

Promoting a new era of alternatives to tobacco growing: A Toolkit to support Article 17 of the WHO FCTC

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Toolkit

Toolkit for Article 17 of the
WHO Framework Convention
on Tobacco Control



FCTC
WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL
SECRETARIAT

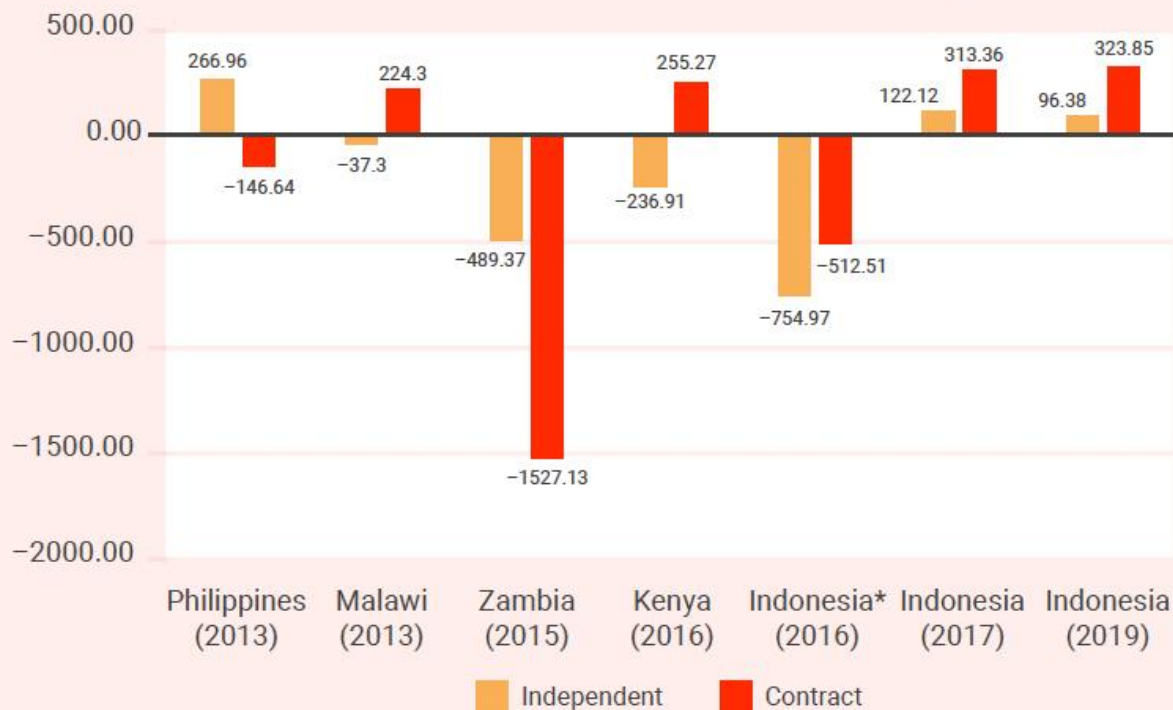


UN INTERAGENCY
TASK FORCE ON NCDs

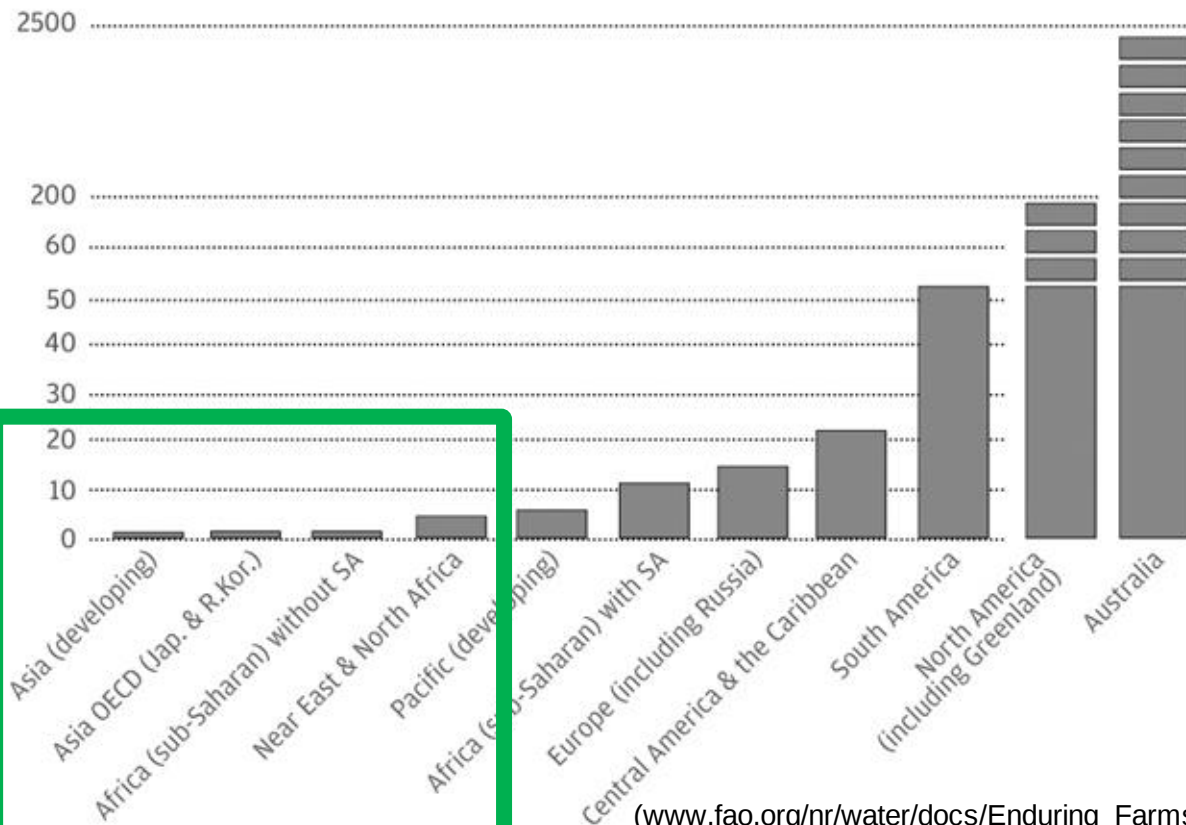


Average profits and losses for individual tobacco farming households in US\$

*Indonesia data include tobacco and non-tobacco farming profits



AVERAGE SIZE OF AGRICULTURAL HOLDINGS (ha)



(www.fao.org/nr/water/docs/Enduring_Farms)

Global Food Security Index 2022

(<https://impact.economist.com/sustainability/project/food-security-index>)

Rank (113 countries)	Overall score	Affordability	Availability	Quality and Safety	Sustainability and Adaptation
=91 st Malawi	48.1	33.6	52.9	52.0	58.2
93 rd Uganda	47.7	48.3	41.0	45.1	57.0
94 th Mozambique	47.3	42.6	49.4	41.8	56.5



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

Article 17

Provision of support for economically viable alternative activities

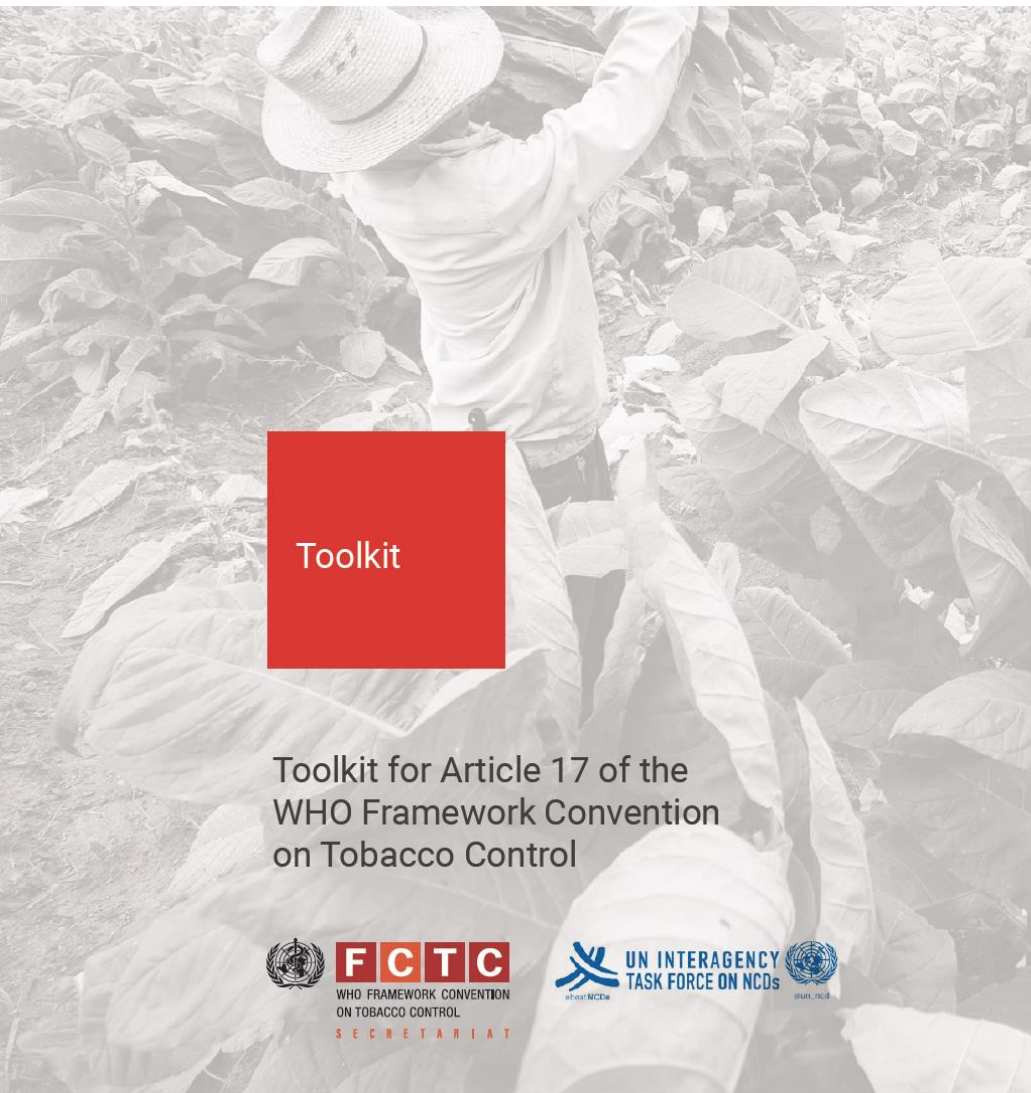
Parties shall, in cooperation with each other and with competent international and regional intergovernmental organizations, promote, as appropriate, economically viable alternatives for tobacco workers, growers and, as the case may be, individual sellers.



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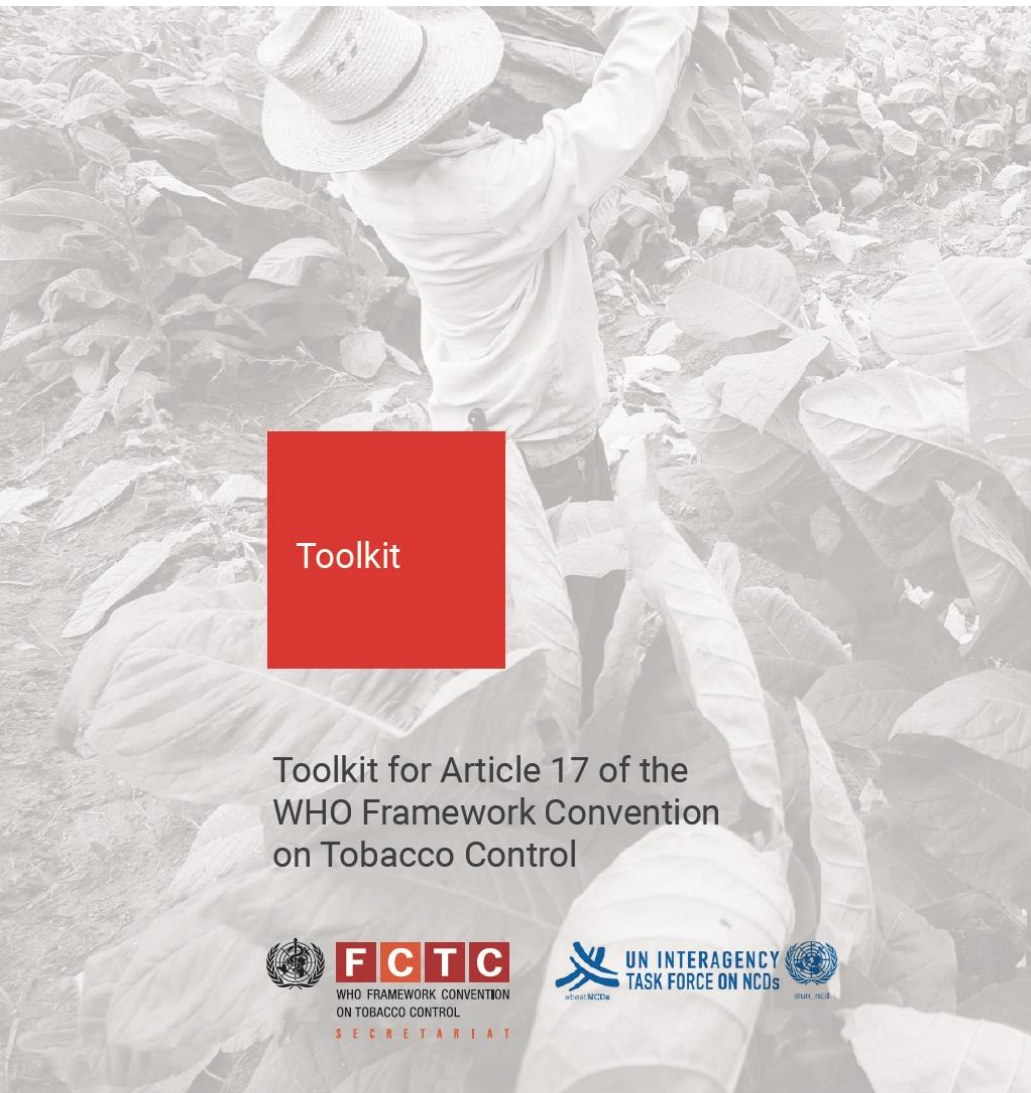
Tools

1. **The reality of tobacco growing: Debunking common myths**
2. Situational Analysis
3. Key factors required to facilitate alternatives
4. Sectoral contributions to implementation of Article 17 of the WHO FCTC
5. Where and how Article 5.3 can support efforts to implement Article 17
6. Policy options and mechanisms of support
7. Measuring change: Key indicators

Assertion 1. Tobacco-growing benefits tobacco farmers economically

Reality:

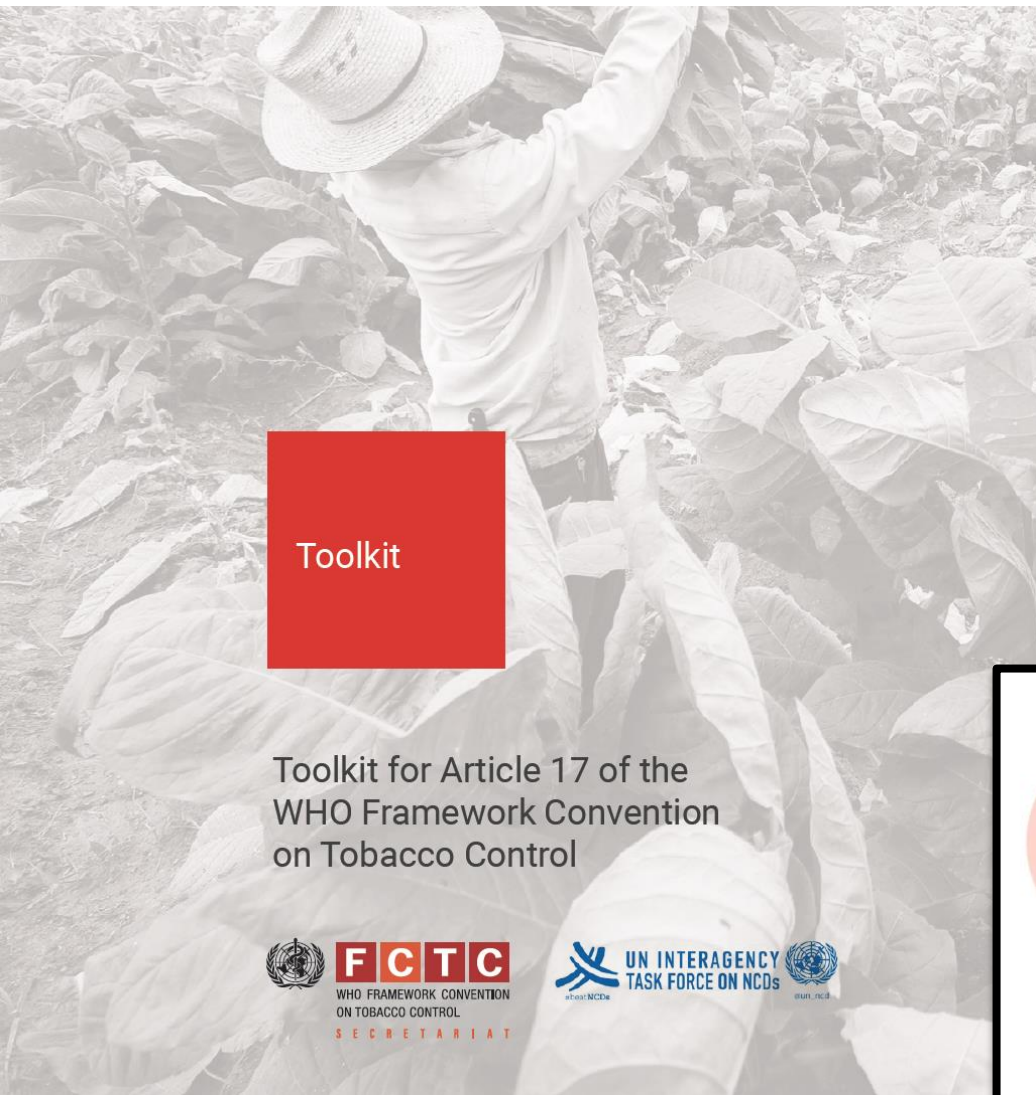
- ◆ Labour costs are high
- ◆ Inputs and loans are costly and often inaccessible
- ◆ Leaf purchasing price is low
- ◆ Farmers often just break even or incur debt from tobacco growing



Tools

1. The reality of tobacco growing: Debunking common myths
2. **Situational Analysis**
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Actor	Aims	Guiding questions
Government	To identify the policies and programmes currently in place that have implications for tobacco growing. To identify policy priorities and better understand where tobacco production fits in these priorities. This exercise is also meant to locate who is committed to tobacco production and who can contribute to alternatives.	Does the national development plan include tobacco? How is tobacco positioned in the government priorities? How is tobacco production framed, positive or negative? (For example, does the development encourage more tobacco growing or less?) Which government ministries, departments and agencies have tobacco in their mandate? Which government ministries, departments and agencies have other crops in their mandate? For those government ministries, departments and agencies that have tobacco and other crops in their mandate, in what forums do they meet (if any)? If they meet, how frequently? What do they meet about? Does the policy and/or programme encourage tobacco production? If yes, how? Does the policy and/or programme align with the national development plan? What other crops are listed as a priority by government? Are there multisectoral forums where tobacco and other crops are discussed? Are industry representatives included in these forums?



Tools

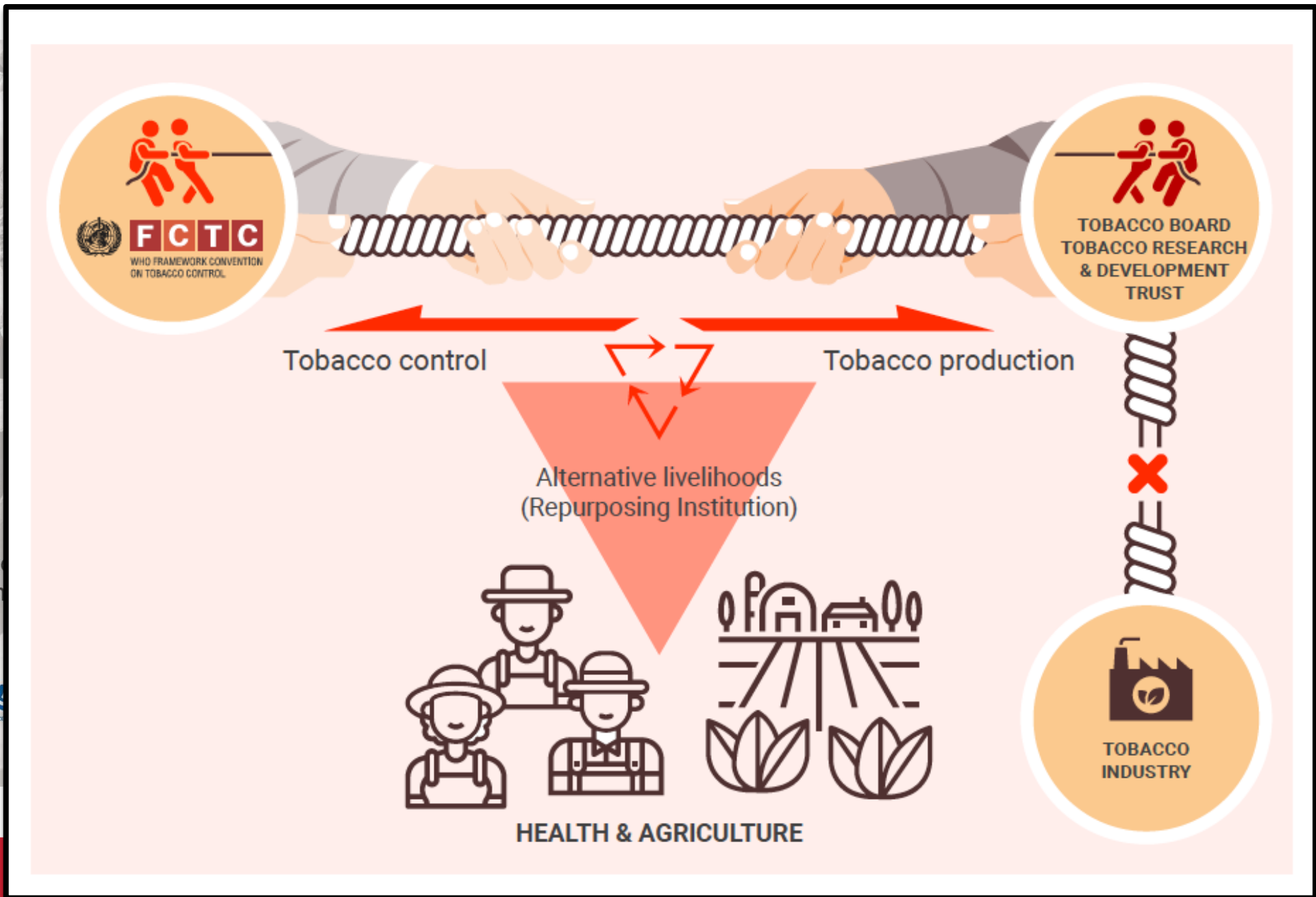
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Ministry of Trade and Investment

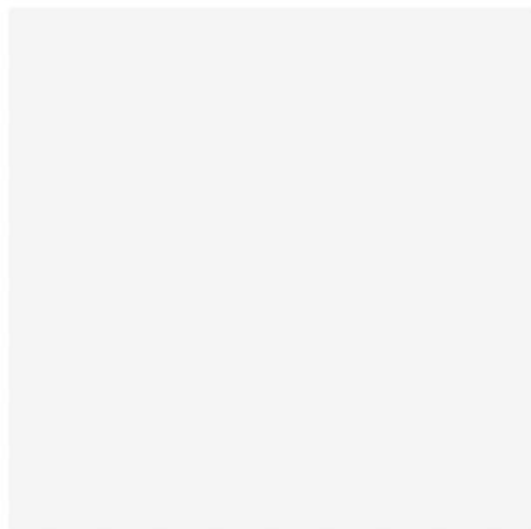
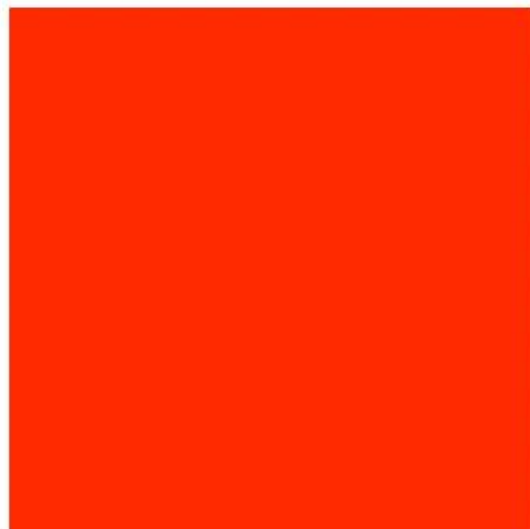
Potential role

- Monitor and provide information on tobacco trade and related activities.
- Identify international markets for alternative crops including food and fuel crops.
- Protect obligations to Article 17 in bilateral and multilateral trade and investment agreements.
- Pursue investment opportunities to support alternative livelihoods (agricultural and non-agricultural) in tobacco-growing communities.
- Target investment in sustainable food systems with a local supply of goods and services.



Moving forward

1. Embed environmentally sustainable and economically viable alternatives to tobacco growing into national development plans
2. Work across sectors to develop policies and programs to support alternatives to tobacco growing
3. Repurpose tobacco-promoting institutions to support alternatives
4. Work with communities to assess needs, existing resources, and goals



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