

7th ICO-WHO
SYMPOSIUM
ON TOBACCO CONTROL

Tobacco-Free Europe by 2040: time for decisive actions

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SFP Coalition – Over 55 European CSOs



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30 January 2025



Slovensko združenje za kronične nenalezljive bolezni



Where Are We At: 2023 Eurobarometer survey

€779 BILLION¹
IS THE ANNUAL SOCIAL
COST OF SMOKING
IN THE EU (2024).
BELGIUM'S GDP IS €632 BILLION.

IMPROVE HEALTH, REDUCE COST URGENT CALL FOR THE REVISION OF THE TOBACCO DIRECTIVES

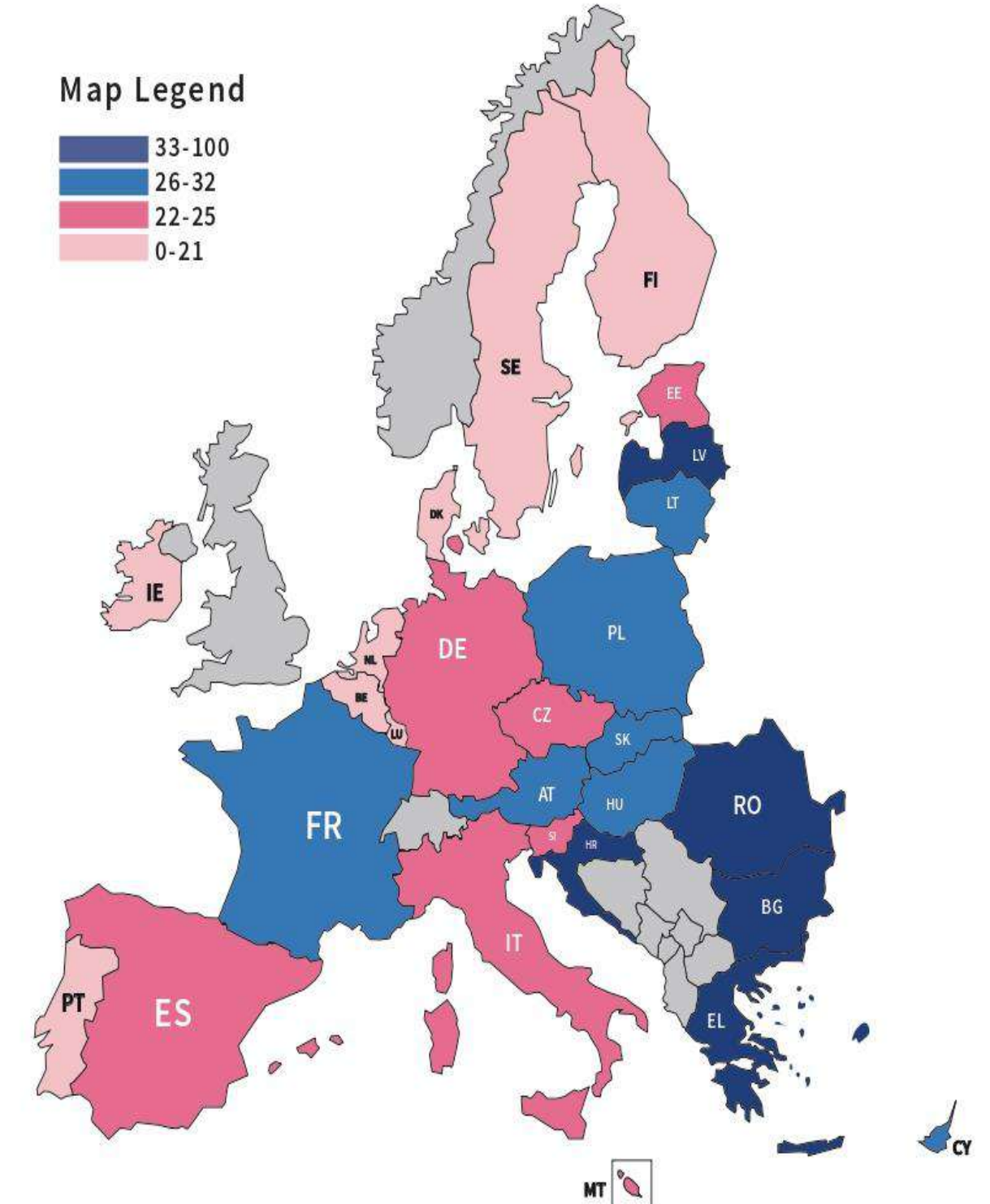
- Every year, more than 700,000 Europeans die due to tobacco consumption. That's the size of a city like Frankfurt or Krakow.
- In the EU, more than 1 in 4 (27%) cancers are attributable to tobacco consumption.

THE SMOKING PREVALENCE IN THE EU (in %)

BG:	37
EL:	36
HR:	35
RO:	34
LV:	33
AT:	32
CY:	29
LT:	29
FR:	27
PL:	27
SK:	27
HU:	26
EE:	25
DE:	24
ES:	24
EU27:	24
IT:	24
SI:	24
CZ:	23
MT:	22
BE:	21
PT:	21
LU:	19
IE:	16
FI:	15
DK:	14
NL:	11
SE:	8

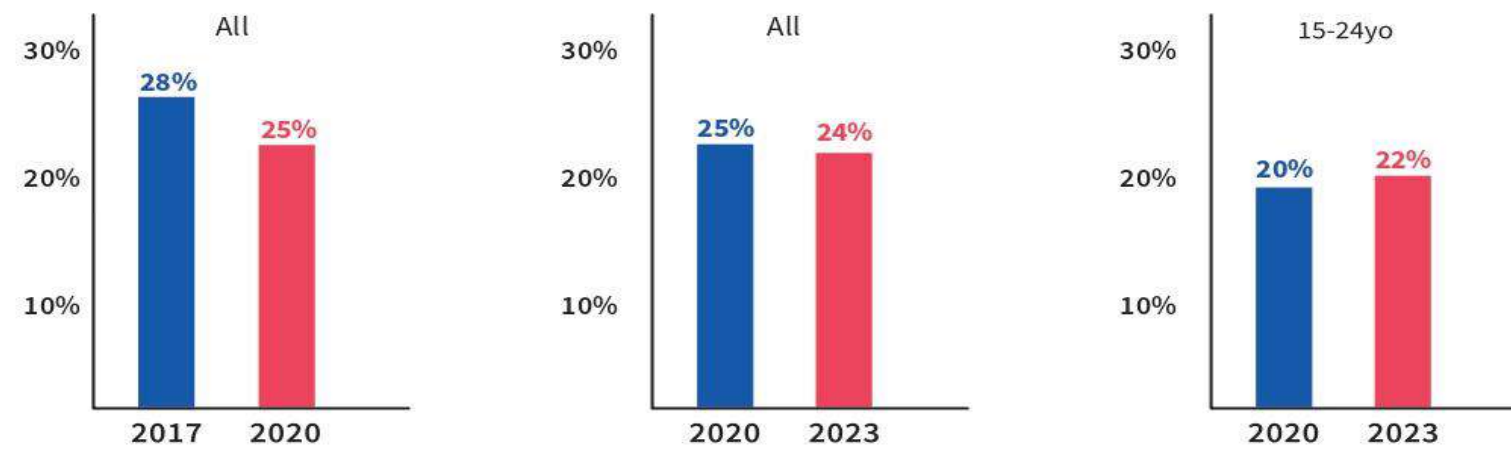
Map Legend

33-100
26-32
22-25
0-21

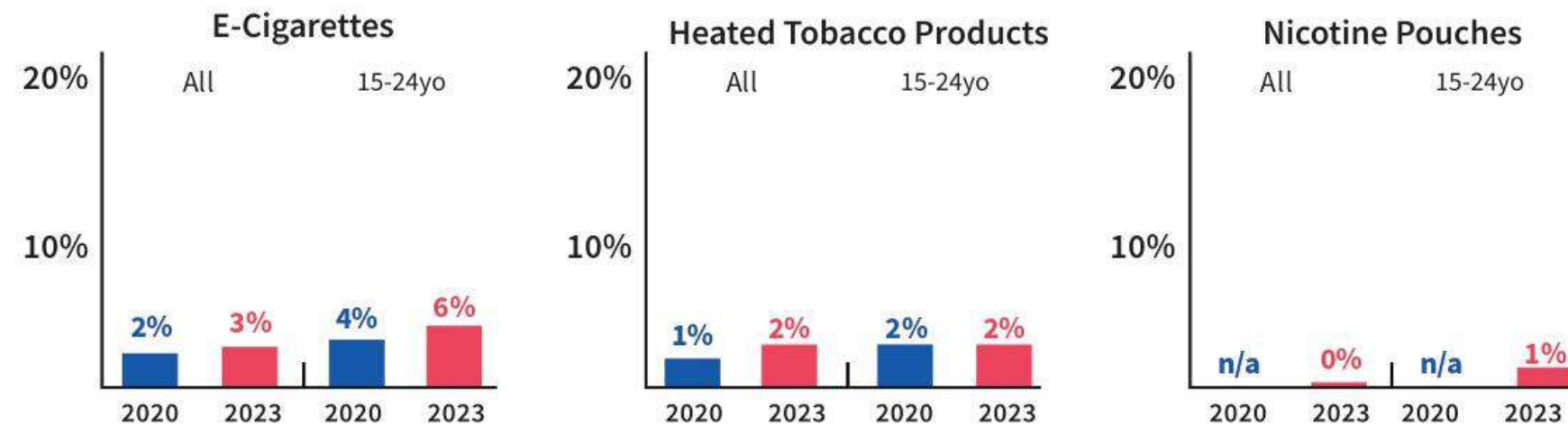


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CHANGES IN SMOKING PREVALENCE IN THE EU²



CONSUMPTION OF NEW PRODUCTS



Current State: Three Tobacco Control Directives Are Delayed at EC Level

- Council Recommendation on Smoke & Aerosol Free Environments : Adopted on 3 Dec 2024**
- Tobacco Tax Directive: Delayed Since 2022**
- Tobacco Products Directive: 2 years behind the schedule**
- No Intention to Revise the Tobacco Advertising Directive 2003/33/EU**
- No Intention to Work on Art. 32 of Horizontal Directive to Tackle a Cross-Border Shopping**
- Weak Implementation of Art. 5.3 of the FCTC regarding tobacco lobbying**

EU Members States (Council) Adopted a Recommendation on Smoke- & aerosol-free environments on 3 December 2024



- Only **Greece and Germany** abstained from voting; Germany cited political pressures despite supporting the proposal.
- **Italy, Czechia, and Slovakia** criticized the lack of an impact assessment and scientific evidence.
- Support was voiced by countries including **France, Latvia, Slovenia, Estonia, Spain, Poland, Netherlands, Ireland, Portugal, Romania**, with varying levels of enthusiasm, emphasising alignment on the need for stronger tobacco control.

Quotes by Executive Vice-President for Clean, Just & Competitive Transition & by Health Commissioner



“ Many cancers, cardiovascular disease and other chronic illnesses can be avoided with basic lifestyle changes. Tobacco is a leading cause of preventable death in the EU and second-hand smoke has clear, negative health effects. The Commission is fully committed to supporting Member States’ efforts to boost the health and resilience of our population - present and future generations. ”

Teresa Ribera, Executive Vice-President for Clean, Just and Competitive Transition



“ We lose nearly 700,000 lives in the EU every year due to tobacco consumption, and more than half of all smokers start before the age of 19. Today’s agreement is a crucial step towards our goal of a tobacco-free generation in Europe, and is critical in protecting our children and young people from the harmful effects of second-hand smoke. This is an important part of our work to tackle preventable cancer, cardiovascular disease and other illnesses across Europe. ”

Olivér Várhelyi, Commissioner for Health and Animal Welfare

What Happened during the European Parliament Plenary Vote on 28 Nov



Alessandra Moretti, S&D negotiator on the resolution

- MEPs rejected a proposed resolution with 378 votes against and 152 in favour.
- Opposition came from multiple sides: some wanted stricter bans, while others defended personal freedoms and industry interests.
- *“The S&D Group will never accept to compromise on people’s health. Today’s vote confirms our commitment for the health of Europeans, against tobacco lobbies, and for a true European Health Union that protects everyone,” said Alessandra Moretti, S&D negotiator on the resolution. [© European Union 2024 - Source : EP]*

European Parliament: Political Clashes & Industry Interference



Peter Liese, EPP, Germany

- Support for ambitious measures from S&D, Greens, Renew, the Left
- P/E ECR, and ESN find the recommendation overly intrusive
- Division within EPP

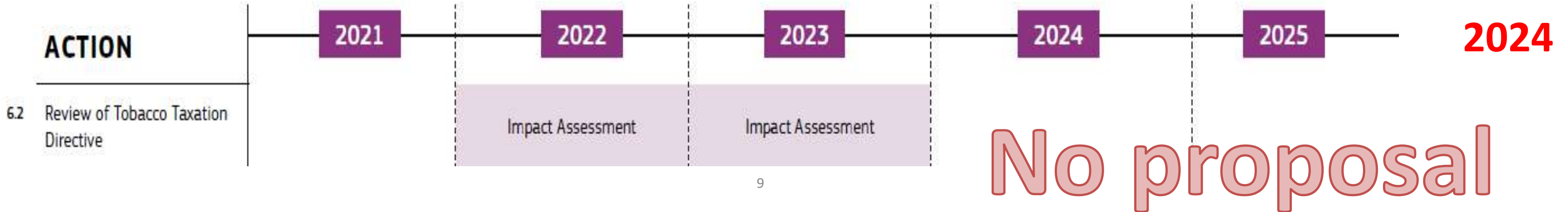
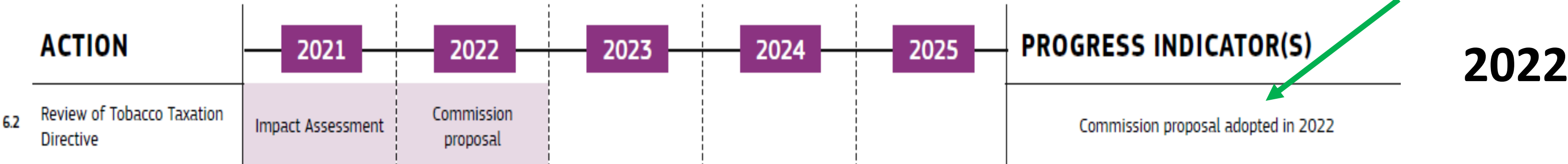
Peter Liese: This Is a Pyrrhic Victory for the Enemies of E-cigarettes / Majority Accepts the Text, but Key Member States Declare They Will Not Comply

“I, also as a doctor, don't know any scientific evidence that when somebody uses an e-cigarette in an outside restaurant any third person has any risk here. So that needs to be clarified. Where is the scientific evidence? Which article? Send it to me, and we talk.” - Peter Liese, EPP Spokesperson on Health

Source: EP <https://www.europarl.europa.eu/mepphoto/1927.jpg>

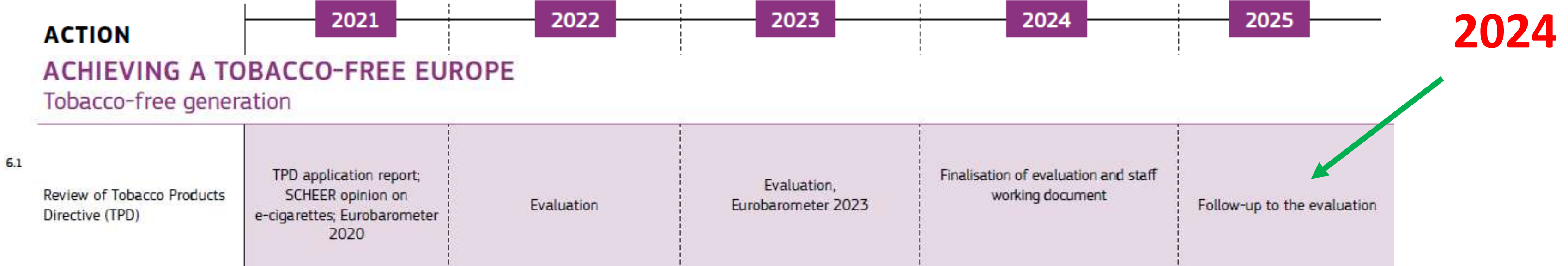
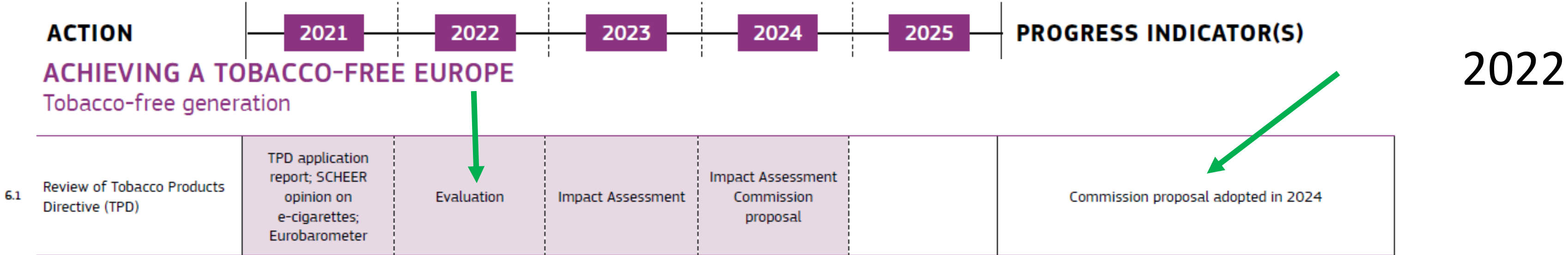
https://multimedia.europarl.europa.eu/en/video/smoke-and-aerosol-free-environments-meps-debate_1264387

DELAYS: Tobacco Tax Directive – 2 YEARS BEHIND THE SCHEDULE



- Updated Implementation Roadmap for the Europe’s Beating Cancer Plan on Achieving a Tobacco-Free Generation by 2040

DELAYS: Revision of the Tobacco Products Directive – 2 YEARS BEHIND THE SCHEDULE



Opportunities: Olivér Várhelyi's Mission Letter



in other areas, looking in particular at mental health, cardiovascular diseases, degenerative illnesses, autism and other non-communicable diseases.

- As part of work on preventive health, you should address other risk factors. This includes evaluating and revising the **tobacco** legislation, notably by addressing concerns about young people's access to novel tobacco and nicotine products.

Opportunities: The rotating presidency in the Council

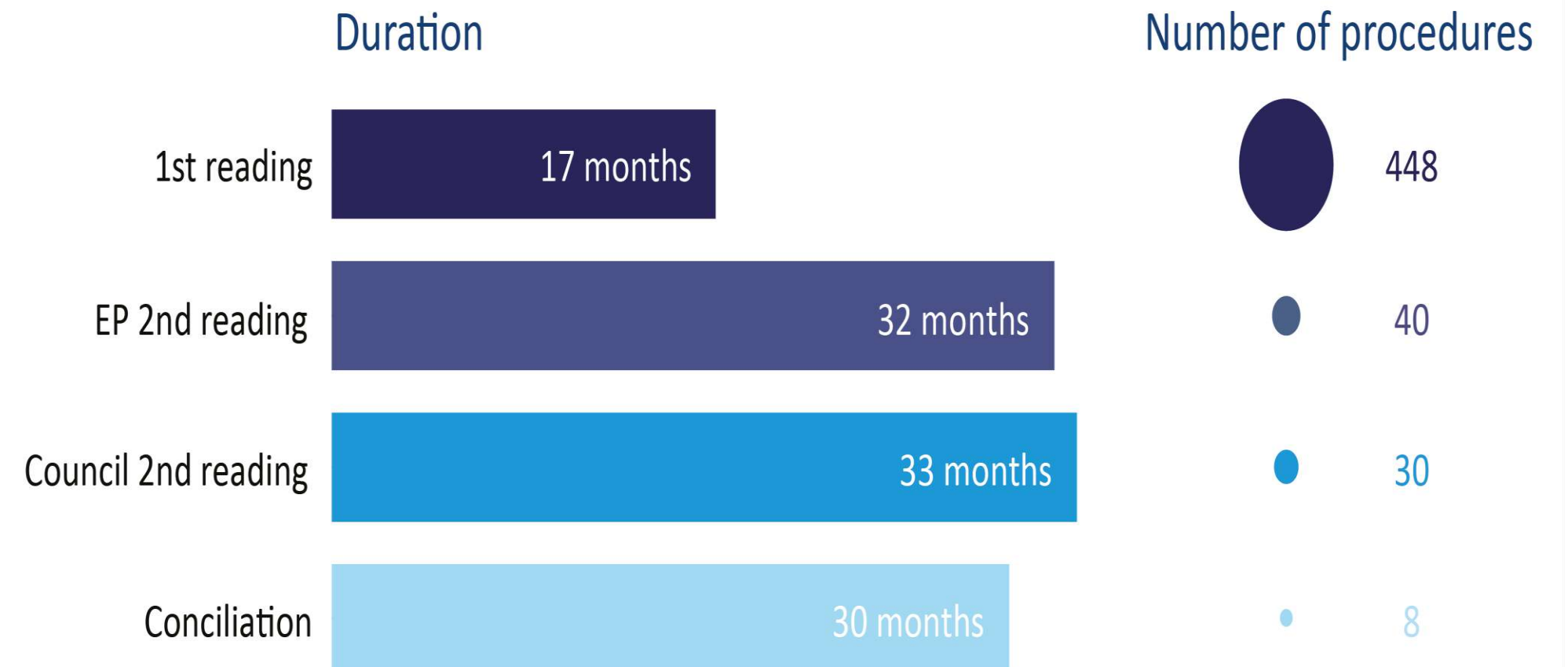
Poland	January - June	2025
Denmark	July - December	2025
Cyprus	January - June	2026
Ireland	July - December	2026
Lithuania	January - June	2027
Greece	July - December	2027
Italy	January - June	2028
Latvia	July - December	2028
Luxembourg	January - June	2029

- **Revision of the Tobacco Products & Advertising Directives could be initiated and tabled by: Ireland & Lithuania & Latvia**
- **LAST CHANCE to Table the Directives is under Latvian Presidency July-Dec 2028**

Tobacco Products & Advertising: Ordinary Legislative Procedure

- It takes on average 17 months to adopt a new directive
- Most of the directives are adopted in the 1st reading
- **To revise tobacco control directives in 2028, they have to be released by DG SANTE at the latest in 2026**

Average duration and number of concluded ordinary legislative procedures



Key Takeaways

Understanding our audience (ONE SIZE DOES NOT FIT ALL)

Operating in a post-truth, low-trust landscape

**“Rational thought is value-based”
George Lakoff,
cognitive linguist**

History doesn't repeat itself, but it reveals patterns

Source: Slides by Andreea Petre-Goncalves – Working with narratives

HISTORY LESSON: TPD 2014/40/EU 'the most lobbied dossier' in EU history

Dalligate redux: OLAF's lax probity in snus investigation

John Dalli reappears, to toast former OLAF chief Giovanni Kessler's conviction on an illegal wiretap. But Dalligate never seems to end...



26 July 2024, 7:00am
by **Matthew Vella**
12 min read



Commission in breach of UN tobacco lobbying rules, says EU Ombudsman

By James Crisp | Euractiv Est. 4min

5 Oct 2015 (updated: 23 Dec 2015)

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The Ombudsman's findings are another embarrassment for the European Commission over its relationship with Big Tobacco.

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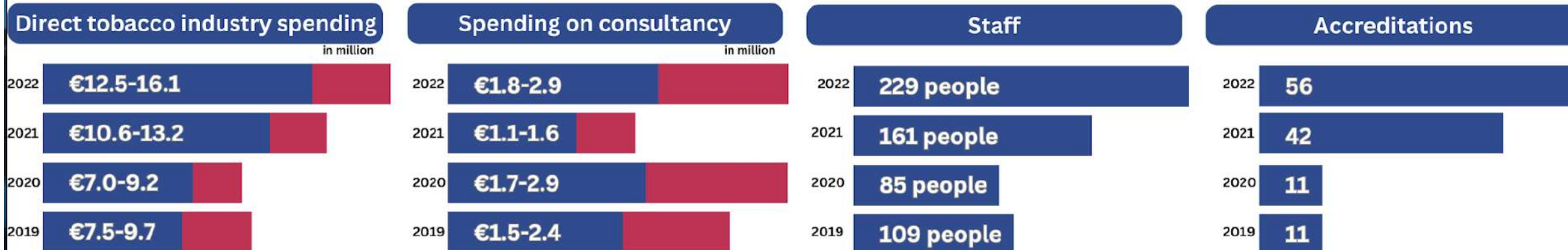
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Declared Tobacco Industry Presence in the EU Policy-Making Environment (2023 update)



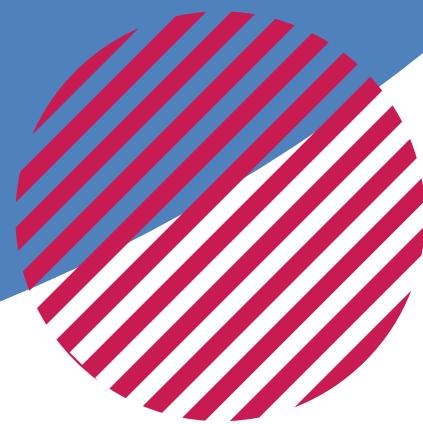
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