

THE INTERNATIONAL COMMITTEE ON SMOKING ISSUES

1. ORIGENS OF ICOSI

In June 1977, on the initiative of Imperial Tobacco, an Industry meeting took place at Shockerwick House outside Bath. It comprised the Chief Executive Officers, together with senior officers, of the following Companies:-

- (i) B.A.T.
- (ii) Philip Morris
- (iii) R.J. Reynolds
- (iv) Imperial Tobacco
- (v) Rothmans International
- (vi) Reemtsma
- (vii) Gallaher

The meeting was convened to determine whether the Industry, in the face of increasing pressures from anti-smoking bodies around the world, could reach a common identity of purpose and therefrom determine a united approach to possible future action. Despite initial scepticism concerning the likelihood of agreement, the principals of the Companies attending recognised the urgent need for concerted Industry action. A Position Paper, a draft of which had been prepared by BAT and Philip Morris prior to the meeting, was adopted with minor amendments and it was agreed that Companies, having advised their own affiliates, should promote its acceptance through national associations.

The meeting also agreed to set up three Working Groups to cover the following areas:-

- (i) Smoking Behaviour (chaired by BAT)
- (ii) Medical Research (chaired by Imperial)
- (iii) Social Acceptability of Smoking
(chaired by R.J. Reynolds)

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At this initial meeting it was agreed that in future the group of seven Companies, when meeting in this context, would be known as the International Committee on Smoking Issues. Agreement was also reached to hold a further meeting in Lausanne in November 1977 when the three Working Groups would be expected to report their findings.

2. LAUSANNE MEETING : NOVEMBER 11/12, 1977

At this November meeting minor revisions were made to the Position Paper (see Appendix I) but, more importantly, it was agreed that this paper should be tabled as each Company's own position with trade associations. No indication was to be given that it was the result of mutual agreement within the Industry.

It was further agreed that the Working Group on Smoking Behaviour should be disbanded; the other two Working Groups were charged with looking further into certain of the Behavioral Group's recommendations.

However, the key decision taken in respect of ICOSI's future was that the main thrust of ICOSI action should be in the area of public smoking.

The Social Acceptability Working Group made a number of recommendations and were charged with exploring these further, both in terms of feasibility and cost. In addition to the tasks reassigned to the two Working Groups, the meeting formed three Task Forces to determine the Industry's attitude towards the following:-

- (i) Product Liability
- (ii) The forthcoming Swiss Referendum proposing the banning of tobacco products' advertising
- (iii) The Consumer Consultative Council of the EEC and its proposals to limit cigarette promotion and advertising.

A further meeting was set for Hamburg in March 1978.

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3. HAMBURG MEETING : MARCH 9/10, 1978

At this meeting agreement was reached on a number of critical issues. The meeting determined:-

- (i) that ICOSI had a significant and therefore consequently long-term role to play in the future of the Industry.
- (ii) That a permanent Secretariat should be established as soon as possible so as to foster and progress the policies and programmes agreed by ICOSI.
- (iii) That ICOSI should be given a legal entity with its own Charter and Articles of Association.
- (iv) That ICOSI would consider enlarging its original membership by electing Associate Members if other free enterprise companies made application to join (the Articles of Association would preclude the membership of Monopolies and those Companies in which principal companies held more than a 25% interest).
- (v) That ICOSI would formalise its activities through a Board of Governors (up to three members per company with each company having the right to one vote) and through an Executive Committee, to whom decision making powers would be delegated, providing unanimous agreement was reached. (Representation would be one member per company. Mr. C.H. Stewart Lockhart was elected Chairman of the Executive Committee).
- (vi) That all costs incurred by ICOSI would initially be borne on a one-seventh basis by the original members, pending a decision regarding the terms under which Associate membership would be determined.
- (vii) That ICOSI's main activities should be concentrated in the social/political arenas.
- (viii) That ICOSI itself should not become involved in medical/scientific research. (Whilst

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the Medical Research group was maintained in being its main role in future would be to provide a discussion forum for Industry scientists).

Under Mr. Stewart Lockhart's chairmanship the Executive Committee was asked to agree by June 1st next the ICOSI Charter, its Terms of Association and to make a recommendation in respect of where the Secretariat should be located. The Executive Committee was further charged with selecting and appointing the Secretary-General with a view to his taking up his appointment by September 1st next.

It was proposed that the Board of Governors would set and agree ICOSI policy and would ratify recommendations made to it from the Working Groups and Task Forces, which it will establish to look into specific areas of concern.

The Secretariat would progress on a day-to-day basis ICOSI's activities and would provide an administrative and back-up resource. Through the Secretariat ICOSI would initiate a programme of activities that would be implemented through the national associations.

4. CURRENT ISSUES

Pending the establishment of the ICOSI Secretariat the following activities are currently being progressed through the Working Groups and Task Forces:-

- (i) Drafting an Industry Position Paper on Public Smoking.
- (ii) Investigation of the possibility of sponsoring an International Conference on Public Smoking.
- (iii) Planning for a meeting of the National Trade Associations - this to be held once ICOSI has a formal and legal entity and the Secretariat has been appointed.
- (iv) Conducting an international standardised information survey (in 11 countries) into the social acceptability of smoking.
- (v) Determining the methodology for the

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- measurement of levels of Nitrosamines, carbon monoxide, nicotine and other constituents in ambient air.
- (vi) Determining action in respect of the Industry's response to the EEC Commission's proposed anti-smoking activities.
 - (vii) Agreeing what action the Industry should take with regard to the Third WHO Conference on Smoking and Health to be held in Stockholm in the Spring of 1979.
 - (viii) Study the feasibility of:
 - (a) An international advertising campaign;
 - (b) Researching smoker/non-smoker attitudes;
 - (c) Researching smoker/non-smoker attitudes towards "risks and nuisances".

- APPENDIX I : Revised ICOSI Position Paper - November 1977
- APPENDIX II : List of ICOSI Principals and Members of the Executive Committee
- APPENDIX III : Company Responsibilities

31st March, 1978

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APPENDIX I

POSITION PAPER

1. Medical Controversy

We acknowledge that there is controversy over many aspects of the general problem of smoking and health. There is disagreement among medical experts as to whether the reported associations between smoking and various diseases are causal or not. Accordingly, there is a continuing need for further research into the causes of such diseases and it remains our policy to support such research. To be effective it is desirable that the tobacco industry as a whole is seen to be responsible and, within its area of competence, authoritative. Moreover, we believe it is better to speak as an industry with one voice on such matters and that this can often best be accomplished by national associations of manufacturers. In this connection we believe it important that the industry assure that all appropriate members are kept advised of pertinent scientific, political, social and other developments.

2. Social Awareness, Responsibility and the Social Acceptability of Smoking

Because there is general sensitivity in respect of our products per se, we should at all times be particularly vigilant in ensuring that we remain beyond reproach concerning the ordinary duties and obligations we owe both our consumers and our workers.

Whilst the opponents of smoking use emotional arguments rather than scientific facts in their attempts to make smoking socially unacceptable, we must ensure that we never knowingly mislead our consumers who must believe that as manufacturers at all times we are acting responsibly and have concern for their interests. We should state quite properly and responsibly that view of the smoking and health controversy that recognizes that the causation issue remains controversial and unresolved.

We take the view that to date there is no persuasive scientific evidence to support the contention that the non-smoker is harmed by the tobacco smoke of others. However, it is our position that both smokers and non-smokers should be considerate of each other.

3. Disclosure of Information

We should influence as far as proper medical and official opinion against incautious imposition of constraints and any unnecessary restrictions on smoking. To do this it may be necessary to talk to medical authorities and Government agencies.

Our legitimate objectives must include protection of the interests of our consumers.

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Where the Industry is sponsoring health research it should, as appropriate, keep others, including members of the industry in other countries, informed.

An industry in one country might, when appropriate, make known the research in other countries.

4. The Role of Government in a Free Society

The Industry believes that smokers are well aware of the claimed health effects of smoking. Information is available to the public from a variety of sources. The traditional role of Government in a free society with reference to legal products is to inform people, to give them the facts or to see that they are given the facts, and to leave the exercise of free choice to the individual.

5. Warning Clauses

If Governments propose wording implying or stating smoking causes certain diseases, Companies must strenuously resist with all means at their disposal.

6. League Tables

So far there is no valid scientific basis for combining measurements of different chemical compounds in the smoke of an individual cigarette brand into a single index number as to represent a measure of implied hazard relative to other brands. Such aggregation implies unjustifiable judgments of the strength of association between chemical compounds and diseases. Such arbitrary indices of hazard and their introduction should be resisted wherever possible.

7. Maximum "Tar" and Nicotine Limits

The imposition of maximum "tar" and nicotine yields, as well as attempts by Governments to tax high "tar" products differentially to those with lower deliveries, should be resisted.

8. Advertising

It is the Industry view that there is no valid evidence to support the contention that advertising increases total consumption of cigarettes. Advertising may affect the sales distribution among individual companies or specific brands. In attempting to obtain the best possible shares of the market cigarette manufacturers have used competitive advertising to inform the consumer of product availability, modifications and innovations.

In view of the existence of the medical controversy, in any advertising, claims, express or implied, that one cigarette is healthier or less harmful than another should be avoided.

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We should resist restrictions on media advertising; however, in the area of voluntary agreements with Governments we should recognize that there is a limit beyond which the Industry cannot make further concessions.

9. Research

Research plays a key role in our reaction to the attacks on smoking. It is incumbent on a responsible manufacturer to understand the allegations against smoking products, and to acquire on a continuing basis as much knowledge as possible of his products.

It is our policy to further support work on the scientific smoking and health controversy. The results of such scientific investigations must be made available to the public by appropriate means.

10. Product Liability

We should keep aware of, examine carefully and take appropriate action when advisable with respect to the laws and proposed changes in the laws concerning product liability.

11. Cigarette Manufacturers' Associations

We accept the need of national cigarette manufacturers' associations and give them full support.

We believe that the Industry's activities in the smoking and health field should be carried out by or through the Associations, whenever this is appropriate.

November 1977

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APPENDIX II

GOVERNING BODY OF I.C.O.S.I. (ORIGINAL MEMBERSHIP)

Mr. P. Sheehy (Chairman))	British-American Tobacco Co.Ltd.,
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Mr. C.H. Stewart Lockhart (Deputy Chairman))	<u>London SW1P 3JE.</u>
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)	Telex: 44791
Mr. A.M. Reid (Assistant Managing Director))	
Mr. A. Orlow (Chairman of Tobacco Executive Committee))	Rothmans International Limited,
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)	Amsterdam,
)	<u>Holland.</u>
Mr. Th. M. van Gorkom (Chief Executive of Turmac Tobacco Company, B.V., Director of Board of Rothmans International))	Telephone: (3120) 429011
)	Telex: 12295
Mr. A.W.H. Stewart-Moore (Chairman))	Gallaher Limited,
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Mr. M.E.H. Mulholland (?) (General Manager - Public Affairs))	Telephone: 01-242 1290
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(Governing Body of ICOSI - Contd.)

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Mr. S.B. Witt (Senior Counsel))))	
Mr. H. Cullman (President))))))	Philip Morris International, 100 Park Avenue, New York, N.Y. 10017, <u>U. S. A.</u>
Mr. A. Holtzman (Associate General Counsel))))))	Telephone: (212) 679 1800 Telex:
Mr. R.W. Murray (President)))))))))	Philip Morris Europe S.A., Brillancourt, 1006 Lausanne, <u>Switzerland.</u> Telephone: (021) 27 13 11 Telex: 25 025
Dr. H. Wiethlchter (President))))))	H.F. & Ph.F. Reemtsma, Parkstrasse 51, D-2000 Hamburg 52, <u>Germany.</u>
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EXECUTIVE COMMITTEE OF I.C.O.S.I.

(NOMINATED AT HAMBURG MEETING
MARCH 9/10, 1978)

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APPENDIX III

To support ICOSI's efforts, it was decided that the following countries should be covered by the Companies listed below in informing the respective Trade Associations about ICOSI:-

<u>BAT</u>	Bangladesh Denmark Norway Indonesia India Central America (excl. Guatemala) New Zealand Brazil Chile
<u>RJR</u>	Malaysia United States Canada Ecuador Spain Hong Kong
<u>PM</u>	Switzerland Finland Argentina Venezuela Guatemala Philippines Pakistan Australia Sweden
<u>Rothmans Int.</u>	Benelux France South Africa Singapore
<u>Imperial</u>	UK
<u>Gallaher</u>	Eire
<u>Reemtsma</u>	Greece Germany

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