



JTI Reiterates Commitment to Pursue Flagship Child Labor Elimination Program ARISE

ILO Governing Body Defers Decision on Public Private Partnerships with Tobacco Sector for 3rd Time in 2 Years

Geneva, March 23, 2018 – The Governing Body of the International Labour Organization (ILO) yesterday closed without reaching a consensus on whether to continue its partnership with the tobacco sector in the fight against child labor.

“Improving labor practices in our grower communities is a key priority for our Company”, says Elaine McKay, JTI’s Social Programs Director. “We regret that the hugely positive impact of our current partnership – taking over 30’000 children out of the fields since 2011 – is being jeopardized by the WHO’s FCTCⁱ Secretariat and other anti-tobacco activists. Over the past two years, they have constantly distorted and influenced the debate with unfounded allegations, prioritizing politics over concrete solutions to today’s child labor issues. This has been counterproductive and ignoring the real victims of this debate: children and workers in the tobacco sector, but also tobacco growing communities as a whole”.

“We remain fully committed to pursuing our fight against child labor with our dedicated programs, including ARISE (Achieving Reduction of child labor In Support of Education). We trust that the ILO will find a constructive solution to continue promoting decent work in the tobacco sector,” she concludes.

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JTI is a leading international tobacco company with operations in more than 120 countries. It is the global owner of both Winston, the number two cigarette brand in the world, and Camel outside the USA and has the largest share in sales for both brands. Other global brands include Mevius and LD. With its internationally recognized brand Logic, JTI is also a major player in the e-cigarette market and has, since 2011, been present in the heated tobacco category with Ploom. Headquartered in Geneva, Switzerland, JTI employs close to 40,000 people and was awarded Global Top Employer for four consecutive years. JTI is a member of the Japan Tobacco Group of Companies. For more information, visit www.jti.com.

ARISE (Achieving Reduction of Child Labor in Support of Education) is a joint initiative of the International Labour Organization (ILO), JTI, and Winrock International. It was developed with the involvement of national governments, social partners, and tobacco-growing communities. It is a program to help prevent and eliminate child labor in tobacco-growing communities where JTI does business. The partnership began in 2011, and operates today in Malawi, Brazil, Zambia and Tanzania through the three parties combining expertise and knowledge to achieve a common goal. For more information, visit www.ariseprogram.org.

ⁱ World Health Organization Framework Convention on Tobacco Control