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## Press Release

### **Jose Manuel Barroso allows himself to be exploited by tobacco company British American Tobacco's Foundation for Future Studies**

Barroso's picture and a written contribution on Europe are to be seen on the Foundation for Future Studies' internet campaign. Barroso encourages European citizens to formulate and to communicate more dreams of a united Europe. By doing so he invokes participation in an internet survey of the Foundation for future Studies and thus assist an elaborate pr event of British American Tobacco (BAT). ([www.Uniteddreamsofeurope.eu](http://www.Uniteddreamsofeurope.eu))

It is an utter scandal, says Johannes Spatz, spokesmen of Forum Rauchfrei that the President of the European commission allows himself to be used for an image campaign for BAT. He calls on Barroso to distinctly distance himself from the foundation and BAT. The European Union's efforts to drive back the use of tobacco were made totally worthless by this appearance. By assisting this campaign Barroso violates the World Health Organization's Framework Convention on Tobacco Control. The guidelines to this convention state, that „Parties should not endorse, support, form partnerships with or participate in activities of the tobacco industry described as socially responsible.“.

The internet appearance invites people to contribute dreams for Europe. Up to today more than 590 people joined this european discussion. Whilst in the beginning in fact visions of Europe's future were discussed, meanwhile people more and more protest against British American Tobacco's hypocrisy. The company is criticized for its cynicism, trying to strengthen its ailing reputation by an image campaign and thus to divert the attention from the lethal effect of its products.

Due to this storm of protest the BAT foundation meanwhile sees itself forced to state in the course of discussion, that the foundation never elaborated on the subject tobacco and smoking during its 32 year old existence.

At the same time the foundation's reigns are held tightly by BAT. All three board positions of the foundation are taken by tobacco company's top managers. Vice-Chairman of the Board of Trustees is Ad Schenk, CEO of British American Tobacco in Germany.

Many of the tobacco industry's activities at first sight do not seem to have anything to do with tobacco. To keep up appearances, all tobacco companies have created foundations, which are to convey the impression of being independent from the companies. They are weaving a fine-woven net of relations between them and society over Germany. Studies, surveys, scholarships, competitions, discussions, exhibitions and parties are performed in the name of cigarette manufacturers. The tobacco industry ties politicians to itself by interviewing them, involving them in studies, offering them patronages and memberships in boards of trustees or making them participate in award presentations, thus securing for itself political and social influence and massive media presence.

Every second smoker dies ten years before his time. The tobacco industry destroys dreams of life and neither Mr. Barroso nor any Member of the European Parliament has a place in this lobby campaign.