



WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

GLOSSARY OF TERMS USED IN THE WHO FCTC AND ITS INSTRUMENTS¹

SECOND VERSION - 2015

Attractiveness	refers to factors such as taste, smell and other sensory attributes, ease of use, flexibility of the dosing system, cost, reputation or image, assumed risks and benefits, and other characteristics of a product designed to stimulate use. <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
Ad valorem excise tax	means a tax levied on selected products based on value, such as retail selling price, the manufacturer's (or ex-factory) price, or the cost insurance freight price (CIF). <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Affordability	means price relative to per capita income. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Behavioural support	support, other than medications, aimed at helping people stop their tobacco use. It can include all cessation assistance that imparts knowledge about tobacco use and quitting, provides support and teaches skills and strategies for changing behavior. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Bootlegging	means purchase of tax-paid tobacco products in a lower tax or price jurisdiction for resale in a higher tax or price jurisdiction. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Brand sharing	occurs when a brand name, emblem, trademark, logo or trade insignia or any other distinctive feature (including distinctive colour combinations) on a non-tobacco product or service is connected with a tobacco product or tobacco company in such a way that the tobacco product or company and the non-tobacco product or service are likely to be associated. <i>(Guidelines for implementation of Article 13 of the WHO FCTC)</i>

¹ The instruments of the WHO FCTC include the Protocol to Eliminate Illicit Trade in Tobacco Products and the guidelines or policy recommendations on specific articles of the WHO FCTC adopted by the Conference of the Parties.

Brand stretching	occurs when a tobacco brand name, emblem, trademark, logo or trade insignia or any other distinctive feature (including distinctive colour combinations) is connected with a non-tobacco product or service in such a way that the tobacco product and the non-tobacco product or service are likely to be associated. <i>(Guidelines for implementation of Article 13 of the WHO FCTC)</i>
Brief advice	advice to stop using tobacco, usually taking only a few minutes, given to all tobacco users, usually during the course of a routine consultation or interaction. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Brokering	means acting as an agent for others, as in negotiating contracts, purchases, or sales in return for a fee or commission. <i>(Protocol on Illicit Trade, Article 1)</i>
Cigarette	means a roll of cut tobacco for smoking, enclosed in cigarette paper. This excludes specific regional products such as bidis, ang hoon, or other similar products which can be wrapped in paper or leaves. For the purpose of Article 8 [of the Protocol], “cigarette” also includes fine cut “roll your own” tobacco for the purposes of making a cigarette. <i>(Protocol on Illicit Trade, Article 1)</i>
Comprehensive ban on tobacco advertising, promotion and sponsorship	all advertising and promotion, as well as sponsorship, without exemption; direct and indirect advertising, promotion and sponsorship; acts that aim at promotion and acts that have or are likely to have a promotional effect; promotion of tobacco products and the use of tobacco; commercial communications and commercial recommendations and actions; contribution of any kind to any event, activity or individual; advertising and promotion of tobacco brand names and all corporate promotion; and traditional media (print, television and radio) and all media platforms, including Internet, mobile telephones and other new technologies as well as films. (The guidelines on Article 13 of the Convention also provide an Indicative (non-exhaustive) list of forms of tobacco advertising, promotion and sponsorship within the terms of the Convention.). <i>(Guidelines for implementation of Article 13 of the WHO FCTC)</i>
Confiscation	which includes forfeiture where applicable, means the permanent deprivation of property by order of a court or other competent authority. <i>(Protocol on Illicit Trade, Article 1)</i>
Consumption	means the absolute quantity of tobacco products used in the aggregate; “Cross-border shopping” means purchase of tax paid tobacco products in a lower tax or price jurisdiction for use in a higher tax or price jurisdiction. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>

Contents	means “constituents” with respect to processed tobacco, and “ingredients” with respect to tobacco products. In addition “ingredients” include tobacco, components (e.g. paper, filter), including materials used to manufacture those components, additives, processing aids, residual substances found in tobacco (following storage and processing), and substances that migrate from the packaging material into the product (contaminants are not part of the ingredients). <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
Controlled delivery	means the technique of allowing illicit or suspect consignments to pass out of, through or into the territory of one or more States, with the knowledge and under the supervision of their competent authorities, with a view to the investigation of an offence and the identification of persons involved in the commission of the offence. <i>(Protocol on Illicit Trade, Article 1)</i>
Cropping system	describes how a producer grows crops. Cropping systems include: crop rotation, multiple cropping, mixed-cropping, strip-intercropping and related agronomic practices. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Crop rotation	is the practice of growing a series of dissimilar/different types of crops in the same area in sequential seasons. Crop rotation gives various benefits to the soil. A traditional element of crop rotation is the replenishment of nitrogen through the use of green manure in sequence with cereals and other crops. Crop rotation also mitigates the build-up of pathogens and pests that often occurs when one species is continuously cropped, and can also improve soil structure and fertility by alternating deep-rooted and shallow-rooted plants. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Design feature	means a characteristic of the design of a tobacco product that has an immediate causal link with the testing and measuring of its contents and emissions. For example, ventilation holes around cigarette filters decrease machine-measured yields of nicotine by diluting mainstream smoke. <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
Diversification	means the creation of a strategy portfolio that allows the reduction of dependence on a single crop and instability in the process of reproduction caused by faults in production activities, such as losses of harvest due to droughts or floods, and the variability of seasonal income throughout the year. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>

Economically sustainable alternatives	aim to meet human needs while preserving the environment so that these needs are met not only in the present, but also for generations to come. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Emissions	are substances that are released when the tobacco product is used as intended. For example, in the case of cigarettes and other combusted products, emissions are the substances found in the smoke. In the case of smokeless tobacco products for oral use, emissions are the substances released during the process of chewing or sucking, and in the case of nasal use, refer to substances released by particles during the process of snuffing. <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
Environmental audit	is a process to verify the effectiveness of the environmental management programme, ensure that environmental objectives and targets are being met, and evaluate how the environmental management system should be modified and expanded in the context of future business expansion, new environmental legislation, and emerging environmental issues. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Environmental impact assessment	is a procedure for evaluating the likely impact of a proposed activity on the environment. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Environmental monitoring	means site-specific continuous assessments of changes to environmental quality. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Environmental restoration	is a deliberate attempt to speed recovery of damaged ecological areas. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Excise tax or excise duty	means a tax or duty imposed on the sale or production of selected products, such as tobacco products. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Expanded tobacco	is tobacco that has been expanded in volume by quick volatilization of a medium such as dry ice. <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
First processor or leaf company	Is the buyer of the raw tobacco from farmers for a first transformation of the tobacco leaves, grading the raw tobacco into different qualities. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Food security	means the availability of food and people's access to it. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>

FCTC)

Forestalling	means increases in production or stock of product in anticipation of a tax increase. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Free zone	means a part of the territory of a Party where any goods introduced are generally regarded, in so far as import duties and taxes are concerned, as being outside the Customs territory. <i>(Protocol on Illicit Trade, Article 1)</i>
General sales tax (GST)	means a tax imposed on a wide variety of products, typically based on retail price. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Good Agricultural Practices	are practices that ensure that agricultural products are of high quality, safe and produced in an environmentally and socially responsible way. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Green tobacco sickness	is a nicotine poisoning that results from the absorption of nicotine through the skin from contact with tobacco plants during cultivation and harvesting. Nicotine is a water and lipid-soluble alkaloid that dissolves in any water on the leaves of the green tobacco plant. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Human capital	means the stock of competencies, knowledge and personality attributes embodied in the ability to perform labour so as to produce economic value; the attributes gained by a person through education and experience. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Illicit trade	means any practice or conduct prohibited by law and which relates to production, shipment, receipt, possession, distribution, sale or purchase including any practice or conduct intended to facilitate such activity. <i>(WHO FCTC, Article 1)</i>
Impact on the environment	any effect caused by a proposed activity on the environment including on human health and safety, flora, fauna, soil, air, water, climate, landscape and historical monuments or other physical structures, or the interaction among these factors; it also includes effects on cultural heritage or socioeconomic conditions resulting from alterations to those factors. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Import tax or Import duty	means a tax imposed on selected imported products, such as tobacco products. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>

Income elasticity of demand	means the percentage change in consumption resulting from a one percent increase in real income. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Individual capacities/capabilities	a process through which individuals strengthen and maintain their capabilities to set and achieve their own development objectives over time. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Indoor or enclosed areas (workplaces or public places)	any space covered by a roof or enclosed by one or more walls or sides, regardless of the type of material used for the roof, wall or sides, and regardless of whether the structure is permanent or temporary. <i>(Guidelines for implementation of Article 8 of the WHO FCTC)</i>
Insert	for the purposes of the guidelines for implementation of Article 11, "insert" means any communication inside an individual package and/or carton purchased at retail by consumers, such as a miniature leaflet or brochure. <i>(Guidelines for implementation of Article 11 of the WHO FCTC)</i>
Intensity	means the quality of tobacco products used by the average tobacco user. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Intercropping	is the practice of growing two or more crops in proximity. The most common goal of intercropping is to produce a greater yield on a given piece of land by making use of resources that would otherwise not be utilized by a single crop. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Intersectoral approach	works across different sectors – social, economic and institutional. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Legal measures	means any legal instrument that contains or establishes obligations, requirements or prohibitions, according to the law of the relevant jurisdiction. Examples of such instruments include, but are not limited to acts, laws, regulations and administrative or executive orders. <i>(Guidelines for implementation of Article 11 of the WHO FCTC)</i>
Licence	means permission from a competent authority following submission of the requisite application or other documentation to the competent authority. <i>(Protocol on Illicit Trade, Article 1)</i>
Livelihoods	refers to the process in which rural families build a diversified portfolio of activities and abilities of social support in order to survive and improve living conditions. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>

Manufacturing equipment	means machinery which is designed, or adapted, to be used solely for the manufacture of tobacco products and is integral to the manufacturing process. [Parties may include reference to the Harmonized Commodity Description and Coding System of the World Customs Organization for this purpose, wherever applicable.] “Any part thereof” in the context of manufacturing equipment means any identifiable part which is unique to manufacturing equipment used in the manufacture of tobacco products. (<i>Protocol on Illicit Trade, Article 1</i>)
Mixed tax or hybrid tax	means a tax that includes both a specific tax component and an ad valorem tax component. (<i>Guidelines for implementation of Article 6 of the WHO FCTC</i>)
Negative externality	means costs borne by non-users. (<i>Guidelines for implementation of Article 6 of the WHO FCTC</i>)
Onsert	for the purposes of the guidelines for implementation of Article 11, "onsert" means any communication affixed to the outside of an individual package and/or carton purchased at retail by consumers, such as a miniature brochure beneath the outer cellophane wrapping or glued to the outside of the cigarette package. (<i>Guidelines for implementation of Article 11 of the WHO FCTC</i>)
Personal data	means any information relating to an identified or identifiable natural person. (<i>Protocol on Illicit Trade, Article 1</i>)
Prevalence	means the percentage of the population that uses a tobacco product. (<i>Guidelines for implementation of Article 6 of the WHO FCTC</i>)
Price elasticity of demand	means the percentage change in consumption resulting from a one percent increase in real price. (<i>Guidelines for implementation of Article 6 of the WHO FCTC</i>)
Productive system	a system that transforms inputs into an output. Inputs into a productive system include human resources, land, equipment, buildings and technology. Outputs include the goods and services that are provided for customers and clients. (<i>Policy options and recommendations, Articles 17 and 18 of the WHO FCTC</i>)
Product substitution	means switching from the use of one tobacco product to another, for example from cigarettes to loose tobacco, in response to change in relative prices or other factors. (<i>Guidelines for implementation of Article 6 of the WHO FCTC</i>)

Promotion of tobacco cessation	population-wide measures and approaches that contribute to stopping tobacco use, including tobacco dependence treatment. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Public places	all places accessible to the general public or places for collective use, regardless of ownership or right to access. <i>(Guidelines for implementation of Article 8 of the WHO FCTC)</i>
Public transport	any vehicle used for the carriage of members of the public, usually for reward or commercial gain, including taxis. <i>(Guidelines for implementation of Article 8 of the WHO FCTC)</i>
Quitline	a quitline is a telephone counselling service that can provide both reactive and proactive counselling. A reactive quitline provides an immediate response to a call initiated by the tobacco user, but only responds to incoming calls. A proactive quitline involves setting up a schedule of planned calls to tobacco users. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Real	means inflation-adjusted. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Reconstituted tobacco	is a paper-like sheet material comprised mainly of tobacco. <i>(Guidelines for implementation of Articles 9 and 10 of the WHO FCTC)</i>
Regional economic integration organization	means an organization that is composed of several sovereign states, and to which its Member States have transferred competence over a range of matters, including the authority to make decisions binding on its Member States in respect of those matters. [Where appropriate, national or domestic will refer equally to regional economic integration organizations.] <i>(WHO FCTC, Article 1 and Protocol on Illicit Trade, Article 1)</i>
Research-based (evidence)	the term “research-based” refers to the use of rigorous, systematic, and objective methodologies to obtain reliable and valid knowledge relevant to education, communication and training activities and programmes. Specifically, such research in this case requires: (a) development of a logical, evidence-based chain of reasoning; (b) methods appropriate to the questions posed; (c) observational or experimental designs and instruments that provide reliable and generalizable findings; (d) data and analysis adequate to support findings; (e) explication of procedures and results clearly and in detail, including specification of the population to which the findings can be generalized; (f) adherence to professional norms of peer review; (g) dissemination of findings to contribute to scientific knowledge; (h) access to data for reanalysis, replication, and the opportunity to build on findings; (i) adherence to research ethics, including an unbiased approach and equipoise; and (j)

independence from the commercial and other vested interests of the tobacco industry. *(Guidelines for implementation of Article 12 of the WHO FCTC)*

Row cropping

involves arranging the associated crops in rows whereby one crop is alternated with one or multiple rows of another crop. *(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)*

Second-hand tobacco smoke

can be defined as the smoke emitted from the burning end of a cigarette or from other tobacco products usually in combination with the smoke exhaled by the smoker. *(Guidelines for implementation of Article 8 of the WHO FCTC)*

Share of excise tax in retail price

means the percentage of the retail price of a tobacco product, inclusive of all relevant taxes, accounted for by excise taxes on that product. *(Guidelines for implementation of Article 6 of the WHO FCTC)*

Share of taxes in retail price

means the percentage of the retail price of a tobacco product, inclusive of all relevant taxes, accounted for by all taxes on that product. *(Guidelines for implementation of Article 6 of the WHO FCTC)*

Smoke free air

is air that is 100% smoke free. This definition includes, but is not limited to, air in which tobacco smoke cannot be seen, smelled, sensed or measured. *(Guidelines for implementation of Article 8 of the WHO FCTC)*

Smoking

this term should be defined to include being in possession or control of a lit tobacco product regardless of whether the smoke is being actively inhaled or exhaled. *(Guidelines for implementation of Article 8 of the WHO FCTC)*

Specific excise tax

means a tax levied on selected products based on quantity, such as number of cigarettes or weight of tobacco. *(Guidelines for implementation of Article 6 of the WHO FCTC)*

Supply chain

the “supply chain” covers the manufacture of tobacco products and manufacturing equipment; and import or export of tobacco products and manufacturing equipment; and may be extended, where relevant, to one or more of the following activities when so decided by a Party:

- (a) retailing of tobacco products;
- (b) growing of tobacco, except for traditional small-scale growers, farmers and producers;
- (c) transporting commercial quantities of tobacco products or manufacturing equipment; and
- (d) wholesaling, brokering, warehousing or distribution of tobacco and tobacco products or manufacturing equipment. *(Protocol on Illicit Trade, Article 1)*

Tiered tax	means a tax applied at different rates to different variants of a given product, based on various factor such as price, product characteristics, or production characteristics. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Tobacco advertising and promotion	means any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly. <i>(WHO FCTC, Article 1)</i>
Tobacco control	means a range of supply, demand and harm reduction strategies that aim to improve the health of a population by eliminating or reducing their consumption of tobacco products and exposure to tobacco smoke. <i>(WHO FCTC, Article 1)</i>
Tobacco crop	cultivation of <i>Nicotiana tabacum</i> and <i>Nicotiana rustica</i> for sale either under a contractual arrangement, non-contractual arrangement\open-market or a quota system. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Tobacco dependence treatment	the provision of behavioural support or medications, or both, to tobacco users, to help them stop their tobacco use. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Tobacco industry	means tobacco manufacturers, wholesale distributors and importers of tobacco products. <i>(WHO FCTC, Article 1)</i>
Tobacco products	means products entirely or partly made of the leaf tobacco as raw material which are manufactured to be used for smoking, sucking, chewing or snuffing. <i>(WHO FCTC, Article 1)</i>
Tobacco sponsorship	means any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly. <i>(WHO FCTC, Article 1)</i>
Tobacco user	a person who uses any tobacco product. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Tobacco worker	a person working on a tobacco farm, in tobacco processing, or tobacco or bidi manufacturing, with or without a contractual arrangement based on the labour laws of the country in which s/he is employed. <i>(Policy options and recommendations, Articles 17 and 18 of the WHO FCTC)</i>
Tracking and tracing	means systematic monitoring and re-creation by competent authorities or any other person acting on their behalf of the route or movement taken by items through the supply chain, as outlined in Article 8 [of the Protocol]. <i>(Protocol on Illicit Trade, Article 1)</i>

Treatment guidelines	systematically developed statements to help service managers, practitioners and patients to make decisions about appropriate treatment for tobacco dependence and cessation. <i>(Guidelines for implementation of Article 14 of the WHO FCTC)</i>
Uniform tax	means a tax applied at the same rate to all variants of a given product, such as all cigarette brands and brand variants. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Value added tax (VAT)	means a tax imposed on a wide variety of products (domestic and imported), based on the value added at each stage of production or distribution. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Weighted average price (WAP)	means the average consumer price of a tobacco product based on the prices of individual brands and weighted by sales of each brand. <i>(Guidelines for implementation of Article 6 of the WHO FCTC)</i>
Workplace	any place used by people during their employment or work. This should include not only work done for compensation, but also voluntary work, if it is of the type for which compensation is normally paid. In addition, “workplaces” include not only those places at which work is performed, but also all attached or associated places commonly used by the workers in the course of their employment, including, for example, corridors, lifts, stairwells, lobbies, joint facilities, cafeterias, toilets, lounges, lunchrooms and also outbuildings such as sheds and huts. Vehicles used in the course of work are workplaces and should be specifically identified as such. Careful consideration should be given to workplaces that are also individuals’ homes or dwelling places, for example, prisons, mental health institutions or nursing homes. These places also constitute workplaces for others, who should be protected from exposure to tobacco smoke. <i>(Guidelines for implementation of Article 8 of the WHO FCTC)</i>