



中国控制吸烟协会
Chinese Association on Tobacco Control

Non-governmental organizations play their roles against tobacco industry's interference with tobacco control

Chinese Association on Tobacco Control

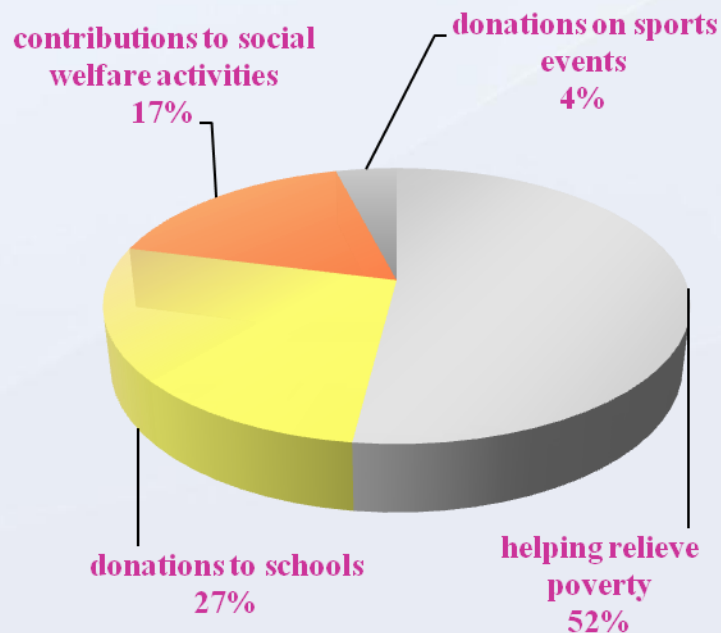
◆ Background

- Tobacco companies have used many methods to interfere with tobacco control, such as making donations to schools, relieving poverty, participating in social welfare and sports events and so forth in order to maintain the number of smokers and therefore protect their own interests.
- China Tobacco Control Association gives full play to the role of non-governmental organizations against tobacco companies' interference with tobacco control. Here I will introduce some of our practices and typical cases.



◆ Monitoring tobacco events, using facts against interference from tobacco industry

- **Time:**
2 times in 230 days(01/09/2009—31/12/2009;01/01/2013—20/04/2013)
- **Result:**
220 donations events sponsored from tobacco companies
- **Form of donations:**
 - 1、 8 donations on sports events, accounting for 3.64%
 - 2、 37 contributions to social welfare activities, accounting for 16.82%;
 - 3、 60 donations to schools, accounting for 27.27%;
 - 4、 115 cases of helping relieve poverty, accounting for 52.27 %;(17 activities even received government recognition.)



Typical cases

☀ Tobacco sponsorship on sports events

1、 tobacco companies donated 200 million yuan to Chinese Pavilion in Shanghai World Expo

According to media reports, the first case is that Chinese Pavilion in Shanghai World Expo accepted 200 million yuan donation from tobacco companies

- **Action taken by the Association**
 - wrote to the Shanghai World Expo Bureau demanded immediate cancellation on tobacco industry's donations and refund the full amount.
 - Xu Guihua, vice president of CATC, went to Shanghai and met with the Legal Department representative of Shanghai World Expo Bureau for many times.
 - held a press conference; more than 30 mainstream media widely reported on it and help to form a strong public influence.
- **Result:** Shanghai World Expo Bureau announced to refund 200 million yuan donations back to the tobacco companies.



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Media Report

网易新闻
news.163.com

网易 > 新闻中心 > 国内新闻 > 正文

上海世博会终止两亿元烟草企业捐款

2009-07-22 04:02:35 来源: 新京报(北京) 跟贴 0 条 手机看新闻

核心提示: 7月初, 几位致力于控烟的公共卫生专家, 在京向媒体公开了一封致上海世博局联名信, 呼吁应尽快退还上海烟草(集团)公司2亿元捐赠。上海世博局已终止接受该备受争议的捐款项目。

新京报7月22日报道 昨天, 控烟公益组织——新探健康发展研究中心负责人吴仪群教授向本报证实, 上海世博局已终止接受此前备受争议的2亿元烟草企业捐款项目。

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上海世博会组织者终止烟草公司定向捐赠

2009年07月22日 15:58:01 来源: 新华网

【字号 大 中 小】 【留言】 【打印】 【关闭】 【Email推荐: 提交】

新华网上海7月22日电(记者吴宇) 记者22日从上海世博会事务协调局了解到, 上海世博会组织者已经终止与上海烟草(集团)公司此前达成的中国馆定向捐赠合同。

上海世博局有关负责人表示, 上海世博会组织者正在制订和完善一系列措施, 力求将上海世博会打造成“健康世博”。基于这一理念, 经与上海烟草(集团)公司协商, 终止了双方此前签署的相关捐赠合同。

财经网
CAIJING.COM.CN

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上海世博局终止上海烟草2亿元捐赠

本文来源于《财经网》 2009年07月20日 21:25

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基于“健康世博”理念, 上海世博局终止了上海烟草公司向中国馆的定向捐赠



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上海世博会终止两亿元烟草企业捐款

http://news.qq.com 2009年07月22日03:31 新京报 我要评论(3207)

本报讯 (记者 魏铭言) 昨天, 控烟公益组织——新探健康发展研究中心负责人吴仪群教授向本报证实, 上海世博局已终止接受此前备受争议的2亿元烟草企业捐款项目。

推荐阅读



乞力马扎罗雪顶
可能10年内融化
“赤道雪山”
奇观将与人类告

5月7日, 上海烟草(集团)公司向上海世博会中国国家馆捐赠人民币两亿元。据《解放日报》报道, 这是中国馆自2007年12月启动定向捐赠以来, 接受到最大金额的一笔捐款。

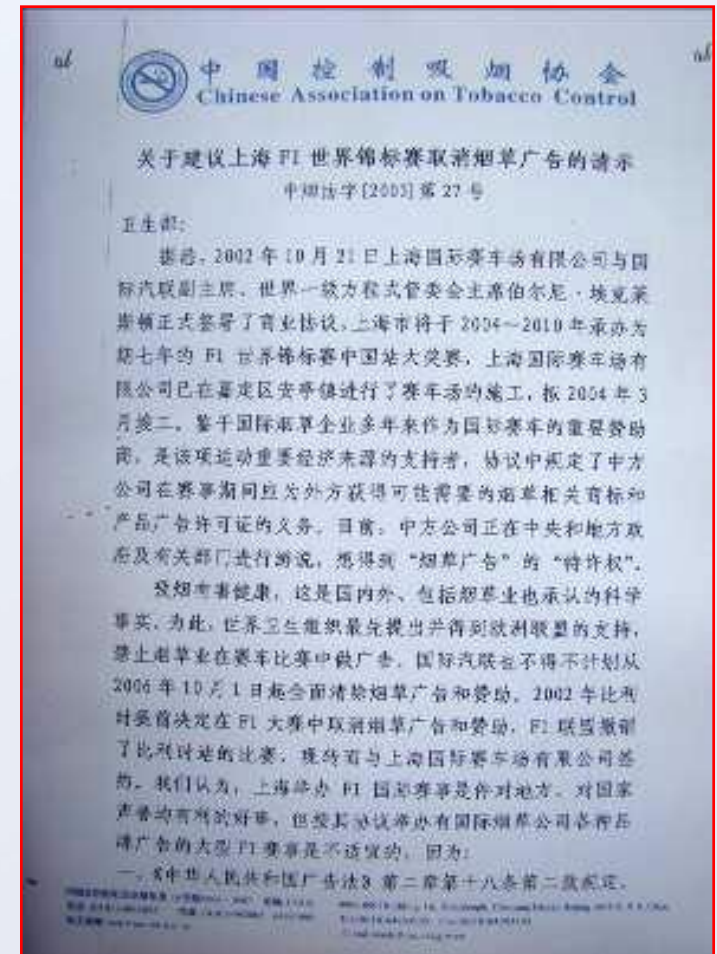


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2、Second case is a success that the Association wrote to the Shanghai Government on refusing tobacco company sponsorship for F1

That Marlboro tended to sponsor F1 race in Shanghai, the Association wrote to the Shanghai municipal government against accepting Marlboro sponsorship.

The government accepted association's opinions and terminated the contract with Marlboro sponsorship.



3、 The Association wrote to the Beijing Olympic: Opposite to tobacco company's CEO appeared in the torch relay to promote tobacco brand



Result

Beijing Olympic Organizing Committee expressed that there would be no similar case in the future.

中国控制吸烟协会 Chinese Association on Tobacco Control

致北京奥组委的一封信

尊敬的北京奥组委：

举世瞩目的北京奥运会正在全国乃至全世界人民的期待中走来，奥运火炬传递也同样凝聚着圣洁、热烈和奋进的激情。但是，我们关注到，在火炬传递过程中，也出现了不和谐的音符。在6月6日广西桂林站传递中，网上多家媒体报道：

- “祥云真龙”——广西中烟罗毅总经理作为西部全国劳模第一时间参加了奥运火炬传递。

- “能够为北京2008奥运圣火传递助力，是我一生中最大的荣耀。更是广西烟草人的荣耀！点燃了广西中烟人的激情。传递着真龙品牌的梦想！”广西中烟工业公司党组书记、总经理罗毅在奥运圣火传递结束后激动地说。

- 同时，还配发了广西中烟职工手举“真龙腾飞”标语牌为火炬接力加油的照片。

对此，我协会认为：

一、选择北京奥运会要办成绿色奥运的理念以及温家宝总理向世界卫生组织总干事承诺的“绿色奥运包括无烟奥运”，像“真龙腾飞”这种宣传烟草品牌的变相烟草广告显然不应出现在圣火传递途中，如此明显的变相烟草广告在国际上必将带来不好的影响。

二、广西中烟罗毅总经理参加奥运火炬接力无可厚非，但随之而来的大量媒体报道《北部湾东盟经济网、烟草在线等》，实际是在宣传烟草公司和烟草品牌，给人一种把商业行为强行加在圣火传递中的感觉，有悖奥运精神。

三、距北京奥运会开幕还有56天，奥运火炬还将祖国大地传递，我们真诚提请奥组委，希望在以后的火炬传递中注意类似情况不要出现，我们的共同目的就是使北京举办的这届奥运会真正成为世人期待的完美圣洁，健康向上的体育盛会。



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网站：http://www.caotc.org.cn



中国控制吸烟协会
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☀ Cases on tobacco industry making donations to schools

1、Tobacco industry sponsors primary schools in poverty area, and requests to name the school after the tobacco brand

According to samples in our monitoring, there are currently over 100 schools sponsored or entitled by tobacco companies,

- tobacco brand name appeared in schools' name
- tobacco brand logo printed on students' uniforms
- tobacco brand appeared on students' desks and chairs in China.



one primary school in Sichuan which was entitled by one tobacco brand

School name: Sichuan Tobacco Hope Primary School

school motto: hard work makes a genius, tobacco wishes you success.

School logo: tobacco sign

China Tobacco



Logo: Marlboro logo on students' uniform



- **Action by the association**

- tobacco control organizations have repeatedly written to the advertising department, insisted on correction of serious violation of national "Advertising Law" behavior, called for the justified investigation
- Several press conferences were also held which covered by large media coverage and hence created a strong public opinion.

- **Result:**

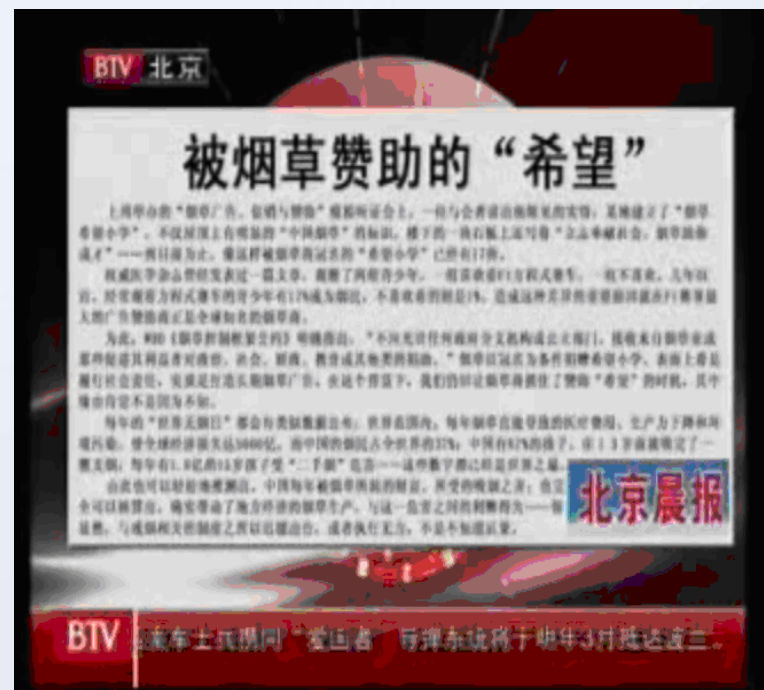
- Only two schools were corrected, others are not changed just yet.



Media Report

视频：2009年控烟十大新闻发布 专家分析我国控烟形势

发布时间:2010年03月25日12:10 | [我来说两句](#) | 来源: BTV北京



中国控制吸烟协会
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case on interference in supporting for research activities from tobacco industry

Huge funds supporting research on low tar low harm

1、 Project on ‘low tar low harm’ was nominated as national award, the researcher was elected as an academician

- On December 8, 2011, Chinese Academy of Engineering website released news on 54 newly elected academicians, including Xie Jianping who got elected for his achievement on "tar harm reduction in tobacco".
- **Action taken by the Association**
 - From December 2011 to February 2013, the Association wrote to Academy of Engineering 7 times explaining that tar harm cannot be reduced; it is merely an trick for tobacco sales expansion. We strongly requested the cancellation of the award.
 - Collected 102 academicians' signature for the petition to the the Academy of Engineering
 - Many press conferences were held and caught great attention from academic and social area. Media also did extensive coverage and follow-up reports. Controversy and discussion on whether ‘low tar low harm’ is a true science or pseudo-scientific has become a heat debate.
- **Result**
 - Successfully promoted amendments of "Chinese Academy of Engineering co-opted implementation measures",
 - Tobacco and relevant topic settings are abolished, and there will no longer be acceptance on application nomination in this area.



2、tobacco companies used "Chinese cigarettes" to declare for National Science and Technology Award.

Association monitoring found out that Ministry of Science website reported the declaration of "Chinese cigarettes" project and its success of making to the finalists' list.

- **Action taken by the Association**

- Sent a letter to the Ministry of Science raising objection and asked to cancel tobacco companies' participation in the National Science and Technology Award selection;
- Held a news conference was held in the mean time. The conference received wide report from more than 30 national mainstream media; more than 2,000 people voted online to support Tobacco Control Association within 3 days.

- **Result:**

- After 41 days of effort, the ministry announced to eliminate Tobacco Monopoly Bureau from participating the National Science and Technology Progress Award selection.





中华人民共和国科学技术部

The Ministry of Science and Technology of the People's Republic of China



科技部：中式卷烟 退出参评国家科技奖

2012-05-05 | 08:52 | 来源：新京报 | 编辑：贝贝

昨日，科技部发出说明，鉴于“中式卷烟”项目的异议情况较为复杂，国家烟草专卖局提出了不继续参加评审的申请。此前，“中式卷烟”项目入围国家科技奖公示项目，引起社会质疑。

19个项目收到异议

3月23日，科技部国家科学技术奖励办公室，公布了2012年度国家科技奖励推荐的项目名单。昨日，科技部国家科学技术奖励办公室发出说明，公示期内，共收到异议58件，涉及19个项目，占公示项目数的2%。

收到项目异议后，国家科学技术奖励工作办公室依法进行了受理、登记。按异议处理程序，目前已将58件异议转达给了相关项目的推荐部门进行调查核实。

昨日说明中，未公布收到异议的项目名单。

推荐单位提出“退评”

在说明中，特别谈及了“中式卷烟特征理论体系构建及应用”的项目。在之前40天的公示期里，烟草项目入选一直受到控烟人士质疑。

说明表示，仅该项目就收到异议33件，推荐部门对此高度重视，鉴于该项目的异议情况较为复杂，提出了不继续参加评审的申请。根据《国家科学技术奖励条例实施细则》的相关规定，“中式卷烟”项目不提交本年度国家科学技术奖评审，另18个项目的异议正在按照有关规定办理之中。



Media Report



☀ cases of public welfare donations from tobacco companies.

1、 The tobacco industry funded China Tobacco Museum, which was rated as ‘Youth patriotic education base’ by Shanghai authorities.

Monitoring discovered that China Tobacco Museum funded by the tobacco industry was rated as ‘Youth patriotic education base’ by Shanghai authorities.

- **Action taken by the Association**

- Wrote to relevant authorities in Shanghai and requested them not to let teenagers visit the museum, also withdraw "patriotic education base" title.
- 60 media and 5 television stations carried a report on this matter. Finally, Shanghai municipal authorities accepted the Association’s requests: they removed the "patriotic education base" title and no longer bring students to visit.

- **Result**

- Shanghai municipal authorities accepted the Association’s requests: they removed the "patriotic education base" title
- Students are no longer being organised to visit.



Media Report



2、 China National Tobacco Corporation sponsored Green Foundation and received "Eco-China Contribution Award".

China National Tobacco Corporation donated 100 million yuan to the China Green Foundation and therefore received an “Environmental Awards”.

- **Action taken by the Association**

- Wrote to the China Green Foundation and requested them to cancel the tobacco company's qualification for the environmental award.
- 62 media reported on this subject. CCTV conducted interviews with Xu Guihua, vice president of the association, twice.

- **Result:**

- The Association successfully promoted the acceptance on our recommendations.
- this also completely triggered the anger of tobacco companies, caused their strong counterattack.



Special coverage by CCTV and other local television channel



CCTV



CCTV



Beijing news



Zhejiang TV



Beijing TV



Tianjin TV



Shanghai TV



Guangdong TV



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◆ counterattack from tobacco industry

Tobacco online article: ‘Suppressing tobacco is a misunderstanding on tobacco control’.

- ‘Tobacco control is not to suppress tobacco industry, trying to kill tobacco industry is a misunderstanding’
- ‘China Tobacco Control Association under the banner name of human health, waving the big stick of moral, repeatedly fights against tobacco industry, and constantly set off the tide against tobacco industry until it goes down’
- ‘Charitable acts of tobacco companies shall be encouraged’



◆ Conclusion

- First, whether it is state-owned or private tobacco industry in essence, it's all about the pursuit of profits and expanding the number of smokers.
- Second, the tobacco industry's so-called social responsible donations, sponsor behaviour are all for establishing a positive image in order to continue to increase tobacco sales. (Such as Chen Feng Fu Zhen, Director-General of the World Health Organization, said: In some countries, the tobacco industry is pushing for joint government-industry committees to vet or screen all policy and legislative matters pertaining to tobacco control. Don't fall into this trap. Doing so is just like appointing a committee of foxes to look after your chickens.)
- Third, NGO is indispensable power force to supervise government and relevant departments on the duties of conducting tobacco control
- Forth, NGO shall dare to fight consistently in monitoring tobacco control in order to achieve actual positive results.



THANK YOU!



中国控制吸烟协会
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