Hijacking 'Sustainability' from the SDGs

Review of Tobacco-Related CSR Activities in the ASEAN Region

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About SEATCA
SEATCA is a multi-sectoral non-governmental alliance working to promote health and save lives by assisting ASEAN countries to accelerate and effectively implement the evidence-based tobacco control measures contained in the WHO FCTC. Acknowledged by governments, academic institutions, and civil society for its advancement of tobacco control movements in Southeast Asia, the WHO bestowed on SEATCA the World No Tobacco Day Award in 2004 and the WHO Director-General's Special Recognition Award in 2014.

For more information, visit: www.seatca.org

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Review of Tobacco-related CSR Activities in the ASEAN Region

Introduction

As the ASEAN region becomes more aware of the deadly effects of tobacco and governments step up regulation of the industry, tobacco companies are resorting to more below-the-line tactics to promote their corporate name and products to reach consumers. Corporate Social Responsibility (CSR) activities have become one of the key strategies exploited by the tobacco industry (TI) to enhance its image and maintain legitimacy in both public and corporate spheres. CSR contributions are a loophole for the industry to exploit, particularly when all other forms of tobacco advertising, promotion, and sponsorship are prohibited. The money tobacco companies spend on CSR activities are part of their marketing expenses and should not be considered as donations to charity.

To date, two countries in the ASEAN region (Lao PDR and Thailand) have banned CSR activities by the TI. In addition, there are no tobacco companies operating in Brunei Darussalam, and the TI does not make any contributions to CSR activities there.

Since governments have committed to implementing the UN Sustainable Development Goals (SDGs) through long-term plans based on partnerships, the TI has re-aligned its CSR programmes along the lines of SDGs. TI's programmes and documents are now peppered with the term "sustainability". These past two years, the TI has been talking up "sustainable agriculture", "sustainable communities" and "sustainable environment".

British American Tobacco (BAT) refers to its CSR programme as Corporate Social Investment (CSI) and talks about how the activities are about "investing in local communities". BAT claims its activities are aligned directly to SDG 8: Decent Work and Economic Growth, SDG 15: Life on the Land, and SDG 11: Sustainable Cities and Communities.

In reality tobacco use undermines public health and sustainable development. Tobacco products and the tobacco business conflict with almost all the SDGs. The World Health Organization's (WHO) World No Tobacco Day theme for 2017 was "Tobacco – a threat to development," which is a reflection of the broad, negative impact tobacco has on society. SDG 3 aims to implement the WHO Framework Convention on Tobacco Control (FCTC) and reduce tobacco use.

The World Health Organization labels CSR activities by the tobacco industry "an inherent contradiction", as the industry's core functions are in conflict with the goals of public health policies to reduce the burden of tobacco.

According to the WHO Framework Convention on Tobacco Control (FCTC), CSR activities of the tobacco industry should be banned:

- **FCTC Article 13: CSR is a form of promotion and sponsorship and hence should be prohibited;**
- **FCTC Article 5.3: CSR activities are a form of tobacco industry interference and must be addressed as part of de-normalising the tobacco industry**

I. Why the tobacco industry continues its CSR activities

The top four transnational tobacco companies (TTCs), Philip Morris International (PMI), British American Tobacco (BAT), Japan Tobacco International (JTI) and Imperial Brands (previously Imperial Tobacco), conduct CSR activities in the ASEAN region. Despite what these TTCs say in public, their internal documents provide the real reasons why they conduct these CSR activities. For example, since youth smoking is of public concern, the tobacco industry designed and sponsored youth smoking prevention programmes to offset the government's tobacco control legislation and move the industry higher on the moral playing field.

A 1996 BAT document on its contribution to the Malaysian Government is revealing of BAT's real intention behind its CSR activity:

> *"The significant financial contribution of the cigarette industry to the 1998 Games is an attempt on our part to bring the government in "our favour" for us to ensure that the government sympathises with us and the industry when issues relating to tobacco arise."*

A PMI executive has stated clearly that their corporate giving is not charitable:

> *"I never use the word corporate philanthropy. That implies that you do something without any regard to yourself... I don't see any corporation giving money without a reason."*

Tobacco companies set up and use foundations to distance their CSR activities from their disreputable tobacco business in an attempt to give themselves acceptability to governments and the public. These foundations have their own websites to publicise their CSR activities.

Tobacco Company	Foundation for CSR Activities
British American Tobacco	BAT Malaysia Foundation
Japan Tobacco Inc.	JTI Foundation
Imperial Brands	Fundacion Altadis
Philip Morris International	American Chamber Foundation Philippines Jaime Ongpin Foundation
Fortune Tobacco Corp.	Tan Yan Kee Foundation
Mighty Corporation	Wong Chu King Foundation
PT HM Sampoerna	Putera Sampoerna Foundation
PT Djarum	Djarum Foundation

II. Tobacco industry's miniscule CSR grants compared to its profits

The amount of money TTCs spend on their so-called CSR activities may on the surface seem significant. However, these amounts are miniscule compared to the annual compensation paid to the CEOs of these TTCs (Table 1).

Table 1: Annual compensation of TTC CEOs, 2015-2016 (USD)

TTC	CEO	2015 (USD million)	2016 (USD million)
Philip Morris International (PMI)	André Calantzopoulos[7]	16.33	18.12
British American Tobacco (BAT)	Nicandro Durante[8]	5.89	9.95
Imperial Brands	Alison Cooper[9]	4.74	7.22
Japan Tobacco International	Mitsuomi Koizumi[10]	1.70	1.66

Except for JTI, the CEOs of the three other TTCs were paid more in 2016 than the previous year, reflecting the growth of their companies' profits. **André Calantzopoulos, CEO of PMI, alone was paid more than double PMI's total expenditure on CSR activities in the ASEAN region in 2016** (Table 3). What TTCs spend on CSR activities is paltry compared to the remuneration paid to their top executives.

Local tobacco companies also earn large profits and give big paychecks to their CEOs. The Thai Tobacco Monopoly (TTM) paid total remuneration of USD 124,929 to Daonoi Suttiniphapunt, Acting Managing Director in 2015.[11] In comparison, the daily minimum wage of Thai people is about USD 10 (or about USD 3,650 per year),[12] while tobacco growers are paid about 95 THB (USD 2.80) per kilo of leaves.[13] According to Forbes Magazine, in Indonesia, the richest businessmen are the Hartono brothers, with a net worth of USD 15.4 billion as of August 2016, up Rp 5.2 trillion (USD 390 million) since November 2013. The Hartono family is the owner of Djarum Group, the third largest tobacco company in Indonesia. Indonesia's third richest businessman is Susilo Wonowidjojo, net worth of USD 5.5 billion, who is the owner of PT Gudang Garam Tbk, Indonesia's second biggest tobacco company.[14]

Table 2: TTCs' earnings in 2016 (USD)[15]

	Profits (USD billion)	Dividends (USD billion)
Philip Morris International	7.250	6.412
British American Tobacco	7.080	3.760
Japan Tobacco International	5.345	1.077
Imperial Brands	2.842	1.914
TOTAL	**22.517**	**13.163**

The 2016 net profit of PMI / PT HM Sampoerna, Indonesia's largest cigarette maker reached Rp 12.76 trillion (USD 960 million) representing an increase of 23 percent from 2015 profits of Rp 10.36 trillion (USD 777 million).[16] In 2015 TTM's profit was THB 7.10 trillion (USD 209 billion), representing an increase of 12 percent from the previous year of THB 6.27 trillion (USD 184 billion).[17] Therefore, the amount of money the TI spent for these so-called CSR activities is miniscule considering the huge profits these companies make from people, especially the poor and young people who are important targeted consumers.

III. Tobacco industry hijacks 'sustainability' from SDGs

BAT calls its CSR report, Sustainability Focus Report,[18] referring to the long-term sustainability of its tobacco business. Hence, colourful photos of smiling faces, happy environment, and diverse culture fill the pages of BAT's report, hiding the ugly, painful truth of the effects and consequences of tobacco use. Below, quotes from BAT's report are contrasted with the reality resulting from tobacco use.

Issue	BAT	Fact
Safety programme	One (1) BAT staff died from traffic accident, and BAT introduced a road safety programme	7 million people die every year from tobacco related diseases worldwide. Two out of three of BAT's loyal customers will die prematurely.
Safe working environment	"Group-wide goal of zero accidents"	Millions of tobacco growers handle toxic pesticides, exposing themselves to pesticide poisoning
Heart	"We place adult consumers at the heart of our business."	Smoking causes heart disease, which can kill
Honesty, integrity and transparency	"Conducting our affairs with honesty, integrity and transparency is key"	BAT hid the truth about smoking harms until its internal documents were made public. BAT fights tobacco control legislation till today.
Child labour	"There is no 'one size fits all' solution."	BAT uses cheap leaves produced with child labour. It has no zero-child-labour policy.
Appeal to minors	"Our marketing is aimed only at adult smokers and is not designed to engage or appeal to children."	BAT uses cheap leaves produced with child labour. It has no zero-child-labour policy.
Sustainability	Sustainable business, Sustainable agriculture, Sustainable technique, sustainable tobacco programme, sustainable wood sourcing	"Sustainable" is not like in the SDGs. BAT means longevity of its business to continue selling 665 billion sticks and more per year.

IV. Tobacco industry corporate activities in ASEAN region

The ASEAN region remains an important market for the tobacco industry. Indonesia and the Philippines, which have large populations and relatively weaker tobacco control policies are attractive for the tobacco industry to grow its profits. However, in countries such as Malaysia, Thailand, and Vietnam, which have strict bans on tobacco advertising, promotions and sponsorship, the TI relies on CSR activities to promote its corporate image and remain in the public eye. All major TTCs, as well as local tobacco companies, conduct CSR activities in the ASEAN region through various beneficiaries and employ similar tactics to engage with target communities.

While PMI has reduced slightly in recent years its expenditure on CSR activities in the ASEAN region (Table 3), it has been spending USD 6 million a year consistently in Indonesia, its most profitable and important market. Overall, PMI is giving money to fewer organisations in the region, some of which have been regular recipients for many years. Details of PMI's "charitable contributions" in 2010 – 2016 in Indonesia, Malaysia, Philippines, Thailand and Vietnam are available online at www.tobaccowatch.seatca.org.

Table 3: Number and value (USD) of PMI CSR activities in ASEAN countries, 2011-2016[19]

Countries	2011	Total $	2012	Total $	2013	Total $	2014	Total $	2015	Total $	2016	Total $
Indonesia	**8**	**6,252,917**	**9**	**6,424,999**	**9**	**6,500,000**	**6**	**5,852,043**	**10**	**5,994,850**	**12**	**6,181,796**
Malaysia	4	252,200	7	759,000	3	600,000	3	420,000	4	389,425	2	260,000
Philippines	**7**	**2,252,938**	**5**	**2,457,126**	**4**	**4,792,016**	**3**	**1,406,105**	**7**	**1,876,676**	**4**	**1,764,273**
Singapore	2	57,693	2	50,000	2	60,000	2	60,000	1	15,000	0	0
Thailand	**9**	**312,023**	**5**	**420,000**	**6**	**460,000**	**4**	**300,000**	**3**	**280,000**	**4**	**275,000**
Vietnam	2	92,150	3	89,160	2	120,000	2	120,000	2	80,000	2	80,003
TOTAL	**32**	**9,219,921**	**31**	**10,200,285**	**26**	**12,532,016**	**20**	**8,158,148**	**27**	**8,635,951**	**24**	**8,561,072**

On 30 December 2016, at the Phuoc Thanh commune, Bac Ai district, VINATABA in collaboration with People's Committee of Bac Ai held inauguration ceremony of a boarding high school for ethnic minority in Bac Ai district. The total investment was nearly VND 5 billion.[20]

1. TI talks up 'sustainable agriculture' with tobacco farmer engagement

Conducting CSR activities in the tobacco growing community improves the public image of the TI, giving it more political mileage. The TTCs have changed the way they report on CSR activities tying them to 'sustainability' and the larger SDG goals.

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In the **Philippines**, Philip Morris Fortune Tobacco Corp. (PMFTC) and the American Chamber of Commerce (AmCham) held two 'summits' on climate change and its effects on agriculture in Palo, Leyte (August 2016)[21] and in Cagayan (February 2017).[22] According to news reports, participants, who attended the summit, included local government representatives, officials from the provincial and municipal agriculture offices, and town and city mayors. Tying this CSR activity to climate change enabled PMFTC to get endorsement from the Governor of Cagayan.

These summits violate the Philippine government's CSC-DOH Joint Memorandum Circular (JMC) that protects the bureaucracy from interference from the tobacco industry. Framing it as 'supporting the government in making the agriculture sector sustainable' PMFTC found a shrewd way to collaborate with civil servants to undermine the JMC. According to the JMC, government officials can deal with the tobacco industry only to regulate, supervise or control it.

Similarly in **Indonesia**, PT HM Sampoerna created its Integrated Production System to align itself with the Strategic Plan of the Ministry of Agriculture 2015-2019 to create sustainable agricultural products and to focus on farmers' welfare. Through this system, Sampoerna claims to introduce a more efficient tobacco planting system that also improves the environment,[23] despite the fact that Indonesia's strategic plan highlights growing more food to achieve food security, and tobacco is not identified as a strategic crop.

On October 10, 2016 – A PMI representative joined the scholarship giving activity organized by PMI and Burley Tobacco Farmer Association.[25]

BAT reports its CSR activities under its 'Sustainability Focus Report',[26] which paints a glossy picture about its contributions to poor farmers and communities, but the reality for most tobacco growers is not so rosy.

In **Thailand**, although the country has strong tobacco control legislation, PMI spent about USD 1.4 million directing its CSR activities towards tobacco farmers. Since 2010, 63 percent of PMI-CSR in Thailand targets tobacco farmers, mainly giving scholarships to children and providing women with vocational training to increase their income.[24] Expectedly farmers, who have received handouts from PMI, become inadvertent spokespersons for the TI to counter tobacco control measures.

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2. Tobacco industry buys leaves made with child labour while doing CSR

The many harms of working in tobacco farms are well documented, and tobacco leaf production using child labour, as documented recently in **Indonesia** by Human Rights Watch (HRW),[27] is a violation of human rights. Nevertheless, giving scholarships to children of tobacco farmers can indirectly buy their silence on the horrendous working conditions farmers and child laborers are exposed to.

HRW made a scathing critique of BAT's 2016 Sustainability Report where it had claimed, "Tobacco remains the most essential part of our product and the farmers who grow it are absolutely crucial to the success of our business."[28] According to HRW, "But we have seen that these very farmers and hired farmworkers face grim realities in countries where BAT purchases tobacco. The farming families BAT describes as "crucial" to its success include young children and adults who get sick from the work."[24] Many have little or no safety training, and lack even basic equipment to protect themselves from the risks of green tobacco sickness. HRW reported in 2016 how children as young as 8 years old risk their health working on small-scale tobacco farms in Indonesia, including some that supply BAT.

The tobacco industry continues to buy and use leaves that have been grown using child labour because till today it does not have a zero-child labour policy in its supply chain. TI's CSR activities are a 1-way "win-win" for the industry and "lose-lose" for the poor and government when families remain impoverished and suffer ill health and exploitation.

3. Providing disaster relief gets maximum publicity

Earthquakes, tropical storms, and other natural disasters and climate changes such as El Niño are frequent occurrences in the Asia-Pacific region,[29] making countries vulnerable and in need of external aid when disaster strikes and providing easy opportunities for the TI to collaborate with governments.

In February 2017, for example, TTM donated money to National Broadcasting Service of Thailand (NBT) Radio Thailand to help people affected from the flood in southern Thailand. [30]

The projects funded by the tobacco industry mainly focused on building infrastructure and handing out kits to people in crisis with photo or broadcast opportunities. These projects do not demonstrate any sustainability to beneficiaries.

An opportunity to provide assistance to affected people also enables the TI to collaborate with government agencies at national and provincial level. JTI Foundation launched a project addressing natural disasters and human trafficking to communities located on coastal and island districts in the Philippines (left photo). Such projects gain publicity.

4. Association with high profile international organizations

The tobacco industry partners with high profile international organizations working especially on humanitarian assistance as a means to get publicity and public acceptance. A number of international NGOs, such as the International Federation of Red Cross and Red Crescent (IFRC), and UN agencies, such as the United Nations Development Programme (UNDP), already have explicit policies prohibiting any partnership or engagement with the TI, however the tobacco industry continues to target them and other high profile international organisations with their CSR activities.

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In October 2016, PT Djarum, the third largest tobacco company in Indonesia, exploited a SDGs event, IPFest2016, organized by Filantropi Indonesia and the UNDP, using it as an opportunity to put up advertisements in Jakarta, promoting its CSR programme. Such aggressive promotions undermine Indonesia's efforts in realising its achievement of the SDG goals. Soon after complaints were received from Indonesian tobacco control organisations and SEATCA on this exploitative use of the SDGs and the UNDP, the adverts were taken down. Unfortunately, Djarum Foundation continued to be listed as a sponsor.[31]

Photo: Dinas Pajak Provinsi DKI Jakarta, 7 Oct 2016

Although the IFRC has a clear policy against accepting contributions from the tobacco industry, both BAT and PMI continued to contribute to Red Cross societies in Cambodia (Table 5) and Vietnam. PMI has been giving to the Red Cross in Vietnam consistently since 2009.

In the Philippines, a predominantly Catholic country, Mighty Corporation's Wong Chu King Foundation (WCKF) launched numerous widely publicised CSR activities focusing on renovating churches and church-led socio-civic activities. It also sponsored youth development activities in Quezon City in collaboration with Rotary International and the local government in March 2016.[32]

Students perform at the 22nd Alay ng Rotary sa Araw ng Kabataan art competition in Amoranto stadium in Quezon City, Philippines, 20 Feb 2016.

Children's band - Sampoerna Students Creativity Exhibition and Social Transformation & Public Awareness Center, in Indonesia, Jan 2016. [33]

Although WCKF fronted the tobacco company in the CSR activity, it is a violation for government officials, including elementary and high school teachers to be involved in such a collaboration. The Department of Education has tightened its Code of Conduct in 2016[34] which now covers both public and private schools prohibiting them from accepting tobacco sponsorship, including CSR activities of the TI.

5. New trend in using CSR to target SMEs and Social Enterprises

Some TTCs have channeled CSR activities towards small and medium enterprises (SMEs) and social enterprises in 2015 and 2016. SMEs are becoming increasingly important in the ASEAN region, having been identified to play a key role in economic development among ASEAN member states. SMEs account for 88.8 percent and 99.9 percent total establishments in ASEAN Member States (AMS) and between 51.7% and 97.2% of total employment.[35] The TI is targeting SMEs and social enterprises with marketing strategies conducted through so-called CSR activities.

JTI funded Build Change's SMEs program in Sumatra, **Indonesia**, which employs mainly women in local brick making. The project will run from 2015 to 2018. [36] On 4 March 2016, Putera Sampoerna Foundation (PSF),[37] through the Faculty of Business-Sampoerna University, in collaboration with HSBC, conducted training for SME owners in Bogor.[38] Since 2010, PSF has been receiving about USD 5 million from PMI for CSR projects on education that mainly target youth.[39] PMI also conducted activities through Indonesia Technology Innovation Foundation, spending USD 160,000 in 2015 and USD 175,000 in 2016.

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Putera Sampoerna Foundation (PSF),[40] through the Faculty of Business-Sampoerna University, in collaboration with HSBC, conducted training for SME owners in Bogor, 4 Mar 2016

Young people are important customers for the tobacco industry. The TI capitalizes on issues that teenagers are concerned about. According to a business commentator, "...Small and medium-sized businesses (SMEs) have an important role to play in overcoming youth unemployment but are lagging behind their larger counterparts when it comes to providing job opportunities for young people..."[41] Young people entering the job market would consider SMEs as an employment option. Such economic concern enables the TI to target young people as prospective customers by launching CSR activities related to SMEs development.

V. Legislation on Tobacco Advertising, Promotion & Sponsorship (TAPS) in the ASEAN region

The status of TAPS bans in the ASEAN region is shown below. FCTC Articles 5.3 and 13 require TAPS ban laws to be comprehensive and include a ban on CSR activities by the tobacco industry.

Status of ban on tobacco advertising, promotion and sponsorship in ASEAN

Country	Direct Advertising	Promotion	Sponsorship	Ad at POS	CSR	Pack Display	Cross Border
Brunei					No CSR		
Cambodia					Ban cigarette brand name	Allow one pack per brand	
Indonesia	Partial ban only on TV*	Allow promotional girls	Ban publicity		Ban publicity		
Lao PDR							
Malaysia							
Myanmar							
Philippines		Allow at POS	Sponsor without cigarette brand				
Singapore					Ban publicity		
Thailand							Oversea live telecast allowed
Vietnam					Ban publicity	Allow 1 pack/ carton per brand	

*Tobacco adverts are allowed on television (between 9.30pm and 5.30am)

Ban	Partial Ban	No Ban	No CSR

VI. Progress in curbing tobacco industry CSR activities

1. **Ban on CSR Activities**: Tobacco-related CSR activities are now banned in Lao PDR, and Thailand. Their publicity is banned in Indonesia, Singapore and Vietnam.

2. **Philippines: Ban on donations to schools**: The Philippine Department of Education issued a Department Order No. 6/2012, restricting interaction of officials with the tobacco industry; this includes a prohibition on the tobacco industry contributing funds to schools and school officials.

   In 2016 the Department of Education issued Department Order No. 48 s. 2016: Policy and Guidelines on Comprehensive Tobacco Control,[42] which prescribes rules on how parents, teachers, and school officials of private and public schools can facilitate enforcement of the ban on sponsorships, including so-called CSR of the tobacco industry, and on selling and advertising tobacco within a 100-meter perimeter of schools.

3. **Indonesia: Minister of Education and Culture Regulation No. 64/2015 Tobacco-Free School Premises** states, "Reject any offer of advertisement, promotion, sponsorship, and/or collaboration in any form with tobacco manufacturers and/or any organization that uses trademark, logo, slogan, and/or colour associated with the specific characteristics of tobacco industry to support curricular or extracurricular activities inside and outside school premises." This effectively bans the tobacco industry from conducting anti-smoking programme in schools.

4. **International Policy and Declaration:**

   a. **UN ECOSOC adopts resolution to prevent TI interference**
   In June 2017, the UN Economic and Social Council (ECOSOC) adopted a resolution for members of the Inter-Agency Task Force (UNIATF) on NCDs to develop and implement policies that prevent tobacco industry interference. The Resolution has this paragraph:

   "10. Encourages members of the Task Force, as appropriate and in line with their respective mandates, to develop and implement their own policies on preventing tobacco industry interference, bearing in mind the model policy for agencies of the United Nations system on preventing tobacco industry interference, in order to ensure a consistent and effective separation between the activities of the United Nations system and those of the tobacco industry;"[43]

   b. The International Federation of Red Cross and Red Crescent Societies (IFRC) has an official policy of non-engagement with tobacco companies[44] based on a conflict of interests.

   c. UNDP has released its official position on non-partnership with the tobacco industry. UNDP's exclusionary criteria applies to industries engaged in the "Manufacture, sale or distribution of tobacco or tobacco products".[45]This is an important step forward when another UN agency, besides the WHO, makes public its exclusion of the tobacco industry. This is particularly important in the context of tobacco companies now approaching governments using the "poverty eradication" and "sustainable development" platform.

VII. Recommendations

CSR activities by the tobacco industry should be prohibited by law. The tobacco industry should be strictly prohibited from conducting any CSR activities that concern children or the education system, both public and private.

Government officials and departments should reject grants from and partnerships with the tobacco industry.

Government agencies and international institutions and organisations should publicise their official position on non-partnership with the tobacco industry, such as on their websites.

Table 5: British American Tobacco CSR Activities in ASEAN in 2016			
Country	**Activities**	**Giving Areas**	**Description**
Cambodia[1]	Provides financial support such as donating Cambodian Red Cross, Tobacco Farming in Kampong Cham and Nursery stations.	Community Development	Offer opportunity through education and training for poor children and vulnerable women in rural Cambodia, so that they can become healthy, self-empowered and self-sustaining members of their society.
Indonesia[2]	Eliminating child labour in tobacco farms	Community Development	
Malaysia[3]	Scholarship for employees' children	Education	Successful candidates will be awarded* RM8,500 per annum for degree courses, RM5,000 per annum for diploma courses and RM3,000 for matriculation and certificate courses in any field of study.
	Retailers Community Scholarship		
	Exclusive Distributors (EDX) Employees' Children Scholarship		
	SMART Scholarship program		
Myanmar	Providing grant to local NGO, Community Agency for Rural Development (CAD)[4]	Community Development	Mandalay and Sagain region - water ponds, tube wells and irrigation for drinking water, building bridge; livestock for women; providing fertilisers and farm equipment
Vietnam[5]	Contributing to build a sustainable environment, developing the society and economy in the markets	Community Development	
	Supporting the Strategic Leadership Program of BAT in Vietnam	Community Development	

[1]British American Tobacco Cambodia, Corporate Social Investment, http://www.bat-cambodia.com/group/sites/BAT_9KDJ5W.nsf/vwPagesWebLive/DO9KDJDQ?opendocument

[2]2016 BAT Annual Report

[3]BAT Malaysia Foundation, http://www.batmalaysia.com/group/sites/BAT_7RYJ8N.nsf/vwPagesWebLive/DO-7SUKR2?opendocument

[4]Community Agency for rural Development. Bi-Annual report; http://cadmm.org/download/cad-annual-report/?wpdmdl=1106

[5]BAT Vietnam, Corporate Social Investment, http://www.batvietnam.com/group/sites/BAT_9VJH58.nsf/vwPagesWebLive/DO9VJEEU

Table 6: Japan Tobacco International CSR Activities in ASEAN in 2013 – 2019[6]				
Country	**Activities**	**Giving Areas**	**Years Implemented**	**Amount (USD)[7]**
Cambodia	Continued support for an innovative approach to clearing landmines in Cambodia	Humanity	2016-2019	747,610.63
Indonesia	Better building materials in Western Sumatra	Community development	2016-2018	564,084.14
Philippines	Dealing with disasters in rural Philippines	Disaster relief	2017	171,339.57
	Resilience to natural disasters and human trafficking	Disaster relief	2013-2017	311,526.50
			Total	**1,794,560.84**

Table 7: Imperial Tobacco CSR Activities in ASEAN in 2016[8]		
Country	**Activities**	**Giving Areas**
Cambodia	Access to drinking water	Humanity
Lao PDR	Eliminate land mines and rural development	Community Development
	Vocational training for women with disabilities	Community Development
Philippines	Construction of houses for the poor	Community Development

[6]The JTI Foundation, http://jtifoundation.org/
[7]The currency converted from Swiss Franc (CHF) to USD
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