

## **Agenda Item: 25.4 Engagement with non-State actors.**

IBFAN has followed FENSA from the outset with concern – but for different reasons. We understand the pressure on WHO to use it as an ‘enabling framework’ for funding but this is risky.

WHO’s Conflict of Interest definition and terminology is still confusing and incorrect. Among other things, while it is strong on tobacco industry interference, it is often silent on other health harming industries. This leads to misplaced trust, image transfer and problematic entanglements with industries who promote green-washed, here-today-gone-tomorrow commitments

The term ‘partnership’ with for-profit entities is problematic in terms of ‘roles’ and leads to shared decision-making - compromising the freedom to act in the public interest. Decisions to engage should be rooted in careful assessments and analysis of roles, power imbalances and other risks.

This is a tough task for WHO. Thank you