

Tobacco

Driving forces

Cigarette sales volumes are stable globally, but declines in developed markets are being offset by increased consumption in emerging markets resulting in major consequences for population health. The industry's relationship with the public sector is of fundamental importance with regard to tax policies, regulations and efforts aimed at reducing cigarette smoking, especially among vulnerable groups like the young and the poor. The industry is constantly scrutinized by legislators, the media and NGOs, which require well-managed supply and distribution chains as well as a high degree of transparency. Following new tobacco control measures, it will also be increasingly important for tobacco companies to diversify their product mix. This means moving away from traditional tobacco products and exploring innovative options in areas of non-combustible (smokeless) tobacco such as snus, and reduced-harm nicotine products (with low to zero tobacco) which claim to lower health risks.

Highlighted criteria

Economic Dimension
 – Brand Management
 – Codes of Business Conduct
 – Risk & Crisis Management
 – Supply Chain Management

Environmental Dimension
 – Environmental Policy & Management Systems
 – Operational Eco-Efficiency
 – Raw Material Sourcing

Social Dimension
 – Human Capital Development
 – Occupational Health and Safety

Sustainability leaders 2018

RobecoSAM Gold Class		
British American Tobacco PLC	United Kingdom	
RobecoSAM Silver Class		
Imperial Brands PLC*	United Kingdom	

* RobecoSAM Industry Mover

Industry statistics

Number of companies in universe	12
Number of companies assessed by RobecoSAM in 2017	9
Assessed companies to total companies in universe (%)	75
Market capitalization of assessed companies to total market capitalization (%)	93

Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	60	87	42%
Environmental	71	94	24%
Social	60	87	34%

Total score

