

2021 Annual Report

# Foundation For a Smoke-Free World

Guided By Seven Fundamental Values To Achieve Its Mission To End Smoking In This Generation

Collaboration

Excellence

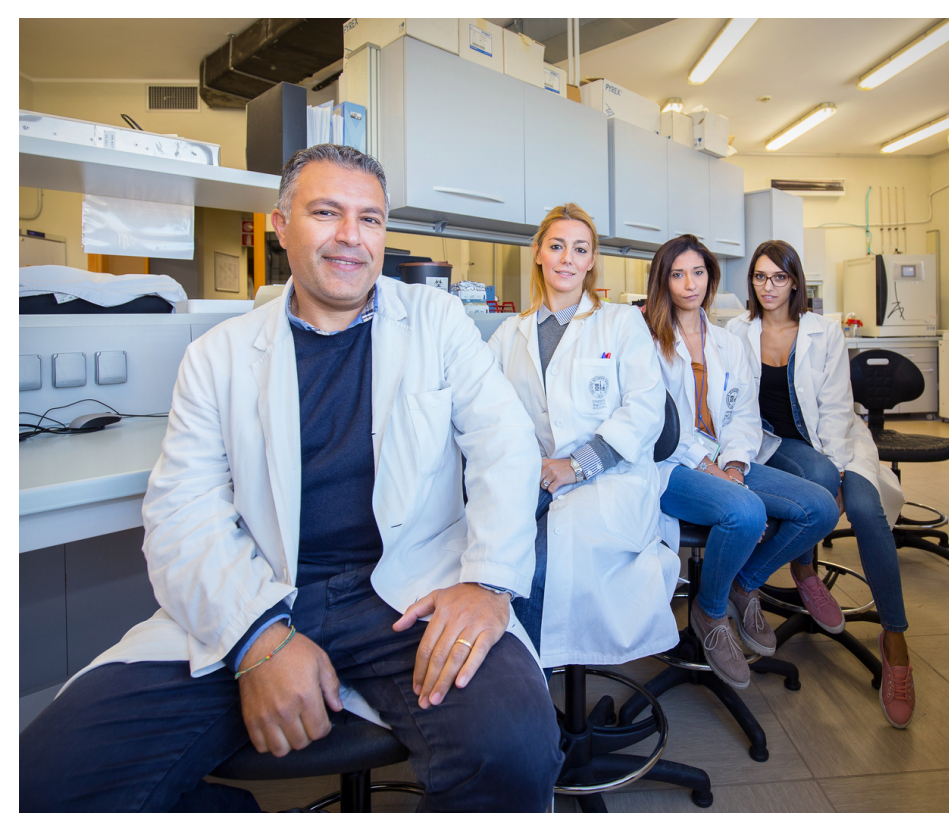
Integrity

Urgency

Diversity, Equity, and Inclusion

Innovation

Transparency



## 2021 Leadership Video

Our Mission,  
Our Values,  
Our Work



### Promoting Change And Progress Through Three Key Areas of Commitment

The Foundation has made significant progress toward our goal to end smoking in this generation. This report showcases the impact of FSFW's grantmaking in 2021 in our three areas of commitment.

#### Health And Science Research

The Foundation strives to advance global tobacco research to end smoking by making grants to fund non-duplicative and novel research associated with smoking cessation and tobacco harm reduction (THR).

#### Agricultural Diversification

The Foundation's grantmaking in Malawi, one of the world's most tobacco-dependent economies, assists smallholder tobacco farmers to become less dependent on tobacco and achieve sustainable alternative livelihoods. The grantmaking that the Foundation engages in within Malawi is managed with the assistance of our local affiliate, the Agricultural Transformation Initiative.

#### Industry Transformation

Industry Transformation efforts focus on stimulating change within the global tobacco industry and nicotine ecosystem. Through the Tobacco Transformation Index™, the Foundation aims to accelerate the reduction of harm caused by tobacco use. Specifically, the Index evaluates 15 of the largest tobacco companies in the world on their relative progress, or lack thereof, toward harm reduction.

[List of 2021 Publications and Reports](#)

# Co-Presidents' Letter

This year, more than ever, our values were at the heart of our work at the Foundation for a Smoke-Free World. At the start of the year, we considered the significant public health challenges facing the world and focused on how we could effectively pursue our charitable mission amidst the ongoing global pandemic. It is estimated that more than a billion people will die from smoking this century. We know how urgent our task is, and our values helped ground us and direct our work forward.

## Supporting Health and Science Research

The Foundation prioritized innovation in a variety of areas, including by funding Analytisch-biologisches Forschungslabor's clinical trial to identify and assess biomarkers and/or biomarker patterns of exposure in various human body fluids to discern between nicotine product-use groups. The findings from this work were published by two journals, [Contemporary Clinical Trials Communications](#) and [Separations](#).

We also funded a grant to the Center of Excellence for the Acceleration of Harm Reduction to conduct a large-scale study on electronic nicotine delivery systems. Working with international researchers from Italy, Greece, Oman, the USA, and Serbia, these researchers replicated three major international studies, testing them independently. Their findings were published in [Nature Journal](#).

## Transforming Industry

Transparency informs our approach to driving the transformation of tobacco companies for the benefit of public health. The Tobacco Transformation Index™ aims to accelerate the end of smoking by ranking the world's 15 largest tobacco companies on their relative progress toward harm reduction. [The evolution](#) of the Index has included a series of new research and reports, while continuing to engage with stakeholders, which will lead up to the publication of the second Index in 2022.

We also funded the [Patent Landscape Report](#), which analyzes the patent landscape of heated tobacco, nicotine vapor, and smokeless technologies; identifies significant gaps in access to such technologies; and notes the complete absence of these technologies in many low- and middle-income countries.

## Diversifying the Agricultural Sector in Malawi

Exciting things are taking shape in Malawi, and much of it is happening through collaborations between the Foundation and its partners. In Malawi, the Foundation works with our affiliate, the Agricultural Transformation Initiative (ATI), to help smallholder farmers innovate, diversify their incomes, and ease their heavy reliance on the declining tobacco sector. A key initiative from this collaboration was the Foundation's grant to support the Centre for Agricultural Transformation, which in turn is supported by a consortium.

The Foundation also built capacity for agricultural diversity in Malawi through the [ATI Fellowship and Scholarship Fund](#) program. This program sent scholars to US-based universities to develop knowledge and expertise in agricultural sustainability, resource economics, and related areas. These scholars will return to Malawi to apply their knowledge and expertise.

A Foundation grant also contributed to the support of the MwAPATA Institute, an independent agricultural policy think tank, which [published](#) several research papers supporting strategy and policy level discussions within the Malawi Government and across civil society.

## Our Workforce

The Foundation's employees, grantees, and partners continued to demonstrate the integrity we cherish as well as tremendous resiliency and commitment to mission. Despite the challenges imposed by the virtual world in which we continued to work as a result of the COVID-19 pandemic, our people found creative ways to come together as a community. Our employees are passionate about the work they do. They are motivated to help save lives and they always strive for excellence. We could not be more proud of or more grateful to the Foundation team.

## Looking Ahead

We know that focusing only on today is not enough, so we also planned for the Foundation's future. As we outlined in the [2022-2024 Strategic Plan](#), our roadmap for the next three years is defined by five goals that the Foundation will work toward achieving. To accomplish these goals, the Foundation will concentrate its grantmaking across six "smoke-free purposes" for which the Foundation was created.

The Foundation's plans for 2022 affirm our commitment to funding research that is nonduplicative and novel and working with partners who support our values, including those who offer diverse perspectives. We issued a series of requests for proposals to complement the Strategic Plan. We intend to award grants to assess the role of tobacco harm reduction and related products in assisting smokers to quit, with an emphasis on underserved populations, the effects of regulatory policies on public health, and the effects of nicotine on human health. Additionally, the Foundation will receive the data from a global Doctors' Poll of physicians in 12 countries. The findings are expected to aid in assessing the prevalent knowledge, attitudes, and practices among physicians regarding nicotine and tobacco product use, including the current type and levels of support and advice they offer (if any) to their patients who smoke.

## In Conclusion

Our innovations and hard work in 2021 paid off, and it was a year of great progress for the Foundation. We could not have achieved our success without our people and the collaboration with our partners, to whom we express our deepest gratitude. Nor could we have powered forward as an organization without the direction we derive from our core values. Now we are focused on continuing this positive momentum into 2022 and beyond so that we can achieve our mission and end smoking in this generation.

Heidi B. Goldstein, Interim Co-President, EVP, Chief Legal Officer

David Janazzo, Interim Co-President, EVP, Operations and Finance, Chief Financial Officer



**Heidi Goldstein**

Interim Co-President,  
Executive VP, Chief Legal Officer



**David Janazzo**

Interim Co-President,  
Executive VP, Operations and Finance,  
CFO



**Pamela  
Parizek**

Board Chair

## Letter From Our Board Chair

Smoking remains the world's single most preventable cause of death worldwide. Yet, during the last two plus years, the world has been challenged by another pandemic, causing the public-health focus to be re-directed. There has never been a more important time for the Foundation for a Smoke-Free World, whose mission it is to end smoking in this generation, to intensify our work.

The commitment made at the launch of our organization was to eliminate death and disease caused by smoking and toxic tobacco. This is a collaborative effort shared by many partners. If we succeed, we can ease levels of cancers, heart disease, strokes, and other serious illnesses that impacted tens of millions of people before March 2020. Now, smoking and toxic tobacco leave people more vulnerable to negative consequences from COVID-19. Our goal is to help create a healthier population and diversify tobacco-dependent economies by funding extensive research work aimed at helping smokers quit, transforming the tobacco industry, and supporting tobacco farmers as they seek alternative livelihoods.

In furtherance of our mission, during the last year, the Foundation completed the following activities:

- Provided grants to leading institutions such as the Center of Excellence for the Acceleration of Harm Reduction, Rose Research Center, Cornell University, the Centre for Health Research and Education and Knowledge-Action-Change.
- Funded research to further health professionals' understanding of COVID-19 and its relationship to smoking.
- Supported a project to shine a light on the tobacco industry's lack of reduced-risk product investment in developing nations.
- Worked with leading professionals to encourage greater imagination and ambition from the industry and governments to prevent smoking-related deaths.

In 2022, we continue to build on this vital work with major projects, including a global Doctors' Poll that will assess the knowledge, attitudes, and practices of physicians in 12 countries as these relate to tobacco and nicotine use; the 2022 Tobacco Transformation Index, which is scheduled for release this fall; and several key agricultural diversification projects in Malawi spearheaded by the Centre for Agricultural Transformation.

On a personal note, I am extremely proud and impressed by the work of every Foundation employee and the more than 100 international researchers whose work we support. The world has been through some turbulence during these last two years, but the Foundation and our research partners have shown resilience allowing us to accelerate the fight to end smoking.

The work enabled by Foundation grants is transformative. The success of this work in the years ahead will improve real-world health outcomes and contribute to saving lives.

Thank you for sharing our passion for the Foundation's important work.

Pamela Parizek  
Board Chair



## 2021 Accomplishments

### Health and Science Research

The Foundation seeks to reduce barriers to quitting and/or switching from combustibles and other toxic tobacco products. We seek to strengthen understanding, knowledge, and research capacity in low- and middle-income countries (LMICs), where most smokers live but often are overlooked, and for others who often are marginalized. To do so, we start with a carefully developed understanding of the research being conducted globally, the gaps in current knowledge, and where funding for tobacco control research is limited.

Our grantee partners are leading global public health organizations that are using innovation and leveraging their vast experience to advance our vital mission in impactful ways, including through the projects detailed below.

#### Center Of Excellence For The Acceleration Of Harm Reduction

A replica project study by the Center of Excellence for the Acceleration of Harm Reduction (CoEHAR), an interdepartmental research center based in Catania, Italy, was published by the scientific journals [Nature](#) and [Regulatory Toxicology and Pharmacology](#). This “ring-study” replicated three major studies on next-generation harm reduction products over four years of inter-laboratory work that involved more than 100 researchers and academic laboratories in Indonesia, Oman, Serbia, the USA, and Greece. Replicating relevant studies confirmed lower toxicity of nicotine-releasing electronic devices, with the conclusion that electronic nicotine delivery systems are less toxic than traditional cigarettes.



#### Rose Research Center

The Rose Research Center, founded by its CEO Dr. Jed Rose who is a co-inventor of the nicotine patch, conducted research that evaluated smoking cessation and harm reduction strategies to help smokers quit or switch to reduced-risk products. The Center also studied a combination of drugs to facilitate the smoker’s transition from combustible tobacco products to tobacco harm-reduction products. The findings from this vital research were [published](#) in May 2022.



“I completely endorse all the fundamental values listed by the Foundation...I would place innovation at the top of our list of what distinguishes us because the [treatment] approaches that I’ve talked about...are ones that I don’t believe anyone else in the world is pursuing...We really need innovative approaches to help them quit or switch to less harmful products.”

**Jed Rose**  
Rose Research Center, President

#### Analytisch-Biologisches Forschungslabor (ABF) GmbH

Analytisch-biologisches Forschungslabor (ABF) GmbH, a Germany-based bioanalytical research laboratory, conducted a clinical trial to identify and assess biomarkers and/or biomarker patterns of exposure in various human body fluids to discern between nicotine product-use groups systematically and objectively. The findings from this work were published by the journals [Contemporary Clinical Trials Communications](#) and [Separations](#). Several bioanalytical methods were successfully developed and validated as part of this research project. The data represent the first systematic evaluation of new emerging nicotine delivery products.



#### Knowledge•Action•Change

Knowledge•Action•Change (KAC) is an organization in the UK that focuses on harm reduction as a key public health strategy. One of its initiatives is the Tobacco Harm Reduction Scholarship Programme, which provides scholarships to researchers, primarily from LMICs, who are given the opportunity to develop skills and undertake research to advance knowledge and understanding of tobacco harm reduction (THR) as a tool to ending the use of combustible tobacco. Seventy-five scholars from 33 countries completed their work and their achievements were documented in KAC’s [“The First Three Years”](#) report, which also provides details on the impact of the scholarship program and plans for the next three years.

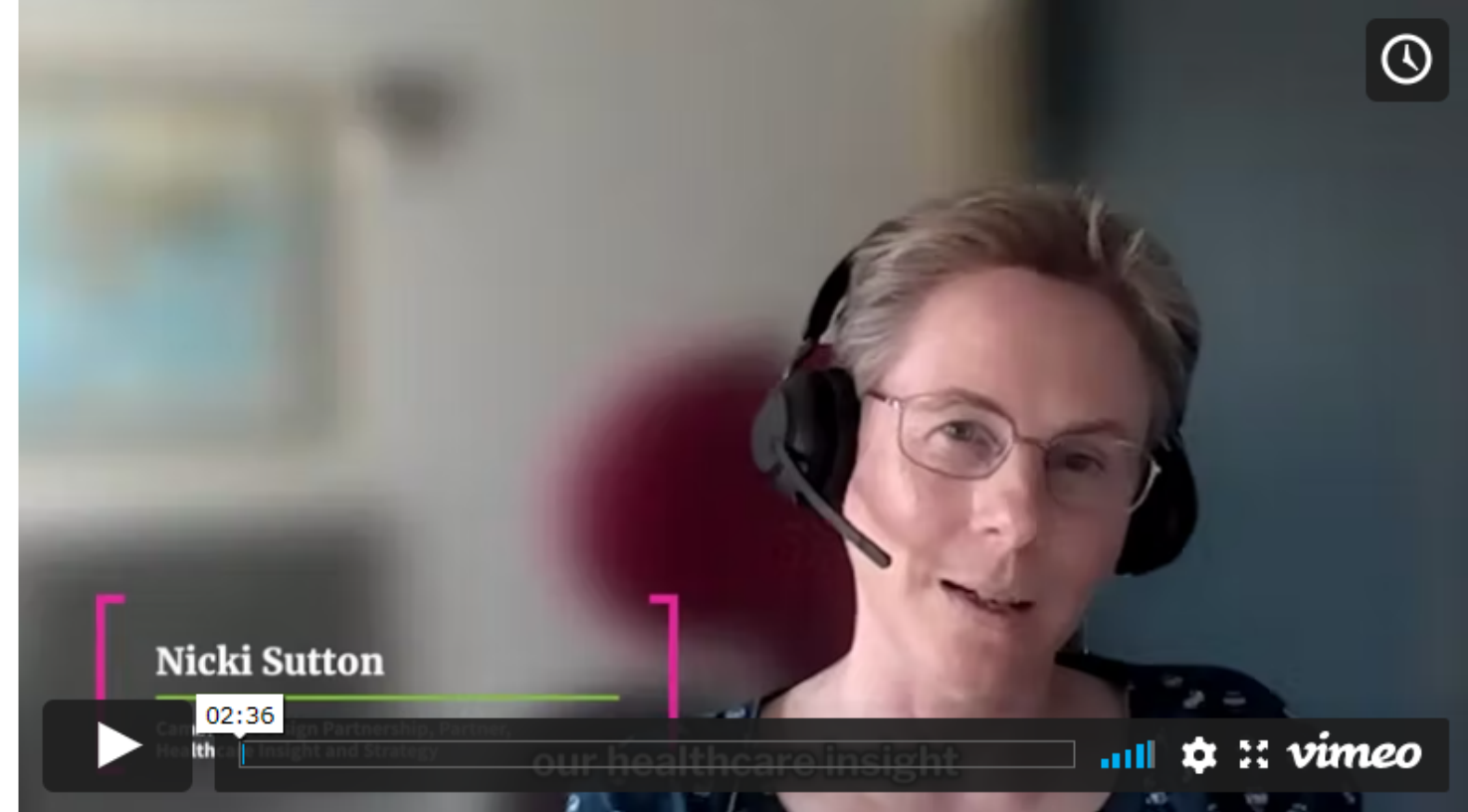
#### Knowledge•Action•Change Global State Of Tobacco Harm Reduction

KAC also presented the Global State of Tobacco Harm Reduction (GSTHR) 2021 report: [Tobacco Harm Reduction: A Burning Issue for Asia](#), which examines a geographic area where 60% of the world’s smokers live and almost half the global deaths from smoking occur. Asia is also home to nine of every ten users of smokeless tobacco, which has led to high rates of oral cancer in the region. This GSTHR report was the latest in a series that examines progress in and barriers to THR around the world. The reports are featured on a dedicated website – [GSTHR.org](#) – that allows users to search, compare, and build data visualizations using regularly updated smoking and THR statistics for more than 200 countries and territories. This is the first time this type of comprehensive global THR resource has been available to researchers.



“The Foundation has core values guiding its work, in fact, they reflect the core values of our organization, including Collaboration, Transparency, Integrity, Diversity, Equity and Inclusion all of these things run right through what we are trying to do at Knowledge•Action•Change.”

**Gerry Stimson**  
Director of Knowledge•Action•Change



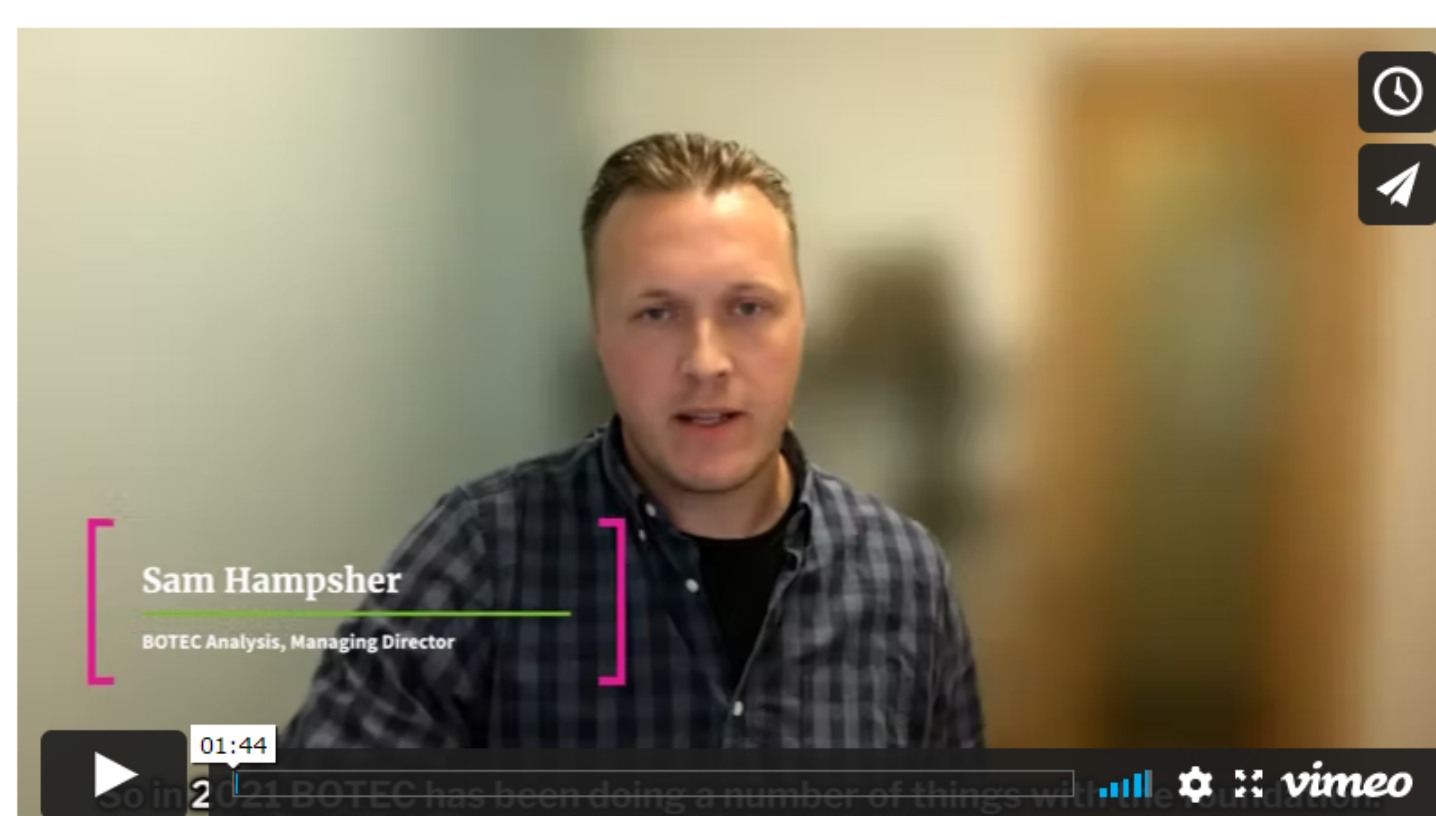
#### Cambridge Design Partnership (CDP)

Cambridge Design Partnership (CDP), an innovation partner based in the UK and the USA, explored the impediments to mass adoption of reduced-risk products (RRPs) in LMICs, specifically Russia, China, India, and Indonesia. The [Impediments to tobacco harm reduction in LMICs](#) report outlines CDP’s research findings and discusses the range of impediments to RRP adoption, particularly the public’s general lack of acknowledgment that they are at risk from combusted tobacco use, which diminishes the drive to seek RRP. The results from this research provide a valuable dataset to help steer the direction of future efforts in the understanding of RRP among consumers in these markets.

#### BOTEC Analysis

BOTEC Analysis, a group of global researchers, practitioners, and former policy makers who work to solve problems of public health and safety, conducted an interdisciplinary investigation into the drivers of smoking cessation in five countries with alternative nicotine delivery systems (ANDS) markets. The result of this study was a series of five national case studies for [Australia](#), [Canada](#), [Great Britain](#), [Japan](#), and [South Korea](#) that highlighted lessons and specific recommendations that may be practical for successful cessation efforts around the world.

BOTEC studied the relationship between tobacco control policies, ANDS use, and smoking cessation, as well as other salient aspects of the national tobacco control landscape. The work drew on an interdisciplinary framework for investigation, combining sociological, ethnographic, policy analytics, and econometric disciplinary approaches for studying the drivers of smoking cessation at the individual, micro-, meso-, and macro-population levels.



#### Cornell University

Leading health economists at Cornell University initiated a cross-country study that aims to develop empirical evidence, using cost-benefit analysis, to help guide public policies and end smoking in this generation. Built on the premise that consumers compare the benefits (current satisfaction) of smoking to the full cost, which includes both the monetary cost and future health costs, this study comprises five distinct projects that examine the effect of the COVID-19 pandemic on adult smoking and vaping. The researchers analyzed patterns and trends in smoking and tobacco harm reduction (THR) product use in multiple countries. They also conducted a cost-benefit analysis of tobacco regulations and experiments to provide empirical evidence on consumer choices. The research program is designed to identify THR product regulations that lead to high quit rates while limiting youth initiation of tobacco use, minimizing illicit trade, and building economic research capacity on THR products among economists globally.

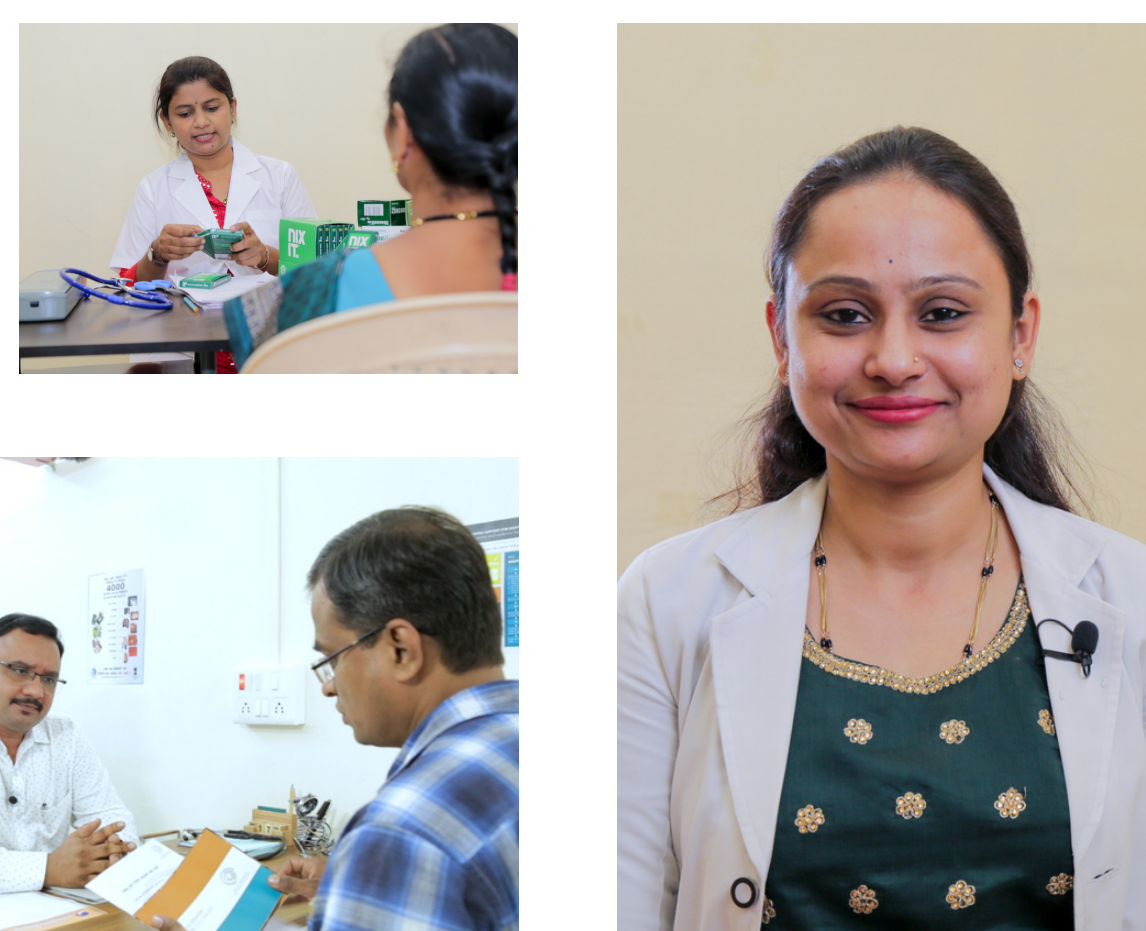


“The Foundation values are all great, it’s hard to choose one. I would stress the importance of integrity as a value...if scientific research is not done with integrity it doesn’t contribute to science...”

**Prof. Donald Kenkel**  
Cornell University

#### Centre For Health Research And Education Limited

The UK-based Centre for Health Research and Education Limited (CHRE) developed a smoke-free mental health protocol to support people in the care of Priory Group, the UK’s leading independent provider of behavioral health care. To implement a new sustainable smoke-free policy at Priory Group’s premises, CHRE created a two-hour interactive e-learning course that was completed by more than 3,000 staff members who then supported patients in their efforts to quit smoking and provided information on THR products to help them quit. The staff could also access a helpline seven days a week during the first COVID-19 lockdown to aid them in offering this support. A virtual smoke-free summit and an e-cigarette vending machine pilot project also launched.



“Each of these values really means something to what we do, its part of our DNA. That’s what makes our work enjoyable, satisfying and impactful but also that’s what makes us want to keep working with the Foundation because we see a clear alignment in our values across the board.”

**Dr. Sudhanshu Patwardhan**  
Founder of Centre for Health Research and Education



## 2021 Accomplishments

### Agricultural Diversification

Through grantmaking, the Foundation supports the diversification of Malawian smallholder farming with a focus on tobacco farmers. Malawi is one of the world's most tobacco-dependent economies and through our affiliate, the Agricultural Transformation Initiative® (ATI), we help smallholder tobacco farmers become less dependent on tobacco and achieve sustainable alternative livelihoods.

Our grants facilitated great progress, and the following information provides some highlights.

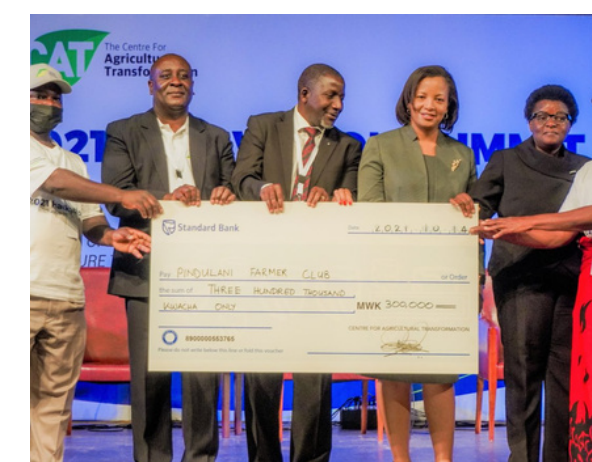
#### Agricultural Science, Technology, And Innovation

The Centre for Agricultural Transformation (CAT) helps farmers diversify their sources of income to ease their heavy reliance on the declining tobacco sector. The CAT established local demonstration fields and smart farm models. The demonstration plots provide controlled environments for side-by-side trials to show the advantages of new technologies. Field tours and farmer field days were extremely successful, with daily participation levels of 200 to 300 smallholder farmers.

The CAT's Business Incubation Center competitively selected entrepreneurs for an 18-month incubation process designed to support the growth of high potential agriculture startups that will eventually constitute markets for alternative agricultural commodities.

The CAT also hosted the inaugural Agricultural Innovation Summit. The event showcased the CAT's Hackathon program and AgTech Challenge, which bring an innovation competition opportunity to primary, secondary, and tertiary schools. The 2021 Hackathon/Challenge theme was "converting farm waste to energy."

Supported by a Foundation grant, the CAT is implemented by a consortium of four leading agricultural development and academic institutions: Land O'Lakes Venture 37, University of Minnesota, Stellenbosch University, and Malawi University of Science and Technology, with Land O'Lakes as the managing partner.



"I... support the Foundation's cherished value of collaboration which also forms the fabric of our work. Collaboration helps us to leverage the skills and expertise of our partners to maximize benefits through sharing of costs and avoiding contradictions and duplications in our collective efforts to achieving our shared goals."

**Macleod Nkhoma**  
Executive Director, The Centre for Agricultural Transformation; LOL37



#### The Policy Program

The Foundation's grant to Michigan State University helps support the MwAPATA Institute. MwAPATA is an independent agricultural policy think tank in Malawi that addresses gaps in agricultural policy development in Malawi by supporting the government, private sector, and civil society stakeholders in their common goal of increasing opportunity for a more diversified agricultural sector. MwAPATA is helping smallholder farmers diversify their production through science-based policy reform.

MwAPATA's impactful work has been recognized by the Malawi Government and other international agencies, including the United States Agency for International Development (USAID), which approved \$1 million in funding: \$750,000 will support MwAPATA and another \$250,000 will support a newly formalized relationship between MwAPATA and the International Food Policy Research Institute. MwAPATA is also growing its informal engagements with other organizations including the Civil Society Agriculture Network, Millennium Challenge Corporation, the Irish Embassy in Malawi, World Bank, LUANAR, and Malawi Confederation of Chambers of Commerce and Industry.

MwAPATA's contributions also include the release of several research papers supporting strategy and policy level discussions within the Malawi Government and across civil society.



"MwAPATA Institute fully supports the Foundation's fundamental values and especially the ones on equity and inclusion, and urgency. These values are in sync with the Malawi 2063 Vision."

**Prof. Richard Mkandawire**  
Board Chair, MwAPATA Institute

#### Human And Institutional Capacity Development

The Agricultural Transformation Initiative Fellowship and Scholarship Fund (ATI FSF) strengthens local agricultural expertise by further developing the skills of promising students through long-term postgraduate academic scholarships with leading international academic institutions. These scholars ultimately will return to Malawi to use their internationally gained knowledge to contribute to the diversification of their local agricultural ecosystem. Administered by the Institute of International Education, the program enabled Malawian scholars to continue their studies in agriculture-related fields at leading US universities. Additional scholars and postdoctoral fellows were supported through opportunities at South African universities. As part of its programming, the CAT also supported the continuing education of 11 Malawi University of Science and Technology faculty members. Seven were pursuing their masters degrees and four were pursuing their PhDs.



"Working with the Foundation on the Agriculture Transformation Initiative Fellowship and Scholarship Fund has been centered by partnership and collaboration from the very beginning. It is clear that the Foundation places tremendous value on collaboration as critical to the success of the work we are trying to do and lives we hope to impact."

**Dr. Allan E. Goodman**  
Chief Executive Officer, Institute of International Education (IIE)





## Industry Transformation

The goal of the Foundation’s Industry Transformation initiative is to drive the transformation of tobacco companies for the benefit of public health, which is at the core of the Foundation’s mission to achieve a smoke-free world within this generation. The initiative’s Tobacco Transformation Index™ ranks the world’s 15 largest tobacco companies on their relative progress toward harm reduction, providing objective data on whether companies are transforming their core business to accelerate the reduction of harm caused by tobacco use.

The results of the first Index were published in September 2020. In preparation for production of the second Index in 2022, several advancements occurred:

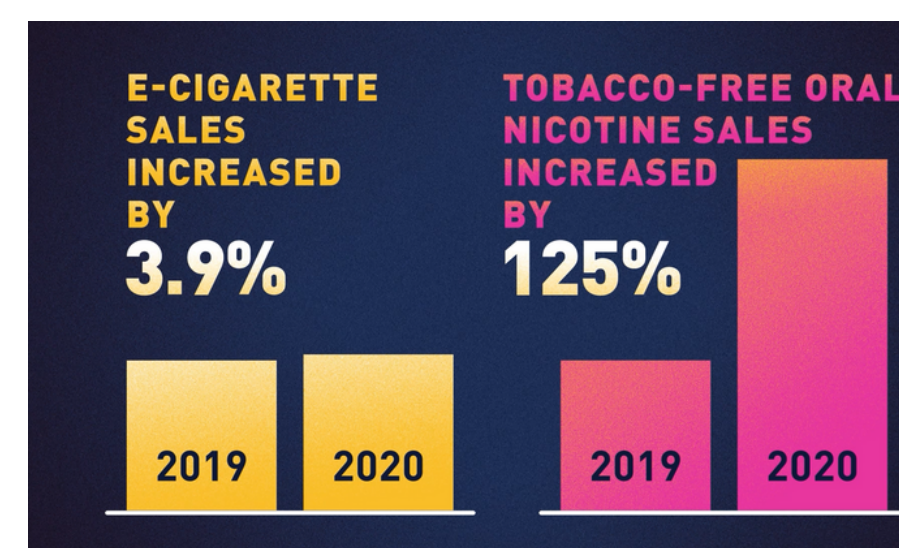
### The Patent Landscape Report

The Patent Landscape Report presents an overview of the patent landscape for tobacco harm reduction technologies based on analysis of patent publications data associated with the ten-year period from 2010 to 2020. One of the report conclusions is that there is a wide gap in intellectual property activities between developed and developing countries.

### The Global Trends In Nicotine Report

The Global Trends in Nicotine report is the third in a series of reports identifying the major players in nicotine delivery, outlining their product organization and geographic focus and quantifying their relative output. The 2021 edition updates the record, finding that cigarettes remain the primary nicotine delivery mechanism. Production is dominated by the large global tobacco companies and, in some cases, the regional and/or state-owned tobacco companies. Nevertheless, the underlying dynamics are in flux due to technological innovation, notably in heated tobacco and vaping products.

**MORE THAN \$717 BILLION**  
IN RETAIL VALUE WAS GENERATED  
THROUGH THE SALE OF AN ESTIMATED  
**5.2 TRILLION**  
RETAIL CIGARETTE STICK  
EQUIVALENTS GLOBALLY



### The Tobacco Transformation Index

The Tobacco Transformation Index website was enhanced to maximize engagement and The website now features updated dashboards for companies and countries, detailed breakouts of key findings, a company comparison matrix, and other helpful resources.

# Looking Ahead

The Foundation will continue to build on its work in the same three broad categories in which we have worked since our inception (i.e., health and science research, industry transformation, and agricultural diversification in Malawi). Here are a few grant projects and charitable activities planned in 2022.



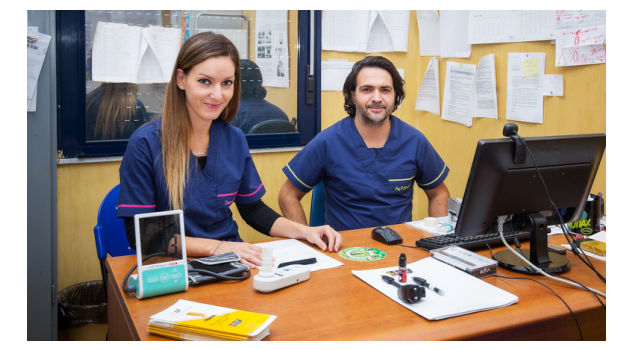
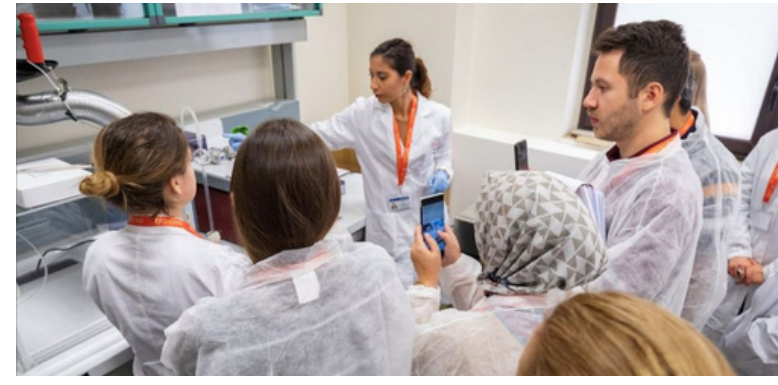
## Health And Science Research

Advance activity of research partners around smoking cessation, tobacco harm reduction (THR), and capacity building, including the replication of findings generated by studies on e-cigarettes and heated tobacco products through inter-laboratory study on THR at multiple academic institutions; and international randomized switching trials to investigate changes in health factors associated with diabetic smokers and oral health.

Conduct research on physicians regarding their knowledge, awareness, and practices related to smoking cessation and THR. We will use the insights to engage and educate doctors on playing leadership roles to end smoking, and deliver training on smoking cessation and THR to medical professionals in mental health settings.

Assess misinformation in health care research, explore approaches to mitigate the spread of misinformation, and develop interventions and support networks to counter misinformation about nicotine. This effort will include analysis of common methodological flaws in the highest cited e-cigarette epidemiology research; correlation, causation, and selection bias in research of e-cigarettes and smoking; and the next edition of the Global State of Tobacco Harm Reduction (GSTHR) report in 2022.

Address economic and regulatory policies to enhance the dissemination of information and knowledge regarding the economics of ending the smoking epidemic. Conduct economic study of risk perceptions and consumer demand for harm reduction products, including discrete choice modeling of cigarette, e-cigarette, and quit decisions in multiple countries.



## Agricultural Diversification

Advance the Centre for Agricultural Transformation in Malawi focused on introducing science, technology, and innovation; supporting business incubation and commercialization programs; and enhancing adoption of improved agricultural practices.

Implement policy agenda for the transformation of agriculture in Malawi in collaboration with key stakeholders including government, private sector, academic, and agricultural research institutions.

Improve human capacity development within tertiary education systems, including increased scientific and analytical capacity.

Engage donors and charitable sources with interest in related programming to identify common objectives and create co-funding opportunities resulting in pilot, annual, and multi-year arrangements.



## Industry Transformation

Release the 2022 Tobacco Transformation Index, ensuring it addresses stakeholders' needs and the changing landscape of tobacco and tobacco cessation. A series of new research and reports that describe the development of the Index and advance its evolution will be released throughout the year leading up to its launch.

### The Tobacco Transformation Index™

The Tobacco Transformation Index™ aims to accelerate the reduction of harm caused by tobacco use. The Index ranks the world's 15 largest tobacco companies on their relative progress toward harm reduction.

[Learn More](#)

#### QUICK LINKS

- [2020 Index Results](#)
- [Stakeholder Engagement](#)
- [Blog Articles](#)
- [Our Team](#)

#### Only 6 companies acknowledge the role of harm reduction

9 of the 15 companies evaluated in The Tobacco Transformation Index™ do not acknowledge the role of tobacco harm reduction. Collectively these companies account for 53% of global cigarette sales.

[Learn More](#)

#### 92% of cigarettes globally are sold by 13 companies

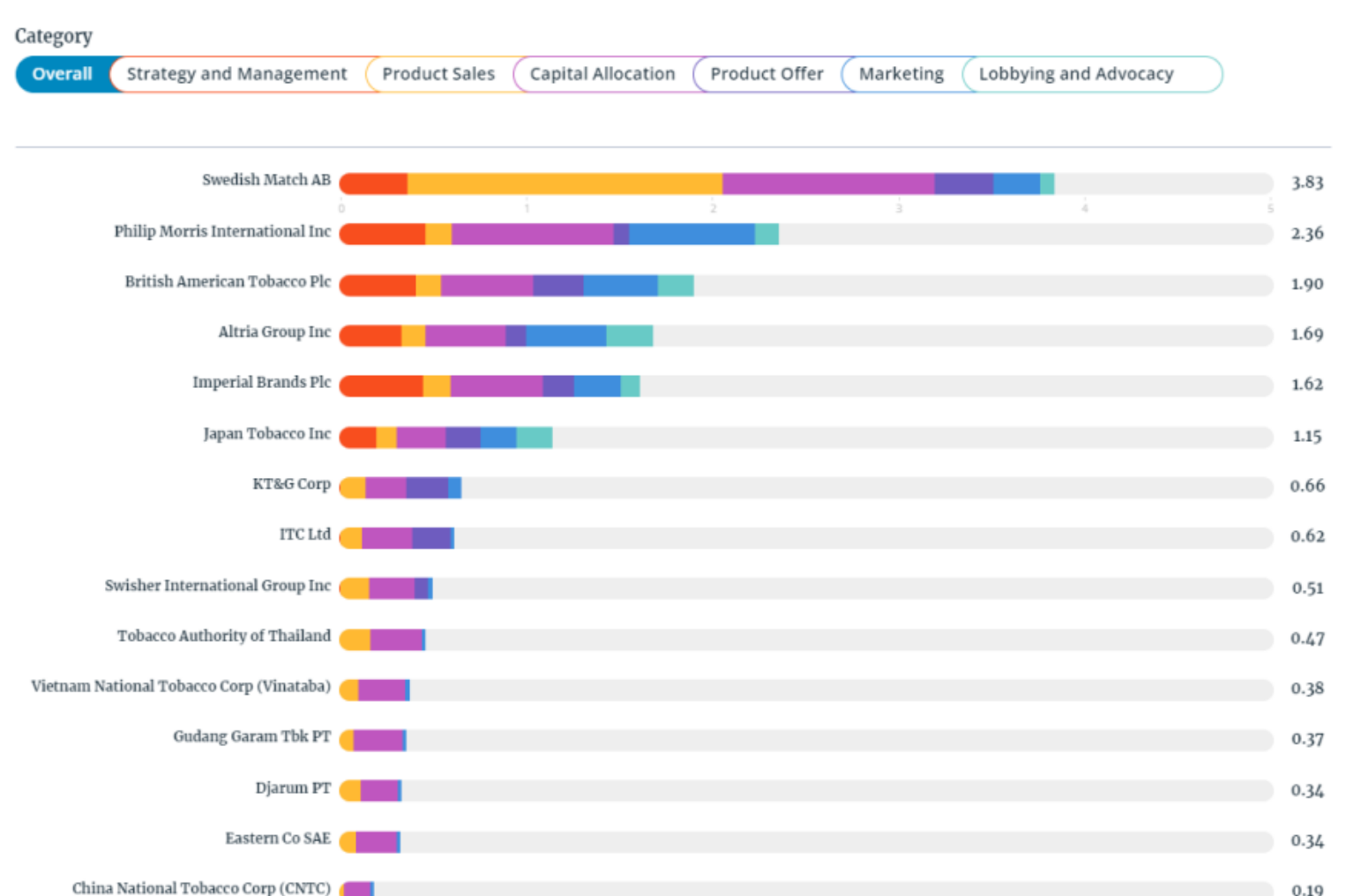
Of the 15 companies evaluated in The Tobacco Transformation Index™ 13 sell a total of 4.8 billion cigarettes a year.

[Learn More](#)

#### Latest release: Country-level company analysis

Newly published company country reports document the harm reduction performance of tobacco companies in 13 key markets, further highlighting areas for improvement in tackling smoking-related deaths.

[Learn More](#)



Please use latest version of Chrome, Firefox or Safari to view this table chart.