Make Big Tobacco Pay Campaign (MBTP): Mobilizing people power to hold the tobacco industry accountable

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Background and context
Every year, more than 8 million people die from tobacco-related diseases. Big Tobacco profits enormously—then uses its profits to undermine tobacco control, cancer prevention, and other lifesaving public policy.

Aim
Corporate Accountability's MBTP campaign aims to build momentum to hold this deadly industry accountable and push governments to implement liability, in order to curb corporate abuse and stop cancer and other tobacco-related disease. This is a long-term campaign.

In the first year, the goal was to support adoption of the liability decision at COP10[1].

Strategy/tactics
To support the adoption of the WHO FCTC Article 19 decision at COP10[2], the campaign launched:

- - A coalition of organizations with a digital home at MakeBigTobaccoPay.org.
- - International grassroots petition[3] & international sign-on letter from individuals and civil society organizations with expertise on liability, reparations, and/or legal accountability[4].
- - Global journalist trainings.

Programme/Policy

- Article 19 : "*For the purpose of tobacco control, the Parties shall consider taking legislative action or promoting their existing laws, where necessary, to deal with criminal and civil liability, including compensation where appropriate […]*"[5].

Process

- - Campaign launched on World No Tobacco Day 2022.
- - The petition garnered more than 30,000 signatures; more than 80 organizations and experts endorsed the sign-on letter.
- - 2 global journalist trainings on Article 19 were conducted in the lead-up to COP10.
- - Petition and sign-on letter were delivered to governments at an event at COP10.

Outcomes

- The campaign contributed to the adoption of a COP10 decision on Article 19 that, among other things, strengthens implementation of liability and establishes an expert group to support governments in doing so.

What was learned

- - Mobilizing people power is key to international policy adoption.
- - Advocacy tools such as international petitions/sign-on letters and/or journalist trainings are effective for visibility and demonstrating widespread support to governments.
- - Partnerships across civil society is essential.

Image(s):

Bibliographic references

- https://shorturl.at/exB03
- https://shorturl.at/aft59
- https://shorturl.at/xHN04
- https://shorturl.at/flzI4 This tactic was co-sponsored by: African Tobacco Control Alliance, Action on Smoking and Health, Coalición America Saludable, European Network for Smoking and Tobacco Prevention, Global Center for Good Governance in Tobacco Control, Network For Accountability of Tobacco Transnationals, South East Asia Tobacco Control Alliance.
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