



### COP10 Side events

<p><b>Monday, 5 Feb 2024 13:30 – 14:45</b></p>	<p>Title: <i><b>Towards a smoke-free generation: Options to make tobacco and related products less attractive</b></i></p> <p>Organizers: <b>Dutch National Institute of Public Health and the Environment (RIVM)</b></p> <p>Description: Cigarettes and other tobacco and related products are designed to be attractive and stimulate use. They are also harmful and can be addictive. The WHO FCTC underlines the importance of tobacco product regulation as a means to contribute to reducing tobacco-attributable disease and premature death by reducing the attractiveness of tobacco products. This side event will present attractive features of tobacco and related products and options to effectively regulate them, such as flavour bans and mandated printed warnings on cigarettes. Participants are invited to discuss opportunities and barriers for successful implementation of measures to reduce tobacco product attractiveness.</p>
	<p>Title: <i><b>Implementation of Article 5.3 of the WHO FCTC</b></i></p> <p>Organizers: <b>United Kingdom of Great Britain and Northern Ireland, WHO FCTC Knowledge Hub for Article 5.3 (Thammasat University)</b></p> <p>Co-organizers: Ecuador, Panama, Peru, Corporate Accountability, Global Center for Good Governance in Tobacco Control, Southeast Asia Tobacco Control Alliance (SEATCA)</p> <p>Description: The tobacco industry has long interfered with global health policies and regulations at the international level and in countries worldwide. As new actors enter the “harm reduction” space and novel tobacco products emerge, the industry is implementing new strategies to counter regulations and maintain its profits. While the tobacco industry continues evolving tactics, the response must also advance. This session will highlight the Global Tobacco Industry Interference Index and share lessons learned in strengthening the implementation of WHO FCTC Art</p>

	<p>5.3. so that governments can better overcome industry obstruction, implement effective tobacco control, and build a healthier future for all.</p> <p>Title: <b><i>Everyone has a role to play: Promoting a multisectoral approach to WHO FCTC implementation</i></b></p> <p>Organizers: <b>Secretariat of the WHO Framework Convention on Tobacco Control</b> Co-organizers: United Nations Development Programme (UNDP)</p> <p>Description: The implementation of the WHO FCTC should not be seen as a mission for the health sector alone, as there is a role and benefits for many other sectors and stakeholders. This side event will share country-level experience and best practices for the implementation of a whole-of-government and whole-of-society agenda for tobacco control, highlight the benefits of multisectoral action and how to engage other sectors to ensure policy coherence. At the side event, the Convention Secretariat and UNDP will also jointly launch a new set of “sectoral briefs” that explain to different ministries how they can support WHO FCTC implementation and what “is in it for them”.</p>
<p><b>Tuesday, 6 Feb 2024 13:30 – 14:45</b></p>	<p>Title: <b><i>Making Tobacco Industry Pay (Tobacco Industry Liability): Empowering Parties to Implement Article 19 of the WHO FCTC</i></b></p> <p>Organizers: <b>Brazil, Iran, Oman, Pakistan, Panama, Corporate Accountability, Global Center for Good Governance in Tobacco Control</b></p> <p>Description: This side event will explore approaches from FCTC Parties to the need to hold tobacco industry not just liable, but more importantly, accountable. This is in light of the need to consider innovative approaches given the innovative tactics of the tobacco industry to interfere in life saving measures. This is intended to support discussions around the draft decision on liability and accountability that seeks to enhance national and international cooperation in implementing Article 5.3 of the WHO FCTC in relation to Articles 17, 18 and 19 of the WHO FCTC to reduce tobacco industry interference. The event will cover benefits and challenges in litigation, potential liability regimes and measures such as compensation mechanisms, standard in sanctions and penalties, and opportunities in the fields of plastics policy, sustainability reporting.</p> <p>Title: <b><i>Global funding gap and investment case for the implementation of the WHO FCTC</i></b></p> <p>Organizers: <b>Secretariat of the WHO Framework Convention on Tobacco Control</b></p> <p>Description: In Article 26 of the WHO FCTC “the Parties recognize the important role that financial resources play in achieving the objective of this Convention”. International resource mobilization is also a critical for the Global Strategy. Parties and COP need information on the financial implications of implementing the Convention, but also evidence and tools to advocate for sustainable funding of</p>

	<p>tobacco control. Methodologies were developed to calculate the global funding gap and a global investment case to implement the Convention and the same information by country. This will inform global and national priority setting and the interventions costs to reduce health and economic burden of tobacco use.</p> <p>Title: <b><i>Cross-border TAPS (Tobacco Advertising, Promotion and Sponsorship)</i></b></p> <p>Organizers: <b>European Network for Smoking and Tobacco Prevention (ENSP), Secretariat of the WHO Framework Convention on Tobacco Control</b></p> <p>Co-organizers: Action on Smoking and Health (ASH), Campaign for Tobacco Free Kids (CTFK), Global Alliance for Tobacco Control (GATC), Truth Initiative</p> <p>Description: Strong cross-border TAPS regulation requires an international notification system to monitor evidence of cross-border TAPS including youth-oriented schemes. The goal of the side event is to demonstrate how Tobacco Industry is involved in cross boarder TAPs, presenting some figures, studies and discussion on the decisions FCTC/COP7(5) and FCTC/COP8(17) on cross-border tobacco advertising, promotion and sponsorship.</p>
<p><b>Tuesday, 6 Feb 2024 18:30 – 19:45</b></p>	<p>Title: <b><i>The FCTC a tool to advance human rights</i></b></p> <p>Organizers: <b>Action on Smoking and Health (ASH)</b></p> <p>Co-organizers: Campaign for Tobacco Free Kids (CTFK)</p> <p>Description: The preamble of the WHO Framework Convention on Tobacco Control (WHO FCTC) clearly illustrates the connection between the Convention and the right to health. The main purpose of the Decision: Contribution of WHO FCTC to the Promotion and Fulfillment of Human Rights is to stress the mutually reinforcing nature of the WHO FCTC, Human Rights treaties, the 2030 Development Agenda, and the Sustainable Development Goals. This session will highlight how this Decision will help formalize the relationship between the WHO FCTC and human rights objectives and encourage countries to make simultaneous progress toward WHO FCTC implementation and fulfillment and advancement of human rights and sustainable development goals.</p> <p>Title: <b><i>Social Secrets: Countering Big Tobacco’s Marketing in a Digital Age</i></b></p> <p>Organizers: <b>Campaign for Tobacco-Free Kids (CTFK)</b></p> <p>Co-organizers: India, Mexico, University of Bath Tobacco Control Research Group, Vital Strategies</p> <p>Description: From social media platforms like Facebook and Instagram to streaming providers like Netflix, tobacco and nicotine companies are constantly exploiting new marketing channels to advertise addictive products. This evening side event will increase COP10 delegates understanding of the digital marketing tactics used by the tobacco and nicotine industry online. The event will also cover policy solutions from governments working to address the problem.</p>

	<p>Title: <b><i>State of Tobacco Taxation: Latest Global Developments and Outlook</i></b></p> <p>Organizers: <b>World Health Organization</b></p> <p>Description: This event will provide the latest global developments and updates on the state of tobacco taxation as reported in the WHO Report on the Global Tobacco Epidemic 2023, including on novel and emerging tobacco products. Recent developments at the regional and country income group levels will be also covered highlighting the implementation status of Art. 6 of the WHO FCTC, lessons learned and areas for improvement. The event will be an opportunity to provide an update of the cigarette tax scorecard which scores cigarette tax policy performance in countries on a five-point scale using data from the WHO Report on the Global Tobacco Epidemic, providing policy makers with an actionable assessment of their country’s cigarette tax policy.</p>
<p><b>Wednesday, 7 Feb 2024 13:30 – 14:45</b></p>	<p>Title: <b><i>Forward-looking tobacco control measures</i></b></p> <p>Organizers: <b>Canada</b> Co-organizers: Global Alliance for Tobacco Control (GATC)</p> <p>Description: This session, moderated by GATC, will focus on discussing and showcasing forward-looking tobacco control measures for preventing and reducing tobacco consumption and its associated harms, and reducing exposure to tobacco smoke: Canada will be presenting its proposal relating to Article 2.1 of the FCTC. Malaysia will share its journey of its their perspective on a tobacco free generation and the status of its Smoking Products for Public Health Bill 2023 and its lessons learned in developing the Tobacco Free Generation in the Bill; the Finnish Institute for Health and Welfare will present an overview of the Joint Action on Tobacco Control to strengthen tobacco control in Europe; Action on Smoking and Health USA will present their “Project Sunset”, which aims to phase out the commercial sale of cigarettes and; United Kingdom will present their new plans to create a Smokefree generation.</p>
	<p>Title: <b><i>Dialogues to advance in the implementation of Articles 17 and 18 of the WHO FCTC</i></b></p> <p>Organizers: <b>WHO FCTC Knowledge Hub for Articles 17 and 18 (Oswaldo Cruz Foundation, Brazil)</b> Co-organizers: Brazil, Thailand, Secretariat of the WHO Framework Convention on Tobacco Control, World Health Organization (WHO), WHO FCTC Knowledge Hub for Article 5.3 (Thammasat University, Thailand), Action on Smoking and Health (ASH)</p> <p>Description: This side event will focus on the implementation of WHO FCTC Articles 17 and 18. Parties will share their experiences in supporting tobacco farmers and facilitating their transition to sustainable alternative livelihoods. Additionally, this session will underscore the environmental impacts stemming from the tobacco supply chain, encompassing the harm caused by the final disposal of tobacco</p>

	<p>products and Electronic Nicotine Delivery Systems (ENDS). Participants will be encouraged to contemplate the crucial significance of implementing both articles.</p> <p>Title: <b><i>Measuring tobacco control sustainability across the years: Findings and implications from LMICs</i></b></p> <p>Organizers: <b>The International Union against Tuberculosis and Lung Disease (The Union)</b>  Co-organizers: Vital Strategies</p> <p>Description: In 2016, The International Union against Tuberculosis and Lung Disease (The Union) developed a tool to assess and guide national tobacco control programs to become sustainable. Called the Index of Tobacco Control Sustainability (ITCS), the tool comprises a series of 31 indicators that have a critical influence on national capacity to deliver effective and sustainable tobacco control into the future. Findings from the assessments will be presented, and the implications of the findings discussed. The methodology of conducting the ITCS will also be discussed to help capacitate other countries to use the tool.</p>
<p><b>Thursday, 8 Feb 2024 13:30 – 14:45</b></p>	<p>Title: <b><i>WHO FCTC Knowledge Hubs: how they can support parties to implement the Convention</i></b></p> <p>Organizers: <b>WHO FCTC Knowledge Hubs</b>  Co-organizers: Thailand</p> <p>Description: This side event will introduce the WHO FCTC Knowledge Hubs and how they can support Parties to implement their obligations under the WHO FCTC. The Convention Secretariat will introduce the scope and purpose of the Knowledge Hubs network. Representatives from the Knowledge Hubs will then explain their scope of work, their activities and how they can help the Parties to the Convention to achieve their goals. There will be an opportunity for Parties to ask questions and meet the Knowledge Hubs during the side event.</p>
	<p>Title: <b><i>Guardians of Tomorrow: Rise Against Tobacco for a Healthier Future</i></b></p> <p>Organizers: <b>International Pharmaceutical Students’ Federation (IPSF)</b>  Co-organizers: International Youth Health Organization (IYHO)</p> <p>Description: Tobacco use is undoubtedly a global epidemic with urgent action needed. There are 1.1 billion smokers worldwide and smoking-related deaths surpass 7 million annually. A concerning trend is the increasing prevalence of smoking among youths. A global survey indicates that tobacco use in youth has risen in 63 out of 135 countries. The tobacco industry specifically targets the youth population through enticing flavors and appealing designs in advertisements. To safeguard our youngest generation, governments and stakeholders must take action in addressing both cigarette and vaping issues. This side event aims to draw attention to the current challenges young people encounter and emphasize the significance of national and global strategies in regulating tobacco use in youth.</p>

	<p>Title: <b><i>Impact of cigarette ventilation on cigarette use</i></b></p> <p>Organizers: <b>Secretariat of the WHO Framework Convention on Tobacco Control</b> Co-organizer: World Health Organization</p> <p>Description: COP8 requested the Convention Secretariat, in cooperation with WHO, to organize a meeting on cigarette ventilation, to gather the latest scientific evidence on the impact of cigarette ventilation on cigarette use. The meeting of experts was held in November 2019, and conclusions were summarized in a report and a COP9 document; these will be presented, in addition to new evidence and Party examples on regulatory approaches on this matter. The topics to be touched upon include the possible health, behavioural and public health implications of cigarette ventilation, potential regulatory and policy actions, and research and information gaps on this topic.</p>
<p><b>Friday, 9 Feb 2024 13:30 – 14:45</b></p>	<p>Title: <b><i>Innovative Financing Mechanisms to Strengthen WHO FCTC Implementation</i></b></p> <p>Organizers: <b>Thailand, Panama</b> Co-organizers: African Tobacco Control Alliance (ATCA), Southeast Asia Tobacco Control Alliance (SEATCA)</p> <p>Description: Parties continue to identify the lack of adequate and sustainable funding as a major barrier in implementing the WHO FCTC. This event will share good practices from Parties that are using Articles 6 and 26 to enhance implementation of the WHO FCTC by collecting a surcharge tax on tobacco products and using the revenues to fund tobacco control. The session will also cover ways forward to sustainably finance WHO FCTC implementation. Triple win: more tax revenues, less tobacco use, additional funds for tobacco control.</p> <p>Title: <b><i>Addressing big tobacco influence: advertising, marketing and promotional tactics used by tobacco industry to target youth</i></b></p> <p>Organizers: <b>European Network for Smoking and Tobacco Prevention (ENSP)</b> Co-organizers: Campaign for Tobacco Free-Kids (CTFK)</p> <p>Description: Discuss with young people about the new marketing tactics of the tobacco industry to promote tobacco and nicotine products target young people, using video-on-demand platforms and social media as new ways of advertising to young people. We want to know how young people understand their engagement for establishing an effective response to the tobacco epidemic that help us to move forward towards the achievement of a Tobacco-Free Generation by 2040. The main outcome will be to agree on the top initiatives on transformative actions that young people can request to Parties for protecting youth from these harmful practices</p>