



STOPPING TOBACCO
ORGANIZATIONS & PRODUCTS

ADDICTION AT ANY COST

Philip Morris International Uncovered

STOP's report, *Addiction at Any Cost: Philip Morris International Uncovered*, examines tobacco industry documents, sales data and findings from tobacco industry monitoring and shows that Philip Morris International (PMI) is not, in reality, attempting to "create a smoke-free future." Instead, PMI is working to drive up cigarette sales and hook a new generation of users on its next generation products (NGPs). Read the full report for more information about how the company and its Foundation for a Smoke-Free World are deceiving the public.

The Foundation for a Smoke-Free World: A Tobacco Industry Front Group

The Foundation for a Smoke-Free World (the Foundation) is the latest in a long line of tobacco industry-funded third party bodies created to improve the industry's image in the face of public scrutiny and to legitimize industry funded science. Established by PMI in September 2017, the Foundation claims to be an independent, transparent, scientific body that is committed to accelerating an end to smoking. However, evidence suggests that the Foundation is an industry front group and an integral part of PMI's current corporate affairs strategy.

Key Messages

The Foundation for a Smoke-Free World is not the independent scientific organization it claims to be. It is a tobacco industry front group operating as a public relations arm for PMI and is an integral part of the company's corporate affairs strategy.

Like PMI, the Foundation for a Smoke-Free World has promoted tobacco harm reduction strategies of unproven effectiveness and opposed evidence-based tobacco control interventions.

The Foundation for a Smoke-Free World embodies a long-standing tobacco industry strategy of establishing supposedly independent scientific organizations when it needs to show its products are safe.

With grantees cutting ties and facing widespread rejection by the global public health community, the Foundation for a Smoke-Free World is failing to gain allies and legitimacy.

The Foundation is not independent from tobacco industry influence

The Foundation describes itself as an “independent, private foundation formed and operated free from the control or influence of any third party,” yet it appears that it is not working freely from the influence of its tobacco industry funder.

- At its inception, the Foundation stated it wanted to seek funding from a variety of sources and would have preferred “no industry funds from the start.” However, PMI remains the sole funder of the Foundation and, according to two independent analyses of the Foundation’s founding documents, has ultimate control over the organization and its research priorities.
- The Foundation openly collaborates with researchers who have previously worked with PMI and other tobacco companies. It also funds many public relations (PR) firms that have previous financial links to the tobacco industry, including those that have worked with the industry for decades to create doubt around the harms of their deadly product.
- Throughout 2018 and 2019, the Foundation’s scientific focus, messaging and funding mirror that of PMI, suggesting coordination between the two organizations.

The Foundation’s primary focus is public relations, not science

The Foundation claims to be a scientific organization. In reality, it is playing a key PR role for PMI.

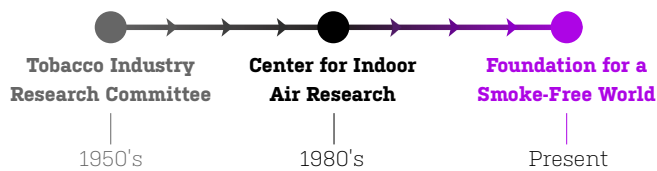
- An analysis of the Foundation’s 2018 tax return found that the organization spent more on communication activities than on research that year.
- Several of the Foundation-funded organizations appear to focus on the production of harm reduction PR material, rather than on creating scientific research.
- The Foundation’s PR activities align with PMI’s current corporate affairs strategy, which aims to protect the company’s profits and reputation by controlling the tobacco harm reduction debate and creating a pool of credible messengers aligned with the industry position.

The Foundation undermines global tobacco control efforts

The Foundation claims to support global tobacco control but has repeatedly challenged evidence-based tobacco control measures.

- The Foundation insists that individual-level tobacco harm reduction methods should take precedence over globally accepted evidence-based prevention policies.
- The Foundation’s staff and the organizations it funds have repeatedly argued against tobacco control best practices, such as tax and smoke-free environments.

The Foundation is a new iteration of an old tactic



The launch of the Foundation echoes PMI’s long history of undermining legitimate research and attempting to confuse the scientific debate about the harms of its products.

- PMI and other tobacco companies created the Tobacco Industry Research Committee in the 1950s and the Center for Indoor Air Research in the 1980s to establish doubt about the harms of smoking and second-hand smoke, respectively. These industry-funded organizations were later revealed as industry front groups and forced to disband.
- While the Foundation claims to support independent research, PMI attempts to suppress truly independent research.
- The Foundation and its grantees often obscure their tobacco industry links and funding. This replicates previous attempts by the industry to hide its financial links to research.

The Foundation is failing to deliver

Analysis shows that, thus far, the Foundation is failing in its quest for legitimacy and influence, which will likely worry PMI shareholders who will want to see a return on PMI’s 12-year, nearly US\$1 billion investment in the Foundation.

- PMI remains the Foundation’s sole funder, despite its claims that it would seek additional donors.
- Credible researchers have rejected Foundation grants, and others have returned funds when alerted to the Foundation’s links to PMI.
- Prominent academic journals refuse to publish the Foundation’s research and have canceled associations once aware of the organization’s tobacco industry funding.
- At least eight senior executives have left the Foundation in its first two years, including four board members, its Chief Operating Officer and Chief Health, Science and Technology Officer.
- Foundation-funded events to engage the public health community and governments have been canceled.
- Despite investing millions of dollars in PR, media coverage of the Foundation has been largely skeptical.