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Investment carrot vs tobacco control stick – who is winning in Ukraine?

Lilia Olefir, Executive Director NGO Advocacy Center Life, Ukraine

**Webinar: Launch of 2020 Global Tobacco Interference Index
17 November 2020**



- Population - 44,4 M
- 8.2 M adults using tobacco products (39.7% males & 8.9% females) GATS 2017
- 20% reduction of smoking prevalence since 2010
- 85 thousand people die due to tobacco related diseases every year (projection from 2010) ²

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UKRAINE TOBACCO INTERFERENCE INDEX 2019 VS 2020

Overall score - 61

Ranked 20 out of 33

Overall score - **68**

Ranked 45 out of 57

Score has deteriorated by +7
mostly in unnecessary
interaction with the tobacco
industry, especially on new
legislation, taxation issues and
tackling illicit trade.

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The tobacco industry interferes in policy development
Ukraine's score - 13, the worst score is 19

Tobacco lobby in the Parliament

- **defeated 2 draft laws (May 2019) - new bill registered in November 2020**
- **delayed the increase of excise on HTPs till 1st January 2021**

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Government engaged in unnecessary interaction with the tobacco industry

Ukraine's score - 13, the worst score is 15

- State Fiscal Service MOU with Ukrainian Association of Tobacco Producers
- Cabinet of Ministers MOU with the tobacco industry
- Meeting of the President, PM, Ministers with the TI



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Volodymyr Zelenskyy in a meeting with representatives of the largest tobacco companies in Ukraine: We are interested in increasing investment and exports

7 November 2019 - 20:21



<https://www.president.gov.ua/en/news/volodymyr-zelenskyy-na-zustrichi-z-predstavnikami-najbilshih-58257>

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TI INTIMIDATES & THREATENS UKRAINIAN GOVERNMENT OVER TOBACCO TAX INCREASES

Philip Morris Ukraine: If bill No. 1210 passed, illicit tobacco market may expand to about 60%

16:40, 24.10.19

ECONOMY

1 min. 249



In particular, the bill provides for an increase in the excise tax on cigarettes.



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2020 TOBACCO TAX POLICY WIN

May 2020 - the President signed the bill that has a provision on taxing HTP sticks per sticks not per kg and increasing specific excise 4-fold from 1 January 2021

WHAT NEEDS TO BE DONE TO IMPROVE IMPLEMENTATION OF ARTICLE 5.3 IN UKRAINE

1. Ban all forms of tobacco industry related CSR activities as recommended in the WHO FCTC.
2. Implement a procedure for interaction and disclosure of records with the TI. and disclose all records of interaction with the TI.
3. Require the tobacco industry to report on its expenditure on marketing and lobbying.
4. Adopt a Code of Conduct for officials when dealing with the TI.
5. Remove any benefit given to the tobacco industry, such as duty-free cigarettes for international travelers.

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THANK YOU!

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