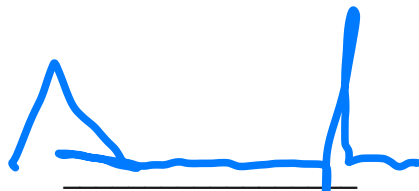


**Memorandum of Understanding
Between
Tobacco Free Generation International
And
The Asia Pacific Alliance for Health and Development (APCAT)**

This Memorandum of Understanding (MOU) is entered into by and between Tobacco Free Generation International Limited (TFGi) and The Asia Pacific Alliance for Health and Development (APCAT). TFGi and APCAT will facilitate subnational leaders and youth leaders to champion a new paradigm in tobacco prevention. The areas of cooperation may include activities such as:

1. Sustained sharing of the World Health Organisation's best practices for tobacco control and the TFG Endgame narratives to ensure the adoption of Endgame strategies across all sectors of society in the Asia Pacific Region
2. Co-organisation of youth conferences in collaboration with Mayors and Governors to activate social movements in their communities and develop youth leaders.
3. Co-organisation of community events where the local youths, that have been trained on TFG Endgame strategies, will present the TFG approach to their families, friends, extended communities and the local media.
4. The development of Youth Leaders who will champion other social movements to address the other major non-communicable disease as part of the Sustainable Development Goals (SDGs).

Both TFGi and APCAT will lead these activities and collaboration to end all forms of tobacco and vaping addictions in the future generations.



Bima Arya Sugiarto
Mayor, Bogor City, Indonesia
APCAT Co-Chair



Tara Singh Bam
Board Director, APCAT
The Union Asia Pacific,
Singapore



Dr Koong Heng Nung
Founder
Tobacco Free Generation