

TOPIC

Economic Research for THRPs¹ and Risk-Proportionate Policy Approaches

Issue date	October 1, 2021
Closing date	October 12, 2021
Closing time	12 noon, UK Time
Submit proposals to	See submission instructions in RFP
Financing instrument	Grant
Financing amount	Paid in US\$, amount consistent with proposal and work plan
Financing duration	Between 3-24 months, consistent with proposal and work plan
Contact information	support:smokefreeworld.org

¹ THRPs – Tobacco Harm Reduction Products

Introduction

Worldwide, an estimated 1.14 billion people use tobacco. Nearly 8 million die each year of tobacco-related causes, and 200 million years of life are lost. Since the creation of the World Health Organization Framework Convention on Tobacco Control (WHO-FCTC) treaty 18 years ago, tobacco demand has declined, but far too slowly and, in some low- and middle-income countries (LMICs), not at all. At current rates, 6.5 million people will die in 2060, only a small decline in total mortality over 40 years.

The possibility for dramatic change, however, has emerged with new technologies that deliver nicotine without combustion. These technologies significantly reduce harm so that smokers who cannot quit can turn to alternatives that have far less chance of sickening or killing them. This approach, based on scientific research and supported by intelligent public policy, holds the best hope for finally ending the scourge – especially for those in LMICs, who have been largely neglected by international organizations and their own governments.

Government responses to these products have differed widely ranging from banning these products, to development of regulation in the same manner as combustible products, but few have applied risk-proportionate principles or included them as part of their tobacco control strategies to reduce the smoking epidemic.

Based on the recommendations made by the [International Commission to Reignite the Fight Against Smoking](#), Foundation for Smoke-Free World is seeking research proposals to undertake research leading to the following outputs.

Desired Outputs

At the end of the funding period, the Foundation expects reports and peer reviewed publications on identifying market failures along with potential solutions based on research evidence and tailored to countries' needs in low- and middle-income countries (LMICs).

The research proposals should clearly outline a plan to:

1. Undertake multi-national, multi-disciplinary and participatory foresight studies to identify optimal policy responses needed to end smoking and its health impacts through engagement with public and private sector

2. Conduct short, medium, and long-term assessments to understand the impact of risk-proportionate policies on switching from combustibles to THR and on cessation. This could include assessments on pricing and taxation, flavors and nicotine levels, health messages related to tobacco and other areas of policy.
3. Conduct research leading to a report and peer reviewed publications on how to make cessation and THR patents and products accessible and affordable in select LMICs. The report should include:
 - A. Examination of current strengths and weaknesses of excise tax systems for combustible tobacco products, smokeless tobacco products and THRP, and in particular analyzing a graduated system of taxation of harm reduction products versus combustible cigarettes.
 - B. Analysis of the approach of decision makers on reduced risk products.
 - C. Identification and possible solutions for addressing the key challenges in excise taxation to find a balance between health goals, revenue protection, and the prevention of illicit trade.
 - D. Approaches for reduction of market failures (for example, information failures with respect to flavors, and advertisement about the less risky nature of THRP) that will enable the public to make informed decisions about THRP, by educating and informing decision makers and health care providers so they can play a strong role in helping adult tobacco users to quit or switch to less harmful products.
 - E. Examination of risk-proportionate regulatory approaches – specifically examining the risk-proportionate approaches versus imposing similar regulatory approaches as in combustibles on THRP and evaluating the benefits and costs of two approaches.

Expected Qualifications

Eligible institutions include research think tanks, universities, and NGOs in developed and developing countries (the former of whom must establish collaboration with their counterparts in developing countries) with research experience in economics and other multi-disciplinary areas. Research experience in economics of tobacco control is desirable.

Geographic Focus

Low- and middle-income countries, in South and South East Asia, Western Pacific Region and Central Asia Region.

Submission Instructions

Applications should be submitted through our online portal which can be accessed [here](#). This link will always start a new application form. Once you click the link you will be prompted to log-in, and then be taken to the application form.

The application form has links to three templates, which are also listed here for your convenience:

- [Proposal template](#)
- [Budget template](#)
- [Work plan template](#)

You may save your application at any time by using the 'Save & Finish Later' button at the end of each page.

To return to a started application [log-in to the portal](#).

A list of application portal FAQs can be found [here](#).

If you have any technical issues please contact us via support@smokefreeworld.org and we will be happy to help.

Key Information

The Foundation may disclose proposals, documents, communications, and associated materials submitted in response to this RFP to its employees, consultants, legal counsel, contractors, and potential co-funders. Applicants should carefully consider the content of submitted materials if they have any doubt about the impact of disclosure of confidential or proprietary information. Although submissions will not be disclosed publicly during the evaluation process, all funded projects (scoping and final awards) will be made public. The Foundation will work with awardees to ensure that any materials made public will not disclose any protected information.

To be considered for an award, the applicant agrees that the Foundation may:

- amend or cancel the RFP, in whole or in part, at any time
- extend the deadline for submitting responses
- determine whether a response does or does not substantially comply with the requirements of the RFP
- issue multiple awards

Applicants must ensure that it has responded to the RFP with complete honesty and accuracy. If information in the applicant's response changes, the applicant will supplement its response in writing with any deletions, additions, or changes within five days of the changes. Any material misrepresentation, including omissions, may disqualify an applicant from consideration for an award.