Since British American Tobacco first set foot in Africa in 1908 it has been the continent’s dominant force in tobacco production and consumption. To mark this 100th anniversary, Action on Smoking & Health examines BAT’s heavy footprint on Africa.

BAT has a virtual monopoly in parts of Africa, both in terms of tobacco manufacturing and sales of cigarettes. In ten African countries BAT has more than a 90% share of the cigarette market. This report examines some of the health, social and economic impacts of BAT’s activities in Africa over the past century. Although the full effects of rising tobacco consumption - namely a steep rise in smoking-induced illness and premature death - will not be felt until well into the 21st century, Africa is already in the grip of a major tobacco epidemic. There can be no doubt that, if left unchecked, BAT’s heavy footprint on the African continent will continue to wreak havoc on the health and welfare of its people.

BAT’s presence in Africa is also undermining the achievement of the Millennium Development Goals (MDGs) that are designed to help the world’s poorest people. The production and consumption of tobacco in Africa directly runs counter to at least three of the eight goals, namely to eradicate extreme poverty and hunger, to combat diseases such as AIDS, malaria and tuberculosis, and to ensure environmental sustainability. In fact, effective tobacco control is key to helping achieve all of the Millennium Development Goals. Currently sub-Saharan Africa is not on track to meet any of the MDGs and, as this report illustrates, BAT’s heavy footprint on Africa is hindering the continent’s ability to make progress in these important policy areas.

BAT’S FOOTPRINT ON AFRICA'S HEALTH.

It is impossible to be certain how many deaths are caused by tobacco in Africa because many countries do not collect the information. However, based on an analysis of BAT sales in its Africa & Middle East region, it is estimated that current rates of consumption will lead to at least 100,000 deaths each year.

BAT has also exerted indirect health consequences on the people of Africa. In Uganda, for example, there are 12 million cases of malaria every year, killing 110,000 people. Despite claims that it does not use political and economic leverage, BAT joined forces with other big businesses to block a government malaria prevention programme to treat farm workers’ homes with pesticides because of fears that the chemicals used might contaminate their crops. The businessmen claimed exports worth more than £200m (US$400m) and 600,000 Ugandan jobs could be lost if crops were threatened.

BAT’S SOCIAL AND ECONOMIC FOOTPRINT.

Zimbabwe is gripped by famine and corruption that leaves it scarcely able to feed itself yet intervention by BAT means that the country remains amongst the world’s biggest tobacco producers. In 2005 the BAT sponsored Tobacco Grower of the Year award went to a newcomer to the industry, Monica Chinamasa, the wife of Zimbabwe’s Justice Minister, Patrick Chinamasa, who, with her husband, had been accused of seizing the farm two years’ earlier.

Most tobacco growers do less well out of their involvement in the industry. In Kenya today BAT provides loans for seeds, pesticides and fertilisers and buys back the product at a price of their choosing. To quote one farmer, “The loan the tobacco firm provides is really weighing down on us. Actually, after the deduction you get nothing”. There are echoes of post-slavery America, where former slaves found themselves bonded by debt as “share croppers”, borrowing money from the land owners for seed and materials and in return forced to sell the product to their former masters.

BAT’S FOOTPRINT ON AFRICAN YOUTH.

BAT Chairman Jan Du Plessis claims: “We work with farmers through our leaf growing programme to try to eliminate child labour.” It’s true that BAT and other tobacco corporations fund the Swiss based “Eliminating Child Labour in Tobacco Growing Foundation”. However neither BAT nor the Swiss based charity would disclose how much BAT contributes. The foundation’s entire income for 2006 was only 2.8 million Swiss Francs per year (US$2.7 million), around half the salary paid to BAT Chief Executive Paul Adams and one fifteenth of the amount the industry earns from unpaid child labour in Malawi alone.

A similar sleight of hand can be seen in BAT’s duplicitous approach to tackling youth smoking. BAT’s corporate strategy recommends investment in high profile youth smoking prevention strategies that stress a minimum age for smoking. Given that so called ‘youth prevention strategies’ which stress the adult nature of smoking have been found to increase youth smoking, the industry can claim corporate responsibility and stimulate under age sales at the same time. The other side to the strategy is an aggressive marketing campaign which purports to target young adults over 18, precisely the group which provides aspirational role models for underage smokers.

Despite the heavy toll that tobacco has wreaked on African society, at the close of BAT’s first century in Africa, the continent is rich in hope, because Africa is now standing up to BAT. Across the continent communities are organising against the tobacco giants and the WHO Framework Convention on Tobacco Control is being implemented. Africa, it seems, may be deciding precisely where on BAT she intends to leave her own footprint.
“We should not be depressed simply because the total free world market appears to be declining. Within the total market, there are areas of strong growth; particularly in Asia and Africa... It is an exciting prospect...” ~ BAT
To the tobacco industry, Africa is the continent of today and the future. We are the only trophy left in the tobacco industry’s reckless globalization of deaths, diseases and poverty associated with its products.

Over the past two decades, the tobacco companies have intensified market expansion strategies in several African countries. They have used music to target youths and children. They organised fashion shows to lure women into smoking. They offered kids free cigarettes on the streets and for a very long time undermined efforts by governments to put in place effective tobacco legislation. They actively participated in the smuggling of tobacco products into the continent. Worse still, tobacco companies persuaded some African governments to promote tobacco cultivation as a major source of foreign earnings. And in recent years, the tobacco industry has resorted to using Corporate Social Responsibility (CSR) to massage its image and cover its tracks.

The result of the tobacco industry onslaught is evident in rising smoking rates, particularly among young people and women, and increasing tobacco related deaths and diseases. Tobacco leaf dependent economies like that of Malawi and Zimbabwe rank among the world’s poorest. The tobacco industry promised jobs but brought deaths; they promised wealth but escalated poverty. Africa is outraged.

The World Health Organisation’s (WHO) initiated - Framework Convention on Tobacco Control (FCTC) provides a unique platform for the mobilization of African governments and civil society groups for organised resistance against the tobacco industry.

National legislation is undergoing review in countries like South Africa. Kenya has introduced a comprehensive tobacco control law which incorporates all the provisions of the treaty. Besides, several other countries such as Nigeria and Ghana have completed draft national legislation. These draft bills provide for a comprehensive ban on tobacco advertising, sponsorship and promotion, periodic increases in taxes to reduce consumption, warning messages to include pictures, a ban on smoking in public places, and mass education to discourage youth smoking initiation.

However, one of the milestones in the burgeoning resistance to the tobacco industry across the continent is the litigation in Nigeria. In April 2007, the Lagos State government in South West Nigeria, in conjunction with Environmental Rights Action/ Friends of the Earth, Nigeria (ERA/FoEN) filed a suit against a number of tobacco companies. In the lawsuit, the plaintiffs are seeking special, punitive damages to the sum of $26 billion from the defendants including British American Tobacco, Philip Morris International and the Tobacco Institute.

Since the filing of the suit by the Lagos State government, Nigeria’s Federal Government and four other states have filed similar suits against tobacco companies. The Nigerian suit (a replica of similar cases in the United States) and increased pressure by tobacco control groups provide strong evidence that Africa has decided to fight back. There is no doubt that the tobacco industry’s heavy footprint on Africa will take a long time to erase but Africans are now standing up to the industry and are full of hope that the tobacco scourge will be wiped from this continent over the course of this century.

Africa Fights Back

Adinbode Oluwafemi
Environmental Rights Action
Friends of the Earth Nigeria
Board member for the African region of the Framework Convention Alliance
“Throughout the continent, tobacco manufacturers are building brands to gain market share before the markets go dark, and if the statistics are anything to go by, they are succeeding.”


EXECUTIVE SUMMARY

BAT is the second biggest cigarette multinational in the world and is dominant in Sub Saharan Africa with over a 90% market share in eleven African countries. BAT claims to be “a responsible company” but in Africa BAT is:

- Aggressively marketing cigarettes contrary to the WHO’s Framework Convention on Tobacco Control directive for a comprehensive ban on tobacco advertising, promotion and sponsorship. Tactics include:
  - Running competitions that require participants to buy cigarettes in exchange for a chance to win exciting prizes such as cars.
  - Issuing invitations to youth orientated music events that would appeal to teenagers.
  - Running high profile HIV, youth smoking prevention, child labour and other greenwash programmes in Rwanda, Malawi, Nigeria, Cameroon and Kenya as a promotional tactic, to deflect criticism and to avoid regulation.
  - Seeking out partnerships with respected environmental Non Governmental Organisations (NGOs) such as Earthwatch, Fauna and Flora International and the Royal Botanical Gardens Kew, to run projects in Africa to improve BAT’s image and sway public opinion.
  - Running counter productive youth smoking prevention programmes that encourage children to see smoking as something to aspire to in adulthood and that it is OK for over 18 year olds to smoke.
  - Taking advantage of poor African tobacco farmers who regularly end up in debt to BAT rather than making a decent living.
  - Claiming credit for projects to reduce child labour but failing to address the fundamental problem of poverty among tobacco farm workers.
  - Putting tobacco farmers and their families at particular risk from tobacco growing which is both unhealthy and environmentally damaging, with problems ranging from pesticide exposure to nicotine poisoning.

1. ‘Greenwash’ has been defined as disinformation disseminated by an organization so as to present an environmentally responsible public image.

Photograph: Marty Otañez, PhD, American Cancer Society Postdoctoral Fellow, Center for Tobacco Control Research and Education, University of California, San Francisco.
has historically held a virtual monopoly over cigarette sales in many African regions where Britain formerly controlled colonies; in 1912 BAT was among the world’s 12 richest companies.\textsuperscript{17} BAT continues to reap benefits from this colonial legacy today maintaining a stranglehold on Africa’s cigarette markets and is responsible for over 90% of cigarette sales in the following countries:

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Share %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ghana</td>
<td>approx 99%</td>
</tr>
<tr>
<td>Kenya</td>
<td>approx 92%</td>
</tr>
<tr>
<td>Malawi</td>
<td>approx 91%</td>
</tr>
<tr>
<td>Mauritius</td>
<td>approx 98%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>approx 92%</td>
</tr>
<tr>
<td>South Africa</td>
<td>approx 94%</td>
</tr>
<tr>
<td>Sierra Leone</td>
<td>over 98%</td>
</tr>
<tr>
<td>Uganda</td>
<td>approx 90%</td>
</tr>
<tr>
<td>Zambia</td>
<td>approx 99%</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>approx 99%</td>
</tr>
</tbody>
</table>

BAT sells its cigarettes in over 38 African countries although it is difficult to get an exact picture as BAT itself refuses to release this information and smoking prevalence data is difficult to obtain.\textsuperscript{28, 30, 31} The large number of cigarette brands that BAT markets across the continent indicates the extent of its promotional agenda. Brands include:

- Sportsman
- 555
- Bristol
- Ransom
- Life
- Craven A
- Camel
- Impala
- Crown Bird
- Intore
- Safari
- Score
- Crescent & Star
- Albany
- Tom Tom
- Gladstone
- Satin Leaf
- Cartier
- Consulate
- Embassy
- Royale
- John Rolfe
- Winfield
- Lexington
- Gauloises
- Satin Leaf
- Vogue
- Gunston
- Courtleigh
- London
- Mills

This dominance appears to be paying off for BAT as profits in its “Africa and Middle East region” grew by £2 million (US$ 4 million) to £470 million in 2007 and sales in South Africa and Nigeria were particularly strong.\textsuperscript{32}

For the six months ending June 2007, British American Tobacco Kenya announced pre-tax profits and gross turnover growing by 26% to 7.08 billion Kenyan Shillings (US$107,358,125), up from KES 5.6 billion (US$84,916,031) the previous year.\textsuperscript{33} BAT Uganda predicted it would double export earnings in the financial year ending 2008 and achieve earnings worth $58 million. Shareprices are also rising as the company posted half year profits of 31 million Ugandan Shillings.\textsuperscript{34} In Nigeria in 2006, BAT’s market share and cigarette sales grew, especially its Benson & Hedges and Pall Mall brands, resulting in higher profit for BAT.\textsuperscript{35}
Due to the limited reach of health care and surveillance it is difficult to estimate the number of tobacco deaths in Africa. However, according to Sir Richard Peto, Professor of Medical Statistics at the University of Oxford, “One death results from every tonne of tobacco which makes 1 million cigarettes. If BAT continues selling 100 billion cigarettes a year in Africa and the Middle East, this will in the long run cause 100,000 deaths per year.”

**SMOKING RATES**

African countries are experiencing the highest increase in tobacco use amongst developing countries. During the 1990s, total tobacco demand in Africa grew by a record 3.5 percent per year, compared to an average annual increase of around 1.7 percent across all developing nations. However, according to the latest WHO estimates, tobacco consumption in Africa is increasing by 4.3% a year.

- Kenya is one of the ten heaviest smoking countries in the world. According to the Kenyan Ministry of Health up to 15% of under 15 year olds now smoke and approximately 45% of 18 to 30 year olds.
- One in five young Nigerians smokes cigarettes, while the number of young female smokers rose ten-fold during the 1990s.
- About 50% of Ugandan men smoke and according to the 2002 Global Youth Tobacco Survey, smoking rates of 13 to 15 year olds top 33% in some parts of Uganda.
- Tobacco use among young people in Malawi is on the rise. In 2005 the Global Youth Tobacco Survey of 13 to 15 year-olds found over 19% of boys smoked while the rate among girls had risen to 16% from 10% in 2001.

**ECONOMIC IMPACT**

The WHO has observed that people who smoke tend to be poorer and that cigarettes contribute to this poverty through loss of income, loss of productivity, disease and death.

- In Egypt, where BAT reported particularly strong sales in recent years, more than 10% of household expenditure in low-income homes is spent on tobacco.
- Malawi is one of the poorest countries in the world and people from its most disadvantaged communities are more likely to smoke.

According to a Ghana Health Service Demographic Survey in 2003 the most economically disadvantaged region in Ghana is also the region with the highest incidence of smoking. Over 14% of students at junior secondary schools had smoked cigarettes.

- “In developing countries, among poor families, the proportion of household expenditures used to purchase tobacco products can easily represent up to 10% of total household expenditures.” Report of the Secretary-General, United Nations Economic and Social Council (2004).
- In 2007 US media company, Forbes, calculated that the loss of income per smoker per year in Namibia was about US$448.61. With just over 1 million smokers, the national income loss equates to about $461 million.
- Researchers in 2003 found people from across the social spectrum in Niger spending substantial proportions of their incomes on their smoking habit with students spending 40% and manual labourers spending 25% of their respective incomes on cigarettes.

**HEALTH IMPACT**

Tobacco is a risk factor for six of the eight leading causes of death in the world. A 2004 study of tobacco attributable deaths in South Africa concluded that about 8% of all adult deaths were caused by smoking. However, data on the effects of tobacco are largely lacking across Africa and studies are needed throughout the continent to assess the effects of tobacco on the occurrence of specific diseases, and to monitor the evolution of the epidemic.

There is growing evidence of an association between smoking and the spread of tuberculosis. A 2005 South African study found areas of Cape Town experiencing high rates of TB where 82% of TB sufferers were smokers or ex smokers. Dr Peter Ormerod of the British Thoracic Society commented: “This study supports other evidence showing an association between smoking and TB risk. People who smoked therefore be more at risk of acquiring TB.” South Africa is burdened by one of the worst TB epidemics in the world with an estimated 180 507 cases in 1997, amounting to 419 per 100 000 of the total population.
ADVERTISING AND PROMOTION FOOTPRINT

The tobacco industry strongly opposes, and lobbies heavily against tobacco advertising and promotion bans because they are highly effective in reducing tobacco use.
ESPITE the massive socio-economic and health burden smoking is placing on African societies, BAT continues to market cigarettes here, as elsewhere, by associating its brands with glamour, style, vitality, beauty, sport, sexual allure, celebrity, contemporary fashion and modern living - methods it claims to have voluntarily given up using in the UK thirty years ago.55

Furthermore, BAT has been found to be in breach of its own weak marketing code by allowing its cigarettes to be sold singly rather than in packs of 10 or 20.55 In Nigeria, advertisements were even produced detailing the price of 1, 2 or 3 "sticks".56 Following ASH’s protestations in 2007, BAT acknowledged that it had begun an investigation into the alleged marketing breaches but has failed to report publicly on its findings.

Because BAT cannot be trusted to keep within even its own marketing codes of conduct in countries where advertising bans are partial or not fully implemented, only a comprehensive ban will protect people from its marketing tactics and reduce tobacco consumption. In 2000, a global review of the effect of tobacco advertising bans on consumption concluded that "... a comprehensive set of tobacco advertising bans can reduce tobacco consumption but a limited set of advertising bans will have little or no effect."57, 58

MALAWI:

In 2007 BAT Kenya’s communication manager told the tobacco industry journal, World Tobacco that BAT "... has cushions itself from the business impact of the enactment of the [smoke-free] law by adopting self regulation in advertising and marketing, to ensure a smooth transition that will not hurt our bottom line.”8

According to the Daily Times, “The customers stand a chance of winning various prizes. They will be required to buy one pack of Pall Mall Embassy or Kings to enter the competition.”

The grand prize of a million Malawi Kwacha was equal to over US$7,255 - forty two times the average annual Gross National Income in Malawi.59 Other prizes included HiFis, TVs, bicycles, T-shirts, caps, shopping vouchers, travelling bags, key rings and packets of cigarettes.60

UGANDA

BAT is also using promotional events to market brands in Uganda. Jay, a Kampala based blogger reported on a "festive and colourful" Dunhill launch at Speke Resort, Munyonyo in 2006.61

Jay, a smoker himself, writes: "Besides young Ugandans smoke to [sic] much already and they are starting younger. We do not need more temptations for those impressionable wannabes. I am waiting to see what coolness they will associate Dunhill with. I can already see the yuppies displaying their shiny Dunhill packets at counters from SteakOut to Silk Royale.” 61

NIGERIA:

Folorunsho Moshood from the Nigerian Educare Trust says: "The presentation of Metro Groove happened at venues across Nigeria in 2007. The prize was a ticket to attend a grove where BAT supplied cigarettes... Many young people attended the Metro Groove at Cotton’s Club, one of the largest club houses in Ibadan, Nigeria’s third largest city."62
Foloronsho Moshood also reports that BAT supported shops are springing up across Ibadan. These photographs are of a parade of shops opposite the Cultural Centre in Mokola district:

“The name of each shop in the area doubles up as a Pall Mall banner and the whole street is covered in BAT branding and advertising. The children featured in my photographs were visitors to the Cultural Centre and many secondary schools are also located around this area. The closest Oba Akinbiyi High School One is about three hundred meters away.”

Pall Mall promotions on umbrellas, table cloth, chairs, & awnings.
School students in check shirts.
Photographs: Folorunsho Moshood, Educare Trust, Nigeria, 2008
DEMOCRATIC REPUBLIC OF CONGO:

KENYA:

SOUTH AFRICA:
Below left: ASH uncovered the slide on BAT’s website revealing how in South Africa BAT is specifically researching and targeting the black community which it refers to as “black diamonds” in a cynical bid to increase premium brand sales and dominate the market.16

UGANDA:
In 2007 the tobacco industry journal World Tobacco noted that BAT in Uganda is “…quite aggressive in the promotion and marketing of its products”. The journal reported BAT’s widespread advertising and frequent competitions in the press.8

According to Jackie Tumwine from the Health and Environmental Rights Organisation, Uganda,

“Low female smoking rates in Africa are due to the social and cultural taboo against women smoking... The tobacco industry is steadily breaking these cultural norms through aggressive and deceptive promotion of cigarettes as symbols of empowerment, equality, glamour, modernity, sophistication and Western style independence.”

COVERING THEIR TRACKS: 
BAT’S CSR “MARKETING FAVOURITE”

“I hope it is not immodest to say that we have been something of a trailblazer for CSR in Africa.”

BAT chairman Jan du Plessis 63

THROUGH voluntary Corporate Social Responsibility (CSR) programmes BAT purportedly addresses its social and environmental impacts. BAT has established a Corporate and Regulatory Affairs Department (CORA) to oversee a CSR agenda that promotes BAT as engaged in contributing to “Civic Life and Empowerment” by encouraging branches around the world “to enrich public and community life.” 64, 65

It is well documented that the gap between BAT’s CSR goals and their actual impact is stark. BAT’s reported achievements sit uneasily alongside aggressive cigarette marketing and do little to address the key health, socio-economic, human rights and environmental impacts of cigarettes.66, 67, 68

The slide (below) from a BAT South Africa Investor presentation to financial services company Citigroup illustrates how BAT uses CSR projects to make itself attractive to investors and to convince them of its social and environmental credentials.16

Internal BAT documents have been made available to the public due to a legal settlement that required tobacco companies to provide public access to its document archives.14, 15 In the archives ASH found documents that illustrate the real thinking behind BAT’s CSR strategy.

“The above slide is from a BAT South Africa Investor presentation

“Corporate social responsibility schemes are a current tobacco industry marketing favourite.”

Tobacco industry journal, World Tobacco.8
Today's reality

British American Tobacco
Public opinion
The anti-smoking movement

Terms of reference

- To drive the development of a pro-active global reputation management strategy
- To agree the CORA strategy
- To agree key deliverables
- To agree the responsibilities of:
  - The end markets
  - The regions
  - The centre

What we want to achieve

British American Tobacco
Public opinion
The anti-smoking movement

Understanding Stakeholders - Research Model

- Identify stakeholders and understand the level and nature of their influence.
- Classified according to three criteria:
  - Their impact on the business
  - Their hostility/sympathy towards tobacco
  - Their willingness to change their views

Understanding Stakeholders - Research Model

- **Decision-makers** individuals and institutions whose decisions will have a direct and immediate impact on our ability to achieve profitable growth over the next five years
- **Influencers** individuals and institutions who have no immediate impact on our ability to achieve profitable growth but who, nonetheless, expert influence over the views and activities of decision makers or other influencers
For BAT it was essential the CORA strategy be mobilised on a consistent basis worldwide. To this end the roadmap was presented to regional managers in Africa in 2000 to be adopted, planned and driven forward into the 21st century.70, 71

By 2007 the tobacco industry Journal World Tobacco noted BAT using CSR schemes in Uganda to improve its image and as a means of “deflecting criticism and unwanted regulation” in addition to its use as a “marketing favourite”.8

Examples include BAT’s annual sponsorship of the East African exhibition for local craftspeople, known as Jua Kali. This serves a number of purposes for BAT:

- Jua Kali is a place where BAT can advertise itself and its brands,
- it attracts substantial press coverage for BAT, and
- it is used as a venue where BAT can meet, greet and impress local politicians.

In 2007 BAT used many similar CSR events as advertisements and as opportunities to influence and impress dignitaries. In Uganda BAT also solicited media attention for hosting and sponsoring the Commonwealth Business Forum where BAT representatives met heads of state and ministers.72

In 2007 in Nigeria and Rwanda BAT also gained considerable publicity for sponsorship of an HIV/AIDS conference and donated US$6000 (£3000) to People Living with HIV/AIDS.73 Previously ASH and other NGOs have uncovered how BAT’s internal documents reveal aims to encourage tobacco farmers groups to “Target WHO’s blind spots on key primary health priorities, such as HIV/AIDS prevention and malaria.”67, 74

In Malawi BAT attracted publicity for donating prizes to its distributors as a reward for selling the most cigarettes in the most places. The rewards included motorbikes as well as cash prizes. The Daily Times newspaper reported a BAT representative as saying “The motor bikes have been provided based on coverage and business growth and we want you to use them for its intended purposes and that is to grow your businesses further.” 75

In Zimbabwe in 2005 BAT gave a “Tobacco Grower of the Year” award to Monica Chinamasa, the wife of Zimbabwean Justice Minister, Mr. Patrick Chinamasa. Two years’ earlier, in September 2003, it was reported that the Minister and his wife, had seized the Tsukumai Farm, forcing off the owners with threats of violence.5 BAT presented Mrs Chinamasa with the Zimbabwe $24 million prize (US$1000) and trophy as the 2004/2005 top grower at a ceremony in Harare.76
YOUTH SMOKING PREVENTION STRATEGY

A number of BAT’s CSR campaigns in Africa focus on what BAT refers to as “Youth Smoking Prevention”. However, there is no evidence that such schemes decrease smoking among young people but there is evidence that they can be counter-productive. Such schemes encourage children to see smoking as an adult activity and therefore something to aspire to. They also give the impression that cigarette addiction is a youth issue and that once a young person reaches 18 it is acceptable to smoke. Despite BAT’s purported stance on youth smoking prevention it is clear that because so many long term smokers die in middle age, the tobacco industry is in perpetual need of new young customers.

NIGERIA

“Nigeria’s [youth smoking prevention] campaign reached over 100,000 sale points, with posters and stickers.” -boasts BAT’s website and takes the opportunity to publicise the Nigerian minister responsible for youth development who launched the campaign.

Meanwhile BAT and other tobacco companies currently face lawsuits in Nigeria for targeting young and underage smokers by sponsoring events such as pop concerts and of promoting the sale of individual cigarettes. Although Lagos recently withdrew a lawsuit, the tobacco industry still faces similar suits from the federal government and two other states are hoping to recover the costs incurred in treating smoking-related diseases.

Even as these court cases are getting underway and despite BAT’s purported intentions regarding youth smoking prevention, in 2008 BAT is displaying adverts and competitions with youth appeal by shops near schools.

4. Youth smoking Prevention

Your Plan should include a YSP Programme in every market in which we operate, that is high profile, substantial, and if appropriate endorsed by authorities.

These activities should if appropriate be conducted in cooperation with other members of the industry.

We should also ensure that where appropriate we ‘publicly’ endorse a minimum age of 18 for the purchase of cigarettes.


Photograph: Folorunsho Moshood, Educare Trust, Nigeria, 2008
ENVIRONMENTAL STRATEGY

The following extracts from an internal presentation reveal how a strand of BAT’s CSR involved a calculated strategy to collaborate with NGOs in order to gain public support for its environmental policies.

Over the last seven years, following through on its long term strategy to engage with “reasonable NGOs” BAT has fostered relationships with the Earthwatch Institute, Fauna & Fauna International, Royal Botanic Gardens Kew and The Tropical Biological Association to particular effect.\(^83\) In 2008 BAT’s Biodiversity Partnership boasts of supporting 43 projects, many in Africa.\(^84\) \(^85\)

A number of the projects are ecologically themed “volunteering and training” opportunities for BAT employees. BAT uses such projects as a way of promoting its biodiversity credentials while boosting staff morale and skills.\(^85\)

“… this year the fellowship programme received official recognition as an important contributor to employees’ progress within the British American Tobacco leadership framework.” BAT statement on Malawi project.\(^86\)

Other BAT biodiversity projects in Africa include Mountain Gorilla conservation programmes in Rwanda, Great Ape Habitat Conservation Programmes in Nigeria and Cameroon and a project to enhance the conservation of Lake Victoria in Kenya.\(^87\)

The WHO has observed that when BAT and others in the industry devote portions of profits to CSR projects, the companies are often disguising other aims:

“…socially responsible initiatives, so-called by transnational tobacco companies, sit side by side with their continued involvement in aggressive advertising and sponsorship campaigns directed at young people, financial pressures they impose on countries that attempt to limit tobacco marketing, their deliberate deception in many developing countries concerning the dangers of second-hand smoke, and attempts to actively undermine the tobacco control activities of the World Health Organization .” – WHO (2004)\(^2\)
INFLUENCING GOVERNMENTS

“The law was actually drafted by us but the Government is to be congratulated on its wise actions.” BAT Regional Director, Norman Davies on the Kenyan government’s passing of a tobacco law designed to stop poaching and out of season growing. 88

The archives of BAT’s rival Philip Morris include an article from the Sunday Times dated 14 May 1990 about BAT’s expansion in Africa. Above the headline “Africa - Ashtray of the World” a Sunday Times “Insight” team report noted, “Francis Kabui started smoking because everyone in the adverts wore shoes. Today he is dying of cancer.” 89

Alongside the article, an internal BAT memo shows that the very next day the Public Affairs Department issued a strong rebuttal. 90 The PR team denied that BAT uses economic and political leverage to support its marketing. They denied that their advertising played on the “desires of people in the third world to mirror western sophistication”; they even denied the proof that smoking cigarettes caused disease at all. The second and third of these denials can be refuted through documents in the public domain. The first claim - that they do not use political leverage to support their commercial interests - is contradicted by BAT internal documents. One, on influencing stakeholders defines decision makers as those who will “have a direct and immediate impact on our ability to achieve profitable growth over the next 5 years”.

In Kenya, BAT has been found to benefit from political connections that include close relationships with successive presidents. 10 These relationships have been used to influence, dilute and delay Kenya’s health laws. 10 For example, in the 1990s BAT used contacts to encourage the government to draft laws compelling farmers to sell tobacco to BAT rather than to other leaf purchasers. 10 As BAT was already paying farmers less than other companies, these laws ensured farmers’ pay remained poor.

In 2004 BAT was still found entertaining ministers in Kenya when it and other tobacco companies were exposed in the press for inviting over 90 MPs to an exclusive coastal resort to discuss proposed tobacco legislation. 92

Screengrab from the Kenya Broadcasting Corporation 2007 91
MALAWI has one of the highest rates of deforestation in the world and tobacco growing is a contributing factor. In 1999 over 26% of Malawi’s total annual deforestation was related to tobacco production.\textsuperscript{93, 94} In 2004 New Internationalist magazine interviewed a Kenyan tobacco farmer who spoke about the effect of deforestation in the area where he lives: “We were never told that tobacco growing would clear the forest that we relied upon for firewood. Today the land is bare. The trees were cleared to meet the high demand for wood fuel required in tobacco curing and a local stream - a major source of water - has gone dry due to deforestation.” \textsuperscript{95}

BAT makes much of its environmental credentials and is keen to boast of reforestation projects both on its own and other CSR websites.\textsuperscript{96} In its 2004 Social Report BAT boasts of a tree planting programme of more than five million eucalyptus trees in Uganda while the Ethical Performance website notes that in BAT’s reforestation programmes: “Most of the species used – such as acacia, eucalyptus, ipil ipil, neem and shishu – grow quickly to provide the small farmers with a sustainable fuel source for cooking and tobacco-curing.” \textsuperscript{97}

What the Social Report fails to mention is that eucalyptus trees lower the water table, adversely affect the nutrient cycle and soil properties, and that growing large quantities of such trees in place of indigenous trees has a monumental and anti social effect upon the natural African habitat.\textsuperscript{98, 99}

BAT is aware these fast growing trees do not promote biodiversity but has done little to redress the difficulties they caused. Although BAT has run a few high profile small-scale schemes such as one in Chile which returned eighty hectares of its eucalyptus plantations back to indigenous woodland, such schemes are a drop in the ocean compared to the 267,000 hectares of fast growing plantations BAT has been responsible for over the last thirty years.\textsuperscript{97, 100}

MALAWI has one of the highest rates of deforestation in the world and tobacco growing is a contributing factor. In 1999 over 26% of Malawi’s total annual deforestation was related to tobacco production.\textsuperscript{93, 94} In 2004 New Internationalist magazine interviewed a Kenyan tobacco farmer who spoke about the effect of deforestation in the area where he lives: “We were never told that tobacco growing would clear the forest that we relied upon for firewood. Today the land is bare. The trees were cleared to meet the high demand for wood fuel required in tobacco curing and a local stream - a major source of water - has gone dry due to deforestation.” \textsuperscript{95}

BAT makes much of its environmental credentials and is keen to boast of reforestation projects both on its own and other CSR websites.\textsuperscript{96} In its 2004 Social Report BAT boasts of a tree planting programme of more than five million eucalyptus trees in Uganda while the Ethical Performance website notes that in BAT’s reforestation programmes: “Most of the species used – such as acacia, eucalyptus, ipil ipil, neem and shishu – grow quickly to provide the small farmers with a sustainable fuel source for cooking and tobacco-curing.” \textsuperscript{97}

What the Social Report fails to mention is that eucalyptus trees lower the water table, adversely affect the nutrient cycle and soil properties, and that growing large quantities of such trees in place of indigenous trees has a monumental and anti social effect upon the natural African habitat.\textsuperscript{98, 99}

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ALTHOUGH tobacco farming is not unique in its use of child labour, these children are put at particular risk because growing tobacco is both unhealthy and environmentally damaging with problems ranging from pesticide exposure to nicotine poisoning.\textsuperscript{101} Malawi, where tobacco exports account for over 70% of export earnings, also has the highest incidence of child labour in Sub Saharan Africa.\textsuperscript{102}

BAT chairman, Jan du Plessis boasts of tackling child labour problems, saying:

“We work with farmers through our leaf growing programmes to try to eliminate child labour, but we know this is not enough. So three years ago we established the pioneering Elimination of Child Labour in Tobacco-growing Foundation, in partnership with the International Tobacco Growers Association and the trades unions in our sector. It now includes all the main multinational tobacco manufacturers and dealers and the International Labour Organisation advises its Board.”\textsuperscript{7}

In 2006 researchers examined the Eliminating Child Labour in Tobacco (ECLT) programme that du Plessis credits BAT with establishing, and found it had established projects in Malawi, Tanzania, Uganda, Zambia, and Mozambique ranging from school construction to education projects. However none of these initiatives addressed the problem of low earnings of adult tobacco workers, or genuinely implemented ECLT’s stated efforts to improve labour standards and raise “working conditions of the plantation worker”.\textsuperscript{104, 105}

Most tellingly, the ECLT had a budget of just $2.3 million over four years from 2002, compared to nearly US$40 million in economic benefit the major tobacco multinationals’ receive through the use of unpaid child labour in Malawi over the same period.\textsuperscript{104, 105}

The research concluded multinational tobacco companies are using child labour projects to “enhance corporate reputations and distract public attention from how they profit from low wages and cheap tobacco”.\textsuperscript{104}

The real reasons for BAT’s engagement with child labour issues are found in the internal CORA roadmap from BAT’s document archives rolled out in 2000. BAT wants to be seen as “proactive, front-footed and already being recognised as such by other main partners.”\textsuperscript{69}

Photograph: Marty Otañez, PhD, American Cancer Society Postdoctoral Fellow, Center for Tobacco Control Research and Education, University of California, San Francisco. 2006

2008 Screengrab from BAT website where BAT advertises helping establish the “Eliminating Child Labour in Tobacco Growing Foundation”
Environmental Rights Action/Friends of the Earth Nigeria
Environmental Rights Action/Friends of the Earth Nigeria (ERA) is a Nigerian advocacy non-governmental organisation founded on January 11, 1993 to deal with environmental human rights issues in Nigeria.
www.eraaction.org

People against drug dependence and ignorance - Nigeria
Attaining societal advancement via promoting and protecting the rights to health and meaningful existence.
www.paddi.globalink.org/

Educare Trust - Nigeria
An Education and Health NGO based in Ibadan, Nigeria’s third largest city, with outreach in several other parts of the country. www.educaretrust.org/

National Council against Smoking - South Africa
The National Council against Smoking’s (NCAS) mandate is to improve public health by promoting non-smoking.
www.againstsmoking.org/

The Tanzanian Tobacco Control Forum
A non-profit organisation with the vision of enhancing public health through effective control of tobacco use. PO Box 33105 Dar Es Salaam, Tanzania. Tel: + 255 732 924088

The Environmental Action Network LTD - Uganda
The Environmental Action Network (TEAN) aims to institute public interest legal actions to protect the environment and promote the right to a clean and healthy environment.
http://tean.globalink.org/

Sidewalk Radio
Collage of videos about the tobacco industry in Africa
http://www.sidewalkradio.net/

Essential Action
Essential Action is a US corporate accountability campaign group that helped launch Global Partnerships for Tobacco Control in 2000 to support and strengthen international tobacco control activities at the grass roots level.
http://www.essentialaction.org/

The Framework Convention Alliance for Tobacco Control
Made up of almost 300 organizations representing over 100 countries around the world which are working to support the signing, ratification and effective implementation of the Framework Convention on Tobacco Control (FCTC) and related protocols.
www.fctc.org/

World Health Organisation (WHO) Framework Convention on Tobacco Control
http://www.who.int/fctc/

www.who.int/tobacco/mpower/en/index.html

World Bank - Economics of tobacco control
http://web.worldbank.org

Guernsey Adolescent Smokefree Project
Guernsey Adolescent Smokefree Project (GASP) is a local charity whose aim is to reduce smoking amongst the young people of Guernsey. GASP runs a project to support children who work in the tobacco industry in Malawi.
www.gasp.org.gg/

Tobacco and poverty: A vicious circle
World Health Organisation brochure outlining the vicious circle of tobacco and poverty: who pays, who benefits and why tobacco control is a necessity.

British American Tobacco Documents Archives
http://bat.library.ucsf.edu