



# Achieving a Tobacco-free Generation in Europe and ongoing Commission initiatives to achieve this goal

JATC-2 webinar

DG SANTE

European Commission

# Evaluation of EU tobacco control legislative framework

# Evaluation – aim and scope

- Aimed to determine to **what extent the framework has fulfilled its goals** on different areas (product regulation, advertising, promotion and sponsorship, other initiatives such as taxation, smoke-free environments, cessation measures, etc.)
- Considers the rapid rise in emerging products and recent technical developments
- Includes the **Tobacco Products Directive (TPD) 2014/40/EU**, the **Tobacco Advertising Directive (TAD) 2003/33/EC** and broader relevant **tobacco control policies across the EU**

# Evaluation – current status and next steps

- The external supporting study will be shortly finalised. It includes:
  - **Broader consultation** (call for evidence, public consultation, stakeholders' survey, stakeholders' interviews and validation workshops) together with **desk research, market and econometric analyses, case-studies**
  - In line with the Commission Better Regulation Guidelines, it is focused on the following evaluation criteria: relevance, effectiveness, efficiency, coherence, EU added values, among other relevant aspects
- The next steps (such as a potential revision of the legislative framework) will be taken on the basis of the evaluation results

# Preparations for COP10

# Conference of the Parties (COP)

- COP is the **governing body** of the WHO FCTC
- **FCTC** is an international treaty adopted by the World Health Assembly in 2003 to promote public health in response to the globalization of the tobacco epidemic
- COP takes decisions necessary to **implement the FCTC**
- COP is comprised of all **parties** to the FCTC; EU and the MS are full Parties to the FCTC
- COP10 will be held in Panama on 20-25 November 2023

# Preparations of COP10

- The rules of procedure are that the Convention Secretariat submits the **provisional Agenda** and other **supporting documents** (containing draft decisions) at least 60 days before the start of the COP
- **pre-COP** occurred on 3 and 4 Oct, virtual - WHO European Region preparatory meeting for COP10:
  - to brief Parties about agenda items and clarify areas of questions
  - to explore positions that Parties of the European Region may wish to take on agenda items

## EU and MS positions

- The **Commission proposal** was submitted on 7 September
- On this basis, the EU and MS position to be taken at COP10 were **negotiated and agreed in the Council Working Party on Public Health** since 18 September.
- The **Council Decision** on the positions to be taken on behalf of the EU **is to be adopted by the Council before COP10**

Entry into force of the ban on  
characterizing flavours of HTPs and  
extension of the methodology



# Commission Delegated Directive (EU)2022/2100

- It extends the ban on characterizing flavours to Heated Tobacco Products (HTPs)
- Transposition date for Member States: 23/07/2023
- Entry into force of the measures: 23/10/2023

# Extension of the IAP methodology to HTPs

- The IAP ([Independent Advisory Panel on Characterizing flavours in Tobacco Products](#)) adopted its methodology in 2021, applicable to cigarettes and roll-your-own tobacco
- The methodology has been recently updated to HTPs (approved by IAP on the 31/08/2023) - not yet published

# Study on tobacco health warnings and packaging

# Study on tobacco health warnings and packaging

- External study started in Sept 2023 and is expected to be completed in summer 2024
- It is aimed at:
  - providing an overview of the state of play of health warnings and packaging strategies across countries (EU and non-EU), covering any tobacco and related products, and (other) emerging products;
  - identifying potential best practices and its applicability to the EU policy context;
  - developing policy recommendations.

# Revision of the Council Recommendation on smoke-free environments

# Reasons for a revision of the Recommendation

- The 2009 Council Recommendation on Smoke-free Environments
  - Included traditional tobacco products and some public spaces, such as indoor and enclosed spaces, in its scope
  - Other public spaces (including certain outdoor spaces, such as schools, playgrounds and outdoor eating establishments) were only covered based on a case-by-case assessment
- A review of the Recommendation is necessary considering the market growth of emerging tobacco products since 2009, their appeal to young consumers and the risks associated with their use and exposure to second-hand smoke and aerosols
- This revision consists of:
  - 1) Extending the coverage to emerging products (such as electronic cigarettes, heated tobacco products)
  - 2) Extending the scope to specific outdoor spaces ( including spaces such as outdoor spaces of schools, playgrounds and outdoor terraces of bars and restaurants)

# Objectives of the revised Recommendation

- Protect people, particularly children and young people, from **second-hand smoke and aerosols** from emerging products
- Encourage current smokers to **quit** (+“**denormalization**”)
- Europe’s Beating Cancer Plan / ‘Tobacco-free Generation’ (5% by 2040)

In support of the revision:

- A [call for evidence](#) was launched from 22 June - 20 July 2022
- Targeted consultations were launched from March - May 2023
- The revised Council Recommendation is in the drafting process

# Thank you



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