

WHO FCTC Article 19 for Nonlawyers

Environment

June 4, 2026



PUBLIC HEALTH
LAW CENTER
at Mitchell Hamline School of Law



corporate
accountability
JOIN THE GLOBAL CAMPAIGN

SPEAKERS

Moderator:



Laurent Huber,
*Executive Director,
Action on Smoking and Health*



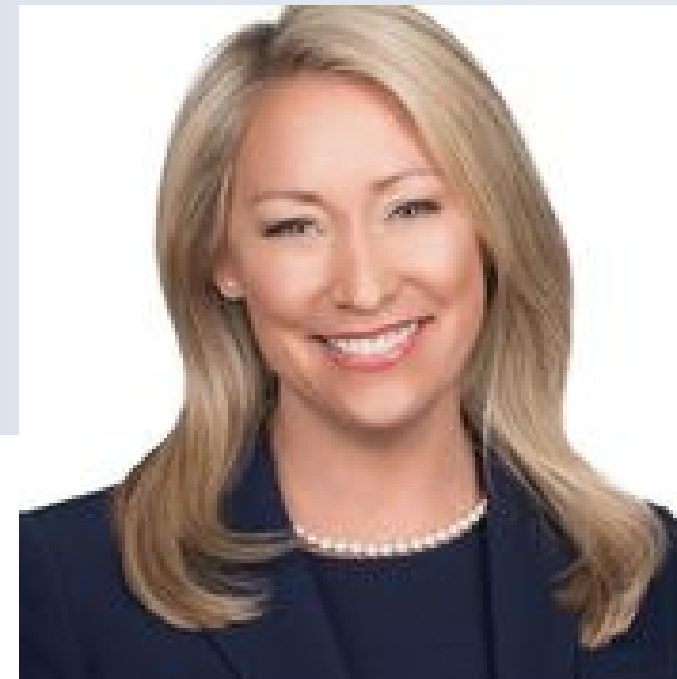
Daniel Dorado

*Director of Policy Organizing and
Tobacco Campaign: International
& Latin America, Corporate
Accountability*



Kelsey Romeo-Stuppy

*Managing Attorney, Action on
Smoking and Health*



Willow Najjar Anderson, J.D.

*Senior Staff Attorney
Public Health Law Center at
Mitchell Hamline School of Law*



Roy Mason

*Managing Partner, Smouse &
Mason, LLC*



**PUBLIC HEALTH
LAW CENTER**
at Mitchell Hamline School of Law



**corporate
accountability**
JOIN THE GLOBAL CAMPAIGN

What and Why a Global week of Action to Make Big Tobacco Pay?

June 4, 2026

+Educational purposes. No commercial use.

++ I declare that neither I nor the organization to which I belong receive any type of contribution or financial assistance of any kind from the tobacco industry or transnational corporation, either directly or indirectly. I affirm that I have no affiliation with any of these industries.

Daniel Dorado Torres
Tobacco Campaign Director







MAKE BIG TOBACCO PAY

GLOBAL WEEK OF ACTION

WHAT?

**A GLOBAL WEEK OF ACTION
JUNE 1-5**



People around the world are coming together to urge their governments to **Make Big Tobacco Pay.**

WHERE?



Global press briefing
June 1



In-country actions & meetings



Engagement with health officials



Social media campaigns

WHY?

**BIG TOBACCO PROFITS.
WE PAY THE PRICE.**



US\$880 BILLION IN ANNUAL REVENUES while governments and communities bear the costs. Tobacco use and exposure result in an estimated **US\$1.4 TRILLION** in economic losses every year.



MORE THAN 8 MILLION DEATHS ANNUALLY including more than 1.2 million non-smokers exposed to secondhand smoke.



A HEAVY ENVIRONMENTAL TOLL The tobacco industry consumes **22 BILLION TONNES OF WATER** and generates around **84 MILLION TONNES OF CO₂** emissions every year.



40 MILLION ADOLESCENTS (AGES 13-15) currently use tobacco products worldwide.



GOVERNMENTS CAN ACT The WHO Framework Convention on Tobacco Control encourages countries to advance liability measures and hold the tobacco industry accountable for the harms it causes.

OUR ASKS



ADVANCE LIABILITY MEASURES IN-COUNTRY
Make Big Tobacco pay for the harms it causes.



ADVANCE LIABILITY MEASURES AT THE INTERNATIONAL LEVEL
Support strong implementation of the global tobacco treaty.



RECOVER COSTS. FUND SOLUTIONS. PROTECT LIVES.
Use recovered funds for health, prevention, and environmental protection.



THE TIME IS NOW. IT'S TIME TO MAKE BIG TOBACCO PAY.

SOURCES:

- WHO. World No Tobacco Day 2026: Unmasking the Appeal.
- WHO Framework Convention on Tobacco Control (WHO FCTC).
- WHO FCTC Expert Group on Article 19 (Liability) Report, FCTC/COP/11/6.
- Tobacco Tactics. The True Cost of Tobacco.
- Tobacconomics.
- World Bank.
- UNICEF.
- Grand View Research, 2024.
- Branston et al., 2021; 2024.
- WHO Tobacco and Environment resources.

MAKE BIG TOBACCO PAY
WEEK OF ACTION

YUL DORADO

MAKE BIG TOBACCO PAY AWARD

For visionary leadership in advancing health justice and tobacco industry accountability.

“ His legacy lives on through the many people and movements he inspired.”

Honoring a visionary leader from Popayán, Colombia, whose work helped shape tobacco control efforts across Latin America and beyond.

THE TIME IS NOW. MAKE BIG TOBACCO PAY.

LAUNCHED:

MAKE BIG TOBACCO PAY
GLOBAL WEEK OF ACTION



Shift the financial burden from people and communities to the tobacco industry for ALL the harms caused by its businesses



**WE'RE GLOBAL.
BIG TOBACCO IS TOO.**

FROM OUR COMMUNITIES TO THE WORLD:
TOGETHER, **WE MAKE BIG TOBACCO PAY.**



**MAKE BIG
TOBACCO PAY**

— WEEK OF ACTION —



LEARN MORE:



<https://www.makebigtobaccopay.org/global-week-of-action>

¿Qué más puede hacer?



Who pays the price for Big Tobacco's abuses?

The people pay with our lives — and our taxes.

This week, we say enough is enough.

It's time to Make Big Tobacco Pay.



The People vs. Big Polluters, Big Tobacco, and tentacled corporate monsters

By **Ari Rubenstein**

Making Big Tobacco pay for its abuses



Exposing the deadly reach of Big Tobacco through street theater. Photo Credit: Philippe Audi-Dor

<https://www.makebigtobaccopay.org/global-week-of-action>

<https://www.makebigtobaccopay.org/>

<https://corporateaccountability.org/blog/un-treaty-meetings/>

THANK YOU!

Daniel Dorado Torres

ddorado@corporateaccountability.org

Website: CorporateAccountability.org

Twitter: [@StopCorpAbuse](https://twitter.com/StopCorpAbuse)





Article 19 for Non-Lawyers- The Environment

Kelsey Romeo-Stuppy

Managing Attorney

Action on Smoking and Health

Romeo-stuppyk@ash.org

COP 10- Article 19 Decision



CONFERENCE OF THE PARTIES TO THE
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL
Tenth session (resumed)
Panama City, Panama, 5–10 February 2024

FCTC/COP10(13)
10 February 2024

DECISION

FCTC/COP10(13) Implementation of Article 19 of the WHO FCTC: Liability

The Conference of the Parties (COP),

Acknowledging that issues relating to liability, as determined by each Party within its jurisdiction, are an important part of comprehensive tobacco control;

Recalling decisions FCTC/COP5(9), FCTC/COP6(7), FCTC/COP7(11) in relation to implementation of Article 19 of the WHO FCTC on liability, as well as decision FCTC/COP8(18) encouraging Parties to promote national and international cooperation to enhance implementation of Article 5.3 of the WHO FCTC in relation to Article 19 of the WHO FCTC;



Next Steps: Article 19 Decision

- Expert Group collected information about these processes around the world
- Advocates (and the Expert Group, and the Secretariat) want Parties to use these tools.
- COP 11 Decision encourages the recommendations made by the Expert Group and continue these goals.

The Article 19 Expert Group Report



Conference of the Parties to the
WHO Framework Convention on Tobacco Control
Eleventh session

Geneva, Switzerland, 17–22 November 2025

Provisional agenda item 4.2

FCTC/COP/11/6

27 June 2025

Liability (Article 19 of the WHO FCTC)

Report by the Expert Group

Purpose of the document

This report contains the report of the Expert Group on Implementation of Article 19 of the WHO Framework Convention on Tobacco Control (WHO FCTC) on Liability, re-established by the Conference of the Parties (COP) in decision FCTC/COP10(13), taking into account the work completed by the expert group on liability established pursuant to decision FCTC/COP5(9) and whose mandate was extended in decision FCTC/COP6(7).

Action by the Conference of the Parties

The COP is invited to note the present report, provide further guidance and consider adopting the draft decision contained in Annex 2 of the present report.

Contribution to the Sustainable Development Goals (SDGs): All SDGs; in particular, SDG 3 and Target 3.a.

Link to Workplan and Budget item: None.

Additional financial implications if not included in the Workplan and Budget: 1.1.1.3, 1.1.3.2.

Related document(s): Reports of the first, second and third meetings of the Expert Group on Implementation of Article 19 of the WHO FCTC on Liability; Survey on implementation of Article 19 of the WHO Framework Convention on Tobacco Control on liability (supplementary information).

Report statistics

- 49 pages
- Fifty-one (51) Parties responded to the survey, which included 50 responses from countries and a response from a regional economic integration organization:
 - 5 countries reported full implementation
 - 37 countries reported partial implementation
 - 9 countries reported no action
- The Expert Group provided a list of options of 30 recommendations, including recommendations on liability actions (civil and criminal liability and administrative measures to establish liability), information exchange and monitoring, and methodologies for estimating health-care costs caused by tobacco use.

Type of Liability

Civil liability



includes Administrative liability

- lawsuits in non-court tribunals
- lawsuits against government agencies

Criminal liability



Includes

- corporations
- Human rights litigation

Article 19 and the Environment



Criminal liability

Regarding the existence of criminal penalties in general criminal laws that apply to the manufacture, supply and marketing of tobacco products, in 31 countries, Parties and civil society respondents identified criminal penalties primarily falling within the following categories....

(h) environment crimes legislation;

(i) and extended producer responsibility imposed on tobacco companies (with a note of caution regarding activities described as “corporate social responsibility” by the tobacco industry and those working to further its interests).

Administrative liability

-lawsuits in non-court tribunals-

for example, The Central Pollution Control Board in India took administrative action against tobacco companies for using prohibited plastics to package their tobacco products, in violation of rules under an environmental protection law.

Civil liability
City of Baltimore



THANK YOU!

CONTACT INFORMATION

Kelsey Romeo-Stuppy

Managing Attorney

romeo-stuppyK@ash.org

Action on Smoking and Health
1250 Connecticut Avenue, NW
Washington, DC 20036

 @ASHglobalAction

   @ASHorg

 ash.org



OUR CHILDREN DESERVE TO
GROW UP WITHOUT TOBACCO



[Click to play Roy Mason's presentation](#)

STAY INVOLVED



Please complete our survey. Thank you!



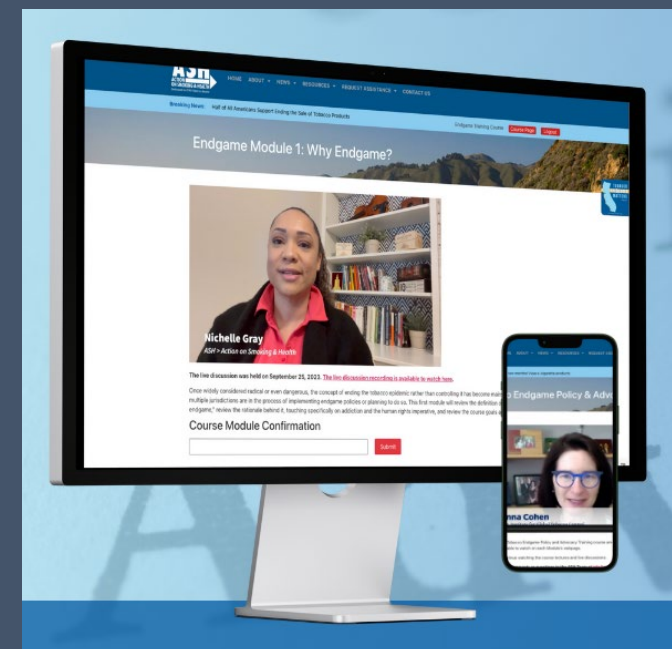
Next Webinar – 4 Part Series

ASH in collaboration with the Global Tobacco Endgame Council,
Present – Preparing for Tobacco Endgame: Global Perspectives on Treatment,
Nicotine Addiction Care, and Health System Readiness

Webinar #1

Preparing for Tobacco Endgame: Treatment,
Innovation, and the Global Nicotine Landscape

June 25, 2026



Tobacco Endgame Policy and Advocacy Training Course

June 22nd Live Discussion

<https://ProjectSunset.ash.org>