

annual report 2011



FRAMEWORK CONVENTION
ALLIANCE

OUR VISION

A world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

OUR MISSION

To help develop and implement the WHO Framework Convention on Tobacco Control (FCTC) as the basis for effective global tobacco control.

www.fctc.org

FCA set an ambitious agenda in 2011 in order to advance its mission, despite many challenges. These included the lack of FCTC negotiating meetings to bring the membership together and a significant decrease in programme funding. Yet nearly all of our goals were achieved, including a few key successes highlighted below. Securing adequate financial resources remains a major challenge for the Alliance.

GOAL 1

Strategies to support achievement of FCA's campaigns/ advance COP4 decisions

ILLICIT TRADE CAMPAIGN

Two meetings of the informal working group on an illicit trade protocol were held in July and September. FCA co-ordinated the NGO delegations for both gatherings, and sent one FCA-accredited representative to each meeting. Two briefing papers were also produced.

ARTICLE 6 (PRICE AND TAX MEASURES)

FCA's Article 6 task force advocated year-long for COP Parties to provide funding for the working group, and to influence the group's future discussions. In September, the Australian Government announced it would provide A\$400,000 for the working group. FCA was successful in coordinating civil society's input to the working group's deliberations, and was also able to secure funding to provide travel support for participants from low and middle income countries, who would not otherwise have been able to attend the group's meeting.

SHADOW REPORTING CAMPAIGN

NGOs in 24 countries were selected to gather data for the global *Tobacco Watch* report: 8 in the WHO's Africa region (AFRO), 5 in the Americas region (AMRO), 1 in the Eastern Mediterranean Region (EMRO), 3 in the European Region (EURO), 2 in South-East Asia and 5 in the Pacific Islands (PIC). In addition, FCA awarded grants to organisations in 10 countries to prepare their national shadow reports (8 in AFRO and 2 in South-East Asia).

The global report included two additional articles: Art. 6 (tax and price measures) and Art. 5.3 (protection of tobacco control policies from the tobacco industry). FCA's shadow reporting team created and delivered, in English, French and Spanish, an online training on data collection techniques.

FCA's Strategic Priorities 2010-2013:

- a. Promote and support tobacco control through the development and implementation of the FCTC, its protocols and its guidelines as a global health priority;
- b. Strengthen and influence the FCTC process;
- c. Mobilise and strengthen regional and local civil society capacity in support of the FCTC;
- d. Monitor the implementation of the FCTC, its guidelines and protocols;
- e. Strengthen FCA's institutional capacity to enable it to meet the strategic priorities.

From these priorities, FCA's Management Team developed goals to increase the membership's engagement with FCA campaigns and to improve the Alliance's institutional capacity.

Achievements

The following were the expected Outcomes set by the FCA Board of Director for 2011:

- > Extra-budgetary resources are committed to enable Working Group on Article 6 Guidelines to begin work. **STATUS: ACHIEVED**
- > FCA participates constructively in all FCTC inter-sessional working groups, including INB working groups. **STATUS: ACHIEVED**
- > Regionally diverse task forces are active in developing advocacy strategies and, where relevant, formulating policy options, in all FCA priority campaign areas. **STATUS: ACHIEVED/ONGOING**
- > FCA membership undertakes strategic dialogue and is prepared for FCA participation in INB5. **STATUS: ON SCHEDULE**
- > Civil society, including FCA members, are involved in all needs assessments conducted by Framework Convention Secretariat. **STATUS: ACHIEVED**
- > FCTC implementation plans are included in at least three Country UNDAF plans. **STATUS: ONGOING (WILL NOT BE ACHIEVED IN 2011)**
- > Applications for funding of FCTC implementation are included in applications of international funding agreements in at least 3 countries. **STATUS: ONGOING (WILL NOT BE ACHIEVED IN 2011)**
- > UN Summit on NCDs includes a strong statement of support for FCTC Implementation. **STATUS: ACHIEVED**
- > \$1 million of new income is secured for 2011. **STATUS: NOT ACHIEVED**



Develop and deliver an effective Communications Strategy

Underpinning the 2011 Communications Strategy was the belief that FCA needed to be more visible in order to better communicate with its stakeholders. This would help it to achieve its campaign objectives, particularly during a year when the membership would not gather in person for a meeting.

As a result of this emphasis on external communication, visits to the FCA website (www.fctc.org) increased more than 10 percent in 2011. Newly-created [Facebook](#) and [Twitter](#) accounts attracted more than 300 followers each, including FCA members and non-members, meaning that the Alliance both strengthened ties to some existing members and attracted new stakeholders. The [electronic newsletter](#) was revived as e-News, mailed to all FCA members, and attracted about 20 new subscribers each month.



GOAL 3

Increase members' active involvement in all stages of FCA campaigns

To help meet this objective, FCA task forces were launched early in 2011 (after informal consultations in late 2010). They were well received: indeed, members asked for an expanded number of task forces to cover issues including gender, FCTC Article 19 (liability) and Article 5.3 (tobacco industry interference). Many FCA members signed up for the task forces (more than 20 each for the most popular ones).

A full evaluation of the effectiveness of the task forces will not be possible until after COP5, although a “re-launch” message will be sent out to members in early 2012.

FCA FINANCES

FCA membership continues to be free for Alliance members. In 2011, FCA received support from diverse revenue sources; however, it relied heavily on in-kind donations from many member NGOs and volunteers. The FCA is audited annually by the independent Swiss accounting firm, BDO Visura, which expressed an unqualified or “clean” opinion on FCA’s 2011 financial statements. Copies of audited financial statements are available upon written request to the FCA Secretariat at fca@fctc.org. In 2011 the following organisations provided financial support to FCA: Action on Smoking and Health US; The Bloomberg Initiative, via the World Lung Foundation; Norwegian Cancer Society; American Cancer Society; Canadian Cancer Society; Campaign for Tobacco-Free Kids and Cancer Council Victoria.

Our challenges ahead

Fundraising remains a key challenge for FCA as a global alliance of non-governmental organisations (NGOs). Membership is free, so FCA must rely on funds it raises from external sources. Several proposals were submitted to potential funders throughout the year but with limited success due to the economic climate, reduced staff capacity for most of the year, competition from the growing number of NGOs involved in global tobacco control, and other factors. Fundraising will remain a key priority in 2012.