

# RESPONSIBLE CORPORATIONS?

## The Social Cost Of The Cigarette Business



## ONLINE SUPPORT MATERIAL

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## **RESPONSIBLE CORPORATIONS? SYNOPSIS**

Multinational companies are aggressively marketing cigarettes to young people in developing countries – with devastating social costs.

This film visits Indonesia where low taxes and lax laws have turned the country into the third largest market for tobacco products in the world. Targeted by the industry's relentless marketing, Indonesians start smoking young and die young.

"If I'd known I'd get this disease I would have quit a long time ago." Ujang has terminal lung cancer. At 45, he is the victim of a habit, which is killing millions in his country. Most Indonesians don't believe that smoking is bad for their health and the industry shamelessly cashes in on their ignorance.

The marketing strategies of cigarette companies play a major role in a massive national habit. Among men, almost 70% light up every day. That's about 80 million smokers.

The behaviour of giant tobacco companies like Philip Morris and British American Tobacco are attacked as blatant breaches of corporate social responsibility.

Sampoerna, one of Indonesia's big three tobacco giants, was bought in 2005 by the world's largest tobacco corporation, Philip Morris International, creators of Marlboro and the Marlboro Man. Over the years, Sampoerna's products could be credited with millions of premature deaths.

"Indonesia is a rogue state when it comes to tobacco control", claims David Stanford of Indonesia's Consumers Federation. "Philip Morris is one of the most brilliant marketers in the world. In a place like Indonesia what they're doing is they're making tobacco use a form of Western independence and growth."

Internal Philip Morris documents reveal the company's strategy. They want to entice young Indonesians to sample their deadly wares – and get them hooked.

## **RESPONSIBLE CORPORATIONS? STOP THE FILM TESTS**

**(A) Play the film until the caption THE KILLING FIELDS. Stop the film and answer the following questions.**

- 1 Who's sponsoring the "battle of the bands" known as Indiefest?
- 2 Who is the LA Lights brand of cigarette aimed at?
- 3 Why, according to the campaigner, has there been a dramatic rise in smoking among Indonesia's youth?
- 4 Apart from Indonesia, where else allows tobacco advertising on TV?
- 5 How does Indonesia compare with other countries as a market for tobacco?
- 6 Why is Indonesia so attractive a market to cigarette companies?
- 7 What percentage of men in Indonesia light up a cigarette every day?
- 8 How old is the man with lung cancer?
- 9 How many Indonesians die each year from smoking-related illnesses? Of these, how many die from passive smoking?
- 10 How old is the woman with lung cancer? How did she get the illness?

**(B) Play the film until the caption I WANT TO SEE MY BABY. Stop the film and answer the following questions.**

- 1 What are the key reasons for the decline of smoking in Britain?
- 2 Why are cigarettes so cheap in Indonesia?
- 3 Where is Indonesia's tobacco grown?
- 4 Why did the tobacco farmer stop smoking?
- 5 Why does the son of the tobacco farmer like to smoke?
- 6 What attitude does the religious leader take to smoking?
- 7 How did people in Java react to the edict from the religious scholars?
- 8 How do Indonesia's kretek cigarettes compare in terms of tar and nicotine content to regular cigarettes?
- 9 Why are kreteks taxed less than other cigarettes?
- 10 What annual increase in sales is claimed by the local kretek producer?

**(C) Play the film to the end. Then answer the following questions.**

- 1 Why isn't Khasidoh, the young woman fighting lung cancer, having chemotherapy?
- 2 Who's looking after Khasidoh's baby? What does she do for a living?
- 3 Why did Khasidoh's husband leave her?
- 4 How much did British American Tobacco pay for a majority stake in Bentoel, the Indonesian tobacco company?
- 5 In 2005 who bought Sampoerna, one of Indonesia's big three tobacco giants?
- 6 How does the boss of Philip Morris in Indonesia respond to the accusation that the company is trying to get young people hooked on smoking?
- 7 How does Indonesia's health minister react when asked about why her country hadn't signed up to the Framework Convention on Tobacco Control?
- 8 What happened to Khasidoh two days after her interview in the hospital?
- 9 In the next five years, how many people will die in Indonesia because of diseases caused by smoking?
- 10 How has watching the film changed your own attitude to smoking?

## RESPONSIBLE CORPORATIONS? WORKSHEET

1. Djarum, an Indonesian ....., sponsors a “battle of the bands” known as Indiefest.
2. The LA Lights brand of cigarette is aimed at .....
3. Apart from Indonesia, ..... is the only other country which allows tobacco advertising on television.
4. Indonesia is the ..... market for tobacco products in the world.
5. Almost ..... % of men in Indonesia light up a cigarette every day, which is around ..... million people
6. .... Indonesians die each year from smoking-related illnesses and of these ..... die from passive smoking.
7. Khasidoh is ..... years old and got lung cancer because .....
8. Cigarettes are cheap in Indonesia because .....
9. Indonesia’s tobacco is grown in .....
10. Indonesia’s kretek cigarettes are taxed less than other cigarettes because they rely on .....
11. British American Tobacco paid more than \$ ..... for a majority stake in Bentoel, an Indonesian tobacco company.
12. In the next five years, at least ..... people will die in Indonesia because of diseases caused by smoking.

**RESPONSIBLE CORPORATIONS? WORKSHEET (WITH ANSWERS)**

1. Djarum, an Indonesian **CIGARETTE COMPANY** , sponsors a “battle of the bands” known as Indiefest.
2. The LA Lights brand of cigarette is aimed at **THE YOUNG AND TRENDY**.
3. Apart from Indonesia, **ZIMBABWE** is the only other country which allows tobacco advertising on television.
4. Indonesia is the **THIRD LARGEST** market for tobacco products in the world.
5. Almost **70** % of men in Indonesia light up a cigarette every day, which is around **80** million people
6. **400,000** Indonesians die each year from smoking-related illnesses and of these **25,000** die from passive smoking.
7. Khasidoh is **25** years old and got lung cancer because **HER FATHER AND BROTHER WERE SMOKERS**.
8. Cigarettes are cheap in Indonesia because **TAXES ON THEM ARE AMONG THE LOWEST IN THE WORLD**.
9. Indonesia’s tobacco is grown in **EAST JAVA**.
10. Indonesia’s kretek cigarettes are taxed less than other cigarettes because they rely on **MANUAL LABOUR**.
11. British American Tobacco paid more than \$ **600 MILLION** for a majority stake in Bentoel, an Indonesian tobacco company.
12. In the next five years, at least **TWO MILLION** people will die in Indonesia because of diseases caused by smoking.

## **RESPONSIBLE CORPORATIONS? GENERAL QUESTIONS**

1. Why is Indonesia an attractive market to the tobacco companies?
2. How do the tobacco companies target young people in Indonesia?
3. How old is the man with lung cancer? How does he feel about his illness?
4. How big a problem is passive smoking in Indonesia?
5. Why has smoking declined in Britain?
6. Why are cigarettes so cheap in Indonesia?
7. What happened when religious scholars in the country called on people to stop smoking?
8. How are Indonesia's kretek cigarettes manufactured? Why are they taxed less than other cigarettes?
9. How do the kreteks compare to other cigarettes? How popular are they?
10. What's Khasidoh's situation? Why did her husband leave her?
11. How are the big multinational cigarette companies involved in Indonesia's tobacco industry?
12. How does the boss of Philip Morris in Indonesia respond to the accusation that the company is trying to get young people hooked on smoking?
13. What attitude does Indonesia's government take to the problems posed by smoking?
14. How big a health problem does Indonesia face because of smoking?
15. What's meant by "corporate social responsibility"? How does this apply to the case of Indonesia?

## RESPONSIBLE CORPORATIONS? DISCUSSION TOPICS

1. Growing tobacco and making cigarettes provide much needed employment in Indonesia. Why should health campaigners, many of them from outside the country, take it upon themselves to try to restrict this important industry?
2. In Indonesia people smoke because it's "cool" and "western". Why do people in Britain smoke?
3. Are there special reasons why young people should want to smoke?
4. People say that the reasons which have led to decline in smoking in Britain include the ban on TV advertising and the high cost of cigarettes. Which do you think is the more important of these reasons? Are there other factors?
5. Smoking is a major cause of health problems in Indonesia. Why do you think the Indonesian government is dragging its heels in tackling it?
6. Do you believe the bosses of tobacco companies know or care whether their business is killing huge numbers of people?
7. Shouldn't people be allowed to buy whatever they like and judge for themselves the dangers and risks involved?
8. People in Britain are allowed to drink alcohol but not smoke in pubs. And yet alcohol is arguably just as addictive and dangerous to health as tobacco. Who should decide which drugs are more acceptable than others?
9. What do the events in Indonesia tell us about the idea of "corporate social responsibility"? What should we do about these big tobacco companies and the way they make their money?
10. Should we be able to prosecute our parents or other relatives for giving us lung cancer through passive smoking?
11. Why do people become addicted to drugs, despite the costs and risks to their health?
12. Would you work for a big tobacco company? What if you were in dire need of money and there were few other options? Would it be morally any less dubious to work for a weapons manufacturer?