



**THE
FRAMEWORK
CONVENTION
ALLIANCE**

2021

**ANNUAL
Report**



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*Kylie Lindorff,
FCA Board Chair*

MESSAGE FROM OUR BOARD CHAIR

The COVID-19 pandemic has fundamentally changed so many aspects of our lives. After nearly two years of navigating a sea of uncertainties, many of us have begun to seriously re-evaluate our lives, work, and the way we engage with others. For my family, in 2021 we moved from the city to a rural area and we took over an independent bookstore. I continue to work from home in tobacco control as I did during COVID-19 lockdowns, an option that may not have been considered by myself or my organisation prior to the pandemic. What is interesting is that this trend of self-reflection and change is happening at a personal level as well as within organisations. As you read on, you will notice that transition, evolution, and adaption are a recurring theme as we look back and to the future for the Framework Convention Alliance (FCA).

As we begin to understand what a post-pandemic world may look like, it is more important than ever that tobacco control be positioned as a top priority within the international health and development agendas. The need for preventive public health measures and evidence-based interventions such as those in the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) are critical as countries develop plans to build back better. The pandemic has shown us there is an urgent need to adapt and establish more resilient health systems, and as part of that transition, tobacco control has a crucial role to play.

One of the major hurdles to accelerating tobacco control both domestically and globally is the US\$27.4B funding shortfall for FCTC implementation. This financial obstacle is a significant barrier and makes work in the areas of tobacco taxation and aligning tobacco control with sustainable development increasingly important. Over the last several years, the FCA has been ramping up efforts and supporting work in these key areas and we are well poised to continue this support in the future.

Without a doubt 2020 and 2021 were very challenging years for the global tobacco control community. In 2021, I was happy to see so many great milestones and successes achieved by the FCA and members, not least of which was navigating our first ever virtual Conference of the Parties (COP) and Meeting of the Parties (MOP).

In addition to undertaking core elements of our workplan, a tremendous amount of effort was placed on laying the foundation for the organisation's transition to the Global Alliance for Tobacco Control (GATC). This transition has been in the works for several years and is expected to be completed in mid to late 2022. Much has changed in tobacco control over the past 20 years and the FCA's transition to the GATC will help better communicate who we are, what we do, and allow us the opportunity to modernise the organisation so it is better positioned to meet the challenges of tomorrow.

I would like to thank our FCA staff and members for the time, energy, and effort that has gone into this major project. Change is never easy, although often necessary, and the feedback we received from consultations undertaken with members has informed what this change needs to be.

Despite the enormous challenges the tobacco control community has faced, I continue to remain positive about our future. In 2022 we look forward to transitioning to the GATC, to continuing to serve as the global voice for tobacco control, and to working tirelessly alongside our members, affiliates, and partners to accelerate FCTC implementation globally.

Thank you to everyone who has supported the FCA over the past 20 years and we look forward to embarking on new adventures with all of you as we close one chapter in the organisation's history and open another.

"One of the major hurdles to accelerating tobacco control both domestically and globally is the US\$27.4B funding shortfall for FCTC implementation."



Leslie Rae Ferat,
FCA Executive
Director

EXECUTIVE DIRECTOR LETTER

When looking back at the past year, what we saw in 2021 wasn't much different from what we experienced in 2020 in terms of the global landscape. The ongoing COVID-19 pandemic continues to reframe everything in global health, including tobacco control. Despite challenging times, we continued to navigate the new normal with many uncertainties, and although it felt like yet another transitional year, we managed to make great strides on many fronts, especially from an organisational perspective.

Throughout 2021, FCA continued to advance its work to:

1. Further accelerate FCTC implementation
2. Advocate for increased sustainable funding at the national and global levels
3. Push to see the FCTC included in COVID-19 recovery and development discussions

In 2021, we had the pleasure of virtually organising and attending several events and wrapped up a three-year initiative that sought to integrate tobacco control programmes with national development plans in Chad, Ghana, Nigeria, Senegal, and Uganda. We also worked to accelerate domestic resource mobilisation for tobacco control to help address the US\$27.4B funding shortfall for FCTC implementation. Throughout this report you will get a glimpse at some of this work along with other leading initiatives under-

taken by the FCA and members in 2021.

Despite the ongoing challenges of COVID-19, we were fortunate enough to meet virtually in November for the ninth session of the Conference of the Parties (COP9) and the second session of the Meeting of the Parties (MOP2). The pandemic has imposed many restrictions and challenges on the ways we all work, and COP9 was no exception. The session was held with an abridged agenda that was adopted alongside recommendations from the Bureau to defer most technical items to COP10, where they could be discussed and addressed more fully in-person. During COP9 and MOP2, we did achieve significant progress on financing for FCTC implementation with the adoption of the proposed investment fund, an initiative that the FCA has been supporting since its initial proposal at COP8. The investment fund is a significant step forward in addressing financing challenges for FCTC implementation, but we know that more work still needs to be done. At COP10 and MOP3, which will be held in Panama in 2023, we expect to see a packed agenda with many important decisions for adoption.

Although 2021 was a challenging year, FCA members and staff worked hard to advance tobacco control both leading up to and during COP/MOP. In 2021 we unfortunately lost many long-time staff members and valuable players in the tobacco control community, but we also welcomed some new faces to help tackle the

tobacco epidemic. I would like to thank the FCA team for their exceptional work and dedication throughout the year. I would also like to express my appreciation to the FCA's Board for their ongoing support and guidance to myself, the FCA team, and the entire membership during another challenging year. Lastly, I would like to thank our members. None of the work that we achieved this past year would have been possible without your dedication and engagement. We have experienced time and again that it takes a village to succeed, and this year's virtual COP and MOP were living proof of that.

Looking to the future, 2022 is going to be a very pivotal year for the FCA. In 2022 we plan to incorporate the organisation into Canada, where in the organisation will be renamed as the Global Alliance for Tobacco Control. This change has been several years in the making, and we thank all those who took part in our 2021 consultations. Your feedback has been instrumental in helping us bring this transition to life.

As we continue our work in 2022, we know there is still much to do to keep the momentum going, including ensuring that tobacco control remains front and centre for countries as they strive to build back better from the pandemic. Collaboration will be key, and I look forward to seeing what we can achieve together in 2022 and beyond.

OUR VISION

The FCA's vision is a world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

OUR MISSION

The FCA is a civil society alliance whose mission is to help strengthen the WHO FCTC and support its full and accelerated implementation worldwide. We work to integrate the FCTC into broader international health and development efforts, and seek novel strategies to free the world from tobacco-caused harms.

THE YEAR IN REVIEW: A GLANCE AT THE FCA AND MEMBERS IN ACTION IN 2021

- FCA initiatives
- Member events/activities
- FCA participation activities

TOBACCO INDUSTRY INTERFERENCE INDEX JORDAN

Work on the third annual Global Tobacco Industry Interference Index report for Jordan began in early 2021. The report was developed in cooperation with the Ministry of Health, WHO, King Hussein Cancer Center, and other governmental and non-governmental agencies, including the FCA and members. The report was officially launched under the patronage of Her Royal Highness Princess Dina Mired on January 4, 2022 with presentations from the organisations involved, including the FCA.



January

CONTRIBUTING TO THE ARTICLE 13 FCTC WORKING GROUP

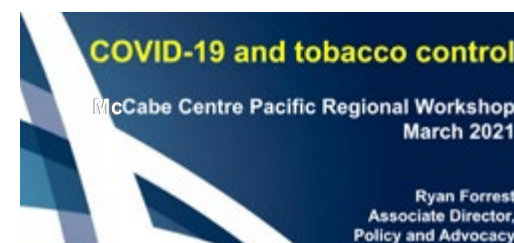
In early 2021, the Secretariat for the FCTC convened the second meeting of the Working Group to develop specific guidelines to address cross-border tobacco advertising, promotion, and sponsorship (TAPS) and the depiction of tobacco in the entertainment media under Article 13 of the WHO FCTC. The meeting gathered feedback from working groups members, including the FCA. FCA staff and colleagues from civil society provided critical input and feedback into the recommendations which will be put forward at COP10.



February

McCabe CENTRE PACIFIC REGIONAL WORKSHOP

In March, the FCA presented on the topic of tobacco control and post-COVID recovery during a workshop hosted by the McCabe Centre in the Pacific Region. The workshop outlined the relationship between smoking and COVID-19, the potential impact the pandemic would have on tobacco control programmes, and how to ensure progress continues in tobacco control amidst a pandemic. One of the key takeaways from the workshop was for tobacco control and NCDs to be included in post pandemic recovery plans.



March

SEATCA CAMPAIGN: SMOKE-FREE PROMOTION AND COVID-19 PREVENTION

During the pandemic, SEATCA, a leading member of the FCA, launched a smoke-free promotion and COVID-19 prevention campaign in Malaysia, Philippines, Vietnam, and Mongolia. The campaign focused on preventing COVID-19 transmission while promoting smoke-free environments and other measures to help smokers quit.



WHO FCTC SECRETARIAT'S KNOWLEDGE HUB HOSTS A WEBINAR ON THE ILLICIT TOBACCO TRADE AND INDUSTRY INTERFERENCE

On April 21, the WHO FCTC Secretariat's Knowledge Hub organised a webinar on illicit tobacco trade and tobacco industry interference in collaboration with several partner organisations. The webinar inspired interregional dialogue between the Americas and African Region on the topic. The FCA's AFRO and AMRO regional coordinators supported the event by participating in the webinar panel discussion.



April

SMOKE-FREE HERITAGE SITES & CITIES ALLIANCE (SHA INDONESIA)

SHA was launched in 2011 by SEATCA, a leading member of the FCA, with Angkor Cambodia as a model for smoke-free heritage sites. After years of marginal progress, SHA was significantly strengthened in Indonesia by the Department of Culture's Director General's circular declaring that all heritage sites should be smoke-free in line with the WHO FCTC. SHA was more officially organised following the announcement with a total of 76 smoke-free heritage sites in April 2021.



UICC VIRTUAL DIALOG TOBACCO CONTROL AND CANCER SERIES

On May 12, the Union for International Cancer Control (UICC) hosted its first session in its Tobacco Control and Cancer Series. The FCA Executive Director moderated the session on the topic of aligning efforts between the cancer and tobacco control communities to maximise impact. The session also discussed how the cancer control and NCD communities could help accelerate FCTC implementation. The FCA's Board Chair participated in a subsequent session on the topic of *Building capacity for policy change* in July.



May

SAMOA CANCER SOCIETY RECEIVES WHO WORLD NO TOBACCO DAY (WNTD) AWARD

The Samoa Cancer Society (SCS) is a key member and partner in raising awareness about the dangers of tobacco use in Samoa. The organisation is also a strong advocate against tobacco industry interference. For WNTD (May 31), the organisation received a WHO Award for their contributions to control tobacco in the region. The SCS is a leading member of the Samoa National Tobacco Control Committee and is an active member of the FCA.



THE YEAR IN REVIEW: A GLANCE AT THE FCA AND MEMBERS IN ACTION IN 2021

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WORLD NO TOBACCO DAY CELEBRATIONS (MAY 31)

World No Tobacco Day (WNTD) is celebrated by organisations across the world every May 31. The WHO WNTD theme for 2021 was *Commit to Quit*. Many countries and organisations around the world rallied around the event to launch or expand cessation services (quitlines), release new resources, host smoking cessation webinars, and run local quit challenges. The FCA and partners supported numerous activities and local campaigns for WNTD in 2021.



WORLD NO TOBACCO DAY OBSERVED ACROSS THE PACIFIC ISLANDS

FCA members in the WPRO/PIC region are very active when it comes to WNTD. In 2021, activities in the region included: legislation advocacy (Marshall Islands), a Quit and Win challenge (Palau), official launch of the Nauru Cessation programme (Nauru), a Commit to Quit campaign (Papua New Guinea), a Butt it Out campaign (Samoa), radio spots (Solomon Islands), radio talk back show (Kiribati), a "e-commemoration" in Tonga, and promotion of quit techniques through social media (Fiji). Vendors throughout Federated States of Micronesia also supported WNTD with posters and stickers.



EUROPEAN DEVELOPMENT DAYS - DISCUSSING THE INTERSECTION OF TOBACCO CONTROL, THE ENVIRONMENT, AND SUSTAINABILITY

The European Development Days (EDD) took place on June 15-16. The virtual event focused on the need to build back greener as part of COVID-19 recovery plans. At the event, organisations from the development community came together to discuss urgent climate change issues. The FCA and the Smoke Free Partnership (SFP) co-hosted a presentation and brainstorming session on how to amplify tobacco control's ability to contribute to a greener economy.



FCTC SECRETARIAT LAUNCHES VNR GUIDE

The WHO FCTC Secretariat officially launched a guide for WHO FCTC Parties on including Sustainable Development Goals (SDGs) Target 3.a in Voluntary National Reviews (VNRs) on June 21. The FCA was the lead author of the report and was instrumental in the creation of the guide. The FCA also presented part of the report during the official webinar launch.



June

HIGH-LEVEL POLITICAL FORUM - HOW CAN CIVIL SOCIETY SUPPORT SUSTAINABLE DEVELOPMENT AS PART OF COVID-19 RECOVERY

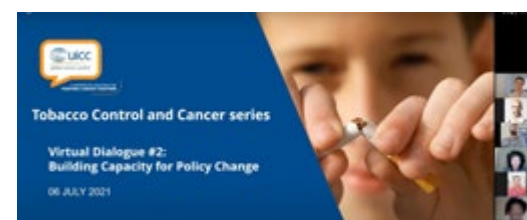
On July 7 the FCA and the NCD Alliance co-hosted a side event at the High-Level Political Forum (HLPF) entitled *Tobacco control and NCD prevention: Key pieces of the pandemic recovery puzzle*. The FCA and panellists from other leading organisations participated in a structured roundtable dialogue to discuss the cross-cutting role that NCD prevention and tobacco control have in achieving sustainable development as part of COVID-19 recovery efforts.



July

UICC VIRTUAL DIALOG TOBACCO CONTROL AND CANCER SERIES

On July 6, the Union for International Cancer Control (UICC) hosted the second session of its Tobacco Control and Cancer Series entitled *Building capacity for policy change*. The session was moderated by the FCA's EURO regional coordinator and included a presentation from the FCA's Board Chair. In May, the FCA's Executive Director moderated the first session in the series on the topic of aligning efforts between the cancer and tobacco control communities to maximise impact.



COP9/MOP2 FCA TOWNHALL AND REGION CSO MEETINGS

In August, the FCA hosted a virtual townhall webinar in preparation for COP9/MOP2 in November. The FCTC Secretariat and the FCA outlined the upcoming COP/MOP agenda and priorities during the webinar. Following the townhall, the FCA participated in regional planning meetings with CSOs and ramped up preparation for the first virtual COP/MOP, including establishing a number of working groups to assist with policy development, planning, and resource development.



August

FCA DEVELOPS KEY REPORTS ON MAJOR PROJECTS IN THE AFRO REGION

The FCA produced two budget advocacy case studies based on pilot projects in Senegal and Uganda in the fall of 2021. The pilot projects were sponsored by Cancer Research UK, the American Cancer Society, and The Campaign for Tobacco-Free Kids. The FCA also released a project summary report on integrating tobacco control in national development plans in Chad, Ghana, Nigeria, Senegal, and Uganda. This multi-year project was sponsored by the Norwegian Cancer Society.



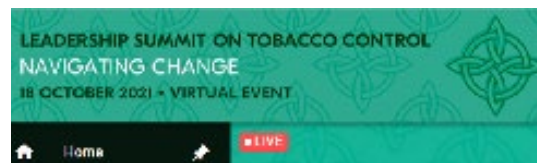
September

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WORLD CONFERENCE ON TOBACCO CONTROL OR HEALTH - LEADERSHIP SUMMIT (OCT 18)

The FCA presented *Opportunities for Tobacco Control to Build Back Better* at the Leadership Summit of the World Conference for Tobacco or Health on October 18. In the lead-up to the event the FCA brought together partners to develop two briefings on how to best position tobacco control in pandemic recovery plans. The findings were collaboratively presented to 300+ attendees. The FCA also sponsored the registration of delegates from LMICs and highlighted the Senegal and Uganda budget advocacy case studies in the events Initiative Hub - an online poster sharing space.



October

NORWEGIAN CANCER SOCIETY EXPOSES THE TOBACCO SOCIAL MEDIA NARRATIVE

The Norwegian Cancer Society published a report *An analysis of tobacco on social media* that underlines the worrying trends on the significant exposure to tobacco-related content (e.g., influencers publishing content showing tobacco products) that children and teenagers face online. The report indicates that out of the 55 Norwegian influencers mapped as targeting youth as a key audience (gathering between 4000 – 1M followers), 29 have published content showing tobacco.



1ST AFRICA CONFERENCE ON TOBACCO CONTROL AND DEVELOPMENT (OCT 26-28)

The 1st Africa Conference on Tobacco Control and Development was held virtually in October 2021. The conference shared evidence, implementation experiences, and best practices for advancing tobacco control policy in Africa. The FCA participated in two events at the conference, including moderating a session entitled *Reflections on tobacco use, tobacco implementation and development* and hosting a side event on *Financing for tobacco control in Africa*.



BUDGET ADVOCACY TOOLKIT IS DEVELOPED

The FCA began developing a budget advocacy toolkit in 2021, building on the successes and lessons learned from two pilot projects in Senegal and Uganda. The toolkit is designed to support CSOs in securing sustainable domestic financing for tobacco control programmes. The resource was completed in late 2021 and includes practical tools to develop and implement a budget advocacy campaign. The toolkit will launch in 2022 and supports FCA plans to expand the project to other regions.

Budget Advocacy Toolkit:
Domestic Resources for
Tobacco Control

December

VIRTUAL TECHNICAL TRAINING SERIES ON TOBACCO CONTROL

On October 21 the FCA AMRO regional coordinator moderated an international panel entitled *The Future of Tobacco Control: Is the end game possible in the Americas?* The event was part of a Virtual Technical Training on Tobacco Control series that was designed to accelerate MPOWER implementation during COVID-19 in the Americas.



NINTH CONFERENCE OF THE PARTIES (COP9) AND SECOND MEETING OF THE PARTIES (MOP2)

COP9/MOP2 were held virtually for the first time in November 2021. The FCA co-hosted a webinar on maximising transparency with partners and held two briefing day sessions to help educate CSOs and tobacco control focal points on agenda items and policy positions in preparation for the COP/MOP. The FCA and partners successfully navigated the virtual COP/MOP and helped ensure the adoption of several key agenda items.



November

TOBACCO TAXES SAVE LIVES AND GENERATE REVENUE

It is estimated that increasing the price of tobacco by 50% worldwide through higher taxes would save more than 27M lives and generate US\$3T in extra tax revenue over the next 50 years.

INCREASED INVESTMENT FOR TOBACCO CONTROL

Aligning Tobacco Control with Development and Pandemic Recovery

Raising the profile of the FCTC in sustainable development and COVID-19 recovery discussions remain key priorities for FCA.

Despite the fact that FCTC implementation can help accelerate sustainable development and support countries efforts to build back better through establishing more resilient health systems, tobacco control is still not always perceived as a development issue. Over the past several years, we have been working hard to challenge this perception and to raise the profile of the issue with key decision-makers and civil society organisations around the world.

As it has been well documented that the use and production of tobacco negatively impacts all 17 of the United Nations (UN) Sustainable Development Goals (SDGs), we know this is important topic that needs urgent action. When further considering the impacts of COVID-19 and discussions around building back better and pandemic recovery plans, we know we need to continue to demonstrate leadership in promoting the alignment of tobacco control with development and to driving conversions on this topic forward.

In 2021, the FCA participated in a number of global and regional events highlighting the importance of these key issues including:

1. *Emphasising how investing in tobacco control can support countries in building stronger health systems by ensuring a more healthy and more equitable recovery to the pandemic*
2. *Addressing misconception that tobacco control is being sustained and that progress is continuing without investment or active intervention from advocates*
3. *Outlining how increasing taxes on products like tobacco can support economic recovery by creating revenue, decreasing consumption, and reducing non-communicable diseases (NCD) burden and strain on health systems*
4. *Discussing how pandemic recovery plans should invest in population-level preventive measures like tobacco control as a means to strengthening health systems*
5. *Demonstrating how we need to move away from 'single issue' conversations toward a more integrated approach to health systems and development, including universal health coverage (UHC) and pandemic preparedness and response mechanisms*
6. *Ensuring the tobacco industry is not part of, nor profits from any healthy recovery plans*

In 2021, the FCA also released a project summary report on three-year initiative that sought to integrate tobacco control programmes with national development plans in Chad, Ghana, Nigeria, Senegal, and Uganda. The report entitled: *Supporting National Action for WHO*

DID YOU KNOW?

2.4B people around the world still remain unprotected by evidence-based tobacco control best practices, leaving them at risk from the health and economic harms caused by tobacco.

FCTC Implementation in Sub Saharan Africa (2018-2020) explores each of the project groups unique approach to addressing the issue and outlines some of the successes and challenges the groups experienced as they worked toward increasing the alignment of FCTC implementation with development plans in their country. We hope the project report will inspire others to adopt similar practices. The three-year project was generously sponsored by the Norwegian Cancer Society and we look forward to continuing to promote the projects in 2022.

It is anticipated that the alignment of tobacco control with development, the SDGs, and pandemic recovery will continue to a hot topic of discussion in 2022, and the FCA plans to continue emphasising the impact tobacco control can have in each of these areas as we all work to build back better in 2022 and beyond.



A Collaborative Project between
Norwegian Cancer Society (NCS) & The
Framework Convention Alliance (FCA)

Global Financing for Tobacco Control

Accelerating FCTC implementation globally remains a core priority for the FCA. Along with supporting local projects to help mobilise sustainable financing mechanism for FCTC implementation at the national level, the FCA also continues to invest in research to address the global funding shortfall as well.

In 2020 the FCA began developing a comprehensive report entitled: *Options for sustainable funding mechanisms for FCTC implementation*. The report evaluates several leading funding mechanisms in order to determine the best way forward in addressing the global funding shortfall for FCTC implementation which is estimated to be US\$27.4B. The US\$27.4B figure represents the gap between the domestic and international funding that is currently allocated to tobacco control efforts and an estimation of the funding that would be needed to scale-up tobacco policies and programmes to levels recommended in the WHO FCTC (RTI-2018). In 2021, the FCA continued developing the report, including a report primer.

The report was originally set to launch in late 2021 but due to consideration related to staffing, COP9/MOP2 planning, and the impacts of COVID-19 the report launch was delayed until 2022.

The report includes four key sections and creates an evidence-based narrative to address the funding shortfall challenge. Within the report several leading funding mechanisms are ex-

Global funding shortfall =

US\$27.4B

plored in detail. After much analysis, the report concludes by recommending two key funding approaches;

1. Mobilising domestic public resources
2. A pooled funding mechanism

With the launch of report in 2022, the FCA hopes to further the conversation on the US\$27.4B funding shortfall and help provide clear recommendations to the tobacco control community on how to best address the global funding gap. The report was co-authored with researchers from the Overseas Development Institute.


On the global funding front, the tobacco control community experienced a significant milestone in 2021 with the adoption of a WHO FCTC Investment Fund at COP9.

Once fully operational, the new WHO FCTC Investment Fund is expected to generate up to US\$2M per year for the COP workplan and budget.

Once fully operational, the new WHO FCTC Investment Fund is expected to generate up to US\$2M per year for the COP workplan and budget. The FCA sees this as an important step towards ensuring more stable and predictable funding for the Convention Secretariat and by extension FCTC implementation globally.

Despite some great wins in 2021, we know there is still much to be done to address the global funding gap and accelerate FCTC implementation around the world. We look forward to launching our *Options for sustainable funding mechanisms for FCTC implementation* report in 2022 and are committed to continuing to work alongside our partners to explore future solutions to chip away at US\$27.4B funding shortfall.

GLOBAL STATISTICS:


22.3% 
of the world's population still uses tobacco

80% 
of tobacco users live in LMICs

GLOBAL IMPACTS OF TOBACCO:

8M 
deaths annually

US\$1.4T 
in total economic damages

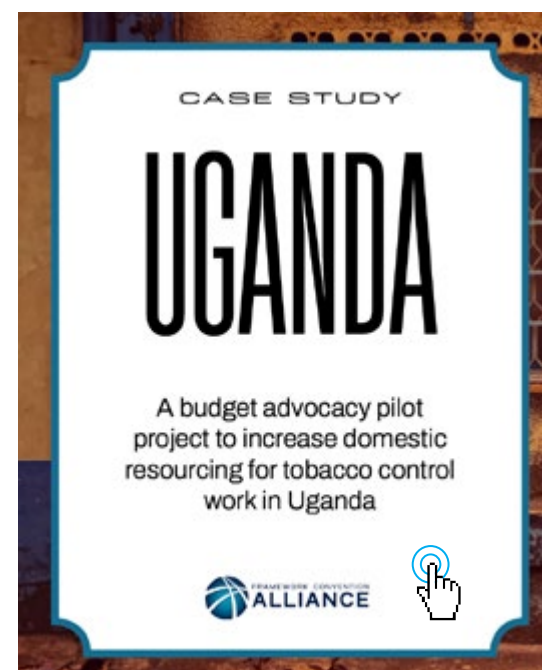
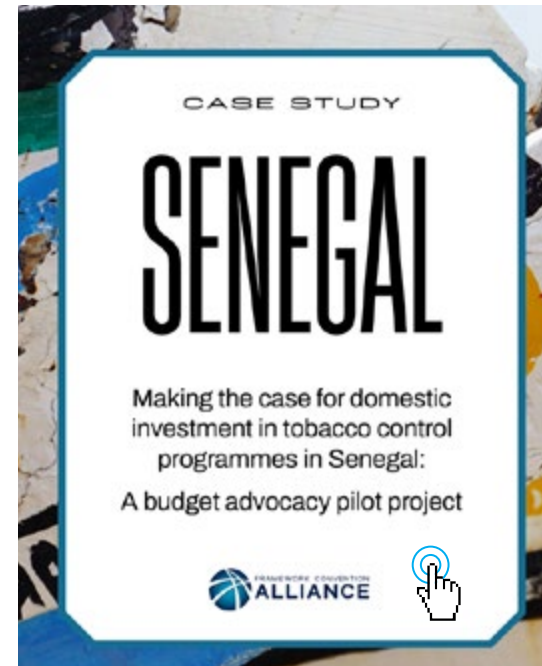
5% 
of deforestation caused by tobacco cultivation/production

National Financing for Tobacco Control: Budget Advocacy for Domestic Resource Mobilisation

For the past several years, the FCA has been focusing on ways to help accelerate domestic resource mobilisation for tobacco control as part of the organisations multi-prong approach to addressing the US\$27.4B funding shortfall for FCTC implementation.

Due to shrinking budgets, shifting priorities, and the impacts of COVID-19, it is more important than ever for the tobacco control community to be investing in ways to establish self sustaining financing mechanisms for tobacco control programmes at the national level. One of the ways the FCA has been encouraging action in this important area is by supporting budget advocacy projects for increased domestic resource mobilisation.

In the fall of 2021, the FCA released two case studies documenting the successes, challenges, and lessons learned from two budget advocacy pilot projects in Senegal and Uganda. The pilot projects were sponsored by Cancer Research UK, the American Cancer Society, and The Campaign for Tobacco-Free Kids and sought to improve domestic resource mobilisation and financing for tobacco control programmes through the use of national level budget advocacy. By documenting and sharing the successes and experiences from the projects, the FCA hopes to inspire advocates across the globe to adopt similar practices in their regions. In support of knowledge sharing, the FCA promoted the case studies to members, shared them via social media, and highlighted them at key events, such as the Leadership



Summit at the World Conference on Tobacco Control or Health in October.

For many in the tobacco control community budget advocacy still remains a novel approach, which often means training and capacity building support is required to help get budget advocacy projects off the ground. In recognition of this fact, the FCA worked to develop and deliver a robust training programme alongside providing capacity building support to local advocates and civil society organisations in Uganda and Senegal. Building on the successes our pilot projects, the FCA plans to expand our budget advocacy programme to the AMRO region (Americas) in 2022.

To help further support advocates in creating and delivering budget advocacy plans, in 2021 the FCA began developing a robust budget advocacy toolkit. The toolkit is a comprehensive roadmap that outlines the complete budget advocacy cycle. It includes practical tools and advice for advocates on everything from conducting a situational assessment to building and implementing a budget advocacy plan. The toolkit was completed in late 2021 and is scheduled to be released in 2022. It is our hope that the guide will provide further support to advocates and civil society organisations as they seek out sustainable funding options for FCTC implementation domestically.

As sustainable funding remains a major barrier to FCTC implementation both globally and domestically, finding and promoting viable solutions that help address the problem remains a key priority for the FCA. Promoting and building the capacity of advocates to engage in budget advocacy at the national level is just one of the ways the FCA is working to address the issue. We look forward to launching our budget advocacy programme in the AMRO region in 2022 and hope to receive additional funding in the future to expand the project to other regions around the world.



"The FCA budget advocacy project has increased our understanding of budget and tax cycles and helped us build momentum in securing tobacco taxation increases for domestic revenue mobilisation. Through the project we have built new relationships, strengthened our networks, and laid the foundation for establishing sustainable funding mechanisms for tobacco and other health-related programmes."

Moses Talibita, Uganda National Health Consumers Organisation (UNHCO)



"The FCA budget advocacy project has enabled many CSOs in Uganda come together and work on a common area of focus. As non-state actors, the project has helped us become more knowledgeable about tobacco control policy and programming issues and the need to establish new funding mechanisms for domestic resource generation."

Julius Kapwepwe, Uganda Debt Network (UDN)

NINTH CONFERENCE OF THE PARTIES (COP9)

COP9:

83 delegates registered under the FCA badge

In November, FCA and members gathered virtually to push for progress on FCTC implementation at the ninth session of the Conference of the Parties. Over the past two years, the ongoing COVID-19 pandemic has imposed many restrictions and challenges on the ways we all work, and COP9 was no exception. The session was held virtually for the first time with an abridged agenda that was adopted alongside recommendations from the Bureau to defer certain items to COP10, where they could be discussed and addressed more fully in-person.

Until COP8, sessions had primarily focused on negotiating policy consensus on how to best combat the tobacco epidemic (i.e. the text and guidelines of the Convention). In fact, one of the major themes at COP9 was recognition of the need to strengthen and accelerate investment and funding for FCTC implementation, given funding shortfalls remain a significant barrier to achieving progress. A 2019 analysis found that only 32 countries are on track to achieve the globally agreed-upon goal of reducing tobacco use by 30% by 2025. And while implementation of the FCTC continued to modestly improve in the 2018–2020 period for most of the WHO FCTC Articles, there is still a great need for Parties to address many of the Articles in a more comprehensive manner, and funding remains a critical piece of the puzzle.

During COP9 significant progress on financing for FCTC implementation was achieved with the adoption of the proposed investment fund,

an initiative that the FCA has been supporting since its initial proposal at COP8. Leading up to COP9, the FCA worked diligently to ensure members and Parties understood the concept and purpose behind the proposed fund and the urgent need for Parties to adopt it. The fund will essentially act as a reliable and sustainable resource to support the Convention Secretariat's work to fulfill its coordination role and to implement the COP's workplan, including providing implementation support to Parties. One of the FCA's key recommendations for the investment fund was to ensure that civil society observers to the COP were included in the fund's oversight committee. The FCA was happy to see that this recommendation was included in the investment funds decision and that the recommendation was supported by several Parties and the Convention Secretariat.

A 2019 analysis found that only 32 countries are on track to achieve the globally agreed-upon goal of reducing tobacco use by 30% by 2025.

Now that there is a mandate for the creation of the investment fund, the Convention Secretariat, under the guidance of the Bureau, will be able to iron out the final details of the fund with the World Bank. Once the fund is operational, it is anticipated to provide up to US\$2M per year in funding and will serve as a third revenue source for the COP budget in addition to Assessed Contributions and Extrabudgetary Funding. The FCA sees this as an important first step towards ensuring more sustainable and stable funding for FCTC implementation but recognises there is still much work to be done to address the estimated US\$27.4B funding shortfall for global and national-level implementation of the FCTC.

In recognition of the COVID-19, Parties adopted a declaration at COP9 on WHO FCTC and recovery from the pandemic. The declaration acknowledges the important role that tobacco control can play in supporting recovery from COVID-19 and encourages Parties to take action in this regard.

Ultimately, despite the challenges presented by attending a virtual COP during an ongoing pandemic, important progress and milestones in accelerating FCTC implementation were achieved. As in years past, the FCA delegation to COP9 was successful in supporting the adoption of key agenda items and also played a critical role in countering opposition from a small number of industry-influenced delegates.

The FCA knows that much work remains to translate the decisions at COP9 into action, particularly in terms of funding FCTC implementation within national government budgets and the COP budget and workplan. The FCA was happy to see many successes at COP9, in spite of the challenging circumstances, and will continue to support Parties and the Convention Secretariat in lead up to COP10 in 2023.



COP9/MOP2 MEMBER SURVEY HIGHLIGHTS:

97% stated that the policy briefings were useful

74% of respondents stated they had read the entire policy document

95% indicated the briefing day was useful or extremely useful

84% of respondents indicated they read the Bulletin daily

SECOND MEETING OF THE PARTIES (MOP2)

MOP2:

49

Registered under the FCA badge

The second session of the Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products convened in November directly after COP9. During the virtual session, one of the key themes discussed was the need for greater technical and financial assistance to help low- and middle-income Parties implement the Protocol. This theme was also a key area of focus for MOP1.

During MOP2, the FCA was happy to see progress in this area with the adoption of the implementation assistance strategy which includes assistance mechanisms and provisions for the mobilisation of financial resources. Broadly speaking, the strategy focuses on creating a stronger foundation for the Protocol’s implementation by addressing Parties’ technical and financial resource needs as well as encouraging regional and international cooperation.

In terms of international cooperation, there is great importance in mobilising support from intergovernmental organisations (IGOs) and non-governmental organisations (NGOs), who are listed as a key component of the strategy. Continuing to encourage IGOs to participate in the Protocol’s implementation will be critical for its long-term success and can help to mainstream the Protocol across relevant systems and networks. Overall, the adoption of the strategy is an important development and is a significant win at MOP2 because without greater international cooperation and additional resources from higher-income Parties, the Sec-

retariat will be challenged in trying to roll-out the strategy effectively.

Two technical matters were discussed at MOP2 centred on the Working Groups for tracking and tracing and assistance and cooperation. The Working Group on tracking and tracing saw its mandate extended to continue development of the global information-sharing focal point, and the assistance and cooperation Working Group completed its work, although there was little discussion on how Parties can act on the information provided in the reports.

As it stands, one-third of the 64 Parties that have ratified the Protocol don’t have the financial resources required to implement it, and the pandemic has only contributed to deepening this funding gap.

As the FCA saw happen at COP9, the MOP investment fund proposal was adopted, marking a notable success in financing Protocol implementation. The FCA recommendation to include civil society observers on the oversight committee was supported by several Parties and the discussion on the investment fund centred mostly on harmonising the language between the COP9 and MOP2 investment funds. Once the MOP investment fund is up and running, it will provide US\$1M per year to the MOP work-plan and budget with a focus on funding the global information-sharing focal point. The FCA sees this as an important step in better funding Protocol implementation, but it still does not adequately address the technical and financial assistance needs that many low- and middle-income Parties face, which the FCA and Parties have raised concerns about for the last two MOPs.

As it stands, one-third of the 64 Parties that have ratified the Protocol don’t have the financial resources required to implement it, and the pandemic has only contributed to deepening this funding gap.

During MOP1 and MOP2, the FCA witnessed some representation challenges it hopes to see addressed at MOP3. This includes:

- 1. A substantial proportion of delegates, particularly from LMICs, were health ministry officials who attended the COP and were also nominated to attend the MOP. Health experts have much to contribute but are not necessarily best positioned to discuss the more technical aspects of the Protocol, given it is primarily a law enforcement, customs, and tax administration treaty.
- 2. In addition to multi-sectoral government representatives, we need to see more participation from intergovernmental organisations involved in customs or law enforcement to help advance the discussions.

Moving forward, to ensure the MOPs long-term success, high-income Parties will need to address the resource and assistance requirements of globally implementing the Protocol and more work needs to be done to ensure those with the appropriate background and expertise are brought to the table. Civil society organisations, including the FCA, also need to determine their role and how they can best support these actions given increasing resource and capacity constraints.

COP9/MOP2 FOCAL POINT SURVEY HIGHLIGHTS:

97%

indicated they had received policy papers and other briefing materials in advance of COP

83%

indicated they found all FCA materials either very useful or extremely useful

80%

stated they had read the FCA policy papers for COP

63%

of respondents stated they read the Bulletin daily

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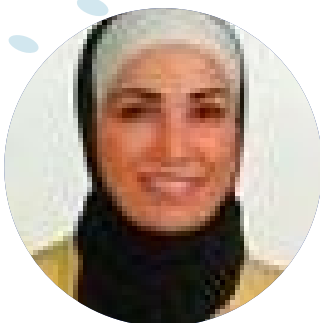
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ARRIVALS:

Jason Chapman joined the FCA in August 2021 as the organisation's new communications and campaigns manager. He brings more than 12 years of communications experience to the organisation and has spent more than eight years of his career working in tobacco control.

DEPARTURES:

Eduardo Bianco joined the FCA in 2002 and has been a pillar of the organisation and the tobacco control community for many years. His accomplishment and contributions to the tobacco control community are far too many to name. We sincerely thank Eduardo for his leadership, vision, and guidance throughout the years. We wish him all the best in his retirement and are grateful for his many years of service.

2021 FINANCES

The FCA’s accounts are audited annually by the independent Swiss accounting firm, BDO Ltd, which expressed an unqualified or “clean” opinion of FCA’s 2021 financial statements.

The audited financial statements for 2021 will be available in mid-2022. BDO Ltd has declared itself free of all links to the tobacco industry.

Copies of audited financial statements are available upon written request to the FCA Secretariat (fca@fctc.org).



IN-KIND AND FINANCIAL SUPPORT

The FCA gratefully acknowledges the in-kind and financial support of the following organisations.





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