

Rauchzeichen!



Kampagne gegen Ausbeutung und Umweltzerstörung durch Tabakkonzerne

www.unfairtobacco.org

Press Release - 29 May 2009

Showing the Full Truth

Picture warnings should also show child labour and deforestation

It's World No Tobacco Day again on 31 May 2009. This year's motto, selected by WHO, is "Show the truth. Picture warnings save lives." The campaign Rauchzeichen! supports this action and presents an addition to picture warnings developed by European Union (EU):

"It is important to show the full truth about tobacco industry to make smokers understand that the big companies are the only ones which benefit. Tobacco companies profit from slavery, child labour and deforestation in countries of the Global South. That is what we show with our picture warnings" explains Laura Graen, speaker of the campaign Rauchzeichen!

Background:

More than 80 % of the world's tobacco is produced in Africa, Asia and South America. Tobacco cultivation in these regions is accompanied by poverty, slave labour and deforestation.

For example in Malawi: This south-east African country derives about 70% of its foreign exchange earnings from tobacco. Malawian leaf is found in most of the major tobacco brands. Surveys and reports by Malawian organisations and international scientists show: The about 500,000 tobacco tenants in the country usually don't have written labour contracts, and little or no access to basic necessities like safe drinking water, adequate housing and sufficient food.

Further information is available on www.unfairtobacco.org or contact Laura Graen: laura@unfairtobacco.org - Tel.: 0049 - 1577 - 2592247



**Tobacco companies
profit from child labour**

Copyright: Marty Otanez



**Tobacco companies
cause deforestation**

Copyright: Laura Graen



**Tobacco companies
profit from slave labour**

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Download these picture warnings in high resolution from www.unfairtobacco.org

About the campaign Rauchzeichen! by Blue 21:

Blue 21 is the Berlin Working Group on Environment and Development and was founded in 1995 with the aim to serve low-income countries by lobbying for their issues in Germany and Europe. Since then, the organisation is lobbying for debt relief for developing countries, for fair world market systems and for sustainable development. It scrutinizes Western development assistance policies (like IMF and World Bank Structural Adjustment Programmes) for their possible negative impacts on countries in which they are implemented.

In 2004, Blue 21 initiated the campaign "Rauchzeichen!" ("smoke signal") with the aim to raise awareness on exploitation of farmers and workers by tobacco companies and destruction of environment in tobacco growing regions.