

LEAD *Change!*

**OLD WAYS
WON'T OPEN
NEW DOORS**

THINK AGAIN



By 2030, tobacco
is expected
to be the **single
biggest cause of
death** worldwide.

Each year, tobacco is responsible for over 7 million deaths, which is comparable to the number of casualties if 34 jumbo passenger planes were to crash daily.

20 years of life-saving tobacco control

The WHO Framework Convention on Tobacco Control (WHO FCTC), a United Nations global health treaty, recognizes that the tobacco epidemic is a global problem with serious consequences for public health.



F C T C

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

S E C R E T A R I A T

Global funding priorities need **fresh leadership** to rethink traditional financing methods.

Tobacco use
– a persistent burden of the global economy.

The global economic costs of smoking are estimated at US \$1.436 trillion in 2012, equivalent to 1.8% of the world's annual gross domestic product (GDP)

Illicit tobacco in tobacco products results in approximately US\$ 47.4 billion in lost tax revenues and customs duties. In addition to its impact on tobacco control and government revenues, illicit trade in tobacco products fuels organized crime and corruption.

An analysis of 170 Parties to the WHO FCTC showed that ratification was associated with 24 million fewer young people smoking and 2 million more people quitting over a 10-year period. The evidence base supporting the tobacco control policies aligned with WHO FCTC measures continues to grow, further increasing the support for their impact and the need to accelerate WHO FCTC implementation.

A capital Investment Fund has been established utilizing interest earnings to support the implementation of the WHO FCTC.

The current funding for the treaty is sourced from assessed contributions by participating countries and voluntary project-based funding. The core budget is projected to exceed the existing funding parameters over the next years, necessitating sustainable funding sources to ensure the continued implementation of the treaty.

The Investment Fund tackles global health issues and their economic impact worldwide without utilizing tax-based revenues. The funds will be reimbursed at the conclusion of the 5-year cycle.

This investment model can be utilized across various sectors as nations pursue innovative funding solutions to address emerging global demands.

Be that Leader

in Innovation

Dialogue and consideration are important across all government sectors and central agencies, as tobacco affects multiple areas beyond health.

Contact us at ftcsecretariat@who.int



Interest-free loans, drawing from whole of government funding sources, are being requested for a 5-year placement in a capital investment fund managed by the World Bank.

The interest earned will support WHO FCTC's global tobacco initiatives. After the term, the capital returns to the lending country, and new investors will fund the subsequent 5-year phase.



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