Norway

41

SUMMARY OF FINDINGS

1. Industry Participation in Policy Development

According to the Minister of Health and Care Services, most Norwegian parliamentarians are sensitized to the importance and guidelines of Article 5.3 of the WHO FCTC. No evidence was found to suggest that the government accepts or endorses any offer of assistance when setting or implementing tobacco control policy.

2. Industry CSR Activities

Norway enforces comprehensive bans on tobacco advertising, promotion, and sponsorship, including indirect forms such as corporate social responsibility (CSR) initiatives. Despite these restrictions, tobacco companies attempt to maintain a positive public image. For instance, Swedish Match, a major tobacco and nicotine product company in Norway and an affiliate of Philip Morris International since 2024, promotes itself as a leader in tobacco harm reduction, emphasizing products like snus and nicotine pouches. No specific guidelines prohibit the tobacco industry's (TI) Extended Producer Responsibility (EPR). Norway regulates tobacco waste under its implementation of the EU Single-Use Plastics (SUP) Directive.

3. Benefits to the Industry

International travelers entering Norway are allowed a higher quota than residents and can bring duty-free into the country 200 cigarettes, 250 grams of tobacco, or 200 cigarette papers. Even though tourists have a larger quota, it is not possible to buy more than the ordinary quota (100 cigarettes, 125 grams of other tobacco products, and 100 cigarette papers) in duty-free shops upon arrival at Norwegian airports.

4. Unnecessary Interaction

Top-level government officials in Norway, including the Prime Minister and Ministers, have not formally prohibited interactions with the TI. While the new national tobacco strategy affirms the government's commitment to fully implementing Article 5.3 of the WHO FCTC, including considering legislation and guidelines for public officials, no specific guidelines have yet been updated.

5. Transparency

Norway has not implemented a formal policy requiring the public disclosure of meetings or interactions with the TI, even when such interactions are strictly necessary for regulatory purposes. While Norway has strategies aligned with Article 5.3 of the WHO FCTC, there is a lack of specific measures to ensure transparency. This includes the absence of requirements to publicly disclose meetings or communications with TI representatives.

The Norwegian Parliament has introduced stricter rules regarding former members of parliament's use of the "Golden Key" access cards.

6. Conflict of Interest

The government does not prohibit contributions from the TI or any entity working to further its interests to political parties or candidates. There is no record of any retired government official joining the TI or vice versa.

7. Preventive Measures

Norway lacks an overarching policy across all government departments that prohibits the acceptance of contributions or gifts from the TI. This gap means that some ministries or agencies may not be bound by restrictions, potentially allowing interactions that could influence public health policies.

There is no comprehensive legal requirement mandating tobacco companies to periodically submit information on production, market share, marketing expenditures, revenues, lobbying activities, CSR, or EPR initiatives. There is also no program to consistently raise awareness within government agencies about Article 5.3 of the WHO FCTC.

RECOMMENDATIONS

1. Implement Article 5.3 of the WHO FCTC into the Tobacco Control Act to protect tobacco control policy from all commercial and other vested interests of the TI.
2. Create a publicly available lobby register to guarantee full transparency and record the TI's interactions with parliamentary representatives, political leadership in ministries, and the Prime Minister's office.
3. Ensure the continued denormalization of the TI and tobacco use.
4. Require the TI to disclose sales volumes, profit margins, product contents, and advertising and promotional activities to improve transparency.
5. Review the use and regulation of EPR schemes within the broader framework of the WHO FCTC and ensure the TI bears the full cost of environmental cleanup without gaining opportunities to promote itself as a health-conscious or environmentally friendly corporation.
6. Reject any contribution from the TI and place a levy on its profits to fund the management of tobacco waste.