

IMAGINE A TOBACCO-FREE WORLD...

# PLEDGE STAMP MEMBERSHIP



**TOBACCO FREE**  
Portfolios





**“It makes no sense to fight tobacco on one hand and to finance it on the other.”**

Dr Tedros Ghebreyesus,  
Director-General World Health Organization

## PLEDGE STAMP MEMBERSHIP

Tobacco Free Portfolios launched the Tobacco-Free Finance Pledge in September 2018 during the UN General Assembly in New York City. Today, there are currently 141 Signatories – leading financial organisations, from 22 countries, with combined AUM of almost US\$11 trillion.

To drive the tobacco-free finance movement and enhance knowledge of the detrimental impact of tobacco, we have launched the Pledge Stamp Membership – which gives access to a range of data, opportunities and benefits for members. These include:

### 1. THE PLEDGE STAMP

Demonstrates commitment to adopting a tobacco-free position and showcases leadership in sustainability. It can be used across all materials – for internal and external communications, with stakeholders, clients and the general public.

Current members advocate using the Stamp in the following ways:



CORPORATE WEBSITE

SUSTAINABILITY REPORTS

INVESTOR REPORTS

BUSINESS ACQUISITION

INTRANET

SOCIAL MEDIA CHANNELS

CONFERENCE & WEBINAR COLLATERAL

ANNUAL REPORTS

## 2. VISIBILITY AS INDUSTRY LEADERS

Your organisation will be featured on the Tobacco Free Portfolios website, displayed at our events and during finance-sector presentations, locally and globally, where appropriate.



## 3. TOBACCO REPORTS

Keep up to date as the Tobacco Free Portfolios expert team produce regular updates on tobacco-free finance developments, issues impacting investors and finance sector concerns such as: e-cigarettes; heated tobacco product; industry litigation; tobacco industry marketing tactics; impact on the Sustainable Development Goals and more. Reports will feature links to academic papers, studies and insights.

**"We have proven that it's truly possible to achieve a tobacco-free portfolio without compromising returns. Therefore to exclude tobacco should be the obvious choice for all investors."**

CEO Storebrand Jan Erik Saugestad

## 4. GLOBAL TOBACCO FREE PORTFOLIOS EVENTS

Members have access to all Tobacco Free Portfolios global events. Our current plans include co-hosting webinars focused on tobacco's impact on achieving finance sector goals, including topics such as:



The Sustainable  
Development Goals



Reduction in  
ocean plastics



Human rights



Child labour in  
supply chains

## 5. REGIONAL PLEDGE STAMP MEMBER EVENTS

Additional opportunity for members to sponsor and/or co-host an event (roundtable, closed/open webinar) with Tobacco Free Portfolios, to highlight key issues regarding tobacco to your existing and potential clients and key stakeholders.

## 6. REGIONAL & GLOBAL MEDIA INITIATIVES

Tobacco Free Portfolios will be raising awareness of the Pledge Stamp Membership with a program across media including print, radio, podcasts and digital. We will offer you the best opportunity to highlight your leadership in sustainable finance.

