

# Smoke and Mirrors

The Role of Anti-Tobacco Lobby Groups in Promoting Tobacco Control Policies in the EU



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## About Forest EU

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Forest EU is a campaign that informs smokers about the issues that affect them in the European Union and engages with stakeholders so the views of informed adult smokers and non-smokers with an interest in tobacco policy are considered within the EU's decision-making process.

Since 1979 Forest has been the leading voice defending tolerant non-smokers and adults who choose to smoke and don't want to quit. Our core message is that adults who are aware of the health risks should be able to choose to consume a legal product without excessive regulation. Forest EU advocates for respectful policy measures that protect individual freedom and personal responsibility.

Forest EU is supported by the Confederation of European Community Cigarette Manufacturers (CECCM) whose members are Japan Tobacco International (JTI), British American Tobacco (BAT) and Imperial Brands PLC (IMB), and by the members<sup>1</sup> of the European Smoking Tobacco Association (ESTA). Our annual budget in 2018 is €165,000. Forest EU has an independent organizational structure and advocates for the consumer, not the tobacco industry.

Forest EU accepts there are serious health risks associated with smoking tobacco and does not, through its campaigning activities, seek to promote or encourage it.

For more information, visit [forestonline.eu](http://forestonline.eu).





# Introduction

Since its launch in 2017 Forest EU has attempted to understand the role of Brussels-based anti-tobacco lobby groups in the formation of EU policy on tobacco control.

It is important for tobacco consumers in Europe and those interested in tobacco policy to understand how anti-tobacco lobby groups influence the formation of policy within the EU institutions, national governments and public discussion on tobacco policy issues.

To better understand this influence, this report:

- maps out how the major EU based anti-tobacco groups are organised
- highlights the amount of public money received by each of these organisations from the EU
- explains the mechanisms by which anti-tobacco lobby groups access EU funding
- proposes reforms designed to reinforce accountability and transparency that will improve policy making and cost effectiveness in the future

In this report we define anti-tobacco lobby groups as groups that have clear positions on tobacco policies that are relevant to the tobacco consumers in the EU and have been directly or indirectly involved in the policy making process at the EU level.

Due to the rapidly changing nature of the anti-tobacco debate this document should be taken only as the best available snapshot at a particular point in time. The information has been collected and summarised from the identified groups' most recent declarations in the EU Transparency Register<sup>2</sup> and other public sources including groups' websites and annual reports.

The report is not a comprehensive list of all anti-tobacco groups operating in Brussels, nor does it include all groups with interests in tobacco policy in the EU. The format of the report also did not

allow us to include all groups' positions on all issues; rather, we have included those positions on key policy areas that were easily identified in our research and most relevant to the issues that confront the EU tobacco consumer.

The information is accurate to the best of our knowledge and we will endeavour to regularly update it.

Guillaume Périgois  
Director, Forest EU  
June 2018



## Executive Summary

- This report identifies twenty-four different organisations operating in Brussels that are pushing for more pervasive anti-tobacco policies within the Brussels policy space. They had a combined annual budget of €1.1 billion in 2016 alone (€1,169,510,871), were staffed with 94 lobbyists and had a self-declared lobbying budget of between €4.9 and €6 million according to entries in the voluntary EU Transparency Register.
- It is important to state that not all of these organisations are focused solely on campaigning for tougher policies in relation to tobacco nor has it been possible to establish what percentage of the combined 2016 annual budget of these organisations was spent lobbying on tobacco issues. However, these figures make clear the scale of the lobbying industry in Brussels dedicating itself to this issue.
- There are four key organisations (identified below) in Brussels whose sole or core activities relate to lobbying for the introduction of more invasive anti-tobacco policies. The combined annual total budget of these organisations was €2,711,984 in 2016. At the time this report was compiled 22 professional lobbyists staffed these four organisations.

### The Big Four

- Smoke Free Partnership (SFP)
  - European Network for Smoking and Tobacco Prevention (ENSP)
  - Association of European Cancer Leagues (ECL)
  - European Public Health Alliance (EPHA)
- In 2016 the European Commission through the Directorate General for Health and Food Safety (DG SANTE) and the Consumers, Health, Agriculture and Food Executive Agency (Chafea) spent a total of €6m in financial support to organisations advocating for stronger anti-tobacco regulations (€6,067,089).
  - Many of the identified anti-tobacco lobby groups would struggle to exist without this EU funding. For example, six out of ten euros from the budgets of the Big Four anti-tobacco lobby

groups, totalling €1,571,200, comes from European Commission subsidies in 2016 alone.

- These four lobby groups are marked by a uniform worldview with regards to public health policies, shared priorities and policy recommendations as is evidenced by the topics they all identify as their core focuses. The question needs to be asked why four organisations are being funded to lobby for the same policy objectives?
- The core of this issue revolves around how public bodies use public funds to influence the introduction of particular policies. We argue in this report that the funding of these groups by the Commission, where almost no money is directed at those promoting an alternative point of view, thereby creates a false debate in which one side is artificially given the stage to the exclusion of all other interested parties, all at the taxpayers' expense. This funding also creates the illusion of support for policies which the Commission itself has proposed or supports.
- For the EU to fund non-profit lobby groups to reinforce its own policy proposals among the general public damages civil society because it crowds out genuinely independent non-profit activity and damages the reputation of third sector activity in Europe.
- As these groups do not directly provide any health services such as smoking-cessation programmes, lobbying for further regulation is effectively their core activity. Far from the common understanding of the role of a regulator (as identifying an issue within society and seeking to understand the views of those affected in order to inform effective policy-making), by funding them to the degree to which they have, we believe that DG SANTE and Chafea have placed themselves in the problematic position of financially supporting, through the allocation of EU taxpayers' money, groups whose main purpose is to reinforce support for the policies they have proposed and which, in some cases, may stand in direct conflict with the views of EU Member States. Such an approach is not conducive to transparent policymaking which requires the challenge of new ideas to introduce innovation and avoid repetitive mistakes.

## Recommendations

We recommend the following reforms designed to reinforce accountability and transparency in order to improve policy making and cost effectiveness in the future:

- We propose that publicly funded organisations should conduct themselves with the same level of political impartiality that any part of the government sector must maintain. Therefore, organisations that receive the lion's share of their income from the EU institutions should be bound by the same rules as those same institutions, principally transparency,<sup>3</sup> inclusiveness<sup>4</sup> and the declaration of any interest in any organisation that could compromise their independence, impartiality, objectivity and loyalty.<sup>5</sup>
- The Commission should no longer be the primary funder of lobby groups and should instead focus on funding health outcomes and organisations whose focus is the delivery of health outcomes.
- A clause should be inserted in all new and renewed Framework Partnership Agreements / grant agreements that will limit the ability of fund recipients to utilise funds received for 'policy development' i.e. lobbying decision-makers for new policies, publishing material designed to generate support for the introduction or abolition of regulation or lobbying for changes to public budgets and funding streams.
- The freedom of anti-tobacco lobby groups to engage with the EU institutions and national authorities should be guaranteed, providing this engagement is done with funds not supplied by the Commission or national authorities themselves.
- No start-up funds should be granted to any new organisation proposing to lobby for more pervasive tobacco policies given the range of organisations already active on this issue.
- Any organisation that receives funding from the Commission should be subject to the same transparency obligations as the Commission itself. To avoid frivolous requests for information, such transparency should be limited to requests that are directly relevant to the purpose for which the Commission money was granted.

## Analysis

This report establishes two basic facts. The first is that there exists in Brussels an extensive, well-funded and highly effective network of anti-tobacco lobby groups that are constantly pushing for a stronger regulatory environment for both traditional tobacco products such as cigarettes, cigars and pipe tobacco, but also the future policy landscape when it comes to e-cigarettes and other novel products.

Second, the report outlines how the lobbying activities of many of these organisations are funded with public monies by the European Commission through the Directorate General for Health and Food Safety (DG SANTE)<sup>6</sup> and the Consumers, Health, Agriculture and Food Executive Agency (Chafea).<sup>7</sup> For many of the organisations identified, the monies awarded by the European Commission make up the lion's share of their budget and they would struggle to exist without it.

This report is not a critique of the Brussels system or of lobbying in general. Quite the contrary. Forest EU firmly believes that since EU policies affect millions of European citizens' lives, its decisions need to be taken openly.<sup>8</sup> Lobbying is an essential part of the democratic process and provides legislators and regulators with key information to create effective and proportionate laws, provided it is done transparently, and equal rules apply to all those involved in lobbying activity – being non-governmental organisations or any other entities. Instead, the issue highlighted here concerns the extent of anti-tobacco campaigning in Brussels and how it is funded by the European Union.

We believe that the nature of this funding is harmful to both democracy and civil society. It damages the effectiveness of the EU institutions as a regulator as it undermines the independence of their role, leading to possible conflicts of interest and the potential for aspersions to be cast as to the motivations of their campaigning activities. It also is harmful to the reputation of the non-profit sector as representatives of public opinion (of which Forest EU is a part)

as it raises the danger of organisations being beholden to public authorities who fund them as opposed to the wider public who they are supposed to represent.

We propose reforms designed to reinforce accountability and transparency that will improve policy making and cost effectiveness in the future.

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## A Well-Funded Anti-Tobacco Lobby Universe

The effectiveness of the anti-tobacco lobby is abundantly clear. In the lifetime of the present and previous Commissions, an increasingly tight regulatory framework has evolved which has led to more pervasive restrictions on the rights of EU consumers to smoke and purchase tobacco. The groups described in this report have played a substantial role in driving these regulatory restrictions.

The anti-tobacco lobbies listed in the table on the next page are generously funded and a striking proportion of their funding comes from public monies.

For the purposes of this report, we have categorised, as best we could with the available public information, the different lobbying organisations by the importance they themselves place on anti-tobacco lobbying for their organisational missions. The totality of the group includes, to the best of our knowledge, the majority of organisations with clear anti-tobacco positions that are relevant to the tobacco consumers in the EU and that have been directly or indirectly involved in the policy making process at the EU level.



Organisations (2016 numbers)	No. of lobbyists	Total budget	% of EC funding (amount)	Declared lobbying costs
<b>Big Four anti-tobacco lobbies in Brussels</b>				
Smoke Free Partnership (SFP) <sup>9</sup>	4	€572,088	69% (€393,822)	€100,000 – €199,999
European Network for Smoking and Tobacco Prevention (ENSP) <sup>10</sup>	4	€607,704	52% (€314,039)	€25,000 – €49,999
Association of European Cancer Leagues (ECL) <sup>11</sup>	5	€459,731	52% (€239,971)	€50,000 – €99,999
European Public Health Alliance (EPHA) <sup>12</sup>	13	€1,072,461	58% (€623,368)	€200,000 – €299,999
<b>Subtotal</b>	<b>22</b>	<b>€2,711,984</b>	<b>58% on average (€1,571,200)</b>	<b>€375,000 – €649,996</b>
<b>Other European organisations lobbying in Brussels for pervasive tobacco policies</b>				
European Respiratory Society (ERS) <sup>13</sup>	6	€24,142,165	6% (€1,405,434)	€300,000 – €399,000
European Federation of Allergy and Airways Diseases Patients' Associations (EFA) <sup>14</sup>	3	€620,090	15% (€92,590)	€50,000 – €99,999
European COPD Coalition (ECC) <sup>15</sup>	1	€350,000	0% (€0)	€25,000 – €49,999
European Heart Network (EHN) <sup>16</sup>	4	€602,303	0% (€0)	€180,000
EuroHealthNet <sup>17</sup>	12	€1,050,000	80% (€842,000)	€700,000 – €799,999
European CanCer Organisation (ECCO) <sup>18</sup> (latest entry 2015)	3	NA, at least €400,000	NA, 1% max (€4,624)	€400,000 – €499,999
Standing Committee of European Doctors (CPME) <sup>19</sup>	12	€899,558	NA, 1% max (€9,510)	€800,000 – €899,999
Lung Cancer Europe (LuCE) <sup>20</sup> (latest entry 2015)	3	€192,036	0% (€0)	€100,020
European Cancer Patient Coalition (ECPC) <sup>21</sup>	7	€606,952	13% (€78,188)	€561,574
European Patients Forum (EPF) <sup>22</sup>	9	€1,916,723	62% (€1,191,097)	€743,849
European Institute of Women's Health (EIWH) <sup>23</sup>	4	€189,303	66% (€125,498)	0 – €9,999
TackSHS Project <sup>24</sup>	NA	€746,948	100% (€746,948)	NA
<b>Subtotal</b>	<b>52</b>	<b>€31,716,078</b>	<b>38% on average of organisations receiving funds (€4,495,889)</b>	<b>€3,860,443 – €4,344,437</b>
<b>National anti-tobacco lobbies with a Brussels presence</b>				
Belgian Foundation against Cancer <sup>25</sup>	8	€36,275,988	0% (€0)	€100,000 – €199,999
Dutch Cancer Society <sup>26</sup> (latest entry 2015)	3	€140,295,000	0% (€0)	€161,000
Norwegian Cancer Society <sup>27</sup>	1	€56,117,000	0% (€0)	€0 – €9,999
Action on Smoking and Health (ASH) <sup>28</sup>	NA	€1,051,228	NA	NA
Cancer Research UK (CRUK) <sup>29</sup>	1	€721,750,000	0% (€0)	€50,000 – €99,999
Ligue nationale contre le cancer <sup>30</sup> (latest entry 2012)	3	€101,300,000	NA, 0% (€0)	NA, €0 – €50,000
British Medical Association (BMA) <sup>31</sup>	2	€78,182,136	0% (€0)	€400,000 – €499,999
Smoke Free Life Coalition <sup>32</sup>	2	€111,457	0% (€0)	0 – €9,999
<b>Subtotal</b>	<b>20</b>	<b>€1,135,082,809</b>	<b>0% on average (€0)</b>	<b>€711,000 – €1,030,995</b>
<b>Grand total</b>	<b>94</b>	<b>€1,169,510,871</b>	<b>48% on average of organisations receiving funds (€6,067,089)</b>	<b>€4,946,643 – €6,025,428</b>

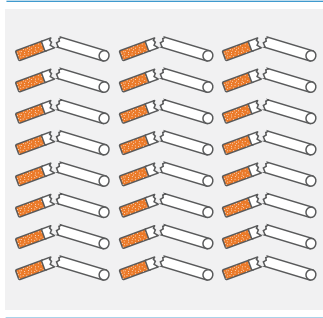
## The Entire Universe

The 24 organisations listed (left) have publically advocated for stronger anti-tobacco regulations and possessed, in 2016, a combined budget of over €1.1 billion, employed 94 lobbyists and spent between €4.9 and €6 million in lobbying on the EU institutions alone. Of those organisations that received European Commission funding in 2016, that funding made up 48% of their total budgets.

However, this figure is a mean average made up by organisations and projects with EU funding levels as low as 1% and as high as 100%.

It is important to clarify that this is not to say that each of these organisations is solely focused on the introduction of more repressive tobacco regulations in the EU but that each of these organisations have lobbied the EU institutions to a greater or lesser extent on the issue of tobacco regulation. The figures provide an insight into the range and financial capabilities of the groups actively lobbying on this policy area.

### Lobby Groups active on Tobacco Regulation



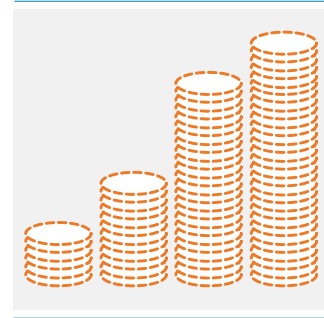
**24**

### Number of Lobbyists



**94**

### Amount of Funding



A total budget of

**€1.17bn**

Expanding this out to Brussels-based EU organisations with an anti-tobacco agenda, we see they had a combined budget of over €31 million, spent between €3.8 and €4.3 million in lobbying in Brussels during 2016, employed a workforce of 52 lobbyists and received on average 38% of their budget in EU subsidies.

## National Organisations in Brussels

Looking at the national anti-tobacco lobbies that maintain a presence in Brussels, we see that they employ 20 lobbyists and can draw on a total budget of over €1.1 billion. Although they receive no funding from the European Commission some of these organisations receive funding from Member State governments although a thorough analysis of such is beyond the remit of this current report. These organisations report an estimated Brussels lobbying spend of between €711,000 and €1,030,995.

## The Big Four

Focusing on the four Brussels-based lobby groups (see list below) whose sole or at least core focus is advocating for stronger anti-tobacco regulations, they had in 2016 a combined budget of €2.7 million, 22 lobbyists and a declared lobbying spend of between €375,000 and €649,996 as per the EU Transparency Register.

All four of those organisations received European Commission funding in 2016, and that funding made up 58% of their total budgets ranging between 52% and 69% of their total budgets. This amounted to €1,571,200 of public monies to four separate organisations to achieve the same policy objective.

### Anti-Tobacco Lobby Groups are massively funded by EU Public Money

Percentage of Big Four funding received from the European Commission in 2016



## How the Funding System Works

It's worth assessing the mechanism by which EU funds are allocated to anti-tobacco control lobbies.

Under Article 6 of the Treaty on the functioning of the European Union (TFEU), on the protection and improvement of human health, the EU Commission has competence to support, coordinate or supplement actions of the EU Member States. Therefore it is the responsibility of national governments to organise healthcare and ensure that it is provided.

The EU's role is to complement national policies by assisting Member State governments in achieving shared objectives, generating economies of scale by pooling resources and helping EU countries tackle shared challenges. EU health policy, implemented through the Health Strategy, includes the introduction of EU-wide laws and standards for health products and services, promotion of cooperation tools and best practices and the funding of EU focused health projects through the EU Health Programme.

### The EU Health Programme

The EU Health Programme is described as a funding instrument to support cooperation among EU countries on EU-related health activities. Currently in its third iteration, the Third Health Programme (2014-2020) is a multiannual funding framework with a budget of €449.4 million. The Third Health Programme has four specific objectives:<sup>33</sup>

1. Promote health, prevent disease and foster healthy lifestyles through 'health in all policies'
2. Protect EU citizens from serious cross-border health threats
3. Contribute to innovative, efficient and sustainable health systems
4. Facilitate access to high quality, safe healthcare for EU citizens

Each Health Programme is implemented by means of annual work programmes agreed with the EU Member States on a number of annually defined priority actions and the criteria for funding actions under the programme. On this basis, the Consumers Health Agriculture and Food Executive Agency (Chafea) organises calls for proposals for projects and operating grants. Only proposals that directly correspond to the topic and description as set out in the annual work programme are considered for funding.

## Operating Grants

The purpose of an operating grant is to provide financial support towards the functioning of an organization in order to carry out a set of core activities. Operating grants can cover 60% of the body's expenditure involved in carrying out eligible activities. In exceptional cases, for activities offering significant European added value, the EU contribution may be up to 80%.

Proposals for actions are evaluated on a range of eligibility criteria and applicants meeting all thresholds will be awarded a framework partnership agreement (FPA). However, the conclusion of a FPA does not guarantee receiving co-funding which will be awarded annually through specific grant agreements (SGA) which again are based on a range of additional criteria such as coherence with the four-year work programme, the quality of the proposed activities and the quality of the proposed budget. Even if all these criteria are met, the awarding of specific grant agreements is nonetheless dependent on the availability of budget.

### Who does what?

DG SANTE	<ul style="list-style-type: none"> <li>• Coordinates input and agreement from EU Member States</li> <li>• Prepares and adopts the annual work programme</li> <li>• Communicates and evaluates with internal stakeholders</li> </ul>
Chafea	<ul style="list-style-type: none"> <li>• Grants agreement payments</li> <li>• Call for proposals</li> <li>• Monitors actions</li> <li>• Disseminates results</li> </ul>



## Lobbying with Public Money

The European Commission (EC) is responsible for proposing European Union policy regarding the regulation of tobacco products and takes various measures ranging from legislation to recommendations to information campaigns. These policy measures include the regulation of tobacco products on the EU market (e.g. packaging, labelling, and ingredients), tax measures, activities against illicit trade and anti-smoking campaigns. For the purposes of proposing EU policy in this area, the Commission selects and funds partners engaged in tobacco control with which the Commission appears to share common general objectives.

In previous EU Health Programmes several anti-tobacco groups have been selected and financed by the European Commission, more specifically by the Directorate General for Health and Food Safety (DG SANTE) and the Consumers, Health, Agriculture and Food Executive Agency (Chafea). Indeed, most of the EU-wide groups – 13 out of 16 – actively involved in anti-tobacco lobbying in Brussels receive financial support from the EU budget.

Based on the fact that the identified anti-tobacco lobby groups typically allocate a large amount of their budget to lobbying the Commission and the other EU institutions for more regulation on tobacco, we believe it is fair to argue that by extensively funding these organisations, DG SANTE and Chafea have placed themselves in the position of financially supporting, through the allocation of EU taxpayers' money, groups whose sole purpose is to reinforce support for the policies they have proposed.

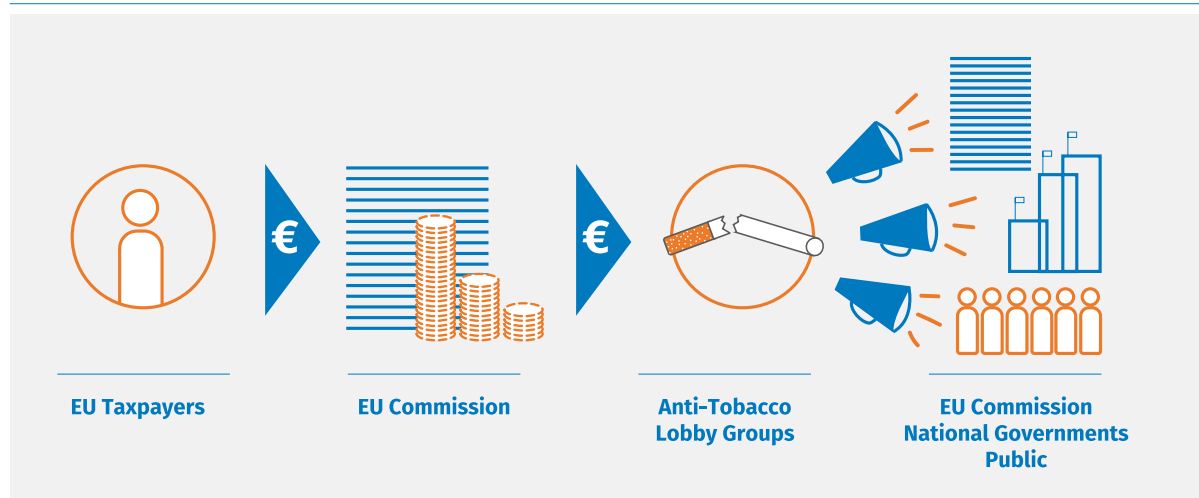
Far from the common understanding of the role of a regulator, as identifying an issue within society and seeking to understand the views of those affected in order to inform effective policy-making, the European Commission is proposing a particular policy framework and then funding groups to lobby them for the introduction of those very same policies. We believe this is problematic.

The core of this issue revolves around how public bodies use public funds to influence the introduction of particular policies.

It is normal practise for EU institutions to make grants to a wide variety of research organisations to produce public policy ideas or conduct scientific or economic research.

It is also true that the EU, like most governmental organisations, frequently commissions third parties, including non-profit organisations, to analyse policy proposals, conduct impact assessments or assess public sentiment for it. For example, the Commission regularly enlists economic consultancies to review the available evidence base for a particular policy area in order to facilitate well-informed discussions between the institutions. The Commission also financially supports a wide range of non-governmental organisations to deliver its foreign aid programmes.

### How Funding becomes Influence



However, an important distinction needs to be drawn between such activities and the selective funding of lobby groups to support a pre-ordained policy objective. Such funding, where almost no money is directed at those promoting an alternative point of view, creates a false debate in which a pressure group is artificially given the stage to the exclusion of all other interested parties, all at the taxpayers' expense. Such an approach is not conducive to open policymaking, which requires the challenge of new ideas to introduce innovation and avoid repetitive mistakes.

### Core Policy Focus of the Big Four

	Tobacco Products Directive	Plain packaging	Tobacco taxation	Smoking bans
Smoke Free Partnership	○	○	○	○
European Network for Smoking and Tobacco Prevention	○	○	○	○
Association of European Cancer Leagues	○	○	○	○
European Public Health Alliance	○	○	○	○

Such activity also crowds out more fruitful conversation and sustains a pastiche of genuine civil society which damages the workings of democracy as well as the EU institutions and the non-profit sector itself.

One of the great strengths of European society lies in its civil institutions. Europe's vibrancy, innovation and social cohesion rely to a large extent on non-state institutions that provide education, leisure, commerce, regulation, the arts, healthcare, research and charitable activity. Society is modelled differently from member state to member state and, in many cases, the state supports these institutions.

Generally speaking, however, civil society is stronger when it is independent from the state. For government bodies to fund non-profit lobby groups to reinforce its own policy proposals among the general public damages civil society because it crowds out genuinely independent non-profit activity.

Lobby groups that specialise in engaging with regulators in return for public monies divert funds and influence to themselves and away from genuine civic causes, damaging the reputation and independence of the third sector as a whole.

Such practices have already been considered in the United Kingdom - which is soon to depart the EU - where a February 2016 decision by government ministers was to introduce regulations that demanded new government grant agreements to external organisations, including charities, to include a clause prohibiting the funds from being used for campaigning, lobbying and advocacy.

The exact phrase that was to be inserted into all new and renewed grant agreements read:

*“The following costs are not Eligible Expenditure: Payments that support activity intended to influence or attempt to influence Parliament, government or political parties, or attempting to influence the awarding or renewal of contracts and grants, or attempting to influence legislative or regulatory action.”<sup>34</sup>*







## Policy Recommendations

Our analysis highlights serious flaws in the current arrangements between anti-tobacco lobby groups and the European Commission in Brussels. However, we are not suggesting that lobbying itself is wrong, nor that those who wish to restrict smokers further should not be able to put their point of view across in a fair and transparent manner. Instead we propose a series of practical measures to:

- restore the credibility of the third sector when it comes to lobbying
- protect the proper functioning of democratic institutions

We call for members of the European Parliament to urgently debate this issue.

To promote a higher level of transparency and encourage more restraint in how public funds are used for activism, Forest EU also makes the following policy recommendations:

- The Commission and other EU institutions should not fund lobbying activity aimed at themselves.
- Instead, EU money should be directed at securing clear outcomes, whether in health or other fields. Contracts to outsource services or commission third parties to achieve clear policy goals, particularly when they heighten the Commission's understanding of the practical impact of any public policy proposal/decision, are welcome so long as they do not include lobbying. A new clause should be inserted into all new and renewed grant agreements which will make sure that taxpayer funds are spent on improving people's lives and good causes, rather than 'policy development', i.e. lobbying decision-makers for new policies, publishing material designed to generate support for the introduction or abolition of regulation or using taxpayers' money to lobby for changes to public budgets and funding streams.

- In addition, grants should never be ‘unrestricted’. Instead they should be attached to a specific programme so that recipients cannot use unrestricted funds to cross-subsidise lobbying activities. Similarly, they should be time-limited so that grant recipients do not become over-reliant on EU funding.
- Any organisation that receives funding from the EC should be subject to the same transparency obligations as the EC itself. To avoid frivolous requests for information, transparency should be limited to requests that are directly relevant to the purpose for which the EC money was granted.
- Ideally non-profits should be encouraged to seek the majority of their funding from non-government sources. This is beyond the remit of the EC, but EU funding grants should take into account the variety of funding sources available to recipients and the vibrancy of their fundraising effort among the public.
- The freedom of anti-tobacco groups to lobby the EC and national authorities should be guaranteed providing this is done with funds not supplied by the EC. More generally, all lobby groups should have fair access to policy makers in the EU institutions so long as this isn’t done with government funds. A variety of different views on policy should be encouraged rather than prevented.
- The EU should seek to ensure that similar rules are applied by national and regional government in their use of EU funds in support of non-profits in individual member states.

## Annex

The following annex gives details on the budgets of the Big Four anti-tobacco lobby groups identified in this report and presents information about their lobbying activity, and its importance in their work.

### Smoke Free Partnership

The Smoke Free Partnership (SFP) defines its mission as the effective implementation of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).<sup>34</sup> To this end, they state they work with decision-makers to ensure that tobacco control receives adequate political attention at EU level and to promote tobacco control information and policy research at EU and national level. They also state that they aim to ensure the FCTC is implemented globally and are working to release EU funding for tobacco control to counter poverty in developing countries.<sup>35</sup>

Lobbying for stronger tobacco regulation is the SFP's core activity. It doesn't provide any health service such as smoking cessation, and states that it uses its European Commission grants to develop advocacy strategies that deliver specific EU tobacco control policies, to implement the FCTC and to strengthen the capacity of European civil society to support the policies of the EU.<sup>36</sup>

#### Smoke Free Partnership

	01/01/2015 – 31/12/2015	01/01/2016 – 31/12/2016
Number of full-time equivalent lobbyists declared	4	4
Number of lobbyists with EP accreditation	6	6
Reported meetings with EU Commission	2	1
Host, portfolio, date and subject of the meetings	Commissioner of Health & Food Safety, Vytenis Andriukaitis 2/3/2015  Annika Nowak, Member of Cabinet, Vytenis Andriukaitis 2/3/2015	Director-General DG SANTE, Xavier Prats Monné 22/1/2016

### Smoke Free Partnership

Financial Year	01/2015 – 12/2015	01/2016 – 12/2016
Total budget	€457,976	€572,088
Of which EU funding	€246,438 (Source: Operating Grant EC)	€393,822 (Source: Operating Grant EC)
And from other sources	€211,538 including <ul style="list-style-type: none"> <li>• Norwegian Cancer Society (€8,000)</li> <li>• <i>GlaxoSmithKline</i> Unrestricted Educational Grant (€8,000)</li> <li>• The Union Grant (€87,390.15)</li> <li>• Partners contributions (European Heart Network, Cancer Research UK, ASH UK) (€90,000)</li> </ul>	€178,266 including <ul style="list-style-type: none"> <li>• Norwegian Cancer Society (€8,000)</li> <li>• Coalition partners' donations (€2,000)</li> <li>• The Union Grant (€71,110)</li> <li>• Partners contributions (European Heart Network, Cancer Research UK, ASH UK, Dutch Cancer Society) (€96,965)</li> </ul>
Declared lobbying spend as per the EU Transparency Register	€50,000 – €99,999	€100,000 – €199,999

## European Network for Smoking and Tobacco Prevention

The European Network for Smoking and Tobacco Prevention (ENSP) describes itself as aiming to put an end to tobacco consumption. Their mission is to develop a common strategy, amongst organizations active in smoking prevention and tobacco control in Europe, by sharing information and experience and through co-ordinated activities and projects. Their two top priority objectives are (i) to have the FCTC implemented in Europe by 2020 and (ii) to reduce the prevalence of tobacco use in Europe to less than 5% by 2040.<sup>37</sup>

Political advocacy and communications represent the core activities of ENSP as per their annual reports. At the EU level, the ENSP answers public consultations, participates in stakeholders workshops, meets with European Commission officials and organises events on tobacco policy in the European Parliament. At the national level, ENSP supports its members in advocating for strong tobacco control measures, through letters to policy makers, strategically organised public policy events and political meetings.<sup>38</sup>

### European Network for Smoking and Tobacco Prevention

	01/2015 – 12/2015	1 Jan 2016 - 1 Dec 2016
Number of full-time equivalent lobbyists declared	0.5	1
Number of lobbyists with EP accreditation	3	4
Reported meetings with EU Commission	0	0
Host, portfolio, date and subject of the meetings	NA	NA

Financial year	01/2015 – 12/2015	1 Jan 2016 - 1 Dec 2016
Total budget	€349,844	€607,704
Of which EU funding	€273,544 (Public Health Programme, FP7)	€314,039 (Source: Public Health Programme, FP7)
And from other sources	NA	€293,665 <ul style="list-style-type: none"> <li>• Contributions from members (€27,850)</li> <li>• EPACTT 2 Project (€53,526)</li> <li>• SILNE-R (€46,171)</li> <li>• Tob-G (€10,724)</li> <li>• TackSHS (€40,428)</li> <li>• EUREST PLUS (€114,966)</li> </ul>
Estimate of the annual costs related to lobbying	€0 - €9999	€25,000 - €49,999

## Association of European Cancer Leagues

The Association of European Cancer Leagues (ECL) is a non-profit, pan-European umbrella organization of national and regional cancer societies. Located in Brussels, ECL provides a platform for members to collaborate with their international peers, primarily in the areas of cancer prevention, tobacco control, access to medicines and patient support, and creates opportunities to advocate for these issues at the EU level. ECL's stated mission is to advocate for improved cancer control and care in Europe through facilitating collaboration between cancer leagues and influencing EU and pan-European policies.<sup>39</sup>

ECL declare on their website that they believe that tobacco is the single most important risk factor for cancer. They state that they join efforts with other European and international partners to advocate for proper implementation of the Framework Convention on Tobacco Control (FCTC), the Tobacco Products Directive, plain packaging, tax policies, tobacco free investment and the fight against illicit trade.<sup>40</sup>



### Association of European Cancer Leagues

	01/2015 – 12/2015	01/2016 – 12/2016
Number of full-time equivalent lobbyists declared	3.75	3.75
Number of lobbyists with EP accreditation	5	6
Reported meetings with EU Commission	2	0
Host, portfolio, date and subject of the meetings	Paula Duarte Gaspar, Member of Cabinet, Vytenis Andriukaitis 6/3/2015  Commissioner of Health & Food Safety, Vytenis Andriukaitis 6/3/2015	NA

Financial year	01/2015 – 12/2015	01/2016 – 12/2016
Total budget	€529,272	€459,731
Of which EU funding	€315,272 (Source: (CHAFEA) Operating Grant - No 671365)	€239,971 (Source: (CHAFEA) Operating Grant - No 671365)
And from other sources	NA	€214,000 • Donations (€0) • Contributions from members (€172,760) • Garnier (€47,000)
Estimate of the annual costs related to lobbying	€50,000 - €99,999	€50,000 - €99,999

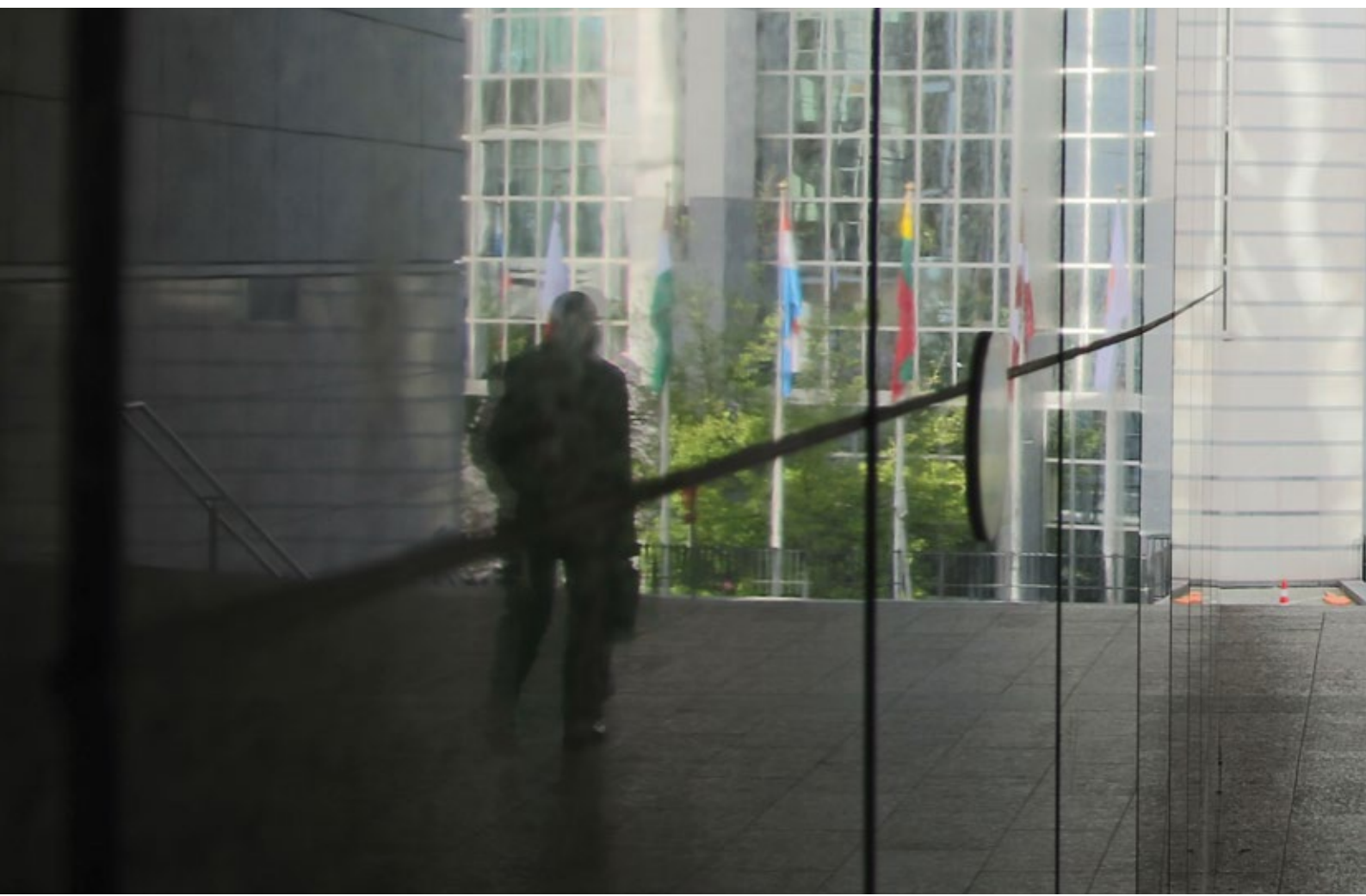
## European Public Health Alliance

The European Public Health Alliance (EPHA) is a non-profit association registered in Belgium. Its membership is composed of organizations working on all aspects of public health. They describe their mission as the promotion and protection of the health of all people living in Europe and to advocate for greater citizen participation in health-related policy making at the European level. Tobacco is identified by EPHA as one of the key challenges it wants to tackle.<sup>41</sup>

The annual reports of the EPHA state that their main goal is to best effect “policy change” in the longer term in favour of better health and equity. Their listed key performance indicators in 2016 are typical of a public affairs function and include the number of open letters, press releases, press mentions and participation in EU expert groups they secured. Their staff is composed of policy coordinators, communications experts and finance/management executives. Lobbying is the core of what the EPHA is doing.<sup>42</sup>

## European Public Health Alliance

Assessed Period	1 Jan 2015 - 1 Jan 2016	1 Jan 2016 – 1 Jan 2017
Number of full-time equivalent lobbyists declared	6.5	10.75
Name of lobbyists with EP accreditation	8	13
Reported meetings with EU Commission	5	3
Host, portfolio, date and subject of the meetings	<p>Director-General DGSANTE, Xavier Prats Monné 28/10/2015</p> <p>Commissioner of Health &amp; Food Safety, Vytenis Andriukaitis 19/03/2015</p> <p>Paula Duarte Gaspar, Member of Cabinet, Vytenis Andriukaitis 19/03/2015</p> <p>First Vice-President Frans Timmermans 03/03/2015</p>	<p>Commissioner of Health &amp; Food Safety, Vytenis Andriukaitis 17/11/2016</p> <p>Nathalie Chaze, Deputy Head of Cabinet, Vytenis Andriukaitis 17/11/2016</p> <p>Director-General DGSANTE, Xavier Prats Monné 06/09/2016</p>



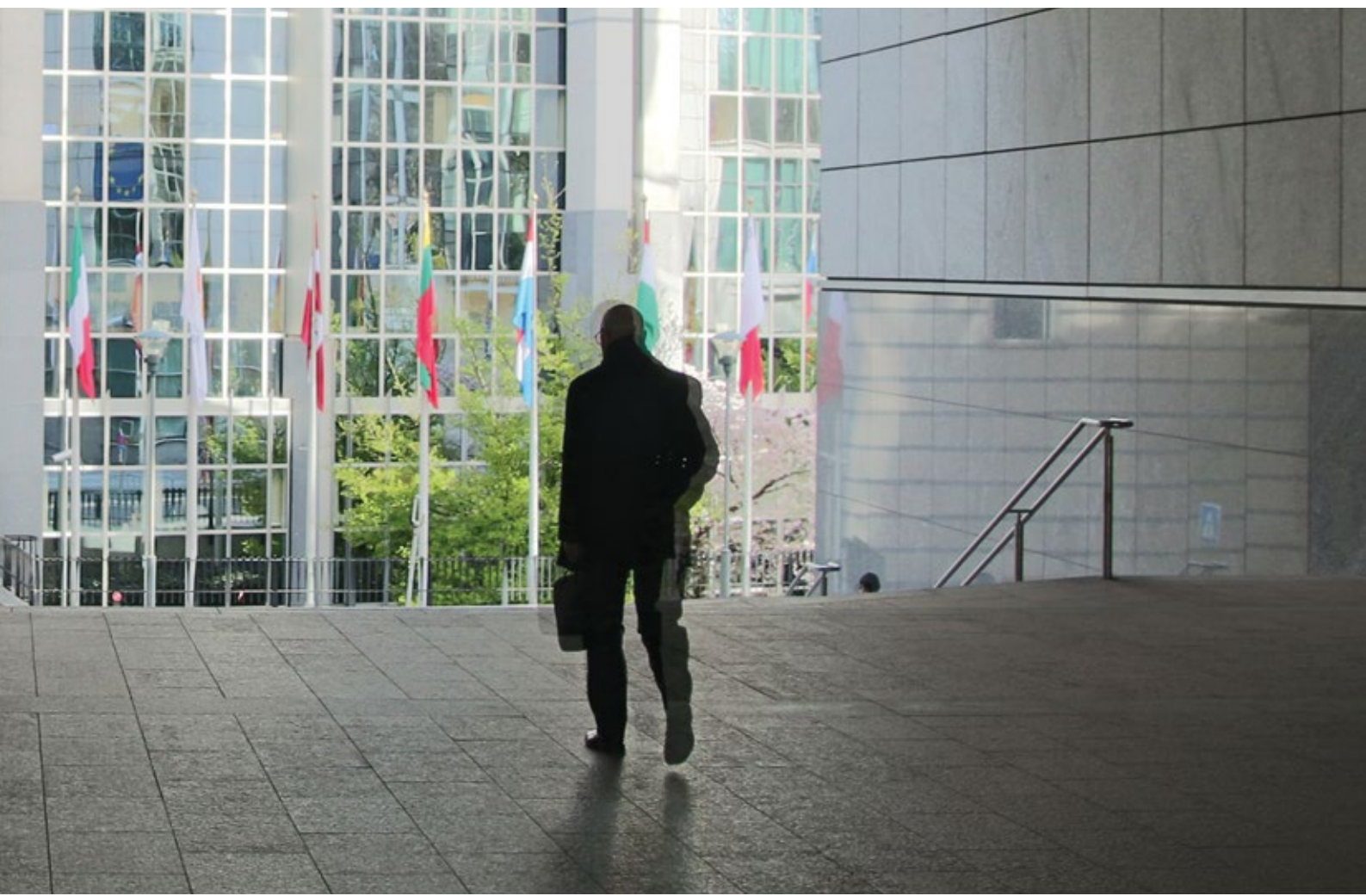
## European Public Health Alliance

Financial year	1 Jan 2015 - 1 Jan 2016	1 Jan 2016 – 1 Jan 2017
Total budget	€921,242 <sup>44</sup>	€1.072.461 <sup>45</sup>
Of which EU funding	€448,495	€623,368
And from other sources	Membership fees €113,784 (12%) EU projects €104,631 (11%) Projects/Foundation €187,238 (20%) Other income €67,094 (7%)	Conference income €17.752 (2%) Membership fees €86.559 (8%) Projects with members €20.000 (2%) Open Society Foundation €122.456 (11%) FRESHER (EU) project €76.389 (7%) Funders for Fair Trade / Altman Foundation €36.250 (3%) Nutrition (EU) project €25.135 (2%) Changing Markets Foundation €15.000 (2%) Open Society Institute €11.569 (1%) WEMOS Foundation €6.325 (1%) Small grants (Under 1% income) €31.657 (3%)

Estimate of the annual costs  
related to lobbying

€200,000 - €299,999

€200,000 - €299,999



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