



Lobbying: British American Tobacco (BAT)

By Orla Rose Quinn

**BRITISH AMERICAN
TOBACCO**

About BAT

Established in 1902, primarily selling cigarettes but are now evolving.

11 million points of sale across over 180 markets.

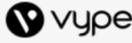
Revenue = £25,776million.

Invested £300million in 2020 in the R&D of reduced-risk products.

Estimate their New Category will have total revenue reaching £5billion in 2025.

Network of 84,000 farmers.

Daily consumer interactions = 150million.

Non-Combustible		
New Categories		
Vapour	Tobacco Heating	Modern Oral
		
		
Traditional Oral		
		
Combustible		
Combustible Tobacco		
		
		
		

Brussels

January 2019: LobbyControl estimated around 30,000 lobbyists in Brussels.

20 standing committees + 3 subcommittees. (Meet the chairs of Parliament's committees | News | European Parliament, 2019)

Some of the largest companies have dedicated EU public affairs directors.

After the commission proposal, between the Parliament (1st reading) and Council adoption the process takes between 24/30 months; the earlier companies starting lobbying the higher the chance of blocking the proposal.



BAT in Brussels

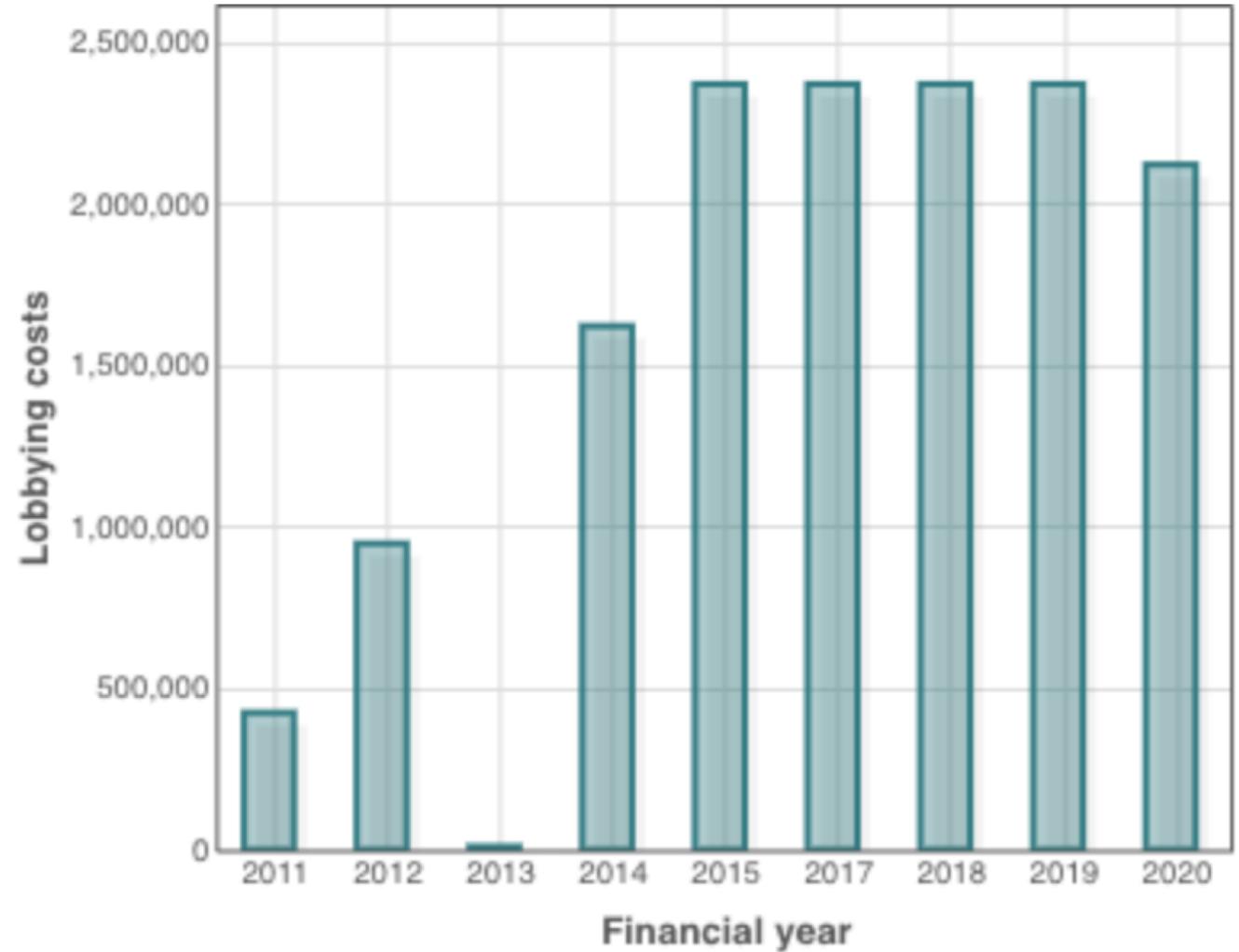
BAT have declared 2.5 FTE lobbyists, however there may be additional staff where this is not their main responsibility.

Financial year 1st Jan 2020 – 1st Dec 2020: Lobbying costs = 2,000,000€ - 2,249,999€.

Only 2 meeting held since 2014:

01 Oct 2018 - Kyriacos Charalambous - Meeting to discuss economic climate and business environment in Kosovo.

30 Mar 2017 - Director-General Stephen Quest - Revision of the European tobacco excise directive.



Example of BAT Lobbying

One of the main directives followed by BAT in 2020 was:

The implementation of Directive 2014/40/EU on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation, and sale of tobacco and related products.

Point 19:

States that tobacco products other than cigarettes and roll-ups should be granted an exception regarding ingredients, as long as there is no substantial change of circumstances in terms of sales volumes or consumption patterns of young people.

What this means for BAT:

They will want to lobby for this Directive because it will mean they do not have to adapt their New Category of products such as vapour which are aimed towards the youth and will fall under the exemptions.

Issues Engaged On



References

- Europarl.europa.eu. 2019. Meet the chairs of Parliament's committees | News | European Parliament. [online] Available at: <<https://www.europarl.europa.eu/news/en/headlines/eu-affairs/20190711STO56847/meet-the-chairs-of-parliament-s-committees>> [Accessed 18 July 2021].