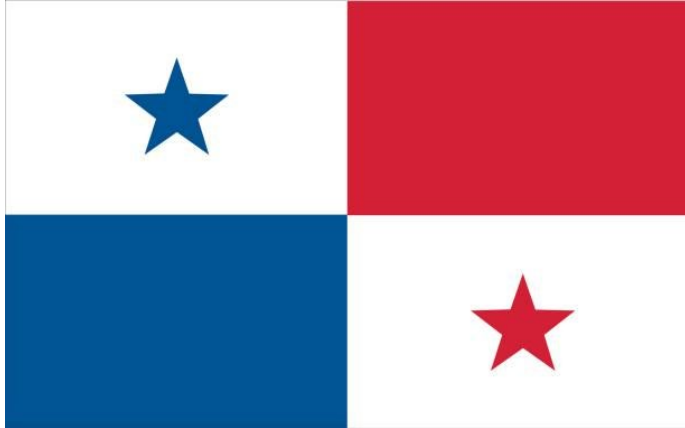
Who's next?



FCTC Conference of the Parties



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



Article 2.1

In order to better protect human health, Parties are encouraged to implement measures beyond those required by this Convention and its protocols, and nothing in these instruments shall prevent a Party from imposing stricter requirements that are consistent with their provisions and are in accordance with international law.



Over the hump

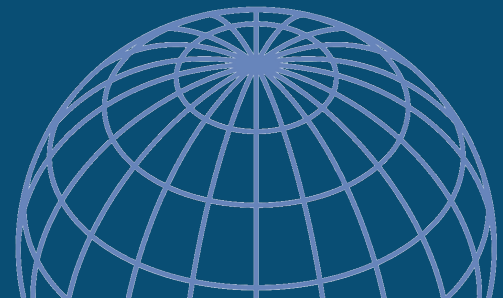


2023 Trends

Liability and Human Rights



Liability



FDA Rule on Menthol



Save the Date:
August 2023

ASH

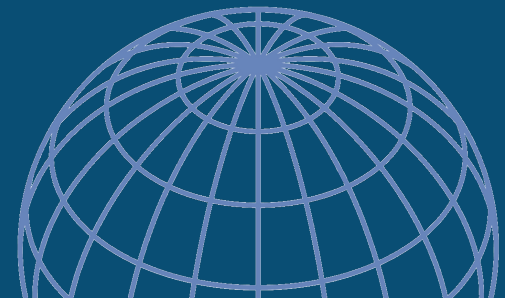
ACTION
ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

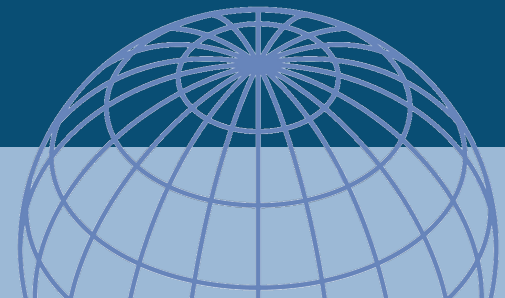


Monitoring for New Opportunities

- Criminal case
- Human rights litigation
- Endgame
- Other proactive litigation

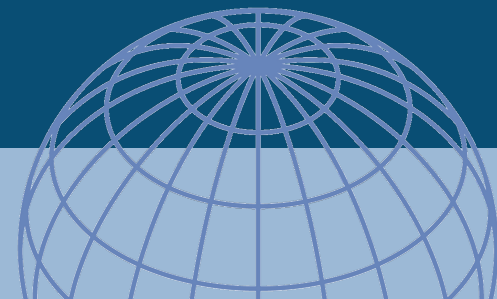


Human Rights



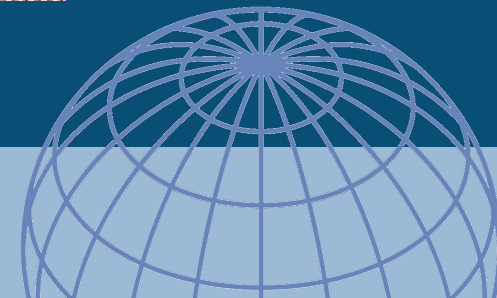
Convention on the Elimination of Racial Discrimination

The Committee on the Elimination of Racial Discrimination is starting the elaboration of its General Recommendation n°37 on racial discrimination and the right to health under Article 5 (e)(iv) of the International Convention on the Elimination of All Forms of Racial Discrimination.



FCTC Conference of the Parties (COP 10)

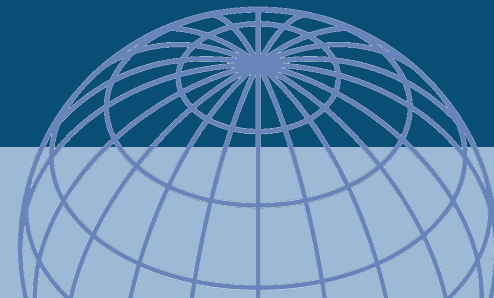
November 2023
Panama



Human Rights Treaty Bodies

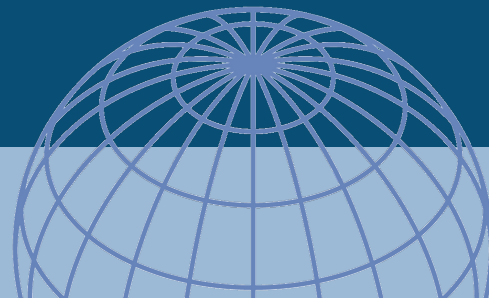
- Convention on the Elimination of all forms of Discrimination Against Women (CEDAW)
- Convention on the Rights of the Child (CRC)
- Convention on the Elimination of Racial Discrimination (CERD)

- Human Rights Council
- Universal Periodic Review (UPR)



Environmental Treaties and Mechanisms

- Water
- Plastics
- Deforestation
- Clean air
- Etc.



Thank you!

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ACTION
ON SMOKING & HEALTH

Dedicated to ZERO Tobacco Deaths

An Environmental Approach to Tobacco Control



United Nations



General Assembly

Distr.: General

18 October 2021

Original: English

Human Rights Council

Forty-eighth session

13 September–11 October 2021

Agenda item 3


Promotion and protection of all human rights, civil, political, economic, social and cultural rights, including the right to development

Resolution adopted by the Human Rights Council

on 8 October 2021

48/13. The human right to a clean, healthy and sustainable environment

United Nations



General Assembly

Distr.: Limited

26 July 2022

Original: English

Seventy-sixth session

Agenda item 74 (b)

Promotion and protection of human rights: human rights questions, including alternative approaches for improving the effective enjoyment of human rights and fundamental freedoms

Andorra, Angola, Antigua and Barbuda, Armenia, Bahamas, Bhutan, Bosnia and Herzegovina, Bulgaria, Burkina Faso, Cabo Verde, Chile, Colombia, Congo, Costa Rica, Croatia, Cyprus, Czechia, Djibouti, Dominican Republic, Ecuador, Equatorial Guinea, Fiji, Finland, France, Georgia, Germany, Greece, Guatemala, Honduras, Jordan, Kenya, Latvia, Lebanon, Luxembourg, Maldives, Mali, Malta, Marshall Islands, Micronesia (Federated States of), Monaco, Montenegro, Morocco, Netherlands, Nigeria, North Macedonia, Palau, Panama, Peru, Portugal, Qatar, Republic of Korea, Romania, Samoa, Senegal, Slovakia, Slovenia, Spain, Switzerland, Togo, Ukraine, Uruguay and Vanuatu: draft resolution*

The human right to a clean, healthy and sustainable environment

The General Assembly,

Guided by the purposes and principles of the Charter of the United Nations,



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Nations sign up to end global scourge of plastic pollution



© UNEP | A worker sorts plastic for recycling at Dandora landfill in Nairobi, Kenya.

2 March 2022 | Climate and Environment

Heads of State, environment ministers and other representatives from 175 nations, endorsed a historic resolution at the UN Environment Assembly in Nairobi on Wednesday to [end plastic pollution](#), and forge an international legally binding agreement, by the end of 2024.

The landmark resolution addresses the full lifecycle of plastic, including its production, design and disposal.


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d


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Turning waste to wealth: In Nairobi, UN deputy chief lauds youth-led development solutions

UNITED NATIONS



United Nations

Environment Assembly of the United Nations Environment Programme

UNEP/EA.5/L.23/Rev.1

Distr.: Limited

2 March 2022

English only

United Nations Environment Assembly of the United Nations Environment Programme

Fifth session

Nairobi (hybrid), 22–26 February 2021 and 28 February–2 March 2022

Draft resolution

End plastic pollution: Towards an international legally binding instrument*

The United Nations Environment Assembly,



The most common single-use plastics found in the environment are, in order of magnitude, cigarette butts, plastic drinking bottles,



CONFERENCE

Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, including in the marine...

28 November - 2 December 2022
Punta del Este, Uruguay



Punta del Este

Overview

Pre-session Documents

In-session Documents

Written Statements

Pre-session Submissions

The first session of the INC to develop an international legally binding instrument on plastic pollution, including in the marine environment, will take place in the [Punta del Este Convention and Exhibition Centre](#) from 28 November to 2 December 2022.

Why Policy Coherence is Key (for Setting the Stage at the Plastics Treaty INC1)

The Framework Convention on Tobacco Control (FCTC) recognized a conflict of interest between the tobacco industry and public health policy interests. Article 5.3 of the FCTC safeguards policy development from those with vested interests and creates an accountability framework.

On the occasion of WHO's partnership with UNEP's Clean Seas campaign for World No Tobacco Day, a WHO manager recognized that:

The plastics treaty could be an opportunity to eliminate 800,000 metric tonnes of toxic waste a year from the single most ubiquitous form of plastic litter in the ocean: Cigarette butts. A treaty, the WHO FCTC, further justifies banning such dangerous, deceptive design features as a public health measure. Treaty obligations (under Art 5.3) help governments protect policies against tobacco industry lobbying, PR campaigns, and other forms of interference.

While some countries mentioned coherence with other treaties, remember the WHO FCTC and its article 5.3, which is a model to address conflicts of interest.





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High Commissioner

❖ Hold business enterprises accountable and protect against conflict of interest

As recognized in the UN Guiding Principles on Business and Human Rights, States should take appropriate steps to prevent all business-related human rights harms including those related to hazardous substances and, where such harms do occur, to ensure access to effective remedies including through judicial process. The new Plastics Treaty should hold business enterprises accountable for the harms caused by their contributions to the plastics crisis. It should also reflect that States have a pre-existing obligation to protect the rights of those harmed by the production and use of plastics. There is a fundamental and irreconcilable conflict between the interests of the plastics industry and businesses deeply implicated throughout its supply chain and the human rights and policy interests of people affected by the plastics crisis. The plastic industry has disproportionate power and influence over policy relative to the general public. Human rights are needed to counter-balance these powerful interests. Clear boundaries on conflict of interest should be established for the negotiations process and the implementation of the new Plastics treaty drawing from existing good practices under international law, for example, [article 5.3](#) of the WHO Framework Convention on Tobacco Control states that “Parties shall act to protect [their public health policies with respect to tobacco control] from commercial and other vested interests of the tobacco industry...”

Next steps: May 22-26, 2023



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[Where we work](#) ▼

[What we do](#) ▼

[Publications & Data](#)



CONFERENCE

Second session of Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, inclu...

22 - 26 May 2023
Paris, France



[Overview](#)

[Pre-session Submissions](#)

[Pre-session Documents](#)

The second session of the Intergovernmental Negotiating Committee to develop an international legally binding instrument on plastic pollution, including in the marine environment, will tentatively take place in Paris, France from 22 to 26 May 2023.

Stop Tobacco Pollution Alliance

<https://ggtc.world/stpa>



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Let other people know too



MAKE A DIFFERENCE

Many have joined.
Let's get more!

Join the alliance as:

☒ Organization ☐ Individual

First Name *

Last Name *

Organization*

Position/Title*



ASH is proud to be a founding and organizing member for the Stop Tobacco Pollution Alliance (STPA), a global coalition of public health organizations who recognize the crucial intersection of tobacco control and environmental health. STPA will actively participate in the UN plastics treaty negotiations from November 2022 through 2024 and remain active to ensure strong implementation of treaty measures that serve to reduce the tobacco epidemic and its toll on the environment.

Key Resources from STPA

- [Key Messages](#)
- [Plastics Treaty Process and National Policies: A Background](#)
- [Tobacco in Plastics Policies](#)

<https://ash.org/plastic-pollution>

Opportunities

- ❖ Maximize on environmental platforms like SUP Directive, Circular Economy, EU Directive on corporate sustainability due diligence
- ❖ EPR, but beware of greenwashing, ensure FCTC Art 5.3 compliance, no industry interference
- ❖ Taking into account a key principle of EPR: “to provide incentives to producers to incorporate environmental considerations in the design of their products”
 - ❖ BAN FILTERS
- ❖ An environmental policy protection strategy to reach an environmental objective of a decreased total environmental impact from a product, by making the manufacturer of the product responsible for the **entire life-cycle of the product**

Opportunities

- ❖ COPs and Article 18
- ❖ Environmental treaties and platforms
 - ❖ UN Ocean Conferences and water conferences (Panamá and US NY March 2023)
 - ❖ UN Framework Convention Climate Change (FCCC) COP 28 Nov 2023
 - ❖ United Nations Convention to Combat Desertification (UNCCD) (October 2023) (COP17 2026)
 - ❖ Engage in reporting mechanisms associated with environmental treaties and Human Rights treaties to expose environmental impact of tobacco and promote EPR for tobacco
- ❖ **Litigation to hold the tobacco industry accountable**

Stay Involved



Have you seen tobacco industry interference in public health policymaking? Email us the details at info@ash.org!

NEXT WEBINAR: February 2023 2022 Tobacco Industry Interference Index Launch

Tools for Advocates

*Tobacco & Human
Rights Hub*

ash.org/hrhub



*U.S. Tobacco Lobbyist &
Lobbying Firm
Registration Tracker*

ash.org/tobacco-money

