



TOBACCO FREE  
Portfolios

# Tobacco-Free Finance Pledge.

## The Tobacco-Free Finance Pledge

Addressing the financing of tobacco companies—across lending, insurance and investment—is essential to comprehensive global tobacco control efforts. The finance sector can play a positive role in addressing global health priorities, such as the tobacco epidemic. With eight million deaths worldwide each year and a forecast of one billion deaths this century due to tobacco-related illnesses, global and multi-stakeholder collaboration is needed to tackle the devastating impact of tobacco on society, as well as on the environment.

We recognise the significance of the United Nations' Sustainable Development Goals (SDGs), particularly SDG 3 - Good Health and Well-Being and SDG 17 - Partnerships for the Goals, and also recognise the World Health Organization Framework Convention on Tobacco Control, the first global public health treaty.

The Tobacco-Free Finance Pledge builds on key global finance initiatives such as the Investor Statement in Support of World No Tobacco Day, produced in 2017 by the UN-supported Principles for Responsible Investment (PRI), UN Environment Programme Principles for Sustainable Insurance (PSI) and Tobacco Free Portfolios.

We choose to be part of the solution to ensure a tobacco-free world for present and future generations. Therefore, by signing the Tobacco-Free Finance Pledge, we will, where relevant and appropriate:

- Collaborate to raise awareness of the issue of lending to, investing in, and insuring tobacco companies;
- Encourage the adoption of tobacco-free finance policies across lending, investment and insurance;
- Encourage the alignment of lending, investment and insurance policies with the aims of the United Nations' Sustainable Development Goals and the World Health Organization Framework Convention on Tobacco Control;
- Consider forming or supporting partnerships within or across sectors to promote tobacco control initiatives;
- Help guide a widespread transition towards tobacco-free finance by supporting activities that build knowledge and understanding of tobacco-free finance;
- Encourage more organizations to become signatories to or supporters of the Tobacco-Free Finance Pledge; and or
- Gather at key events with an expanded global network committed to the Tobacco-Free Finance Pledge.

**Signed by [See Item 3] / Supported by [See Item 4]**



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The Tobacco-Free Finance Pledge is an initiative founded by Tobacco Free Portfolios and developed in collaboration with UNEP FI, PSI, PRI, AXA, BNP Paribas, Natixis and AMP Capital:



## Appendix

### 1. Definitions

- Tobacco: Products derived from tobacco.
- Tobacco companies: Companies that manufacture and/or produce tobacco.
- Partner/Partnerships: Providing public endorsement and support (that may, if appropriate, include financial support).
- Tobacco-free: The exclusion of companies that manufacture/produce tobacco.
- Finance: Finance is used as a collective term that encompasses banking (lending and investing), insurance, investment management, and other types of financial services (including advice).

### 2. Background on the Tobacco-Free Finance Pledge

Tobacco Free Portfolios is working to address what has been the missing link in global tobacco control. The Pledge was founded by Tobacco Free Portfolios and developed in collaboration with the United Nations' Environment Programme Finance Initiative (UNEP FI), PSI, PRI, AXA, BNP Paribas, Natixis and AMP Capital.

Tobacco Free Portfolios launched the Tobacco-Free Finance Pledge in September 2018 with 93 founding signatories with combined AUM of US\$6 trillion. As of today, there are nearly 200 leading financial organizations, across 25 countries, with combined AUM of US\$16+ trillion, that have become Signatories. That number continues to grow as the Pledge remains open to new Signatories.

Most recently, the Tobacco-Free Finance Pledge has been signed by major global financial institutions such as Amundi Asset Management, the largest European asset manager; Crédit Agricole, the largest retail bank in France; SEB, one of the largest commercial asset managers in Scandinavia; Nest, the UK's largest master trust; and CNP Assurances Group, a major player in insurance in Europe and Latin America.

The objectives of the Tobacco-Free Finance Pledge are to:

- Highlight the leadership of financial institutions that have implemented tobacco-free finance policies and encourage others to follow suit. Encourage the finance sector to play an active role in addressing global priorities, as outlined in the United Nations' Sustainable Development Goals, including SDG 3 - Health and Well-Being and SDG 17 - Partnerships for the Goals, in addition to the World Health Organization Framework Convention on Tobacco Control.
- Raise awareness among financial institutions of the essential role the finance sector must play to assist effective tobacco control and to ensure a tobacco-free world.
- De-normalise financial and corporate associations with tobacco companies.
- Encourage financial institutions to reflect on and reconsider their business relationships with the tobacco industry in light of the global tobacco epidemic.
- Encourage the transition towards tobacco-free finance policies.
- Prioritise tobacco on the corporate agenda as a product and industry distinct from any other with no safe level of use and no opportunity for effective engagement.

### **3. Who should sign the Tobacco-Free Finance Pledge?**

#### **Signatory organisations**

- Financial institutions:
  - Banks, pension and superannuation funds, insurance and reinsurance companies and intermediaries, sovereign wealth funds, investment managers, asset consultants and advisors.
- Philanthropic foundations:
  - Corporate, private and family foundations.
- University endowments.
- Other organisations participating in lending, insurance or investment, and not mentioned in the sub-categories mentioned above.

### **4. Who should support the Tobacco-Free Finance Pledge?**

#### **Supporting institutions**

- Banking, insurance and investment associations; institutes and initiatives; financial regulatory and supervisory authorities; civil society organisations; and other institutions that work with the finance sector. Organisations focused in improving global health are also welcome supporters

### **5. Further resources**

- [UN Sustainable Development Goals](#)
- [WHO Framework Convention on Tobacco Control](#) (UN Tobacco Control Treaty)
- [Tobacco Free Portfolios](#)

### **6. The Tobacco-Free Finance Pledge**

- Launch date: September 26th 2018 ([watch the Launch of The Pledge at United Nations' Headquarters](#))

### **7. Project Website**

[Tobacco-Free Finance Pledge web page](#)

### **8. Contacts**

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