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Italy

**TOBACCO  
INDUSTRY  
INTERFERENCE  
INDEX  
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## Background and Introduction

### **From Monopoly to Privatization, to Policy Opposing the Industry**

Italy has had a long history of affection for tobacco.

Throughout the 20th century, the tobacco monopoly was a formidable industrial apparatus capable of promoting, supporting, and controlling the agricultural production of tobacco leaves, overseeing their industrial transformation into final products (processed tobacco), and managing the distribution of the processed tobacco through an extensive network of “tabaccherie”, state licensed tobacco retailers.

It was an economic asset for the country, shielded from international competition until the post-World War II era when, on the basis of the Marshall Plan (European Recovery Program), Italy opened up to the trade of American and foreign processed tobacco.

In 2003, following a three-year restructuring of the sector to make it more attractive to investors, the entire industrial apparatus was privatized through its sale to British American Tobacco (BAT), which won the bid. The state retained its essential regulatory role but relinquished the production of tobacco, something that is ethically questionable since it is contrary to the right to health.

Around the turn of the millennium, however, the situation changed with the rise of a strong movement of public opinion informed by news from the United States regarding the health hazards of tobacco and the legal actions against the tobacco industry, which created an opportunity for two Health Ministers (Veronesi and Sirchia). They prioritized tobacco regulation on the political agenda, culminating in the law prohibiting smoking in public places by Sirchia in 2005. The implementation of the law was an undeniable success: the ban was unexpectedly and swiftly adopted nationwide, making Italy a pioneer in Europe in banning smoking in public places. Three years after (2008), Italy ratified the WHO Framework Convention on Tobacco Control, which presented a broader perspective for tobacco control by declaring the tobacco industry incompatible with public health.

In 2014, the European Union (EU) approved the Tobacco Products Directive, aligning with the FCTC. Additionally, the European policy of subsidizing tobacco agriculture began to be questioned, leading to the complete abolition of the subsidies at the EU level on January 1, 2015.

From 2000 to 2014, the number of tobacco farmers in Italy decreased by 90%, from approximately 30,000 to around 3,000.

At the same time, the tobacco industry’s rhetoric, based on the principles of economic freedom for the industry and freedom of choice for individuals, seemed unable to counter the fact that a product that kills half of its consumers is unacceptable.

Italy became less dependent on tobacco production, with its control directed toward health objectives. This opposition resulted in a substantial reduction in smoking prevalence by 25% from 28% in 2003 to 21% in 2013. Accordingly, the official legal sales of tobacco products showed a fall by 27% in one decade, from 102 thousand tonnes sold in 2003 to 741 thousand tonnes in 2014.

This process appeared to be heading down a promising path, but it didn’t go as smoothly as expected.

### **Cracks in Public Opinion and Political Attitudes**

Around 2010, the global electronic cigarette industry was born, and in Italy in the subsequent decade many entrepreneurs saw a potential market. Over the years, dozens of

Italian companies emerged, utilizing the internet and social media intensively to market a product capable of replacing combustible cigarettes.

A relentless campaign with the message “vaping is better than smoking” left governments uncertain about their stance, resulting in varying measures ranging from equating electronic cigarettes with combustible ones to temporarily lifting advertising bans (which were later reinstated in compliance with European regulations) and offering tax incentives for electronic cigarettes.

The situation became soon more complex because Italy, along with Japan, was chosen by Philip Morris International as the pilot country to develop heated tobacco products (HTP) and marketing experimentation. In 2014, a state-of-the-art facility was completed in Bologna, promoted as a technological marvel. This industrial initiative received government support and personal attention from Prime Minister Renzi, who participated in its groundbreaking and inauguration. This support proved essential when, in December 2014, HTPs obtained the necessary approvals for market entry within a few hours.

After a period of hesitation, BAT also launched its HTP and followed in the footsteps of its competitor, even making a significant investment in the Trieste area to produce VUSE electronic cigarettes and VELO nicotine pouches. In this case too, the initiative received support from the national government.

### **The new face and campaign of the tobacco industry in Italy.**

In the second decade of the 2000s, the tobacco industry presented a new and reassuring face: “We have a great idea: a smoke-free world! We propose to replace combustible tobacco products with non-combustible ones: electronic cigarettes, heated tobacco products, snus, and nicotine pouches”. The corollary to this proposal was that the way the fight against smoking had been conducted until now had been a failure, and only technological innovation would lead to a smoke-free world, without the need for an unnecessary and painful fight against nicotine addiction. In line with this ideological framework, the tobacco industry launched a full-scale campaign, funded by huge economic investments, to gain support from the political world, the healthcare sector, and public opinion, positioning itself as a champion of technological innovation and a driver of national industry growth. The following were the main points of this campaign:

#### Gaining influence on national politics

- Industrial Investments, such as the IQOS Philip Morris International factory near Bologna; the British American Tobacco new factory in Trieste, supported by the Ministers of Economic Development and accommodating Prime Ministers concerned about their employment ramifications, making them open to appeasement with powerful tobacco multinationals.
- Support for tobacco farming with agreements with agricultural organizations for the purchase of Italian tobacco, endorsed by the Ministry of Agricultural Policies.
- Tax incentives for electronic cigarettes and heated tobacco products (HTP), with the approval of the Ministry of Finance and Parliament.
- Campaigns to raise awareness among smokers on the harm of throwing cigarette butts out, in collaboration with Italian municipalities, with authorization of the Ministry of Environment.

#### Initiatives to become a partner in healthcare research and the healthcare sector

- Establishment of a research center linked to universities, dedicated entirely to “harm reduction strategies”, generously funded by Philip Morris.

- Sponsorship of specialized medical congresses (opposed by the Ministry of Health), unsuccessful attempts to reach agreements with the Health Departments of the Regions.
- Formation of groups supporting the so-called “harm reduction strategy” and recruitment of medical professionals.
- Favorable coverage in important magazines in the healthcare sector (e.g., the Popular Science publishing group which publishes the important online magazine Quotidiano Sanità).

#### Initiatives to establish a new image in the economic world

- Philip Morris is sponsor of the Cernobbio Forum, an annual meeting in which politicians and entrepreneurs at the highest level participate
- Partnership with research institutes in the economic and industrial fields. For example, Philip Morris has an extensive collaboration with Ambrosetti European House.

#### Initiatives directed at public opinion and consumers

- New distribution network for IQOS, elegant stores in major train stations and airports, targeting young adults; later they were integrated with the traditional network of licensed public tobacco retailers.
- Social initiatives such as economic contributions to the Italian Red Cross or the donation of respirators to some hospitals during the Covid 19 epidemic
- Sponsorships: formula 1 Ferrari (PMI) (opposed by the Ministry of Health), concerts, and other artistic initiatives (BAT).
- Articles in major national newspapers promoting the industry as one that pursues gender equality.
- Promotion of wellbeing, safety, health and equal salary in the company workplace.
- Tobacco companies, authorized by the Ministry of the Environment, conduct campaigns to raise awareness among smokers on the harm of throwing cigarette butts out, in collaboration with Italian municipalities.

### **Interference or Collaboration?**

Can we speak of interference by the tobacco industry in Italy?

Italy ratified the FCTC in 2008. This treaty, in its Article 5.3, recommends Parties to interact with the tobacco industry only in order to enable them to effectively regulate tobacco products.

In recent years, an intersectoral approach to tobacco control has been missing in Italy. Each sector of the Government has pursued sectorial objectives, such as promoting employment and guaranteeing tax revenues (Economic Ministries), or supporting Italian tobacco farming (Agricultural policies).

While the Ministry of Health supported the principle that "harm reduction is not a public health policy that applies in Italy", the other Ministries as well as political parties and leaders of any alignments seem to consider the tobacco industry as a positive partner for the country's economy and perhaps even for health. The harm reduction strategy is not publicly claimed by policymakers, however, the regulatory and fiscal policies in place are consistent with it. In such a situation, what the FCTC considers interference is seen by Italian leaders as cooperation for development.

# Summary Findings

## 1 INDUSTRY PARTICIPATION IN POLICY DEVELOPMENT

There is no regulation in Italy regarding the influence of the tobacco industry in setting or implementing tobacco control policies. Currently, the tobacco industry has fiscal and regulatory benefits with reference to heated tobacco products that are not evidence based. This suggests that transnational tobacco companies have the possibility to strongly influence the political agenda. The government allows the tobacco industry to advocate for the company's perspective on issues relating to the tobacco sector, and the major transnational tobacco companies are all registered in the formal government register of lobbyists.

## 2 INDUSTRY CSR ACTIVITIES

Philip Morris International Italy (PMI Italy) donated 1 million euros to the Italian Civil Protection to assist in addressing the COVID emergency, in collaboration with the Ministry of Economic Development. Additionally, it also launched a call for innovation related to the cultivation, harvesting, and processing of tobacco.

## 3 BENEFITS TO THE INDUSTRY

There is strong opposition among Ministers and members of the Chamber of Deputies to increasing taxation on tobacco products, particularly on heated tobacco products (HTP). Indeed, the Italian government did not ratify the EU Directive of 29 June 2022, which aimed to remove certain exemptions concerning HTPs. The excise taxes of HTPs in Italy are one-fourth of those on conventional cigarettes. This concession has been granted to HTPs due to their alleged harm reduction effects, in contrast with the current evidence from the scientific literature. In general, although HTPs are tobacco products, they receive preferential regulatory treatment. Additionally, the government permits international travelers to bring duty-free tobacco products into the country.

## 4 UNNECESSARY INTERACTION

"A Greener Tomorrow" is the pilot satellite monitoring project for sustainable tobacco farming launched by BAT. Several political figures participated in the project's presentation, including the Undersecretary of Agriculture Food and Forestry Policy and the member of the Chamber of Deputies responsible for Ecological Transition. Furthermore, the Ministry of Agriculture signed several agreements with different tobacco companies, including PMI, BAT and Manifattura Sigaro Toscana. Major tobacco industry companies declared their commitment to standing alongside Italian institutions and law enforcement agencies in the fight against the illicit cigarette trade.

## 5 TRANSPARENCY

The Ministers and their agencies do not publicly disclose any meetings or interaction with the tobacco industry, not even where such interactions are strictly necessary for regulation. Only the MoH officially discloses meetings with the tobacco industry. At least three other Ministries have rules for the disclosure or registration of tobacco industry entities.

## 6 CONFLICT OF INTEREST

The government does not prohibit contributions from the tobacco industry or any entity working to further its interests to political parties, candidates or campaigns, nor does it require full disclosure of such contributions. Consequently, tobacco industries have made several donations to foundations of the main Italian political parties. In the past, retired government consultants or

officials were affiliated with the tobacco industry, but currently no government officials or relatives hold positions in the tobacco business, including consultancy roles.

## 7 PREVENTIVE MEASURES

Very few preventive measures have been implemented by the Italian government. While there are repositories to track official meetings between industry lobbyists, including tobacco lobbyists, and members of the Chamber of Deputies, only the list of attendees is available from those records. However, there is no established procedure for disclosing the minutes and the outcome of such meetings. The government has never formulated a code of conduct for public officials, outlining the standards with which they should comply in their dealings with the tobacco industry. The government merely requires the tobacco industry to annually provide information on tobacco production, manufacture and revenues for each tobacco product through the EU-CEG (Common Entry Gate), with no request for other data. According to public information, the Italian government does not have procedures in place for disclosing records of interactions with the tobacco industry. The Italian government lacks programs to raise awareness within its departments on policies related to FCTC Article 5.3 Guidelines. Despite being governmental legislation in Italy, these guidelines are largely unknown by governmental staff outside the MoH. Finally, the Italian government has not implemented policies to disallow the acceptance of all forms of contributions from the tobacco industry.

## Recommendations

The implementation of recommendations of the Article 5.3 of the WHO Framework Convention on Tobacco Control (FCTC), is essential in Italy to counter the considerable influence of the tobacco industry and promote public health. Measures should be taken in Italy to prioritize the inclusion of Article 5.3. These measures must limit the interactions of officials with the tobacco industry, ensure transparency, and reject non-binding agreements. Clear protocols for interactions must be established to ensure proper documentation and disclosure, thereby avoiding any undue influence. In Italy, it is essential to prevent any unintended promotion of tobacco so that unnecessary contacts with the tobacco industry, including 'socially responsible' activities, must be prohibited. To avoid conflicts of interest, political donations from the industry must be banned. Increasing transparency and mandating detailed financial reporting are crucial to prevent covert manipulation. Impartial decision-making requires guidance from independent research, and consistent educational programs can help officials resist corporate influence. According to the principles of the WHO FCTC, these measures can effectively counteract corporate influence, enhance transparency, and safeguard public health.

### RECOMMENDATION I

Achieve comprehensive implementation of the Article 5.3 Guidelines: the full integration of the Article 5.3 guidelines of the WHO FCTC should be a priority for the Italian government. This involves implementing measures that restrict interactions between the tobacco industry and officials to only when strictly necessary, ensuring transparency and rejecting non-binding agreements.

## **RECOMMENDATION 2**

Improve transparency in interactions: Transparent protocols must be established for engagements with the tobacco industry in Italy. To ensure accountability and prevent undue influence, all interactions, including meetings and communications, must be documented and publicly disclosed.

## **RECOMMENDATION 3**

Limit unnecessary interactions: Italy should prohibit all unnecessary engagements with the tobacco industry, including activities that could imply social responsibility, since they may unintentionally provide exposure and promote tobacco products, which is against the public health interests.

## **RECOMMENDATION 4**

Restrict political campaign contributions: The government should prohibit donations, sponsorships, and contributions to political entities from the tobacco industry as such activities may result in conflicts of interest and undue political influence. Taking such measures would help prevent conflicts of interest and undue influence within the political landscape.

## **RECOMMENDATION 5**

Strengthen Industry Reporting Transparency Rules: Legislation should be enforced by the Italian government for mandating the tobacco industry to periodically disclose comprehensive financial reports pertaining to their lobbying efforts, philanthropic activities, and political contributions to political parties, foundations, and scientific societies. This enforced transparency will prevent covert attempts to exert influence.

## **RECOMMENDATION 6**

Prioritize independent research: The government should prioritize independent research and avoid conflicts of interest or industry influence when shaping tobacco control policies. Unbiased decision-making should avoid research that is funded or influenced by the tobacco sector.

## **RECOMMENDATION 7**


Promote Public Awareness: Consistent educational initiatives are required in Italy to inform all officials about Article 5.3 of the FCTC and its implications. This will enable officials to resist the interference of the tobacco industry and prioritize public health. These initiatives empower officials to resist the undue influence of the tobacco industry and prioritize public health.



# Italy

## Tobacco Industry Interference Index 2023

### Results and Findings

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<b>INDICATOR I: Level of Industry Participation in Policy-Development</b>						
1. The government <sup>1</sup> accepts, supports or endorses any offer for assistance by or in collaboration with the tobacco industry or any entity or person working to further its interests. <sup>2</sup> in setting or implementing public health policies in relation to tobacco control <sup>3</sup> (Rec 3.4)					4	
<p>There is no law or policy decision in place or currently being considered that controls the influence of tobacco industry in setting or implementing public health policies in relation to tobacco control. The tobacco industry is able to influence policy, also after the partnership between Philip Morris International (PMI) and the European House Ambrosetti, an influential strategic lobbying agency [1].</p> <p>Moreover, in 2021, British American Tobacco (BAT) Italy was making deals to neutralize unfavorable legislations and to approach members of Chamber of Deputies and the government. This information emerged from the disclosures filed with the closing of the investigation into the Open Foundation, i.e., the foundation of the former Italian President of the Council of Ministers Matteo Renzi [2].</p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 45%;"> <p><b>La Procura di Firenze accusa Open di ricevere soldi dall'industria del tabacco</b></p> <p>/ di HuffPost</p> <p><i>È quanto emerge dalle informative depositate con la chiusura dell'inchiesta. La Lorenzin nega di aver dato seguito alle richieste della lobby</i></p> <p>05 Novembre 2021 alle 11:32</p> </div> <div style="width: 45%; text-align: right;">  <p>Segui i temi</p> <p>matteo renzi +</p> </div> </div>						
2. The government accepts, supports or endorses <u>policies or legislation drafted</u> by or in collaboration with the tobacco industry. (Rec 3.4)					4	

<sup>1</sup> The term “government” refers to any public official whether or not acting within the scope of authority as long as cloaked with such authority or holding out to another as having such authority

<sup>2</sup> The term, “tobacco industry” includes those representing its interests or working to further its interests, including the State-owned tobacco industry.

<sup>3</sup> “Offer of assistance” may include draft legislation, technical input, recommendations, oversees study tour

There is no direct proof about the acceptance of the government of policies or legislation drafted by the tobacco industry, but the current fiscal and regulatory legislation of heated tobacco products appear to be strongly influenced by the tobacco industry, in contrast with the scientific evidence, the WHO, the Italian Health Institute and the Italian Ministry of Health [3]  
 Thus in every “budget law” the government tailors legislations to keep limited the excise taxation burden of heated tobacco products [4, 5].

*Emendamento Lega alla finanziaria*  
**Regalo di Natale da 200 milioni della Lega a Philip Morris: ma a pagare sono gli italiani**  
 Nicola Biondo — 11 Dicembre 2021



**L'Espresso**  
**Meno tasse per Philip Morris: il governo regala decine di milioni di euro al colosso delle sigarette**

Nella legge di Bilancio, nella parte curata dal viceministro Leo (Fdi), è stata inserita una norma su misura della multinazionale: sgravi fiscali sul tabacco riscaldato per almeno 161 milioni di euro in un settore in cui in Italia il gruppo Usa è quasi monopolista. Ecco come nasce la norma  
*di Vittorio Malagutti e Carlo Tecce*

A package of regulations has been included in the text of a government decree, giving approval for the production in Italy of nicotine pouches by British American Tobacco, which has been found to have contacts and influence on some politicians. In one article of the package, 15 of the 16 paragraphs were not related to the object of the law but were written to regulate the arrival on the Italian market of a new product for smokers: the nicotine pouches. For its production, BAT already invested 500 million euro [6, 7].

3. The government allows/invites the tobacco industry to sit in government interagency/ multi-sectoral committee/ advisory group body that sets public health policy. (Rec 4.8) 1 Never 5 Yes						<b>5</b>
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While the tobacco industry does not sit in an official committee, the government allows the tobacco industry lobbyist to represent the company interest. The main transnational tobacco companies, including JT, PMI and BAT, are all registered in the formal government register of lobbyists [8].

The Social Affairs Committee of the Chamber of Deputies, in the context of its consideration in the European Union acts of the Communication from the Commission to the European Parliament and the Council on the invited list to speak was the founder

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of CoEHAR, an organization that, according to TobaccoTactics, received several million euros from PMI through the Foundation for a Smoke-Free world (FSFW) [9, 10].						
4. The government nominates or allows representatives from the tobacco industry (including State-owned) in the delegation to the COP or other subsidiary bodies or accepts their sponsorship for delegates. (i.e. COP 4 & 5, INB 4 5, WG) <sup>4</sup> (Rec 4.9 & 8.3) For non-COP year, follow the previous score of COP year.		1				
To our knowledge, In COP9 no representatives from the tobacco industry were present in the delegation. Dr. Sacchetto, who was engaged with tobacco industry since at least 2014, participated in the Seoul Conference of Parties (COP5) as a member of the Italian delegation since he was an official with the Ministry of Agricultural Policies. He was also included in the delegation of the Moscow Conference of Parties (COP6), when he was no longer an executive of the Ministry, an expert in clear conflict of interest						
<b>INDICATOR 2: Industry CSR activities</b>						
5. A. Government agencies or their officials endorse, support, form partnerships with or participates in activities of the tobacco industry described as socially responsible. For example, environmental programs. (Rec 6.2)  B. The government (its agencies and officials) receives CSR contributions <sup>5</sup> (monetary or otherwise, including CSR contributions) from the tobacco industry or those working to further its interests during the pandemic. (Rec 6.4) <i>NOTE: exclude enforcement activities as this is covered in another question</i>						5
A) The Ministry of Economic Development collaborated with Philip Morris' on its program, "BeLeaf: Be The Future", aimed at national and international start-ups, spin-offs, and small-to-medium enterprises that have developed technologies and solutions applicable to the "agritech" sector and in particular related to the cultivation, harvesting, and processing of tobacco [11].						

<sup>4</sup> Please annex a list since 2009 so that the respondent can quantify the frequency, <http://www.who.int/fctc/cop/en/>

<sup>5</sup> political, social financial, educations, community, technical expertise or training to counter smuggling or any other forms of contributions

## WHAT IS BELEAF

—BELEAF: BE THE FUTURE

Philip Morris Italia is looking for **3 start-ups, spin-offs and/or innovative companies** for the #BeLeaf program, developed in collaboration with **Almacube**, innovation hub and incubator certified by the Ministry of Economic Development.

The program aims to activate an exchange of knowledge of innovation applied to the agricultural sector and the tobacco supply chain and to test new technologies through Philip Morris Italia. After an acceleration phase in the field and co-design\*, Philip Morris Italia may decide to activate a Proof of Concept phase with one or more selected companies and, subsequently, a collaboration contract, provided that the test period demonstrate positive results (find out the [calendar of activities](#)).

Innovative Italian or international companies can participate, offering technological solutions applicable to the sectors of agriculture, industry 4.0, sustainability and the circular economy in the tobacco cultivation and processing chain (find out the thematic areas).

\*Almacube will award each of the selected companies a sum of €5,000 for participation in the acceleration and co-design programme.



Philip Morris Institute for Manufacturing Competences is the new Philip Morris center for higher education and skills development. Several public institutional and academic entities are involved in the realization of the Philip Morris IMC, including Emilia-Romagna Region and the University of Bologna, i.e., public institutions [12, 13].

### Inaugurato a Bologna il Philip Morris IMC, il nuovo centro per l'alta formazione delle competenze per l'Industria 4.0

17/06/2022



"A Greener Tomorrow" is the pilot satellite monitoring project for sustainable tobacco farming launched by BAT. Several political figures participated in the presentation of the project, including the Councilor for Agriculture of the Campania Region, a member of the Senate of the Republic in the position of undersecretariat for Agriculture, Food and Forestry Policy, and a member of the Environment Committee of the Chamber of Deputies, responsible for Ecological Transition [14].

The Ministry of Ecological Transition renewed and supported the initiatives sponsored by the main transnational tobacco companies aimed at making consumers aware of the harmful consequences for the environment deriving from the cigarettes butts litter [15-17].





B)

PMI Italy donated 1 million of euros to the Italian Civil Protection and activated its supply chain in Italy to help cope with the COVID emergency [18].

### INDICATOR 3: Benefits to the Tobacco Industry

6. The government accommodates requests from the tobacco industry for a longer time frame for implementation or postponement of tobacco control law. (e.g. 180 days is common for PHW, Tax increase can be implemented within 1 month) (Rec 7.1)

5

Health Minister Orazio Schillaci proposed new restrictions on vaping and heated tobacco products. Several government officials, including Matteo Salvini, the leader of one of the main parties of the current coalition in power, who received funding from e-cigarette companies, attacked the new restrictions, which consequently were never implemented [19].

Recently, the Italian government did not ratify the EU Directive of 29 June 2022 aimed at withdrawing certain exemptions in respect of heated tobacco products [20].

In the last budget law, an amendment had been proposed by members of the Chamber of Deputies pertaining to the party coalition in power to further decrease the already limited excise taxes of heated tobacco products [4, 21].



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7. The government gives privileges, incentives, tax exemptions or benefits to the tobacco industry (Rec 7.3)						5
<p>In Italy, heated tobacco products have huge fiscal and regulatory benefits that are not evidence-based.</p> <p>The excise taxes of HTPs are one fourth that of conventional cigarettes. This benefit has been given to HTPs because of their alleged consideration of products with a lower health risk. However, besides the current evidence from the scientific literature, the Italian Ministry of Health in early 2019 had also rejected to recognize the reduced toxicity and reduced risk of HTP compared to conventional tobacco, under the same conditions of use. This notwithstanding, the proposed amendment to the decree 18/2020 to substantially increase the taxation of these products did not pass. Current legislation foresees a negligible increase in taxation of 5% each year [22, 23].</p> <p>Besides fiscal benefits, HTPs enjoy regulatory benefits. For example, HTPs are not covered by any advertising ban [24, 25].</p>						
<b>INDICATOR 4: Forms of Unnecessary Interaction</b>						
8. Top level government officials (such as President/ Prime Minister or Minister <sup>6</sup> ) meet with/ foster relations with the tobacco companies such as attending social functions and other events sponsored or organized by the tobacco companies or those furthering its interests. (Rec 2.1)						4
<p>"A Greener Tomorrow" is the pilot satellite monitoring project for sustainable tobacco farming launched by BAT. Several political figures supported it, including the Councilor for Agriculture of the Campania Region, a member of the Senate of the Republic in the position of undersecretariat for Agriculture, Food and Forestry Policy, and a member of the Environment Committee of the Chamber of Deputies, responsible for Ecological Transition [26].</p> <p>In 2023, the Minister of Economic Development attended the opening event of the BAT launch of its new plant for the production of new tobacco or nicotine products. According to BAT, its Velo brand will be produced in this facility [27].</p>						

<sup>6</sup> Includes immediate members of the families of the high-level officials

IL TAGLIO DEL NASTRO

## Inaugurato lo stabilimento Bat a Trieste: “Punto di riferimento a livello mondiale del gruppo”

Le dichiarazioni delle autorità intervenute alla cerimonia nel nuovo centro di produzione di San Dorligo della Valle. Stimati 2700 nuovi posti di lavoro fra diretti e indiretti



Lasorte

9. The government accepts assistance/ offers of assistance from the tobacco industry on enforcement such as conducting raids on tobacco smuggling or enforcing smoke free policies or no sales to minors. (including monetary contribution for these activities) (Rec 4.3)

4

Major tobacco companies declare to be side by side with Italian institutions and law enforcement agencies in the fight against the illicit cigarette trade [28-30].

All the transnational tobacco companies offer assistance on enforcement, including tools or ways to prevent among others illicit trades and tobacco access to minors [31, 32].

10. The government accepts, supports, endorses, or enters into partnerships or non-binding agreements with the tobacco industry or any entity working to further its interests. (Rec 3.1)  
*NOTE: This must not involve CSR, enforcement activity, or tobacco control policy development since these are already covered in the previous questions.*

5

The Ministry of Agriculture signed several agreements with different tobacco companies:

- Philip Morris guarantees to purchase Italian tobacco for the next five years. PMI will invest up to 500 million euros over five years (2023-2027) in Italy's agricultural tobacco supply chain, committing to purchase 21,000 tons of raw tobacco each year. This is the highest investment by a private company on Italian tobacco farming [33].
- BAT Italia has signed a three-year memorandum of understanding with the Ministry of Agriculture, Food Sovereignty and Forestry to purchase high-quality Italian tobacco. BAT announced, by 2023, an investment of up to 60 million euros to purchase 15,000 tons of Italian tobacco [34].
- The agreement between the Ministry of Agriculture and Manifattura Sigaro Toscana for the purchase of Kentucky tobacco will cover three years of

production, from 2022 to the end of 2025, and will guarantee the purchase of a minimum of 2,200 tons of tobacco each year, worth precisely about 20 million euros annually [35].

## Accordo fra Ministero e Manifatture Sigaro Toscana per l'acquisto del tabacco kentucky

Avrà validità fino al 2025. Una boccata di ossigeno per i coltivatori della Valtiberina, terra di eccellenza per la produzione del kentucky



Il kentucky, materia prima del sigaro toscano, è il tabacco coltivato in Valtiberina

### INDICATOR 5: Transparency

11. The government does not publicly disclose meetings/ interactions with the tobacco industry in cases where such interactions are strictly necessary for regulation. (Rec 2.2)

3

The Ministries (in particular the Ministry of Agriculture, Food Sovereignty and Forests, the Ministry of Economy and Finance, and the Ministry of Economic Development) and their agencies do not publicly disclose any meeting or interaction with the tobacco industry, not even where such interactions are strictly necessary for regulation. Only the MoH officially discloses meetings with the tobacco industry. For transparency reasons, there is a repository of the official meetings between tobacco industry lobbyists and members of the Chamber of Deputies [8].

12. The government requires rules for the disclosure or registration of tobacco industry entities, affiliated organizations, and individuals acting on their behalf including lobbyists (Rec 5.3)

3

For transparency reasons, there is a repository of the official meetings between tobacco industry lobbyists and members of the Chamber of Deputies [8].

Various Ministries, including that of Economic Development, the Ministry of Labour and Social Policies and the Ministry of Agriculture, Food Sovereignty and Forests, require to





## Caso Open, i timori dei manager di British american tabacco per le elargizioni di Bat Italia alla Fondazione Open



di Luca Serrano

14. Retired senior government officials form part of the tobacco industry (former Prime Minister, Minister, Attorney General) (Rec 4.4)

2

Carlo Sacchetto, former head of the Technical Secretariat of the Ministry of Agriculture and Forestry Policies M. Catania (Monti Government 2009-2012) was Secretary General of FETRATAB and Secretary General of European Leaf Tobacco Interbranch (ELTI), both organizations of tobacco growers. When Dr. Sacchetto was in force at the Ministry of Agricultural Policies he participated in the Seoul Conference of Parties (COP5, 2012) as a member of the Italian delegation [43].

15. Current government officials and relatives hold positions in the tobacco business including consultancy positions. (Rec 4.5, 4.8, 4.10)

1

To our knowledge, no current government officials and relatives hold positions in the tobacco business including consultancy positions.

### INDICATOR 7: Preventive Measures

16. The government has put in place a procedure for disclosing the records of the interaction (such as agenda, attendees, minutes and outcome) with the tobacco industry and its representatives. (Rec 5.1)

2

As mentioned in Question 12 there are repositories to track official meetings between industry lobbyists, including tobacco lobbyists, and members of the Chamber of Deputies. From those records, only the list of attendees is present. However, no procedure is in place for disclosing the minutes and the outcome of such meetings [8].

17. The government has formulated, adopted or implemented a code of conduct for public officials, prescribing the standards with which they should comply in their dealings with the tobacco industry. (Rec 4.2);

5

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<i>1 for whole of government code; 2 for Yes but partial if only MOH</i>						
There are no measures on the issue implemented by the Italian government.						
18. The government requires the tobacco industry to periodically submit information on tobacco production, manufacture, market share, marketing expenditures, revenues and any other activity, including lobbying, philanthropy, political contributions and all other activities. (5.2)			2			
According to the European Directive 40/2014 and to its transposition into Italy, the tobacco industry has to provide annually information on tobacco production, manufacture, and revenues for each tobacco product through the EU-CEG (Common Entry Gate). No other data such as lobbying, philanthropy, political contributions and all other activities are requested [44, 45].						
19. The government has a program / system/ plan to consistently <sup>7</sup> raise awareness within its departments on policies relating to FCTC Article 5.3 Guidelines. (Rec 1.1, 1.2)						5
None. Although FCTC is in Italy a public legislation, it is largely unknown by governmental staff outside the Ministry of Health. There is no program/system/plan to consistently raise awareness within its departments on policies relating to FCTC Article 5.3 Guidelines [46].						
20. The government has put in place a policy to disallow the acceptance of all forms of contributions/ gifts from the tobacco industry (monetary or otherwise) including offers of assistance, policy drafts, or study visit invitations given or offered to the government, its agencies, officials and their relatives. (3.4)						5
None. The government has not put in place a policy to disallow the acceptance of all forms of contributions/ gifts from the tobacco industry (monetary or otherwise) including offers of assistance, policy drafts, or study visit invitations given or offered to the government, its agencies, officials and their relatives.						
<b>TOTAL</b>						<b>75</b>

<sup>7</sup> For purposes of this question, “consistently” means: a. Each time the FCTC is discussed, 5.3 is explained. AND b. Whenever the opportunity arises such when the tobacco industry intervention is discovered or reported.



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