



PROJECT SUNSET & THE TOBACCO ENDGAME LANDSCAPE

CHRIS BOSTIC

FEBRUARY 7, 2024

WHO Framework Convention on Tobacco Control 10th session
of the Conference of the Parties

UN COMMITTEE ON ECONOMIC, SOCIAL & CULTURAL RIGHTS



“Health is a fundamental human right indispensable for the exercise of other human rights.

Every human being is entitled to the enjoyment of the highest attainable standard of health conducive to living a life in dignity.”



DANISH INSTITUTE FOR HUMAN RIGHTS



“Tobacco is deeply harmful to human health, and there can be no doubt that the production and marketing of tobacco is irreconcilable with the human right to health.

For the tobacco industry, the UNGPs [Guiding Principles] therefore require the cessation of the production and marketing of tobacco.”

THE DANISH
INSTITUTE FOR
HUMAN RIGHTS

CAPE TOWN DECLARATION ON HUMAN RIGHTS AND A TOBACCO-FREE WORLD



A.1. We agree that the manufacture, marketing and sale of tobacco are incompatible with the human right to health.



RUGGIE PRINCIPLES ON BUSINESS AND HR



OBLIGATION TO



PROTECT



Duty-bearer to protect against human rights abuses by third parties

RESPECT



Duty-bearer has a responsibility to respect human rights

Corporations



REMEDY



Duty-bearer must provide access by victims to effective remedy, both judicial and non-judicial

RUGGIE PRINCIPLES ON BUSINESS AND HR



- Health equity is paramount
- Governments have a duty, as well as a right, to stop the tobacco industry.
- The tobacco industry is the perpetrator of the epidemic. Endgame is about supply, not demand.
- People who use tobacco are our clients, not our opponents.
- Cessation support is vital.



PROJECT SUNSET



Phase out the sale of
commercial tobacco
products

PROJECT SUNSET- TWO IMPERATIVES



1. Target retail sales, not purchase, possession or use
2. Access to cessation

WHAT IS ENDGAME?

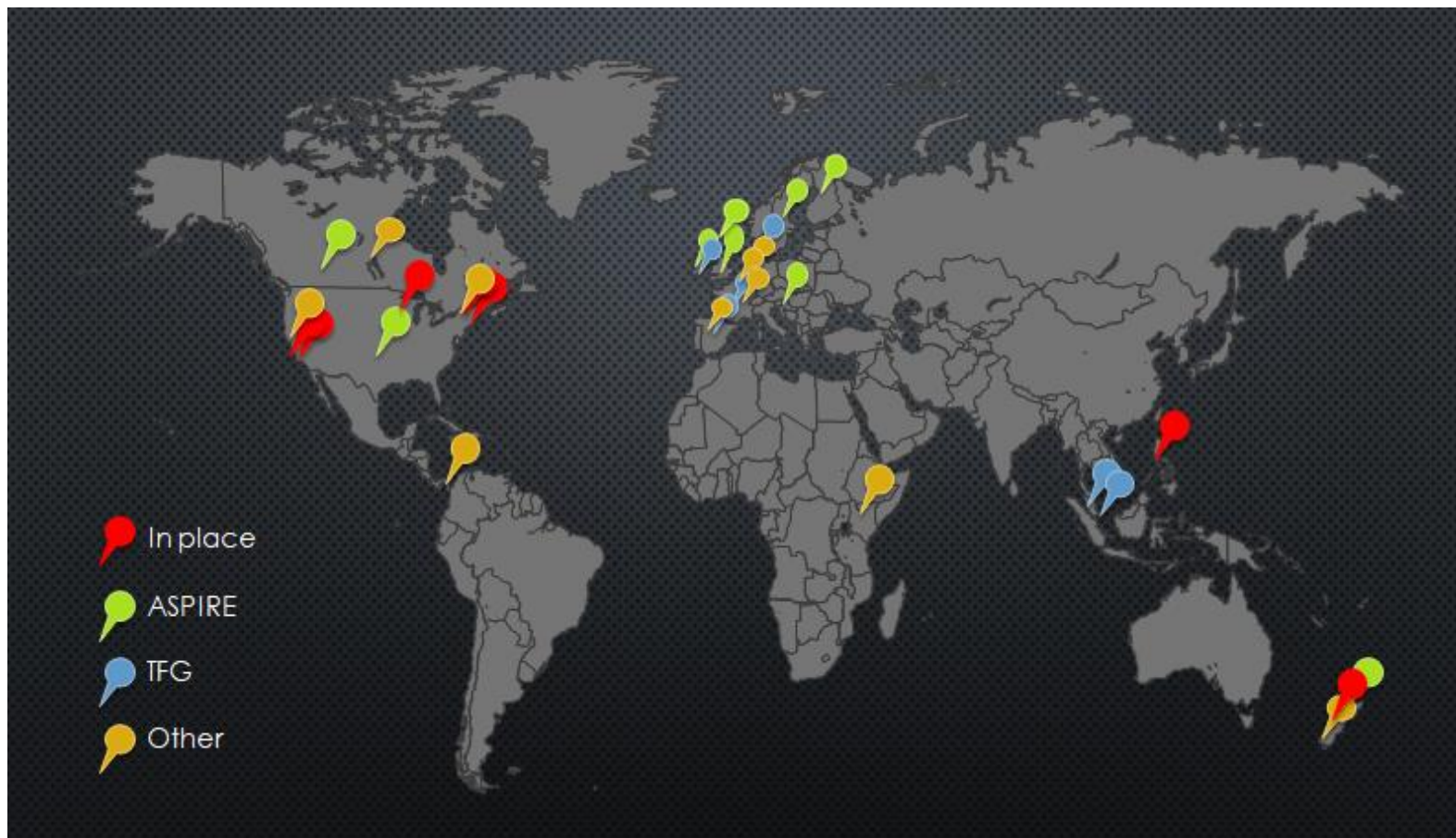


There is no one “correct” definition BUT

- Endgame operationalizes our collective vision to end the death and disease caused by tobacco.
- Endgame has a deadline/due date.
- Endgame addresses tobacco as a systems issue, rather than a behavioral issue.
- Endgame shifts the focus of policy from demand to supply, and from the victim to the perpetrator.



GLOBAL PROGRESS



TOBACCO PRODUCT WASTE



**UN GENERAL ASSEMBLY
DECLARES A
HEALTHY
ENVIRONMENT
A HUMAN RIGHT!**



UN
environment
programme



**IT'S TIME TO
CHANGE THE
FORECAST OF
1 BILLION DEATHS
THIS CENTURY**

CHRIS BOSTIC

POLICY DIRECTOR

BosticC@ash.org

 @ASHglobalAction

   @ASHorg

ASH
ACTION
ON SMOKING & HEALTH
Dedicated to **ZERO** Tobacco Deaths