

# CALL FOR EXPRESSION OF INTEREST

## Technical Assistance in Tobacco, Alcohol, and Sugar-Sweetened Beverages: Tax Simulation Modelling in Low and Middle-Income Countries

The WHO FCTC Knowledge Hub on Tobacco Taxation, based at the University of Cape Town's School of Economics, is delighted to announce its latest project.

As a knowledge hub, we offer technical assistance to the Parties of the WHO FCTC in matters concerning tobacco taxation.

For more information, please visit the visit the [REEP](#) and [Knowledge Hub](#) websites.



### Background

Cancer Research UK is supporting the Knowledge Hub on a project designated for technical assistance to approximately six countries from June 2024 to June 2026. The primary objective of this call for expression of interest is to identify low and middle-income countries (LMICs) in need of targeted support to reform taxation policy in their home country. While applications from all LMICs will be considered, preference will be given to Small Island Developing States (SIDS). The Knowledge Hub will select the most suitable candidates and implement a project that provides technical support to improve taxation on tobacco, alcohol and SSBs.

### The problem: non-communicable diseases

Tobacco, alcohol, and sugar-sweetened beverages pose significant health and socioeconomic challenges globally, especially in LMICs. These countries often have limited resources, strained healthcare systems, and elevated levels of poverty, amplifying the impact of behaviour-related illnesses and deaths.

Among LMICs, SIDS face additional challenges, caused by their unique vulnerabilities, including geographic isolation, climate change impacts, and dependence on industries like tourism and fisheries. The 2023 [Bridgetown Declaration](#), endorsed by SIDS, emphasizes the commitment to implement cost-effective interventions, including [World Health Organization \(WHO\) 'Best Buys' to address the burden of non-communicable diseases \(NCDs\)](#).

## The project's technical assistance objectives include:



- **Develop expertise & political will:** Participants will gain a deeper understanding of effective taxation policies for tobacco, alcohol, and sugar-sweetened beverages in LMICs, aiming to improve tax structures and/or increase excise taxes applied to these products.



- **Disseminate knowledge:** Accumulate and share knowledge to enhance awareness and understanding of effective taxation strategies.



- **Produce evidence:** Utilise the TETSIM simulation model to support policymakers in understanding the likely health and economic impacts of implementing WHO FCTC-compliant tobacco tax policies and, if required, tax policies on alcohol or SSBs.



- **Build partnerships:** Contribute to strengthening partnerships among key stakeholders at national and international levels.

## Assistance offered:

The primary assistance to be provided to the Parties focuses on tobacco taxation, with limited attention given to alcohol and SSBs. The following services will be provided:

**Retrospective tax analyses:** Comparing current and historic tax rates and structures to recommend best practice.

**Prospective tax simulation modelling:** Using the TETSIM model, participants will learn how to model various taxation scenarios. This model provides insights into potential revenue changes, effects on consumption, and serves as a valuable tool to support tax reforms.

**Participation in online tobacco tax simulation training:** Up to five delegates from each country can enrol in this course, providing an introduction to tobacco taxation. The curriculum covers fundamental economic concepts, the significance of tax structure, countering tobacco industry arguments against increased taxes, and tax modelling. The latter explores the relationship between tobacco taxation, pricing, consumption, excise tax revenue and affordability..

**Continuous technical support:** Available throughout the technical assistance period (June 2024 to June 2026), countries can request specific, time-sensitive, or ad hoc assistance related to tax reform. REEP experts will be readily available to provide support and build partnerships with country officials. Additionally, in-country visits by technical experts will be conducted as necessary to ensure a comprehensive and tailored approach to addressing each country's unique needs.

## Who should apply?

We encourage applications from LMICs with an interest in utilising taxation and other price-based strategies to reduce tobacco, alcohol, and sugar-beverage consumption in their territories. Ideal applicants should primarily represent government ministries; however, individuals from academia or civil society organizations with demonstrable strong linkages to the government may also be considered. Countries are welcome to concentrate their efforts on one or more specific products (i.e. tobacco, alcohol, or sugar-sweetened beverages), based on their priorities and needs.

## How to apply:

Interested LIMCs are invited to submit their applications, by clicking on the [following link](#). Note that questionnaire responses will form the basis for selection and for further engagement.

**Deadline to submit applications: 11:59 pm SAST on Friday, 12 April 2024**

For any queries, please contact us at: [tobaccotaxationkh@gmail.com](mailto:tobaccotaxationkh@gmail.com)

Timeline:

- April 2024: Review applications
- May: Successful applications contacted
- May: Preliminary discussions begin with selected countries
- June 2024 to June 2026: begin implementation of the project in the selected countries

*This program is aligned with the 2023 Bridgetown Declaration, supports implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC), and contributes to the achievement of [Strategic Objective 11.2 of the Global Strategy to Accelerate Tobacco Control, adopted by the Conference of the Parties in 2018](#). We encourage all eligible LMICs, especially SIDS, to participate in this initiative, fostering a comprehensive approach to combatting health challenges associated with tobacco, alcohol, and sugar-sweetened beverages.*