



NORMALISATION DU TABAGISME ET DES PRODUITS DU TABAC PAR L'INDUSTRIE DU TABAC : ÉVALUATION DES 4 ENTREPRISES DOMINANT LES MARCHÉS INTERNATIONAUX

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INTRODUCTION

Prévalence du tabagisme en baisse depuis 2010

Plan d'action mondial de l'OMS 2013-2020 : objectif de réduction de la prévalence mondiale du tabagisme (tabac fumé et sans fumée) fixé à 30% d'ici 2025 par rapport à 2010

→ Risque de ne pas être atteint (projections : réduction de 24% au niveau mondial susceptible d'être atteinte) ¹

Participation de l'industrie du tabac ?

Comment l'industrie du tabac participe-t-elle à la normalisation du tabagisme pour lutter contre la diminution des ventes et de la consommation ?



MATÉRIELS & MÉTHODES

- 4 entreprises sur les marchés internationaux :
Philip Morris International (PMI) ²,
British American Tobacco (BAT) ³,
Japan Tobacco International (JTI) ⁴,
Imperial Brands (IB) ⁵,
- Site internet officiel & rapport annuel de chaque entreprise (2022)
→ accessible au grand public ^{2 3 4 5}
- Etude qualitative : collecte et description des données de chaque rapport



RÉSULTATS

IMPACT SUR LA

SANTÉ



- Tabac chauffé
PMI : IQOS
BAT : Glo
JTI : Ploom X
IB : PULZE
- Produits de vapotage
PMI : VEEV
BAT : vuse
JTI : logic.
IB : blu
- Tabac conditionné en sachets « Snus »
PMI : General
BAT : GRIZZLY, KODIAK
JTI : LD
IB : SKRUF
- Sachets de nicotine sans tabac « Pouches »
PMI : SHIRO
BAT : VELO
JTI NORDIC SPIRIT
IB : SKRUF, ZONE X

IMPACT SUR

L'ENVIRONNEMENT



- Réduction des émissions de carbone jusqu'à un fonctionnement neutre en carbone d'ici 2030-2040
- Réduction des déchets plastiques, ≥ 85% des emballages réutilisables / recyclables d'ici 2025-2030
- Promotion et passage aux énergies renouvelables
 - Réduction de la consommation d'eau
 - Lutte contre la déforestation (financement de programmes de sylviculture)

IMPACT

SOCIAL



- Lieu de travail inclusif : emplois pour personnes en situation de handicap, lutte contre les discriminations ethniques, discriminations LGBTQ+
- Promotion de l'égalité hommes-femmes au sein des entreprises (« *Women in leadership* » program, *IniSHEate*, *Ailes pour elles*, *groupes de ressources d'employés*)
- Promotion du respect des droits de l'homme (*PMI human rights report 2023*, *Human Rights Impact Assessment Program*, *JT Group human rights report 2021*, *audit interne contre l'esclavage moderne 2022*, *membre de la Slave Free Alliance*)
- Lutte contre le travail des enfants (*ARISE program*, *fondation ECLT*)
- Veille à l'accès aux besoins essentiels des agriculteurs et leurs familles

GOVERNANCE



- Vente aux majeurs
- Respect des lois et pratiques régissant la publicité, la promotion et la vente de leurs produits
- Politique de lutte contre la corruption
- Lutte contre le commerce illicite
 - Promotion d'un marketing « transparent »
- Pas de découragement des consommateurs au sevrage tabagique





DISCUSSION

4 axes identifiés visant à promouvoir l'industrie du tabac :

1/ Mise en avant des nouveaux produits du tabac et de la nicotine qualifiés de « produits à moindre risque » *MAIS : peu / pas d'études qui objectivent une diminution des risques de ces nouveaux produits par rapport à la cigarette et pas de risque zéro*

2/ Mise en avant de l'implication de l'industrie dans la lutte contre le changement climatique & la pollution *MAIS : détail des objectifs, peu d'évaluation des résultats*

3/ Mise en avant de sa qualité d'employeur *MAIS : droits de l'homme pas encore respectés à 100% dans la chaîne de production, 0% travailleur enfant pas encore acquis*

4/ Industrie responsable vis-à-vis de ses clients *MAIS : lobbying et marketing*



CONCLUSION

NORMALISATION DU TABAGISME ET DES PRODUITS DU TABAC

Normalisation des produits du tabac et de la nicotine

+

Normalisation des méthodes et de la chaîne de production

+

Normalisation de leur commercialisation

Renforce son acceptation aux yeux du grand public, et donc des consommateurs



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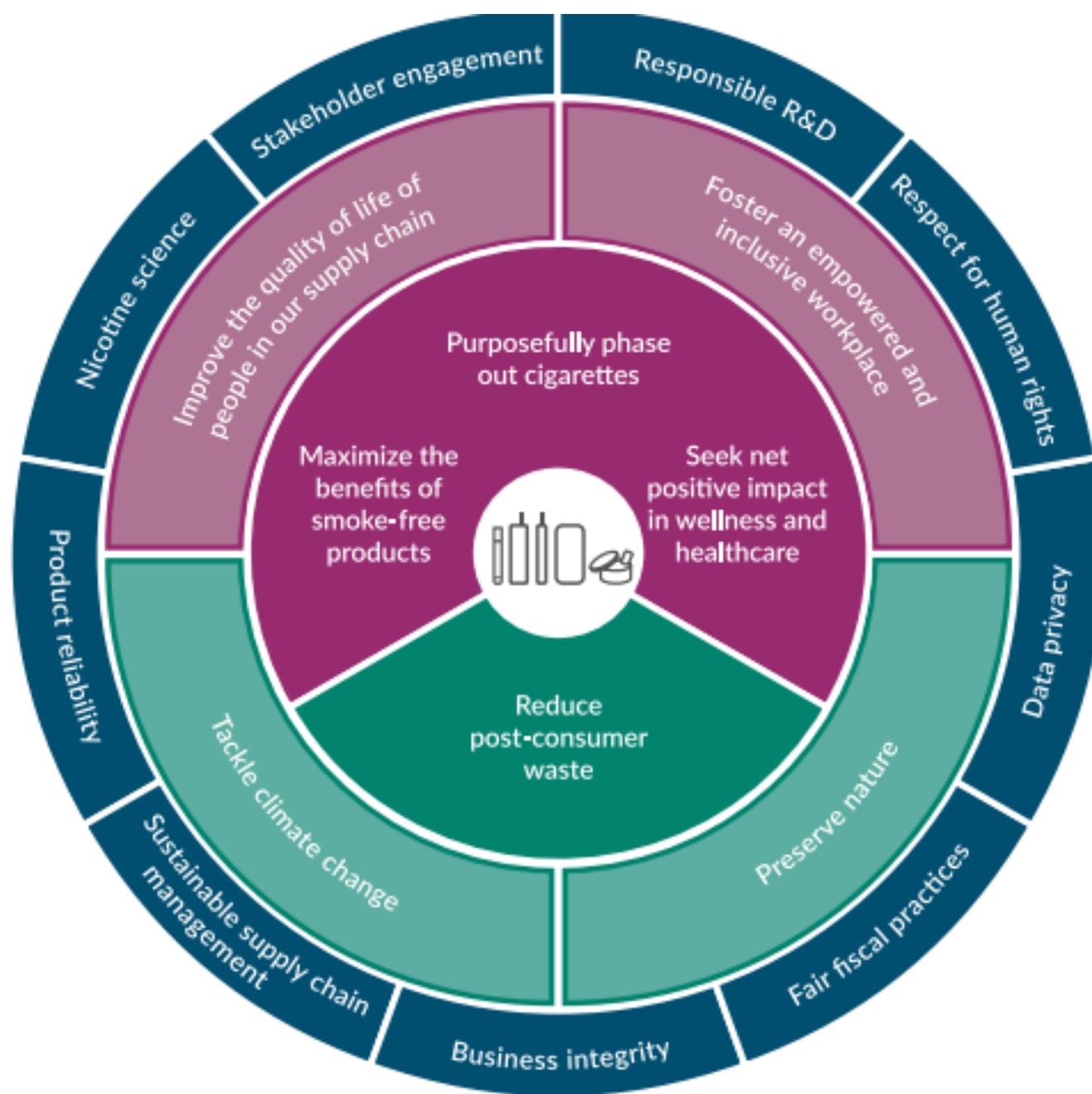
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H

Reducing the health impact of our business

E

Excellence in Environmental management

Climate change

Circular Economy

Biodiversity & Ecosystems

Water

S

Delivering a positive Social impact

Human rights

Farmer livelihoods

People, Diversity & culture

G

Robust corporate Governance

Responsible Marketing & Transparent Communications

Ethics & Integrity

Sustainability Governance

Creating shared value for

Consumers

Society

Employees

Shareholders & investors

Living with the Planet

Preserve a harmonious relationship between our environment, people, and corporate organizations through initiatives to improve our impact on our environment

- Undertake initiatives to tackle climate change and conserve our environment
- Promote resource recycling and develop sustainable products with high environmental value

Value Creation that Exceeds Consumer Expectations

Create diverse products and services beyond consumer expectations

- Develop innovative products and services and offer variety of situations to experience our products
 - Develop and offer RRP (Reduced-Risk Products)
 - Develop innovative original drugs
 - Develop food products in response to diverse consumer values and interests

among others
- Research, explore and create seeds for future business centered on the concept of "enriching life"

Investing in People and Provide Motivation

Invest in people to support their development with attention to diversity, and enhance human capital by fostering a corporate culture that maximizes individuality and ability of each person

- Establish a fair and safe working environment, provide each employee with the opportunity for growth and promote diversity, equity and inclusion
- Establish a structure that encourages our employees to participate in and create with our society

Responsible Supply Chain Management

Create a sustainable supply chain capable of withstanding sudden changes in the business environment, by tackling social issues such as respecting human rights or preservation of our environment

- Engage with the suppliers through human rights/environmental due diligence
- Deliver initiatives that contribute to resolving social issues together with our suppliers

Good Governance

Enhance our governance by improving our stakeholder satisfaction and continue to be a trustworthy corporate entity

- Construct and implement a framework for transparent, fair, prompt, and decisive decision-making
- Engage proactively with diverse stakeholders

HEALTHIER FUTURES



POSITIVE CONTRIBUTION TO SOCIETY



SAFE & INCLUSIVE WORKPLACE



POWERED BY RESPONSIBILITY



CONSUMER HEALTH

We are committed to strengthening our next generation products (NGP) and making a more meaningful contribution to harm reduction by offering adult smokers a range of potentially less harmful products.

OUR PLAN:

Provide adult smokers with a reduced harm choice.
Substantiate all our NGP products against our Scientific Assessment Framework (SAF)



CLIMATE CHANGE

We are committed to reducing our impact on the climate throughout our value chain. Focusing on both mitigation and adaptation.

OUR PLAN:

By 2040 our Value Chain will be Net Zero Emissions (Scope 1,2,3).
By 2030, 100% of the energy sourced for our operations from renewable sources. And *75% energy reduction, therefore achieving Net Zero at our direct operations.
By 2025, 100% of our purchased grid electricity will come from traceable renewable sources.



PACKAGING & WASTE

We are committed to minimizing waste associated with our products, packaging and production processes.

OUR PLAN:

By 2025 our operations will send zero waste to landfill.
100% of our packaging will be reusable, recyclable or compostable (EU & US) by 2025.
Reduce total waste from our operations *30% by 2030.



FARMER LIVELIHOODS & WELFARE

We are committed to engaging with our suppliers to support and develop farming communities and promote sustainable agriculture.

OUR PLAN:

Purchase from leaf suppliers who are committed to support their farmers across a decent standard of living. Supporting suppliers to provide access to 100% sustainable wood use by 2025.
Improve access to basic needs for 180,000 farmers and their families by 2030.



SUSTAINABLE & RESPONSIBLE SOURCING

We are committed to sourcing products and services in a compliant, sustainable and socially conscious manner. We will work with our suppliers to ensure continuous improvements.

OUR PLAN:

Source products and services from a diverse supply base that matches our ESG values and ambitions.
Responsible Sourcing Policy roll out FY23.
Responsible sourcing Framework roll out FY23.
Risk assessment across supply base from FY23.



HUMAN RIGHTS

We are committed to raising awareness and improving processes in our supply chains recognising the importance, influence and role we have in promoting and protecting human rights.

OUR PLAN:

Strengthen our due diligence process aligned to international frameworks and legislation.
All employees have access to Speak Up channels and remediation process.
Salient human rights issues assessed for each of our priority locations & test robustness of due diligence processes.



EMPLOYEE HEALTH, SAFETY & WELLBEING

We are committed to achieving world-class occupational health, safety and wellbeing for all our employees.

OUR PLAN:

A "Zero" injury aspiration.
100% compliance with OHSSE Framework by 2025.
**75% reduction in LTA rate by 2030.
**50% reduction in fleet collision rate by 2025.
Health and Wellbeing framework established FY23.



DIVERSITY EQUITY & INCLUSION

We are committed to creating a truly diverse and inclusive organization renowned for celebrating difference, enabling our people to feel that they belong and be their authentic selves.

We will respect, recognise and value the diversity of our consumers and reflect the communities in which we operate.

OUR PLAN:

Develop awareness and understanding.
Ensure practices and policies best attract, support, develop and retain diverse talent.
Capture data and measure the progress we're making.
Launch Strategy FY23.

