

EFFAT input into Public Consultation on the Evaluation of the Legislative Framework for Tobacco Control

The objective of this questionnaire is to collect stakeholders perceptions on the current legislative framework for Tobacco Control in the EU, including the assessment of Tobacco Product Directive, Tobacco Advertising Directive, and the relevant WHO Framework Convention on Tobacco Control.

As mentioned on the Have your say webpage for this initiative, this Public Consultation is part of the broader Evaluation of the legislative framework for tobacco control. The evaluation covers product regulation, advertisement, promotion, and sponsorship, in the broader context of related tobacco control policies. The goal is to evaluate the extent to which the framework has fulfilled its established goals and objectives.

Through this public consultation EFFAT wishes to draw attention to the workforce in a sector of constant transformation and with a very bad image.

The transformation can be seen from several perspectives, such as consumption, products, political measures and sustainability.

Tobacco consumption being the reason of nearly 700.000 deaths in the EU every year the focus of the European institutions was and is on political measures to reduce consumption of tobacco. This was realised in different domains through

- The regulation of tobacco products, e.g. packaging, labelling and ingredients
- Advertising restrictions
- Creation of smoke-free environments
- Tax measures and activities against illicit trade
- Beat the cancer plan

These measures curbed consumption and brought change over time, pushing the industry to shift and diversify the products proposed towards a new generation, like e-cigarettes, snus, etc.

These measures impacted as well the production of tobacco in the EU, which moved from cultivation (steadily decreasing since 1991) to import. The EU produces less than 2% of global yearly raw tobacco. Tobacco production on the other side consolidated, adapted and digitalised.

Furthermore, the tobacco sector having a huge carbon farming footprint with yearly 84 million tonnes of CO₂, needs to adapt to Green Deal measures and get on a path towards sustainability.

The tobacco sector due to all those changes and measures is in constant transformation but was always able to renew itself and remains a highly profitable business.

All those transformations at industry level have a huge impact on the workforce in the tobacco sector. In the past this impacted in massive job losses.

Table 15.1 Regional Distribution of Tobacco Product Manufacturing Employment, by WHO Region, 1970–2014

| WHO Region | 1970 | | 1980 | | 1990 | | 2000 | | 2010–2014 | |
|-----------------------|----------------|------|------------------|------|------------------|------|------------------|------|------------------|------|
| | n | % | n | % | n | % | n | % | n | % |
| African | 30,694 | 13.7 | 49,209 | 3.7 | 25,097 | 1.8 | 4,626 | 0.4 | 13,192 | 1.1 |
| Americas | 122,502 | 14.7 | 150,321 | 11.4 | 94,371 | 6.7 | 61,221 | 4.8 | 67,407 | 5.4 |
| Eastern Mediterranean | 41,485 | 5.0 | 56,302 | 4.3 | 35,614 | 2.5 | 23,569 | 1.8 | 21,685 | 1.7 |
| European | 321,202 | 38.4 | 321,378 | 24.4 | 212,455 | 15.1 | 135,149 | 10.5 | 67,007 | 5.4 |
| South-East Asia | 273,741 | 32.7 | 526,410 | 40.0 | 709,785 | 50.6 | 762,620 | 59.4 | 839,457 | 67.4 |
| Western Pacific | 46,476 | 5.6 | 213,695 | 16.2 | 325,623 | 23.2 | 296,275 | 23.1 | 236,721 | 19.0 |
| Total | 836,100 | | 1,317,315 | | 1,402,945 | | 1,283,460 | | 1,245,469 | |

Notes: Countries reporting data vary for any given year. Percentages shown are of total tobacco product–manufacturing employment.
Source: UNIDO 1970–2014.¹⁰

The public data on employment figures in Europe are very scarce (Germany 11.175 workers in 2019; 3.070 in Italy in 2019; 8.000 workers in Poland in 2021 ; 1.780 workers in Spain in 2017 ; 4.000 workers in Turkey in 2014 (source: statista). This scarcity in data is another indicator that employment in the tobacco sector does not receive the necessary attention.

EFAT is not opposed to the needed transformations. The essential question driving the trade union work is how these measures impact the employment of the workers in the sector. And most essentially how to accompany the workers in these transitions.

The transformations demand a robust social dimension to anticipate change, protect workers and promote quality job creation. It must be an opportunity to create more and better jobs with stable employment and good working conditions and wages.

To achieve this and make those transitions viable for the workers we need just transition measures. Just transition is about building a real progressive vision for the tobacco sector and giving workers a voice in this transition through social dialogue.

This sector can through just transition measures, collective bargaining and social dialogue advance into a healthier future.

It is crucial to ensure that the workforce does not have to suffer of the sectors reputation and that the workers and their rights are respected.