

## ANNEX 5: Successful Completion of Capacity Building Workshops – Deliverable 5

<b>Report Name:</b>	Successful completion of capacity building workshops
<b>Contract Name:</b>	TobTaxy – Making Tobacco Taxation Trendy
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In the framework of Work Package 7 of the TobTaxy project, five regional workshops were organised: in Paris, France (6-9 June 2011), in Iasi, Romania (1-3 September 2011), in Vilnius, Lithuania (December 2011), in Dublin, Ireland (21-23 February 2012) and in Prague, Czech Republic (18-20 May 2012).

### **Learning objectives:**

The objectives of the training were to equip each participant with knowledge and skills to develop proposals for improvements in tobacco taxation, to identify specialists within or beyond the jurisdiction with whom the participants can later work, to increase knowledge of the situation and potential for improving tobacco taxation according to WHO Policy Recommendations. Furthermore, participants were asked to draw up advocacy plans and activities to pursue in their countries of origin.

**The Problem:** Low tobacco tax levels and tobacco tax revenue in many countries, often encouraged by misinformation from the tobacco industry, have resulted in problems of government revenue opportunities being missed, as well as high smoking levels, poor health and massive premature mortality.

**The Solution:** understanding the mechanisms of taxation and the potential for changing the level and possibly the structures of tobacco tax rates, so that sound taxation policies can be developed, resulting in both increased revenue and improved health for the population.

By learning the principles and possibilities of different tax structures and levels and the examples of their use in certain other jurisdictions, participants can develop and advocate for improved systems in their particular jurisdiction of responsibility.

In order to achieve this goal, 5 regional workshops were organised.

### **1. The 5 workshops (programmes available in Annex)**

#### **a. Workshop in Paris, France (6 – 8 June 2011)**



The workshop was organised by the “Comité National contre le Tabagisme,” TobTaxy associate partner.

At the workshop in France, participants from the following countries were present: Belgium, France, Spain, Italy Portugal and Luxembourg. In total, 22 trainees were present and the programme for the workshop is attached to this document. Participants selected for this

workshop came from the following organisations

- Public health organisations : 10 participants
- Government departments: 1 participant
- Others: 11 participants from Universities, in particular economists

### Review

Training was conducted by the Smoke Free Partnership and the Comité National Contre le Tabagisme with the help of tobacco taxation experts – Antoine Deutsch, Luk Joossens Nicolas Lopez and Joy Townsend and European Commission officials – Frank Van Driessche and Dalibor Mladenka.

Overall, participant feedback confirmed that the two and a half day training event to be a great success – with a majority of participants describing how well organised and well thought out the training sessions were. It was highlighted that the “role play” scenario (involving a mock discussion between NGOs and the “Ministry of Finance”) was the most practical exercise within the training, allowing participants to incorporate their newly acquired taxation knowledge into a challenging mock scenario.

However, being the first “pilot” workshop, there were a number of areas in the presentations, training and the organisational set up that needed attention. These matters were brought to the attention of SFP by local organisers comments and the evaluation by participants, that was conducted via a daily onsite questionnaire.

In addition to the taxation training at the Paris event, an illustrator was present, recording the activities of the workshop in a visual format. These images shall be refined and placed into the TobTaxy taxation toolkit and TobTaxy website in the latter stages of the project.

After the workshop in Paris, a half day debriefing session was organised on 9 June 2011 with those partners responsible for organising the workshops in their own countries. This session allowed a better understanding of what worked and did not work at the first workshop and helped remodel and adapt the programme to national and cultural needs in the other workshops.

### ***b. Workshop in Iasi, Romania (1 – 3 September 2011)***



The workshop was organised by the Asociatia aer Pur Romania, TobTaxy associate partner.

At the workshop in Romania, participants from the following countries were present: Romania, Bulgaria, Greece, Turkey, Malta and Cyprus. 18 trainees were present and the programme for the workshop is attached to this document.

Public health organisations : 5 participants

Governmental departments : 9 participants

Others: 4 participants from universities



## Review

The lasi workshop followed the same schedule that was used as in Paris, with two minor adjustments – the advocacy presentation moved from the final day to the first day (due to Florence Berteletti's early departure) and Healthy Life Years indicator presentation was cancelled due the lack of European Commission representatives at the event. These alterations, whilst essential, had an effect on the structure and logical flow of the training – meaning that participants were not as well adapted to producing the advocacy plans than participants in the Paris workshop. It was evident that many of the trainees lost track of the information that was presentation on the opening day of the training and it is possible that this had a negative impact on the advocacy plans that were produced on the final day. Furthermore, by co-incidence of the departure of Florence Berteletti Kemp, it was evident that trainees needed the support of a senior tobacco control advocate in the training to help formulate and consolidate the training experience.

Furthermore, it was noted that due to limited or specific interest from certain types of groups in during the identification of participants, lasi participant groups tended have a single organisational dynamic; country trainee tables consisted of wholly of economists, NGOs or ministries of health/finance. As such, group dynamics tended to be limited in scope and proved that diversity in group structure was needed to achieve the advocacy outcomes of the project (for example, the group of economists provided an advocacy plan that was too detailed in terms of economic matters of taxation without real understanding of the role of policy and political information needed to facilitate change). It was noted, that for the best group dynamic, a mixed group of at least NGOs and economists was essential for effective advocacy plans and to help achieve future outcomes from the project.

### c. Workshop in Vilnius Lithuania (30 November – 2 December 2011)

The workshop was organised by the Lithuanian National Tobacco and Alcohol Control Coalition, TobTaxy associate partner.

At the workshop in Lithuania, health advocates from the following countries were present Lithuania, Estonia, Latvia and Finland. 10 trainees were present and the programme for the workshop is attached to this document.

- Public health organisations : 3 participants
- Government : 6 participants
- Others? 1 participant from a University

## Review

Three experts who were able to attend (Joy Townsend, Luk Joossens and Hana Ross) and Florence Berteletti, Project Leader, shared the facilitator role alongside Project Manager, Stefan Callan.

In Vilnius, participant groups tended to have a more even distribution between NGOs, economists and government ministries. As such, it was noticeable, though the advocacy plans that planned activities were more balanced and concentrated on solving varying layers



of advocacy concerns. Again, participants advised that the role play scenario was the most conducive element of the training that allowed them to implement their newly acquired taxation knowledge into practise.

The Vilnius workshop had a different schedule compared to the first two workshops – the advocacy presentation moved from the final day to the second day, the Healthy Life Years indicator presentation was cancelled due the lack of European Commission representatives at the event and advocacy plan session was swapped over with the role play activities.

Overall, participant feedback deemed the workshop event to be a great success – with a majority of participants describing how well organised and well thought out the training sessions were.

#### **d. Workshop in Dublin, Ireland (20 – 22 February 2012)**



The workshop was organised by the Irish Heart Foundation, TobTaxy associate partner.

At the workshop in Ireland, health advocates from the following countries were present: Ireland, UK, Netherlands, Sweden, Denmark, Norway and Iceland. 22 trainees were present

and the programme for the workshop is attached to this document.

- Public health organisations : 14 participants
- Governmental ministries : 5 participants
- Others: 3 participants from Universities

#### **e. Workshop in Prague, Czech Republic (16 – 18 May 2012)**



The workshop was organised by the Society for Tobacco Dependence Treatment, TobTaxy associate partner

At the workshop in the Czech Republic, health advocates from the following countries were present: Czech Republic, Poland, Germany, Austria, Slovenia, Hungary Slovakia and Croatia. 16 trainees were present and the programme for the workshop is attached to this document.

- Public health organisations : 4 participants
- Government : 6 participants
- Others: 6 participants from Universities

## **2. The preparation and development of the workshops**

### **a. Selection of participants**



### ***Procedure: Selection of Participants***

The following procedure took place before each of the capacity building workshops:

- 1) An applicant vetting system was created on the Smoke Free Partnership website. The form was developed to ask applicants for basic information, a number of questions assessing applicant's knowledge on taxation and their motivation for training
- 2) SFP sent emails containing the registration link and TobTaxy website to our networks and project associate / collaborating partners, in order that they disseminated the message to their national networks / members for the target countries related to the workshop
- 3) The registration website was closed after 4-5 weeks of being online. Registrants were then screened by the Steering Committee, with the most suitable candidates selected and contacted to take part in training in the capacity building workshops
- 4) If there were not enough registered candidates for a particular country, the Smoke Free Partnership's network was used to "hand-select" participants for training
- 5) When completed, a list of applicants was then passed onto the local organiser, from which travel and accommodation arrangements were arranged with participants
- 6) All other logistical arrangements were coordinated by the local organiser, Smoke Free Partnership and EHN to ensure that the facilities and documentation was in place for the scheduled workshops

Points 1-3 of this procedure were essential steps to attract the most appropriate participants for training. It was hoped that three candidates, from each participating country, would be identified that are willing to work together within their own jurisdictions after the training. Ideally, SFP searched for groups that include tobacco control advocates, as well as those with an economics background, so as to facilitate the development of advocacy plans at national level for a tobacco regime that addresses both public health and fiscal concerns.

#### **b. The toolkit**

A draft toolkit was developed and adapted for each workshop, with relevant country data on the countries participating in the different workshops. The toolkit contains information on the following subjects:

- Taxation as a public health tool
- Basics of taxation
- Effects of tax structure
- Effects of inflation
- Effects of income growth
- Tobacco industry's response to Taxation
- How to calculate the impact of tax
- Tobacco taxation increases and smoking rates in the EU
- Effect of taxation rises on government revenue
- Benefits to governments of tobacco tax increase
- Cigarette tax and poverty
- Hypothecation



- International and global perspective
- European perspective
- Avoidance and evasion of taxation
- Smuggling and illicit trade
- Fallacies about tobacco taxation and counter arguments
- Healthy life years indicator
- Summary of public health practice for tobacco tax systems
- Readers' comments

The participants were able to use the toolkit during the conference for research and reference work. An interactive English toolkit, and other country data variants, will be available online at the end of the Project on the Smoke Free Partnership website.

### **c. The programme**

The programme of the workshops was built around two major aspects: providing information, and group sessions (including role play) for training of participants.

The programme included the following items:

- Increased understanding of the economics of taxation: trained via expert presentations and role play in group sessions
- Increased understanding of different methods that can be applied in the area of economics and taxation (e.g. method to estimate tax as share of price) : trained via expert presentations
- Identification of resources and support (technical, human and financial) needed to implement the national advocacy plans and achieve the goals: trained via expert presentations and role play in group sessions.
- Formulation of rebuttal arguments through skilled debate and strategic action. Trained via role play in group sessions;
- Increased used and understanding of the Healthy Life Years indicator: trained via expert presentation
- Increased number of visits and interaction between the public health community and the ministries of finance at national, European and international level: no info available so far
- Training on illicit trade issues and Art 15: trained via expert presentations

All presentations prepared by the participants during the workshop are available upon request.

## **3. The outcomes of the workshops**

### **a. Advocacy Plans**

During the capacity building workshops, participants were asked to develop an advocacy strategic plan for their country. They considered the main issues involved in the tobacco taxation system of their own country (based on data provided in the toolkit) and developed a strategic plan for their country based on what is needed / available for their jurisdiction.

Elements included in this advocacy strategy are: a proposal for the development of an improved



tobacco taxation system; methods for deterring illicit use and trading of tobacco in the jurisdiction of the participants, in line with Article 6 and 15 of the FCTC; enhanced collaboration between individuals for example in finance, customs, health and academia and civil society groups, with those responsible for implementing taxation policies in that jurisdiction.

Strategic plans were presented at the capacity building workshops from a majority of the country groups.

#### b. Media Activities

Media activities were organised in several countries who participated in the workshop.

In Paris, a press conference on tobacco taxation was organised on 8 June 2011. Subsequently, a total of 55 press events were published including in 13 newspapers (also in daily and local newspapers in Paris, Rennes, Marseille, Lille etc. Some newspapers had the information on the front page which is quite unusual for tobacco control issues. Furthermore, 39 websites sites ran an online article; roughly 20% are sites specialised in economic issues, which was our target audience. Furthermore, Agence France Press ran an article on this issue as did 2 radio stations: France Inter (present at the press conference and interviewed of Professor Martinet). Furthermore there was also an interview with professor Martinet broadcast during the programme « La matinale » with Jean-Jacques Bourdin on RMC. One television station also mentioned this event: BFM TV.

Spain participated in the workshop in France, and also ran a press campaign on tobacco taxation at the time of this workshop. The Spanish press material is also attached to this document.



NEWSLETTER\_FISCA  
LIDAD\_Spanish.docx

A press release was prepared by the Irish Heart Foundation and the Irish Cancer Society, and is attached to this report. Articles appeared in “The Star”, the “Daily Mirror”, and at “Jouournal.ie”. The articles are attached to this report.



Conference calls for  
tobacco tax hikes acr

A press conference on the same subject of tobacco taxation was organised in Prague.



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media.doc



## Annexes - Programmes

<b>Paris Workshop</b>	 TobTaxy - Final Schedule - Paris..pdf
<b>Iasi Workshop</b>	 Tobtaxy FINAL PROGRAMME CBW.px
<b>Vilnius Workshop</b>	 Tobtaxy DRAFT PROGRAMME CBW V
<b>Dublin workshop</b>	 Tobtaxy DRAFT PROGRAMME CBW d
<b>Prague Workshop</b>	 Tobtaxy FINAL PROGRAMME CBW P

