Corporate Social Responsibility
The New Face of the Tobacco Industry

Souza Cruz - BAT’s subsidiary in Brazil
FCTC, CSR, Ethical Investment, Politics

Paula Johns
REDEH - Human Development Network, Brazil
www.tabacozero.net
Brazil - Tobacco Market

• 180 million inhabitants
• 200,000 tobacco-related deaths annually
• World’s largest tobacco leaf exporter & second largest cigarette producer
• 200,000 families grow tobacco
SOUZA CRUZ – BAT Brazil

- has 75% market share
- leader in the CSR debate
- Created Instituto Souza Cruz (2000)
- Member of ETHOS and other reference institutes
- One day of annual profit = the budget of its CSR activities
Examples of BAT activities

CSR - Corporate Social Responsibility
Ethical Investment Fund - Business Sustainability Index
Front groups to delay FCTC ratification (ITGA)
Website for journalists
UN Global Compact
Partnerships - Judiciary, Universities (dialogue with stakeholders)
ETCO and ADI N
Public hearing about FCTC
Smoking points

Website for journalists
FINAL THOUGHTS

Challenges are evolving
Need to learn how to respond to it
Effective measures = challenged

Third way

“...is to reassure those stakeholders that directly or indirectly influence British American Tobacco’s license to operate that the company is meeting its commercial objectives in a manner consistent with reasonable public expectations of a responsible tobacco company in the 21st century.” (BAT, 2001)