

A NON SMOKING  
*Generation*<sup>®</sup>  
SINCE 1979

2018:1

# BIG TOBACCO LIES

A NON SMOKING GENERATION'S STUDY IN MALAWI



**"States Parties recognize the right of the child to be protected from economic exploitation and from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development."**

Article 32 of the UN's Convention on the Rights of the Child, adopted in 1989.

**"Each Party shall promote and strengthen public awareness of tobacco control issues, using all available communication tools, as appropriate. Towards this end, each Party shall adopt and implement effective legislative, executive, administrative or other measures to promote public awareness of and access to information regarding the adverse health, economic, and environmental consequences of tobacco production and consumption."**

Article 12(f) of the WHO Framework Convention on Tobacco Control - ratified by Sweden in 2005.

## CONTENT

Preface	1
1. Background	2
2. Purpose	2
Sustainability problems from seed to cigarette butt and pinch of snus	3
3. About Malawi	5
4. Tobacco-growing	8
5. Stories from Malawi	10
6. Global sustainable development	14
7. Sweden	18
References to sources	20

Stockholm, September 2018  
Stiftelsen En Rökfri Generation  
info@nonsmoking.se  
Telephone: +46 8- 10 93 00

Websites:  
[www.nonsmoking.se](http://www.nonsmoking.se)  
[www.tobaksbarn.se](http://www.tobaksbarn.se)  
[www.tobaksfriskoltid.nu](http://www.tobaksfriskoltid.nu)

Cover photo: A tobacco grower binding tobacco leaves in northern Malawi.

Research and text: Louise Johansson, Helen Stjerna, Nicole Tallberg, Anthonia Zachari.

The trip was undertaken in January 2018. Many thanks to all those who took time to meet us in Malawi, took part in interviews and showed us around. Without you, we would not have been able to carry out the journey and spread the word with this report.

# PREFACE

**I**t was as early as in 2002 that the first alarming reports about child labour and the terrible working conditions in the tobacco fields in Malawi were received. In 2007, the film *Tobakens Barn* [Tobacco's Children] was released, which was partly filmed in Malawi, and, since then, reports have poured in regularly from tobacco plantations around the world. We had hoped that there would be some development but, unfortunately, we can state that, despite rays of hope in individual projects, the situation is largely unchanged. The tobacco industry earns hundreds of billions while Malawi's tobacco farmers remain so poor that their children are forced out to work in the tobacco fields instead of going to school. Without training and protective equipment while facing dreadful working conditions the prospects for economic development are small. Despite this, the myth of tobacco as a way out of poverty lives on and it is perhaps exactly this that is one of the country's greatest challenges.

We have travelled around to a number of different places in Malawi and interviewed tobacco farmers, local politicians and organisations working for children's rights to education, health and protection against various forms of economic and psychosocial exploitation. Everything testifies to child labour still being widespread and there being a great number of unrecorded cases of human trafficking. Everyone is also searching for the political will to bring about a lasting change. At the same time, there is a striking fear of openly expressing criticism. Several projects have been run with good results but when the project funds come to an end there is no long term implementation and spreading of knowledge and lessons learned.

Despite Malawi's government having adopted the UN's Convention on the Rights of the Child, little effort has been made to change the prospects for all the children in the country. Perhaps the government feels that it is in a tight spot with the majority of the country's export income coming from tobacco. Malawi is one of the few countries that has not yet signed the WHO Framework Convention on Tobacco Control. But the journey out of poverty can hardly be achieved by exporting tobacco and a real investment in the export of other crops and products is necessary if any real change is to be possible. The tobacco industry has clearly shown that its primary intention is to sell more and increase its profits. It is not reasonable to believe that the tobacco industry will accept responsibility.

All that remains is the question of our responsibility as part of the consumer chain and as a nation. At A Non Smoking Generation, we do our very best to enlighten consumers and, above all, children and young people in the risk zone for starting to use tobacco. Unfortunately our resources are severely limited and, at the present time, we reach around a tenth of all the school pupils that would need to receive our information. Our stance is that all children are entitled to the information that will motivate them to live a tobacco-free life.

Sweden signed the WHO Framework Convention on Tobacco Control in 2005 and has therefore official responsibility for informing about all tobacco's problems and for actively protecting the tobacco-prevention work from the influence of the tobacco industry. Just as in Malawi, we in Sweden have a strong tobacco industry with a great deal of influence. Despite the tobacco convention, many politicians openly support the Swedish tobacco industry and justify it by saying that snus is less dangerous than cigarettes. What they are ignoring is the fact that tobacco is a threat to global sustainable development regardless of which product it ends up in. In order to contribute to human rights and global sustainable development, we should instead triple taxes on tobacco and ensure a significant element goes towards global information projects that can educate and strengthen all poor tobacco farmers and their children. The best side effect of this would be our Swedish young people not being able to afford to buy tobacco.

For almost 40 years, A Non Smoking Generation has been working towards children and young people becoming tobacco-free and we have not given up the idea of a non-smoking generation, but we cannot do the work alone. We hope that those reading this regain their strength and motivation to support us in our important work.

Stockholm, 20 June 2018



**Helen Stjerna**

Secretary General, A Non Smoking Generation



**The tobacco industry has clearly shown that its primary intention is to sell more and increase its profits. It is not reasonable to believe that the tobacco industry will accept responsibility.**

"It has been a long time when people have been cultivating tobacco in the country. But we see that there is no change. People still live in very very poverty."

# 1. BACKGROUND

## 1.1 A Non Smoking Generation

Since 1979, A Non Smoking Generation has been working to inspire and spread knowledge that motivates children and young people to live a tobacco-free life. We do this in a great number of arenas and in different ways so as to reach as many people as possible, on social media, through lectures, influencing public opinion, information campaigns, ambassadors and various activities. We try to meet young people wherever they can be found and to be relevant about the issues that concern and engage them with regard to tobacco.

## 1.2 Tobacco children

Since 2013, A Non Smoking Generation has been running the Tobacco Children project and giving the lecture "50 kronor and child labour included", which reaches around 30,000 senior-level and upper secondary pupils throughout Sweden. The lecture and tobaksbarn.se site tell about all the children exploited under slave-like conditions on tobacco plantations around the world. It also shows the global sustainability problems associated with tobacco-growing. A lack of education, food, water, inferior sanitary facilities, the spread of poisons and health problems, deforestation and biological diversity are a number of examples. For a large number of young people of today, global sustainable development and our imprint on the planet are things that are crucial to their own consumption patterns. For example, more and more young people are choosing to eat a vegetarian diet and buy second-hand clothes. For this reason, it is no surprise that Tobacco Children and the lecture, "50 kronor and child labour included" have a great impact on the majority of all the pupils we meet. Many of them get angry and throw away their cigarette packs and snus boxes in a state of emotion. It is not unusual for us to hear, "If only I'd known! I would never have tried it!"

# 2. PURPOSE

The primary purpose of the trip to Malawi was to expand our knowledge, create valuable contacts for future cooperation and supplement and update existing material for our lecture and information site for the Tobacco Children project. The purpose is to spread the information to more target groups and influence politicians and decision makers to dare make correct and adequate decisions that will lead to reducing the number of people starting to use tobacco in Sweden and contribute to global sustainable development.







Growers at a tobacco plantation in northern Malawi.

## 3. ABOUT MALAWI

### 3.1 Geography and demography

The Republic of Malawi is a small country in southern Africa that borders Zambia, Mozambique and Tanzania. Its capital, Lilongwe, is in the middle of the country. Malawi is one of the world's most densely populated countries, with 19 million inhabitants in an area of 118,484 square kilometres, which is equivalent to just over a third of Sweden.<sup>1</sup> It also one of the poorest countries in the world, with approximately 70% of the population living in extreme poverty and spending less than USD 1.9 each day.<sup>2</sup> Almost half of the population is under 15 and the average life expectancy is about 62.<sup>3</sup>

Malawi is one of Africa's least urbanised countries and approximately 85% of the population lives in rural areas.<sup>4</sup> The great majority of Malawians are employed in agriculture, which makes up about 60% of the area of the country. The rest work in the industrial or service sectors.<sup>5</sup> About 7% of the population is employed. Just over 60% of the population can read and write.<sup>6</sup>

It is estimated that, in 2010, 1-1.2 million Malawians were employed in tobacco production. Based on these figures, tobacco workers constitute about 20% of the country's labour force. There are also people working with tobacco part-time, which means that there is probably an even greater number of tobacco workers.<sup>7</sup> It is also common for employees to enlist help from their families in the work on growing tobacco, which means that there is a large number of unrecorded cases of people working without a formal contract.<sup>8</sup>

### 3.2 Economy and exports

In 2013, the total earnings of the world's six biggest tobacco companies was USD 342 billion, which was 99% more than Malawi's gross national income (GNP).<sup>9</sup> The poverty and dependence on income from tobacco cultivation means that Malawi is affected to a high extent by the many negative consequences of tobacco consumption and production. They find it difficult to stand up to the tobacco industry's influence and to develop sustainable alternatives to tobacco production. Malawi's export goods largely consist of agricultural products. About half of the income from exports comes from tobacco. At the present time, Malawi's economy is therefore dependent on income from tobacco production to a great degree, which means its economy is sensitive to price changes on the world market and to weather conditions.<sup>10</sup>

### 3.3 Educational system

Elementary school in Malawi is for eight years and children start at the age of six. Upper secondary school is four years and children are expected to have completed this by the age of 18. Since comprehensive school became free in 1994, there has been a striking increase in the number of pupils enrolling for school, but this has also contributed to poorer quality and a lack of resources.<sup>11</sup> Almost all children start school but only about 60% complete their education.<sup>12</sup>

In 2015, 88% of the country's approximately 5.6 million children attended school. Roughly as many boys as girls. When the children worked in addition to attending school, the number of children at school generally decreased the older they became. 8% of all working children no longer attended school. The number of working girls (9%) who no longer attended school was higher than the percentage of working boys (7%).<sup>13</sup>

### 3.4 Human trafficking, child labour and child marriages

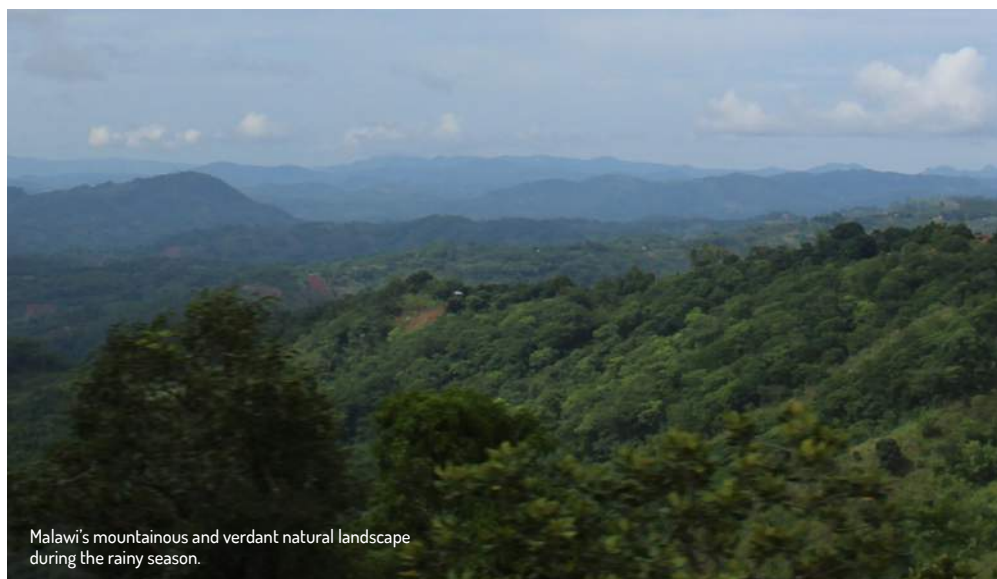
Over the last few years it has emerged that human trafficking and forced labour are widespread in Malawi, among both adults and children. The majority are exploited within the country, with many being forced to work in agriculture, primarily within the tobacco industry. Adult farmers that rent land risk being exploited when they end up in debt to landowners. Malawians who have been subjected to human trafficking have also been identified in nearby countries.<sup>14</sup>



# 70%

of Malawi's population live in extreme poverty and spend less than USD 1.9 a day.





Malawi's mountainous and verdant natural landscape during the rainy season.

80 000

It is estimated that 80,000 children work in Malawi's tobacco plantations.

The legal minimum age in Malawi for being allowed to take part in any kind of work (with the exception of domestic work) is 14. The same employment law also prohibits children between 14 and 18 year of age from working in anything that could be dangerous. When Malawi's national survey on child labour was carried out in 2015, roughly half of the children between the ages of 5 and 17 were employed in some type of work or economic activity. The majority (58%) of these children started work before they turned 10. Only 6% started when they were 14 or younger. Of the children working, 72% were employed in the agricultural sector (including forestry and fishing), primarily in rural areas. The rest were working in things like domestic work and sales work.<sup>15</sup>

The 2015 survey showed that 38% of all children between the ages of 5 and 17 were involved in forbidden work; approximately two million children were being exploited as child labour.<sup>16</sup> Child labour tended to occur more often among boys, among children living in rural areas, among children whose family had a low income and among children who were not related to the head of the family. 60% of the child workers were involved in work that could be dangerous. Most of the children (66%) in hazardous work, were employed in agriculture, forestry, hunting and fishing. The older the children, the greater the percentage working in this sector (5-9 – 46.6%; 10-13 – 68.1%; 14-17 – 82.3%).<sup>17</sup> It is estimated that around 80,000 children work in Malawian tobacco plantations.<sup>18</sup> The majority of these children are forced to work instead of going to school since their parents are smallholders with an uncertain income or rent land and are exploited by the landowner.<sup>19</sup>

The most commonly occurring child labour in the country is often associated with dishonest recruitment and also physical and sexual assault. Children are often enticed away from their families in the poorer rural areas through false offers of employment, clothes or accommodation. Boys are often exploited as forestry labour. Girls are forced into prostitution or marriage.<sup>20</sup> Approximately one in two girls in Malawi is forced to marry while still a child. There is often an economic reason for this as the family will have one less mouth to feed and sometimes some kind of compensation. Girls are then often taken out of school. Statistics from 2010-2016 show that 9% of women between the ages of 20 and 24 married before they reached 15 and 42% married before the age of 18.<sup>21</sup>

### 3.5 Tobacco consumption and tobacco laws

According to statistics from 2013, around 1.1 million adults and 35,000 children in Malawi smoke. Smoking is significantly more common among men (21.9%) than women (2.7%), and among boys (5.8%) than girls (1%).<sup>22</sup> Only 5% of the tobacco produced in Malawi is consumed within the country. There is however a risk of smoking becoming increasingly more common among young people due to increased exposure in the form of tobacco advertising and tobacco consumption on TV and the Internet.<sup>23</sup>



Malawi is one of the few countries that has not yet signed and adopted the WHO framework Convention on Tobacco Control. The convention provides a scientific description of warranted measures for countries to take with a view to reducing the demand for tobacco and access to tobacco.<sup>24</sup> Malawi's tobacco laws are weak and the policies that exist are mainly intended to control the production chain rather than consumption.<sup>25</sup> According to WHO, the country could bring about great improvements in public health and development through small investments in tobacco control policies. They are, for example, encouraged to introduce higher taxes on tobacco, national smoking bans, restrictions on marketing and warning labels on tobacco products.<sup>26</sup>

### 3.6 Trade unions

There are two primary trade unions for tobacco farmers who represent smallholders – Tobacco Association of Malawi (TAMA) and National Association of Smallholder Farmers' in Malawi (NASFAM). TAMA was formed in 1929 with the purpose of developing the Malawian tobacco industry and promoting the interests of tobacco growers. NASFAM is the biggest member organisation in Malawi that is owned by smallholders. It was formed in 1995 to support smallholders to promote good agricultural practices, the transport of tobacco to markets and the marketing of the tobacco at auctions.<sup>27</sup>

In 2014, only 3% of Malawi's total labour force were members of a trade union. This is, among other things, because many people are working in the informal sector, where there is a lack of awareness of workers' rights. Freedom of association and the right to collective bargaining are largely respected in the formal sector. Another reason for the low number of members is economic obstacles, wanting to avoid membership fees.<sup>28</sup>

The Tobacco and Allied Workers' Union of Malawi (TOAWUM) is a trade union that organises tobacco workers in the informal sector.<sup>29</sup> The union was formed to oppose the system where tobacco farmers rent land, since this leads to forced work and poverty as a result of misleading contracts.<sup>30</sup> Tenants and landowners often enter into verbal agreements that end with the rent exceeding the profit from tobacco sales, creating a situation of debt slavery. The law in Malawi prohibits all forms of forced labour, but it has not been implemented effectively by the government.<sup>31</sup> The system denies the workers' fundamental rights, in the form of food, clean water, housekeeping and a fair salary and contributes to many children being forced to work on tobacco plantations.<sup>32</sup>

TOAWUM feels that the initiatives taken to eliminate child labour have been insufficient to rectify the fundamental cause, the widespread poverty among tobacco farmers. When workers are also denied the right to organise themselves, the possibility of negotiating fairer compensation for their work is reduced.<sup>33</sup> Despite TOAWUM taking the initiative on policies and having more than 25,000 members, there are still no collective agreements. When tobacco workers wish to join the trade union, they are often threatened with dismissal. The trade union has attempted to work together with tobacco companies to promote workers' rights but has not received any response.<sup>34</sup>



**Malawi is one of the few countries that has not yet signed and adopted the WHO framework Convention on Tobacco Control. The convention provides a scientific description of warranted measures for countries to take with a view to reducing the demand for tobacco and access to tobacco.**





## 4. TOBACCO-GROWING

### 4.1 Conditions for tobacco-growing farmers in Malawi today

During our journey in Malawi, we met farmers with different types of growing and selling methods. We got to meet some who owned land, some who rented land and others who were employed at plantations. For some of these it is difficult to obtain a licence to sell tobacco, which means they sell their tobacco through those who have a license instead. This leads to a large percentage of the grower's income disappearing to intermediaries. We also heard that when employed farmers are sick, the employer deducts medical costs from the employee's wages, which means many people decide to work despite being sick.

We found it difficult to get a clear overview of the varying conditions and the arrangements that are most beneficial for a grower in Malawi. This is probably due to the many informal agreements existing within tobacco-growing.

### 4.2 The tobacco plant, pesticides and safety equipment

The tobacco plant produces both flowers and fruit, but it is the leaf that contains nicotine and that the industry wants to get at. The actual function of nicotine in the plant is to protect it against herbivorous insects since the nicotine is a so-called alkaloid, an organic substance that works as a nerve gas for people and other animals.

The plant requires a great deal of nutriment and a regular supply of chemical fertiliser and great quantities of pesticides. Once the tobacco plant is fully grown, it is picked and then dried and later ground down. It is the tobacco companies that puts high pressure on growers to use a great amount of pesticides. One example is the tobacco company, British American Tobacco (BAT), which has instructed growers in Kenya to use pesticides 16 times during the three months that the plants are sprouting.<sup>35</sup>

The pesticides used contains dangerous substances, such as heavy metals. In order to protect against this when applying to the plants, extensive safety equipment is required for all affected skin and for the mouth, but this is not something the tobacco companies offer the growers free of charge and many owners need to do without due to the high price. Growers have also expressed their concern that the safety equipment is not suitable for the warm climate. In some cases where safety equipment is not used, some have instead used black bin bags to protect themselves, which has led to enormous stress at work as a result of the heat. The heat also means that the poisons vaporise from the plant, leading to the farmers inhaling the poisonous substances. In some cases this has caused damage to internal organs, the vocal cords and throat. In Brazil, it has proven to be the case that people become mentally ill and that suicide statistics have increased in areas where pesticides are used.<sup>36</sup> In Argentina, farmers have reported that the chemicals they needed to use on the tobacco plants have led to damage to new-born babies, such as deformities of the brain and spinal marrow, blindness, metabolic diseases, Down's Syndrome and epilepsy.

### 4.3 Environmental problems and deforestation

In low and middle income countries, tobacco-growing involves some of the most environmentally devastating agricultural methods. But production has still increased over time in many countries. To some extent, tobacco-growing can support farmers and the local community from an economic point of view. It does not however balance out the negative consequences associated with the loss of valuable resources such as forestry, plant and animal species as well as poor health among farmers handling poisonous chemicals as part of the process. Since 1970, approximately 1.5 billion hectares of forest have been felled around the world, which is one of the biggest reasons for carbon dioxide emissions and climate change.<sup>37</sup> It is estimated that tobacco-growing contributes to the felling of 200,000 hectares of forestry land each year. Forestry felling primarily occurs in low and middle income countries and amounts to 1.7% of net global losses of forested areas or 4.6% of the total national deforestation.<sup>38</sup>

The percentage of the world's tobacco production that comes from Africa increased from 2% to 6% in the '90s. The consequences in the form of losses of three million hectares of vegetation-covered surfaces is not compensated for by forest growth. Deforestation is particularly serious in the south-eastern parts of the ecoregion, Miombo, to which Malawi belongs.<sup>39</sup> 90% of the African continent's tobacco is produced in Miombo, which is the world's biggest adjoining area of dry forests and forestry land. In the area, deforestation related to tobacco generally accounts for up to half of the total annual loss of forest. In Malawi, tobacco-growing has become the primary cause of deforestation and the country is one of the fastest growing tobacco-producing areas in the world. During the period of quickest growth between 1972 and 1991, the country's forest-covered area reduced from 45% to 25%.<sup>40</sup> In 2010, 195,000 hectares of the country's surface was used for tobacco-growing, which meant that, of all the countries in the world, Malawi was the one using the biggest proportion of its cultivable land for tobacco.<sup>41</sup>

New forest land needs to be constantly emptied for tobacco-growing, since the tobacco plant depletes the soil of nutriment it cannot be re-used.<sup>42</sup> In addition to tobacco-growing itself, the drying of the tobacco leaves is a direct cause of deforestation. Forests are ravaged to make space for new tobacco plantations and to make fires using trees to dry the tobacco leaves. Drying has proved to be one of the primary reasons for the demand for native trees in the rural areas where tobacco is grown in Malawi. Another consequence is the loss of biodiversity, which is due to the fragmentation of living environments when more and more land is exploited for tobacco-growing.<sup>43</sup>

It is important to understand the effect of tobacco on the environment, since this is of importance for Malawi's development from a broad perspective, related to health, economic growth and equality. In Malawi and many of the world's other tobacco-growing countries, issues related to poverty and access to food are also extremely relevant. Tobacco-growing deteriorates the quality of the soil and means that less agricultural land can be used to grow food.<sup>44</sup>

The tobacco plant deprives the soil of its fertility at a rapid rate because it absorbs nutrients such as nitrogen, potassium and phosphorous. Tobacco is also sensitive to all kinds of pests and diseases.<sup>45</sup> The process of growing tobacco is therefore demanding and involves the use of great quantities of pesticides and fertiliser. These contribute to environmental problems in the form of contaminated land and water.<sup>46</sup> The chemicals are prohibited in many countries because they are a hazard to both the environment and the health of the tobacco growers.<sup>47</sup>

Tobacco-growing reduces the soil's productivity and causes soil erosion and disturbances to water circulation. In turn, this leads to soil degradation and the spread of deserts.<sup>48</sup> Malawi has problems with water contamination from agricultural runoff as well as from drains and industrial waste. The problems with tobacco-growing and other environmental problems are at risk of becoming worse since the country is sensitive to natural disasters such as flooding, earthquakes and drought.<sup>49</sup>

”

**Tobacco-growing reduces the soil's productivity and causes soil erosion and disturbances to water circulation. In turn, this leads to soil degradation and the spread of deserts.**





"We have one dominant narrative. The one about the good crop of tobacco."

## 5. STORIES FROM MALAWI

### 5.1 Good examples and forces for change

One day, on our journey in Malawi, we travelled to the Kasungo area, north of Lilongwe, to visit the organisation Plan and accompany them out into the field to find out more about child labour on tobacco plantations.

Kasungo is a district with many tobacco plantations and while we travelled deeper into the country we also passed many plantations along the road. Plan had a joint project with a child labour committee in the district between 2012 and 2014 to combat child labour. The aim of the project was to strengthen capacity at a structural level in the district, prohibit and remove children from hazardous working conditions, enforce child labour laws through inspections and provide other alternative occupation.

Some of the main activities were to make local child labour committees, supervisors, teachers and parents aware and train them on child labour issues. Children who had worked on tobacco plantations but who were too old to return to school received capacity development with practical skills in the different areas and material to begin another type of occupation. The project created anti child labour clubs in schools, which increased their knowledge of child labour, and follow-ups and inspections were performed in Kasungo.

In Kasungo, we met three young people who had worked on tobacco plantations as children but who were too old to return to school when Plan was running its project in the area. They received capacity development in various practical skills instead. One of the persons had worked at a tobacco plantation when he was 14 to 16 years of age and now he is working and supporting himself as a tailor. Another worked as a child for about seven years on a plantation and is now supporting himself as a barber. The third person we met was unsure of how old he was when he was working at the plantation but estimates that he was about ten years of age and he is now working as a carpenter. They told us that they worked with pesticides and that none of them had safety equipment. All three had had symptoms of nicotine poisoning and, in particular, problems with coughs. The advantage with gaining increased practical skills is that they do not disappear when the project comes to an end. They emphasised that the knowledge they received will be able to support them for a long time to come.



A man who worked with tobacco as a child. Today he is working as a tailor.



The project resulted in 916 children being prevented from working, 700 children receiving school material and 114 receiving instruction in capacity development. This also resulted in 90 teachers and 20 supervisors receiving information about child labour, 10 anti child labour clubs being created, 5 employers being prosecuted and 30 children returning home to the districts they came from. These are only a few examples of the results of the project and, at a more general level, awareness of child labour increased in the region. The children receiving vocational capacity development can use this after the project ends in a remunerative occupation and this may prevent them going back to the tobacco plantations.

Another example of how organisations work towards stopping child labour in tobacco-growing is a project that Save the Children ran in Malawi up until 2016. Just like every other organisation we have spoken to, Save the Children also confirms that many children migrate and move to tobacco-growing areas around Malawi as well as children from other nearby countries, such as Zambia. In the tobacco-growing regions, Save the Children started up groups to control child labour and worked on showing other alternatives. After the end of the project, awareness increased of the harmful effects of child labour on tobacco plantations and more people know that there are laws against harmful child labour. These areas are monitored at district level.

The organisations point out that it takes time to change behaviours and, even though there are laws regarding child labour and workers' rights, it is a challenge implementing the laws. In addition, the penalties in the form of reparations for these crimes are too mild to prevent the employment of children. Another challenge is that the projects are often short ones and this is not sufficient to stop child labour in tobacco plantations in the long term. Some people point out that child labour is reduced during the project period but, after a while, they can see this increasing again.

## 5.2 Challenges and critical success factors

One of the primary impressions following the journey to Malawi is the widespread myth about how much income tobacco brings in. Everyone we met; organisations, public employees and tobacco farmers had a strong opinion about the importance of tobacco for the country's economy. It was not until we went deeper into discussions about poverty in the country as a whole and for the individual farmer that examples of how things are for many farmers and how the country, despite many years exporting tobacco, is still one of the poorest in the world surfaced. Tobacco is Malawi's biggest export crop on the international market and is therefore the primary option for a farmer to gain an income compared with the other crops, which are mostly used as a means of self-sufficiency. The opinion of the tobacco farmers we met is that you either sell tobacco and get paid in cash or you don't sell tobacco and don't get any cash. Instead they then grow other crops that are not sold on the international market or that do not give as high a return.

Malawi has a narrative about "the good crop tobacco", which has dominated since the '60s. Malawi is a country that is dependent on agriculture and, in economic terms, tobacco is key since the tobacco companies need to pay heavy taxes to the state. "We need to move away from the shackles the tobacco companies have on us", was how one person from a non-profit organisation expressed it. Everyone we met said that there was a strong view in Malawi that tobacco was important for the economy. As a result, there is a need to change the mindset about tobacco being the primary lucrative crop.

A study from 2016 involving 658 tobacco farmers in Malawi shows that profits from tobacco are about the same or lower when compared with soya beans and chilli. The study also shows that the majority of farmers thought they received a great profit but when the high labour costs were taken into account, the profit was actually much lower, or even a loss.<sup>50</sup>

The two main arguments we have heard against a reduction in tobacco production are that this would hurt Malawi's national economy and also harm the farmers who get the opportunity to work as a result of tobacco. Some farmers we met in Malawi said that anti-smoking campaigns and initiatives to reduce tobacco consumption affect them due to demand reducing and resulting in prices going down. We were surprised to encounter the attitude towards non-profit organisations and campaigns to reduce tobacco consumption. It was put across as if the organisations were causing the farmers' difficult situation and the tobacco companies were heroised in the matter. Some people also told us that representatives from the tobacco companies sometimes accompany them and help them get higher prices at auctions. We got the impression that the tobacco companies are very present in the tobacco areas in Malawi since their arguments were put forward where we least expected it.



**A study from 2016 involving 658 tobacco farmers in Malawi shows that profits from tobacco are about the same or lower when compared with soya beans and chilli.**

**"We need to move away from the shackles the tobacco companies have on us."**

# 170

Malawi is in 170th place out of a total of 188 countries in the HDI and its GNI per capita reduced by 27.2% between 1990 and 2015.

Despite being a tobacco-exporting country for many years, Malawi is still far down the Human Development Index (HDI), an index that shows different indicators of people's prosperity in the world and that is used by the United Nations Development Programme (UNDP). In addition to GNP, the HDI includes factors other than purely economic ones, such as levels of education and life expectancy. Malawi is in 170th<sup>51</sup> place out of a total of 188 countries in the HDI and its GNI (gross national income) per capita reduced by 27.2% between 1990 and 2015.

These statistics show that people's prosperity is still at a low level and that incomes have not increased since the '90s. The statistics show an increase on the HDI scale from 0.325 to 0.476 from 1990-2015. It is primarily the increase in life expectancy and the high level of education that have contributed to the increase. These statistics place Malawi in the category of "low human development" and Malawi is still in this category despite the amount of tobacco sold at auction doubling between 1998 and 2011 from approximately 95 million kilograms to 200 million kilograms.<sup>52</sup>

The argument that increased tobacco control to reduce consumption in the world could be the reason for the farmers' difficult situation does not add up. The Convention on Tobacco Control came into force in 2005 and tobacco production has existed in Malawi since 1893.<sup>53</sup> Almost every country in the world had adopted it and, despite this, the number of smokers in the world has increased while the percentage has decreased as a result of the increase in population.<sup>54</sup> Although the Tobacco Convention has generated measures to reduce consumption, there is still a large market for tobacco. Just 13 years of global work is not enough when tobacco companies are putting million into marketing to entice more people into a deadly addiction.

It is a common opinion that what is necessary to bring about a change in the country is political will and leadership. The organisations we met emphasised the importance of political support to farmers to change crops to more profitable crops. What could be done at political level is to show good examples of alternative crops and means of support. The government could subsidise other crops, provide vocational capacity development and create access to the global market. One of the challenges for non-profit organisations working in the country and trying to eradicate child labour is that most projects financed from abroad are of too short duration. A few years is not sufficient time to bring about a structural change and, although many



Drying of tobacco leaves.



On a visit to a village with Plan to find out more about their work.

more people are aware of the harmful child labour, this will probably continue for a long time to come. For as long as half the population is below the poverty line at least. In order for non-profit organisations to be able to work towards this and achieve a long-term change, financing for larger and more long-term projects is required. Several people in Malawi also told us that more international pressure on companies to accept responsibility for those working in the industry is necessary.

At our meetings with different organisations, several people spoke about the farmers' difficult negotiating position with the tobacco companies. The farmers focus on selling their tobacco and getting as good a price as possible for it at the auction in order to be able to invest in, for example, education or school clothes. For the farmers, the income from tobacco is the most important thing and, once they have sold their tobacco, the focus is on the next season. Several of those we met emphasised that they cannot ask for high prices for the tobacco or make demands of the companies due to the farmers' weak negotiating position. A study from 2014 shows that the weak position in the sales chain is what makes the farmers vulnerable. They are in a weak position since the companies control the market from seed to cigarette. By getting involved with farmers, government employees and others within the industry, the tobacco companies will present themselves as defenders of the farmers in Malawi.<sup>55</sup> Our impression that the farmers were defending the tobacco companies as heroes and felt that tobacco control initiatives were the real problem is supported by this study.

The organisation, Drug Fight Malawi, that is working towards preventing tobacco abuse told us about their challenges. They told us that the marketing of cigarettes in Malawi is carried out using intensive campaign work. The companies travel out to villages with cigarettes that they give out free to young people. In the villages, they ask them if it tasted good and then they give them out to more people. When you buy a pack, they sometimes also give out an extra pack for free. The organisation told us that the companies target the young in order to get them addicted to nicotine and that the companies attend social events involving many young people so as to give out free cigarettes. We recognised a lot of what the organisation told us regarding their work towards strengthening tobacco legislation in the country and about the tobacco industry's strategies for influencing politics. Despite the laws in Sweden being stronger than in Malawi, both organisations are working to protect children and young people from the tobacco industry's carefully well thought out methods.

"They (the tobacco industry) go around in the villages with cigarettes. They share those cigarettes with people, young people, to taste."



## 6. GLOBAL SUSTAINABLE DEVELOPMENT

### 6.1 Tobacco is a major obstacle to global sustainable development

The world's leaders in the UN have agreed on 17 global objectives for sustainable development to be achieved by 2030. The tobacco industry is working against all these 17 objectives.



Our journey and several reports testify to the hazardous working conditions, poor yields and high loans that are keeping tobacco growers in poverty. As a country, Malawi is also one of the poorest in the world despite decades of investment in tobacco cultivation.



Tobacco is grown in some 124 countries throughout the world, covering a large amount of arable land which could be used to grow food crops. It has been estimated that about 20 million people could be fed from the land on which tobacco is grown.



Globally, about 7 million people die every year due to smoking, almost 900,000 of whom die from passive smoking.<sup>56</sup> About 12,000 people a year die in Sweden.<sup>57</sup> Many tobacco growers and children can't afford to acquire protective equipment and can absorb as much nicotine as if they actually smoked.<sup>58</sup>



Many children who work on tobacco plantations have no schooling due to the high workload or find it difficult to complete their education due to physical or mental ailments resulting from the hard working conditions.



Tobacco companies use aggressive marketing through, for example, product development and design to entice more women and girls to start consuming tobacco.



Tobacco growing requires large amounts of environmentally harmful pesticides and fertilizers, which pollute land and watercourses.



The tobacco industry uses major ecological, economic and social resources that could have been invested in development projects for sustainable energy. In addition, the tobacco production chain involves long and energy-intensive transportation.



Tobacco growers often work under unacceptable working conditions with poor pay, are exposed to major health hazards and are not able to change their situation. In Malawi's case, the country's economy has deteriorated, at the same time as ever increasing amounts of the country are utilized for tobacco cultivation.





The tobacco industry profits financially at the expense of individuals who use tobacco, individuals who grow tobacco, society as a whole, countries and our environment. As tobacco is a toxic plant which ends up in products that are damaging to health and which poison the land and the people who work with it, this industry is unsustainable.



Tobacco use is increasingly on the decline in high-income countries, and among high-income earners in many countries. Trends in tobacco consumption are being exploited by the tobacco industry, which is focusing even harder on marketing its products in countries with weak tobacco legislation and towards vulnerable groups which are uninformed about the health hazards.



Many tobacco growing communities in Malawi are finding themselves in an economically and socially unsustainable situation. In Sweden, tobacco-related products account for 80% of all rubbish in metropolitan environments<sup>59</sup> and tobacco use costs society SEK 31 billion every year.<sup>60</sup>



Tobacco consumption and production is preventing sustainable global development. Consumption sponsors an industry which earns money in its production from the exploitation of tobacco growers and children who live in poverty, and at the same time causes global environmental pollution.



Tobacco production leads to the devastation of about 200,000 hectares of forest every year for tobacco cultivation and to dry the tobacco leaves. The tobacco industry's clearance of forests contributes to global warming and devastating climate change.



Cultivation of tobacco requires large quantities of toxic pesticides and fertilizers which end up in land and watercourses. Around 4,500 billion cigarette butts are thrown on the ground every year throughout the world<sup>61</sup>, taking a long time to decompose and polluting our seas.



Tobacco growing threatens the Earth's ecosystem and biodiversity as it requires the felling of forests on which large numbers of animal and plant species are dependant. Environmental pollution caused by pesticides and tobacco waste are also a threat to animals and the natural environment.



Conflicts often arise in low income countries between governments' interest in protecting their populations and the tobacco industry's interest in earning money. The tobacco companies' economic power and influence have enabled the industry to successfully prevent or delay governments' attempts to strengthen tobacco legislation.



As the tobacco production chain includes all of the world's countries, from cultivation and production to consumption and waste, global collaborations are vital in the preventive work. It is of the utmost importance that all countries, organisations and companies take responsibility and comply with the WHO's tobacco convention.



**As a result of tobacco production about 200,000 hectares of forest are cleared every year...**

## 6.2 Measures at a global level

The tobacco industry undermines progress in health and development and also discriminates against tobacco workers' rights and weakens their negotiating position. The tobacco industry has sponsored CSR activities for a long time in order to gain more control and present itself as part of the solution to the problem it is consciously creating. Their charity projects do not address the vulnerable position of tobacco workers and have instead worked as hidden marketing and supported the tobacco industry's public reputation and influence in the programme countries. As a response to this, WHO included Article 5.3 of the Tobacco Convention, which encourages the convention parties to take strong action to protect policies and projects from the influence of the tobacco industry.<sup>62</sup>

The Framework Convention Alliance (FCA), which consists of 500 civil society organisations from more than 100 countries, works towards the implementation of the Tobacco Convention's guidelines.<sup>63</sup> The International Labour Organization (ILO) is the only UN body that still accepts money from the tobacco industry. This is a problem since the tobacco industry has an interest in maintaining the current situation regarding child labour and the weak negotiating position of workers.<sup>64</sup> Prior to the ILO's meeting in Geneva in March 2018, the FCA encouraged the member states to decide to eliminate the tobacco industry's influence over policies and projects aimed at reducing child labour. The Alliance recommends that the ILO seek alternative financiers in order to address the fundamental causes of child labour and the conditions that trap the tobacco farmers in poverty. A decision like this would prevent the tobacco industry being involved and ensure that the ILO can more effectively protect tobacco workers from unacceptable working conditions.<sup>65</sup>







Tobacco-growing in northern Malawi.

9 out of 10

smokers start before  
the age of 18.

”

One of the most effective measures for reducing tobacco consumption is to increase tax on tobacco since this contributes to price increases that make the product less value for money.

## 7. SWEDEN

### What can the Swedish government do?

Based on the knowledge we have acquired regarding Malawi's difficult situation, we would like to make demands of the Swedish aid policy. Sweden's aid money must not end up in the hands of the tobacco industry, which is taking Malawi and many other tobacco-growing countries prisoner in a tobacco trap and preventing their development. We also believe that the Swedish government should take action to spread information about tobacco and global sustainability so that Swedish consumers can make informed and conscious decisions.

An important part of the Tobacco Convention is that the focus moves from the individual lifestyle to society's responsibility.<sup>66</sup> Tobacco is a health policy issue and state initiatives are necessary in order to prevent the companies from enticing young people into a life-long harmful addiction. Swedish politicians and authorities must take a stance on the Tobacco Convention's guidelines and, above all, adhere to Article 5.3, which encourages convention parties to prevent the tobacco companies' influence. We believe that, if we are to restrict tobacco's place in society and contribute to global sustainable development, Sweden's tobacco legislation need to be stronger. Since 9 out of 10 smokers start before the age of 18, it is particularly important to prioritise initiatives that work to prevent tobacco use among children and young people.

### Tobacco-free school hours

In order to reduce exposure to tobacco in young people's everyday lives, we believe that the law regarding non-smoking school playgrounds must be developed. It is not having the desired effect because it excludes snus and indirectly encourages smoking just outside the school area. This means that pupils are still exposed to tobacco in the school environment. We have therefore a project with the aim of introducing tobacco-free school hours in Swedish schools. In order to support young people in become tobacco-free, it is necessary to make the school a place and time that is entirely tobacco-free. It is our intention to contribute to creating a tobacco-free norm that protects young people from negative peer pressure. In our 2017 survey, eight out of ten young people answer that they have a positive attitude towards a ban on smoking for both pupils and teachers during school hours.<sup>67</sup>

### Non-smoking environments

We believe that the law on non-smoking premises and areas needs to be extended to cover more outside environments where children and young people often spend time. According to a survey on young people's attitudes towards smoking that we carried out together with Novus in 2017, the vast majority of young people state "the influence of friends" and "desire to fit in" as the primary reasons for starting smoking. This indicates that smoking is infectious.<sup>68</sup> Non-smoking areas reduce the risk of young people being subjected to negative peer pressure and being exposed to tobacco. They also make it easier for the 8 out of 10 smokers who want to stop and prevent people being exposed to passive smoking against their will.

### Regulating marketing and sales

Tobacco advertising is banned in Sweden but the tobacco industry is always inventing new products to circumvent the legislation. All nicotine is extracted from tobacco and all nicotine products should therefore be classed as tobacco unless they are classed as a pharmaceutical. At present time, there are no obstacles to marketing and selling e-cigarettes and snus with sweet-like tastes and packagings. In order to protect young people and reduce tobacco consumption, we recommend the introduction of neutral, standardised packets



and a ban on displaying tobacco products at all points of sale. Neutral packets strengthen the effect of warning texts and pictures as well as eliminating the risk of misleading information regarding the product's contents.<sup>69</sup> A ban on displaying in shops limits the tobacco industry's ability to market its products and has proved to be effective in reducing tobacco consumption among young people and in the population in general.<sup>70</sup> A need to hold a licence and requirement for an age check would also limit the number of tobacco purchases among minors. At the present time, there is no need to hold a licence for all tobacco sales and Internet sales take place entirely without any form of age check. The following measures should be performed in order to protect our children and reduce the number of people starting to use tobacco products:

- Introduce neutral packets and a ban on display
- Ban flavouring of all tobacco – including snuff and e-cigarettes
- Introduce a need for a licence and age check also for Internet sales

## Higher tobacco tax

One of the most effective measures for reducing tobacco consumption is to increase tax on tobacco since this contributes to price increases that make the product less value for money.<sup>71</sup> Studies show that increases in tax on cigarettes meaning a 10% price increase lead to consumption reducing by 3% to 5% in high income countries. In low income countries, consumption reduces even more. The reduction among children and young people amounts to approximately 7% if the price increases by 10% since they are more sensitive to prices than adults.<sup>72</sup> We believe therefore that the Swedish tax on tobacco should be increased substantially. At the present time, the purchase tax on tobacco is less than 50% of the cigarette price in Sweden, while WHO recommends that the purchase tax be at least 70% of the cigarette price.<sup>73</sup> Compared with other high-income countries, Sweden is lagging behind in this area. The price of a pack of Marlboro is almost twice as high in Norway as in Sweden and almost three times as high in Australia.<sup>74</sup>

## Tobacco Endgame 2025

A Non Smoking Generation supports the public opinion influencing project Rökfritt Sverige 2025 [Non smoking Sweden] which was started up and led by the independent think tank, Tobaksfakta. The project is the Swedish equivalent of the international "Tobacco Endgame2025". The aim is to encourage politicians to decide on a plan with strategies for phasing out tobacco consumption with the target of reducing tobacco consumption to 5% by 2025.<sup>75</sup> Today, the project is supported by 179 stakeholders in the form of different organisations, county administrative boards and municipalities. In order to achieve the target, it is vital that Swedish politicians put the tobacco issue higher up the agenda.<sup>76</sup>

## What can Swedish consumers do?

The first and most important initiative for Swedish consumers is to refrain from tobacco use. The overall aim of our work is to convince young people to decide to remain tobacco-free. In order to provide motivation for a tobacco-free life, we are running the Tobacco Children project with a view to increasing awareness of the tobacco issue from a global perspective. The project primarily consists of a lecture tour at schools throughout Sweden. We want to create commitment to sustainable development and enable Swedish consumers to make their own informed decisions. Our experiences from Malawi will be used to update the lecture "Tobacco Children – 50 kronor and child labour included" and the teaching material that can be downloaded from [tobaksbarn.se](http://tobaksbarn.se).<sup>77</sup>

To contribute more actively, we are encouraging people to spread our message and support our tobacco-prevention work.<sup>78</sup> In order to influence public opinion towards introducing stronger tobacco laws and tobacco-free school hours, we have started a petition that people can sign to show their support.<sup>79</sup> The signatures will be presented to our politicians, who have the ability to make decisions on protecting young Swedish people, which could, in the long run, help Malawi to escape from the tobacco trap.



**The law on non-smoking school playgrounds needs to be developed. It is not having the desired effect because it excludes snus and indirectly encourages smoking just outside the school area.**

## REFERENCES TO SOURCES

- <sup>1</sup> <https://www.ui.se/landguiden/lander-och-omraden/afrika/malawi/skriv-ut-alla-kapitel/>
- <sup>2</sup> <http://povertydata.worldbank.org/poverty/country/MWI>
- <sup>3</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/mi.html>
- <sup>4</sup> Malawi: National child labour survey report / International Labour Office, Fundamental Principles and Rights at Work Branch; National Statistics Office of Malawi. – Geneva: ILO, 2017.
- <sup>5</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/mi.html>
- <sup>6</sup> <https://www.ui.se/landguiden/lander-och-omraden/afrika/malawi/skriv-ut-alla-kapitel/>
- <sup>7</sup> Tobacco Supply, Demand and Trade by 2010: Policy Options and Adjustment, FAO.
- <sup>8</sup> <http://www.times.mw/government-trashes-tenancy-labour-bill/>
- <sup>9</sup> <http://www.tobaccoatlas.org/country-data/malawi/>
- <sup>10</sup> <http://www.who.int/bulletin/volumes/95/5/16-175596/en/>
- <sup>11</sup> Malawi: National child labour survey report / International Labour Office, Fundamental Principles and Rights at Work Branch; National Statistics Office of Malawi. – Geneva: ILO, 2017.
- <sup>12</sup> <https://www.ui.se/landguiden/lander-och-omraden/afrika/malawi/skriv-ut-alla-kapitel/>
- <sup>13</sup> Malawi: National child labour survey report / International Labour Office, Fundamental Principles and Rights at Work Branch; National Statistics Office of Malawi. – Geneva: ILO, 2017.
- <sup>14</sup> <http://www.refworld.org/docid/5959ec954.html>
- <sup>15</sup> Malawi: National child labour survey report / International Labour Office, Fundamental Principles and Rights at Work Branch; National Statistics Office of Malawi. – Geneva: ILO, 2017.
- <sup>16</sup> In the survey, child labour is defined as "... any work or economic activity performed by a child that subjects him or her to any form of exploitation or is harmful to his health and safety or his physical, mental or psychosocial development."
- <sup>17</sup> Malawi: National child labour survey report / International Labour Office, Fundamental Principles and Rights at Work Branch; National Statistics Office of Malawi. – Geneva: ILO, 2017.
- <sup>18</sup> <http://www.who.int/bulletin/volumes/95/5/16-175596/en/>
- <sup>19</sup> Tobacco Control and Tobacco Farming – Separating Myth from Reality. (2014).
- <sup>20</sup> <http://www.refworld.org/docid/5959ec954.html>
- <sup>21</sup> <https://data.unicef.org/topic/child-protection/child-marriage/>
- <sup>22</sup> <http://www.tobaccoatlas.org/country-data/malawi/>
- <sup>23</sup> <http://www.who.int/bulletin/volumes/95/5/16-175596/en/>
- <sup>24</sup> <http://apps.who.int/iris/bitstream/10665/42811/1/9241591013.pdf?ua=1&ua=1>
- <sup>25</sup> <http://www.who.int/bulletin/volumes/95/5/16-175596/en/>
- <sup>26</sup> <http://www.tobaccoatlas.org/country-data/malawi/>
- <sup>27</sup> Makoka D, A Appau, R Lencucha, J Drope. 2016. Farm-Level Economics of Tobacco Production in Malawi. Lilongwe: Centre for Agricultural Research and Development and Atlanta: American Cancer Society.
- <sup>28</sup> [http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp\\_malawi\\_2014\\_final\\_version.pdf](http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp_malawi_2014_final_version.pdf)
- <sup>29</sup> [http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp\\_malawi\\_2014\\_final\\_version.pdf](http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp_malawi_2014_final_version.pdf)
- <sup>30</sup> <https://laborrights.org/tobacco-and-allied-workers-union-malawi>
- <sup>31</sup> [http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp\\_malawi\\_2014\\_final\\_version.pdf](http://www.ulussekretariatet.dk/sites/default/files/uploads/public/PDF/LMP/Imp_malawi_2014_final_version.pdf)
- <sup>32</sup> <https://laborrights.org/tobacco-and-allied-workers-union-malawi>
- <sup>33</sup> <https://www.unfairtobacco.org/en/tobacco-workers-to-ilo-quit-tobacco-industry/>
- <sup>34</sup> <http://globalmarch.org/content/labour-rights-deficit-malawi-and-linkages-child-labour-agriculture>
- <sup>35</sup> <http://www.riskbruk.se/default.aspx?id=8667>
- <sup>36</sup> Tobakens Barn, 2007, Irving Media and Plan Production.
- <sup>37</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>38</sup> <http://tobaccocontrol.bmj.com/content/8/1/18>
- <sup>39</sup> <http://tobaccocontrol.bmj.com/content/8/1/18>
- <sup>40</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>41</sup> Tobacco Control and Tobacco Farming – Separating Myth from Reality. (2014).
- <sup>42</sup> <http://www.tobaccoatlas.org/topic/environmental-harm/>
- <sup>43</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>44</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>

- <sup>45</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>46</sup> <http://www.tobaccoatlas.org/topic/environmental-harm/>
- <sup>47</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>48</sup> <http://apps.who.int/iris/bitstream/10665/255574/1/9789241512497-eng.pdf>
- <sup>49</sup> <https://www.cia.gov/library/publications/the-world-factbook/geos/mi.html>
- <sup>50</sup> Drope, Makoka, Lencucha, Appau, "The Economics of Tobacco Farming in Malawi", Centre for Agricultural Research and Development, Lilongwe University of Agriculture and Natural Resources, 2016, p. 52.
- <sup>51</sup> United Nations Development Programme website, <http://hdr.undp.org/en/countries/profiles/MWI#>, hämtad 2018-02-27.
- <sup>52</sup> Otanez, Graen, "Tobacco Control and Tobacco Farming – Separating Myth from Reality", 2014, p. 65.
- <sup>53</sup> Drope, Makoka, Lencucha, Appau, "The Economics of Tobacco Farming in Malawi", Centre for Agricultural Research and Development, Lilongwe University of Agriculture and Natural Resources, 2016, p. 7.
- <sup>54</sup> Tobaksfakta website, "Antalet rökare i världen växer fortfarande", <http://www.tobaksfakta.se/antalet-rokare-i-varlden-vaxer-fortfarande/>, 2017-04-07.
- <sup>55</sup> Otanez, Graen, 2014, p. 89.
- <sup>56</sup> <http://www.who.int/news-room/fact-sheets/detail/tobacco>
- <sup>57</sup> <https://www.cancerfonden.se/livsstil/rokning>
- <sup>58</sup> "MADE IN THE USA: Child labor & Tobacco", Human Rights Watch, video, 2014.
- <sup>59</sup> <http://www.hsr.se/fakta-om-skrap/samlade-fakta-om-skrap/varsta-skrapet-fimpen>
- <sup>60</sup> <https://www.cancerfonden.se/nyheter/sa-mycket-kostar-rokningen-samhället>
- <sup>61</sup> <http://www.hsr.se/fakta-om-skrap/samlade-fakta-om-skrap/varsta-skrapet-fimpen>
- <sup>62</sup> Framework Convention Alliance. (2018). ILO Should End Cooperation with Tobacco Industry. Downloaded on 21/3/2018 from <http://www.fctc.org/media-and-publications/media-releases-blog-list-view-of-all-313/industry-interference/1537-ilo-member-states-should-end-cooperation-with-tobacco-industry-and-focus-on-alternative-funding>
- <sup>63</sup> <http://www.fctc.org/about-fca>, downloaded 21/3/2018
- <sup>64</sup> Framework Convention Alliance. (2018). ILO Should End Cooperation with Tobacco Industry. Downloaded on 21/3/2018 from <http://www.fctc.org/media-and-publications/media-releases-blog-list-view-of-all-313/industry-interference/1537-ilo-member-states-should-end-cooperation-with-tobacco-industry-and-focus-on-alternative-funding>
- <sup>65</sup> <http://www.fctc.org/media-and-publications/media-releases-blog-list-view-of-all-313/industry-interference/1537-ilo-member-states-should-end-cooperation-with-tobacco-industry-and-focus-on-alternative-funding>, downloaded 21/3/2018
- <sup>66</sup> [http://www.tobaksfakta.se/wp-content/uploads/2018/02/TK\\_Andra-u\\_WEB.pdf](http://www.tobaksfakta.se/wp-content/uploads/2018/02/TK_Andra-u_WEB.pdf), downloaded 15/5/2018
- <sup>67</sup> [http://www.nonsmoking.se/wp-content/uploads/2017/07/Rapport\\_2017-1170627.pdf](http://www.nonsmoking.se/wp-content/uploads/2017/07/Rapport_2017-1170627.pdf), downloaded 28/3/2018
- <sup>68</sup> [http://www.nonsmoking.se/wp-content/uploads/2017/07/Rapport\\_2017-1170627.pdf](http://www.nonsmoking.se/wp-content/uploads/2017/07/Rapport_2017-1170627.pdf), downloaded 28/3/2018
- <sup>69</sup> <http://www.tobaksfakta.se/who-kampanj-for-neutrala-paket/>, downloaded 4/4/2018
- <sup>70</sup> [http://www.tobaksfakta.se/wp-content/uploads/2017/09/TF-Faktablad\\_Exponeringsfo%C3%8C%C2%88rbud.pdf](http://www.tobaksfakta.se/wp-content/uploads/2017/09/TF-Faktablad_Exponeringsfo%C3%8C%C2%88rbud.pdf), downloaded 3/4/2018
- <sup>71</sup> <https://tobaccoatlas.org/topic/taxes/>, downloaded 28/3/2018
- <sup>72</sup> [http://www.tobaksfakta.se/wp-content/uploads/2014/05/TF-Kortfakta-Tobaksskatter\\_3.pdf](http://www.tobaksfakta.se/wp-content/uploads/2014/05/TF-Kortfakta-Tobaksskatter_3.pdf), downloaded 28/3/2018
- <sup>73</sup> <https://tobaccoatlas.org/country/sweden/>, downloaded 28/3/2018
- <sup>74</sup> [https://www.numbeo.com/cost-of-living/prices\\_by\\_country.jsp?itemld=17&displayCurrency=SEK](https://www.numbeo.com/cost-of-living/prices_by_country.jsp?itemld=17&displayCurrency=SEK), downloaded 28/3/2018
- <sup>75</sup> <http://www.tobaksfakta.se/kort-om-tobacco-endgame-rokfritt-sverige-2025/>, downloaded 28/3/2018
- <sup>76</sup> <http://www.tobaksfakta.se/organisationerna-som-stoder-ett-rokfritt-sverige-2025/>, downloaded 28/3/2018
- <sup>77</sup> <http://tobaksbarn.se/>, downloaded 15/5/2018
- <sup>78</sup> <http://www.nonsmoking.se/om-oss/bidra-som-privatperson/>, downloaded 28/3/2018
- <sup>79</sup> <http://tobaksfriskoltid.nu/>, downloaded 3/4/2018



**Om A Non Smoking Generation**

Since 1979, the foundation A Non Smoking Generation has been working towards children and young people themselves deciding not to use tobacco. The organisation actively works towards restricting tobacco's place in society and creating protective environments for children and young people.

[www.nonsmoking.se](http://www.nonsmoking.se)

Support A Non Smoking Generation

Swish: 123 90 1979 5

Pg 90 1979-5 or Bg 901-9795

