



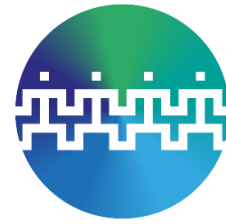
COP 9

Geneva, Switzerland

Tobacco control during a
global health emergency
8- 13 November 2021



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL



MOP 2

Geneva, Switzerland

Implementation of the
Protocol to Eliminate Illicit
Trade in Tobacco Products
15 - 18 November 2021



PROTOCOL
TO ELIMINATE
ILLCIT TRADE IN
TOBACCO PRODUCTS

COP9 / MOP2
Communications toolkit

COP9 and MOP2

In view of the COVID-19 global pandemic and its impact on the conduct of global conferences and travel, it has not been feasible to organize a face-to-face sessions in The Hague, Netherlands, as initially planned for the Ninth Session of the Conference of the Parties (COP9) to the WHO Framework Convention on Tobacco Control (WHO FCTC) and the Second Session of the Meeting of the Parties (MOP2) to the Protocol to Eliminate Illicit Trade in Tobacco Products. Therefore, both meetings will take place virtually, with **COP9** running from 8 to 13 November 2021 and **MOP2** from 15 to 18 November 2021.

COP9 and MOP2 campaign

Since few months, we have kicked-off an online campaign to gain the momentum for the two upcoming **COP9** and **MOP2**. Furthermore, we have been inviting Nongovernmental organizations (NGOs) and International intergovernmental organizations (IGOs) to apply as observers of the Conference of the Parties and to the Meeting of the Parties.

Visuals and themes for the campaign

The theme for the **COP9** is *tobacco control during a global health emergency*. And the theme of the **MOP2** is *implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products*.

The logos and the visual identity



The inspiration of the logos of each conference were alludes to the “human” aspect of the work – using pixel-inspired representations of people to refer to the digital nature of the meetings and setting them against a circular background to evoke the globe/the environment.









The interconnectedness of the human figures embodies the need to strengthen collaboration even more so during this challenging time. COP9 and MOP2 logos must be always accompanied by the logo of its respective treaty, like the example below.



The messages

COP9




COP9: Tobacco control during a global health emergency

- The #COP9 will decide on key issues around tobacco control   
- This year's #COP9 session is virtual due to the #COVID-19 pandemic
- #COP9 -Treaty Law 101: States are sovereign - only they can decide what's in their treaties, who attends the meetings of the Governing Bodies, and what's on the agenda.
- #COP9 is the highest decision-making body setting the global tobacco control agenda.    
- The WHO FCTC is working & making a difference  – that is why the tobacco industry is insisting it must be changed. Staying the course at #COP9
- There's nothing virtual about the work being done globally in online meetings. Pushing forward together at #COP9










MOP2

MOP2: Implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products

- The #MOP2 will decide on key issues around tobacco control and illicit trade   
- This year's #MOP2 session is virtual due to the #COVID-19 pandemic
- #MOP2 - Despite the abridged agendas, Parties will still be discussing and taking decisions on key matters
- There's nothing virtual about the work being done globally in online meetings. Pushing forward together at #MOP2
- Looking forward for #MOP2. Work against illicit tobacco trade protects the gains obtained by the implementation of the WHO FCTC.

COP9 & MOP2

- There's nothing virtual about the work being done globally in online meetings. Pushing forward together at #COP9 and #MOP2.
- #COP9 and #MOP2 - working together towards a healthier, more sustainable, tobacco-free future       
- This year #COP9 & #MOP2 are going greener:

 no travels = less carbon footprint

 no printing = less paper

#COP26 #Climateaction

The messages

General messages

- Decisive tobacco control measures will support the building back better process 📌
- Tobacco — a slow-motion pandemic hindering achievement of the SDGs 🏠
- Tobacco control drives sustainable development 💚
- The Global Strategy 2025 provides a roadmap for accelerating implementation of the WHO FCTC ➡
- Without tobacco control it is likely to have worse #COVID-19 outcomes worldwide 🏠 = 🏢
- For better #COVID-19 outcomes, follow the science: get vaccinated 💉, and implement the WHO FCTC.
- Tobacco control also protects our planet and people and ensure a greener, more resilient future for us all. 🏥 🚫 🌍 🌐 👤 🧑 🚫 #COP26 #Climateaction



The hashtags

COP9

MOP2

#COP9

#MOP2

#TobaccoControl

#ProtocolFightsIllicitTobaccoTrade

#FCTCBuildsBackBetter

#ProtocolFightsCrime

#FCTCSavesLives

#MOP2news

#COP9news

#Climateaction

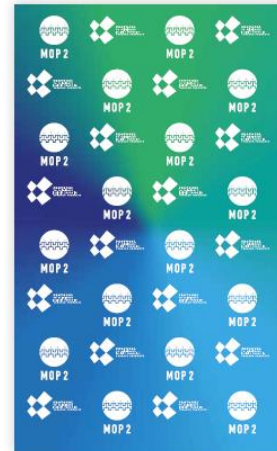


The visuals

Based on the visual identity of the **COP9** and the **MOP2**, we have prepared different visuals in the 6 official UN languages for your use.

Among the visuals you will find;

- ✓ Profile pictures for social media profiles
- ✓ Web banners
- ✓ Social media cards
- ✓ Designs for masks
- ✓ Roll ups



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Download all the visuals in different formats from [this drive](#).

* Users need to have a Google / Gmail account in order to access the Drive



COP 9



MOP 2



Contact

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8-13 November 2021



Find out more



15-18 November 2021



Find out more

 @FCTCOfficial

 @FCTCOfficial

