

# The Foundation’s Work Aligns With the Core Principles of Morven VI Dialogue

## Morven Dialogue VI Core Principles

## Foundation Views and Actions

1	Definitions and Terminologies: Develop Clear and Useful Definitions and Terminologies to Adapt to a Changing Environment	Our Global Trends in Nicotine report, requests for proposals, digital scientific and industry data platform, and polls are tools to better define tobacco and nicotine products in an environment of industry transformation.
2	Smoking Replacement Products (SRPs): Recognize, Understand, and Act on the Significant Differences Between Combustible and Non-Combustible Products	We are funding independent research to explore, develop, and characterize innovative and effective smoking replacement products, which we refer to as tobacco harm reduction products or safer nicotine products.
3	Regulatory Oversight: Develop a Consistent, Science-Based, Consumer Friendly, and Incentive-Based Regulatory Framework	We agree with this Core Principle and support product regulation that is proportionate to the level of scientifically proven and evidenced-based harm.
4	Research and Science: Encourage Transparent, Collaborative Research of the Highest Integrity to Reduce Consumer Health Risks	In accordance with criteria outlined by Cohen et al. and in alignment with the Cochrane mission, we fund unbiased, relevant, and independent research studies globally.
5	Innovation and Technology: Encourage and Incentivize Lower Risk Products	Our work and the research projects we support aim to accelerate science-based innovative technologies of lower risk and smoking cessation products.
6	Monitoring, Evaluation, and Accountability: Balance Regulatory Incentives and Fast-Tracking for Lower Risk Products with Rigorous Oversight	We align with the need for stringent regulatory oversight. Our Smoke-Free Index™ will monitor and evaluate tobacco companies and report their actions.
7	Consumers and the General Public: Involve Those Impacted by Decisions in Developing a Communication and Regulatory Framework	We commissioned a poll on smoking that involved qualitative and quantitative methods in 2017 and are currently supporting another poll to gain more in-depth insights from the consumers and the general public.
8	Nicotine: Communicate Truthful and Accurate Information About the Risks, Relative Risks, and Possible Benefits About the Use of Nicotine	We are supporting the development of a digital scientific and industry data platform with the purpose of communicating information truthfully and accurately related to tobacco and nicotine products and to perceptions of the risks they pose.
9	Tobacco Agriculture: Involve Agriculture Stakeholders in Developing a Communication and Regulatory Framework	We agree with the points made in this Core Principle, and our well-advanced work goes beyond them to assist tobacco farmers and their communities in diversifying their economies.
10	Engagement and Dialogue: Encourage Ongoing Civil Dialogue With Broad Stakeholder Involvement	We engaged with several private and public stakeholders and will continue to do so to advance progress toward a smoke-free world.