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 partnership 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 in 2022 and beyond so that we can achieve our mission and end smoking in this generation.

Hedi B. Goldstein, Interim Co-President, EVP, Chief Legal Officer
David Janazzo, Interim Co-President, EVP, Operations and Finance, CFO

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

David Janazzo
Interim Co-President, Executive VP, Operations and Finance, CFO
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
Health and Science Research

The Foundation is committed to supporting research that enhances understanding of the public health impact of tobacco and smoke-free policies. The Foundation supports the Tobacco Harm Reduction Scholarship Programme (THRSPP) to provide scholarships to researchers, primarily from low- and middle-income countries (LMICs), who are working on harm reduction as a key public health strategy.

KAC also presented the Global State of Tobacco Harm Reduction (GSTHR) 2021 report, which provides details on the impact of the scholarship program and plans for the next three years. The report outlines CDP’s (Cambridge Design Partnership) research findings and discusses the range of reduced-risk products (RRPs) in LMICs, specifically Russia, China, India, and Indonesia. The report also acknowledges that they are at risk from combusted tobacco products to tobacco harm-reduction products. The findings from this vital research provide a valuable dataset to help steer the direction of future efforts in the understanding of RRPs among consumers in these markets.

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Agricultural Diversification

The Centre for Agricultural Transformation (CAT) helps farmers diversify their sources of income to lessen their dependency on the declining tobacco sector. The CAT established local demonstration fields and smart farms models. The demonstration also provided 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 Centre competitively selected entrepreneurs for an 18-month incubation process designed to support the growth of high-potential agricultural start-ups that will help diversify the country’s agricultural commodities. The CAT also hosted the inaugural Agricultural Innovation Summit. The event showcased the CAT’s Incubator Programme and AgTech Challenge, which brings an innovation contemplation opportunity to primary, secondary, and tertiary schools. The 2020 Incubator Challenge theme was “farmer’s fight with 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 Ventures, Stellenbosch University, and Malawi University of Science and Technology, with Land O’Lakes as the managing partner.

“Working with the Foundation on the Agricultural 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)

“Tremendous value on collaboration as critical to the success of the work we are trying to do...”

—IIE Board Chair, MwAPATA Institute

Human And Institutional Capacity Development

The Agricultural Transformation Initiative Fellowship and Scholarship Fund (ATI FOF) 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 return to Malawi to use their internationally gained knowledge to contribute to the diversification of their local agricultural ecosystems. 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. Support of the programming by the CAT has supported the continuity education of 100 Malawian of Science and Technology Faculty members. Seven were pursuing their masters degrees and four were pursuing their PhDs.

“...It 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.”

—Professor Macleod Nkhoma
Executive Director, The Centre for Agricultural Transformation; LOL37 Managing Partner

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“What a remarkable opportunity to work with the Foundation on the Agricultural Transformation Initiative Fellowship and Scholarship Fund. It 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 we are not alone in that.”
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 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.

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 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.

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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.