Sustainability and Innovation in tobacco: main trends and drivers

The importance of Sustainability and Innovation in the tobacco sector

The international regulatory and political framework applicable to sustainability in tobacco (the UN Agenda 2030)

UN Agenda 2030

UN Assembly September 2015 adopted “Transforming our world: the 2030 agenda for sustainable development”.

- Sustainable Development Goals (SDGs)
- 17 goals, 169 targets.
- Blueprint to achieve a better and more sustainable future for all.
- SDGs address the global challenges we face (poverty, inequality, climate, environmental degradation, prosperity, and peace and justice).
- SDGs interconnect - target for total accomplishment 2030.

The big question

How does tobacco interrelate with the Sustainable Development Goals?

The big answer

- Leaf tobacco companies and SDGS want the same results
- Leaf tobacco companies strive to play their role to achieve the SDGs.

Sustainable tobacco production
The 4 pillars

- Governance: Corporate processes and structures that support good business practice that leads to sustainable operations.
- Environmental issues: Water use / CO2 emissions / Biodiversity
- Social issues: Labour rights / Eliminating child & forced labour / Health & safety / Sustainable livelihoods (all achieved through the Agricultural Labour Practices)
- Productivity: Best practice agriculture / Minimizing waste / Maximizing efficiencies / Farmer profitability

❖ Operating principles: measuring across the board and continuous improvement.

Sustainable Development Goals

Area	Goal	Leaf tobacco contribution
Governance	Goal 12: Responsible production and consumption	STP / GAP / ALP
	Goal 16: Peace, justice and strong institutions	Internal governance structure of leaf companies
	Goal 17: Partnership for the goals	Cooperation with local stakeholders
Social issues	Goal 1: No Poverty	Good contracts for a cash crop
	Goal 2: Zero Hunger	Focus on rotational crops
	Goal 3: Ensure healthy lives and promote well-being for all at all ages	Strong focus on OSHE
	Goal 4: Quality education	Promotion of school attendance and support to schools
	Goal 5. Gender equality	Strong employment of women in leaf processing factories
	Goal 8: Decent work and economic growth	Leaf tobacco as a source of employment, income generation and tax revenues
	Goal 10: Reduced inequalities	Employment in rural areas reduces wealth gap between urban and rural populations

Sustainable Development Goals

Area	Goal	Leaf tobacco contribution
Environmental issues	Goal 6: Clean water and sanitation	Strong focus of leaf companies on protection of local water sources and provision of boreholes, wells and sanitary facilities in rural areas
	Goal 7: Affordable and clean energy	Sustainable wood and waste agricultural biomass for curing; solar panels
	Goal 13: Climate Action	Very strong focus on afforestation programmes
	Goal 14: Life below water	Training on responsible use of pesticides prevents water pollution
	Goal 15: Life on land	Precision agriculture to reduce use of chemicals. Importance of biodiversity
Productivity	Goal 9: Industry, innovation and infrastructure	Continuous improvement of factory processes and systems. Continuous improvement of farm production systems
	Goal 11: Sustainable cities and communities	Strong focus on supporting farmers' communities

Innovative solutions by leaf companies

Governance

- STP / GAP / ALP
- Governance and compliance systems
- Very strong engagement with local communities to enhance governance.
- Monitoring of leaf movements to reduce illicit trade.

Social issues

- ECLT Foundation.
- ALP programme.
- FLPG.
- Contracted farmers must be self-sufficient in food production through rotational crops – support to grow them.

Innovative solutions by leaf companies

Environmental issues

- Afforestation.
- Barn efficiency improvement.
- Briquetting and waste biomass use.
- CORESTA ACAC GRLs.
- Irrigation provision.

Productivity

- Yield increase through variety selection, GAP and training.
- Improvement of living conditions.

Philanthropy or the right way to do business?

- Philanthropy alone is not sufficient to reach the SDGs.
- Success on SDGs can only be a result of strong commitment from governments and private sector
- Multinational leaf tobacco companies are committed to SDGs and support their goals with various systems.