

Making the tobacco endgame a reality

EUROPEAN CITIZEN'S INITIATIVE ON **TOBACCO-FREE GENERATION:** INTRODUCTION AND STATUS







ORGANIZERS:

CYPRUS NATIONAL ADDICTIONS AUTHORITY







CYPRUS BULGARIA

DENMARK









Unfairtobacco





HUNGARY



IRLAND















SMOKE FREE LIFE















POLAND



















SLOVENIA



















FINLAND









SPAIN







EUROPEAN LIFESTYLE MEDICINE ORGANIZATION

SWEDEN



SUPPORTERS:

















COLLABORATORS:

BULGARIA















BELGIUM

















SPAIN



















XQNS! Porque Nosotros Sí!











FUNDACIÓN ESPAÑOLA DEL



más que ideas







OUR WEB SITE

https://tfe.ensp.network/

Activities Library Donations



Collected signatures:

INITIATIV

EUROPEAN

CITIZENS'

Reasons to sign for Tobacco Free Europe

Total in 27 EU member states FIRST EUROPEAN TOBACCO FREE GENERATION

Country

271

Days

Sign now!

CALL TO ACHIEVE A TOBACCO-FREE ENVIRONMENT AND THE FIRST EUROPEAN TOBACCO-FREE GENERATION BY 2030

Collected signatures:

19,643

12,025

Total in 27 EU member states

109

Days left

Collected signatures:

20,413

Total in 27 EU member states **79**

Days left

Spain Sweden

Country Choose language Austria български Ελληνικά Bulgaria Čeština Dansk Cyprus Czechia Deutsch Denmark Eesti Estonia English English Español Finland France Français Germany Hrvatski Greece Italiano Hungary Latviešu valoda Ireland Lietuviškai Italy Magyar Lithuania Nederlands Luxemburg Polski Malta Português Netherlands Română Poland Portugal Slovenčina România Slovenščina Slovakia Suomi Slovenia Svenska

OUR PETITION



1

Promote the first tobacco-free European generation by 2028, ending the sale of tobacco and nicotine products to citizens born since 2010.

2

Create an European Net of tobacco-free and butts-free beaches and riverbanks, making this spaces more healthy and environmentally sustainable.

Establish an European Net of tobacco-free and butts-free National Parks making them more healthy and reducing contamination and risk of fires.

3

4

Eliminate tobacco advertising and presence in audiovisual productions, social media, specially addressing covert advertising through influencers and product placement.

5

especially those frequented by minors (parks, swimming pools, sports events and centers, shows and restaurants terraces).

6

Finance R&D projects for diseases caused by tobacco use to improve their prognosis and make them curable.

OUR MATERIALS





































OUR MATERIALS





Unterschreibt hier: https://bit.ly/Tobacco_FreeEurope















European Citizens' Initiative

ZA SLOVENIJO BREZ **TOBAKA IN NIKOTINA 2040**

31. MAJ: SVETOVNI DAN

BREZ TOBAKA

ODPIŠI evropsko državljansko pobudo

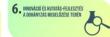
oljšemu zdravju in boljšemu





















PER UN'EUROPA SENZA TABACCO

fine alla vendita di prodotti del tabacco o a base di picotina ai cittadini pati dopo il 201

Creare una rete europea di spiagge e rive fluviali libere dal tabacco e da mozziconi

Istituire una rete europea di parchi nazionali liberi dal tabacco e da mozziconi, p

Ampliare gli spazi in cui è vietato fumare sigarette o sigarette elettronich

spettacoli e dehors dei ristoranti)

Eliminare la pubblicità dei prodotti del tabacco e la loro presenza nelle produzioni audiovisive e sui social media, intervenendo in particolare sulla pubblicità occulta di influencer e da inserimento di prodotti.

Finanziare progetti di ricerca e sviluppo sulle malattie causate dal consumo di tabacco per migliorarne la prognosi e renderle curabil

















bit.lv/Tobacco FreeEurope







OUR ACTIVITIES: Note presses and press conference presence on TV, radio and newspape





17 January - Newspaper article in Sun





in Creta Live News, Greece













23 January - Press conference to present the initiative, Madrid



3 February – Newspaper article in Infosalud, Spain



31 May – World No Tobacco Day SEPAR press conference, Madrid



26 January - TV interview in Telemadrid, Spain



January - TV interview in "Buenos Días Canarias"



25 January - TV interview in Aragón TV,

OUR ACTIVITIES: Positioning the initiative of the websites of organizers and collaborators





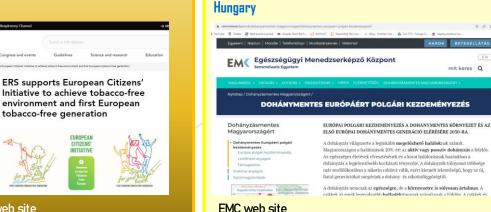






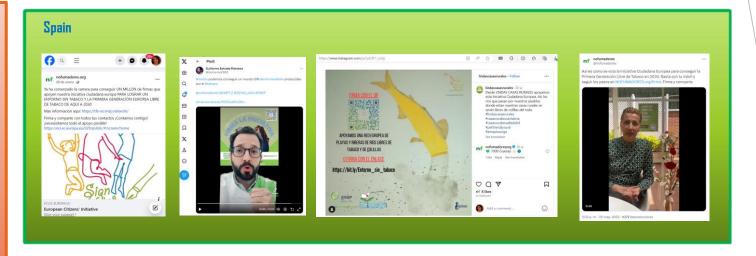
FEC web site



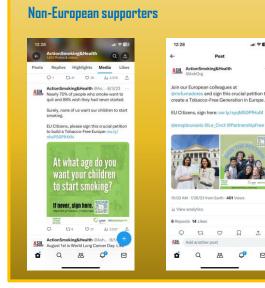


OUR ACTIVITIES: Social media through organizers' and collaborators' channels

















OUR ACTIVITIES:Presentations at many heath related congresses, workshops, webinars,





February - FCOEM Congress, Madrid, Spain



20 May - Pneumological Association of the Canary Islands, Spain





April - ECToH Congress, Madrid,



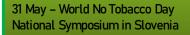
SCATT webinar, Spain



ECI Day Brusels

Belgium







El grupo de tabaquismo de FAECAP difunde la



1 July - Phd-student conference at Mario Negri Institute in Milan





31 May - Football Championship





23 June - INSPIR Conference, Iasi, Romania



31 May - Medical University in Bucharest



12 April - Timisoara, Romania



OUR ACTIVITIES: Street signature collection

and promotion

Spain



23 April - Nofumadores Volunteers collecting signatures in the Retiro Park, Madrid, Spain



June- ATAEX volunteers collecting signatures in Monesterio, Extremadura, Spain



June- Spanish Cancer Sociaty (AECC) volunteers collecting signatures in several cities, Spain



Belgium



June - ECI Day Brusels



1 July - Signatures collection in Phd-student conference at Mario Negri Institute in Milan

Slovenia



October - Collecting signatures at Malta's Notte Bianca

Malta

Hungary



Screening activity at Lake Balaton with signature collection, Hungary

31 May- ICO team promoting the ECI-TFE in Barcelona, Spain

4tFebruary - World Cancer Day. Booth in a shopping centre in Slovenia promoting the initiative and handing out flyers, Slovenia

OUR ACTIVITIES: Exposure of materials in health care centers, schools and events

Spain







School in Manacor, Balear Islands, Spain

Exposure of roll-ups in several health care center, Madrid, Spain

Romania



School in Bucharest, Romania

OUR ACTIVITIES: Articles in scientific journals

Malta



OTHER ACTIVITIES:

- Meetings with a lot of potencial partners

THE SAD REALITY OF NUMBERS:

only 2% of signatures collected in 10 months

		03-feb	06-mar	03-abr	11-may	02-jun	03-jul	07-oct	06-nov	
Country	Threshold	Statements of support		Statements of support	Statements of support	Percentage				
Austria	13.395	24	90	100	117	139	168	180	193	1.44%
Belgium	14.805	74	119	132	144	149	177	199	216	1.46%
Bulgaria	11.985	236	343	376	445	719	1035	1183	1.208	10.08%
Croatia	846	10	27	33	36	39	49	53	56	0.66%
Cyprus	4.230	61	74	80	91	148	165	573	629	14.87%
Czechia	14.805	3	14	17	20	21	25	27	27	0.18%
Denmark	9.870	156	182	185	190	192	194	196	198	2.01%
Estonia	4.935	3	6	6	7	7	10	12	14	0.28%
Finland	9.870	24	40	57	82	89	101	120	125	1.27%
France	55.695	68		222	268					0.86%
Germany	6.768	221	463	599	675	733	837	930	971	1.43%
Greece	14.805	47	150	155	172	182	188	221	232	1.57%
Hungary	14.805	15		24	137	191	322	446	458	3.09%
Ireland	9.165	93	200	217	258	270	301	325	326	3.56%
Italy	53.580	1236	1831	1976	2160	2624	2987	3225	3.531	6.59%
Latvia	5.640	0		3	4	7	8	9	13	0.23%
Lithuania	7.755	18	36	37	38	40	43	43	46	0.59%
Luxembourg	4.230	3	8	10	10	10	12	12	12	0.28%
Malta	4.230	6	20	22	24	24	59	235	338	7.99%
Netherlands	20.445	79	147	159	185	199	250	267	282	1.38%
Poland	36.660	125	202	228	245	260	295	616	659	1.8%
Portugal	14.805	613	779	799	817	880	895	913	926	6.25%
Romania	23.265	1325	1544	1593	1641	1668	1686	1707	1.728	7.43%
Slovakia	9.870	6	12	24	27	30	35	37	37	0.37%
Slovenia	5.640	44	96	194	210	222				4.98%
Spain	41.595	664	3662	4338	4713	6545	7009	7626	7.674	17.69%
Sweden	14.805	79	121	140	153	165	187	200	205	1.38%
TOTAL	428.499	5233	10373	11726	12.869	15.845	17.685	20.050	<mark>20.864</mark>	0



PROBLEMS

- Lack of time → 1 year is a short period to collect one million signatures:
 - \rightarrow First, the organizers have no experience, so the first months are a time for learning.
 - → Secondly, the help of many organizations is needed, and it was difficult to achieve their collaboration until the signature collection system was already running and they could see with their own eyes how it worked and what was the initiative about.

Lack of financial resources

- → Gathering a million signatures in a full-time job that requires a powerful team in, at least, each of the 7 countries required by the European Commission. Those teams need to be working daily on promoting the initiative without dedicating themselves to anything else and, unfortunately, few average citizens can afford to do this without being paid and we didn't have the funds to pay those teams.
- → On the other hand, money is also necessary to hire professional external services (designing, production, printing and positioning of materials, community management, communications agency, etc.).

Lack of capacity

- → The organizers and collaborators had to include this activity in their already busy work, and it was not easy to dedicate the required energy and time so there weren't enough people dedicated to disseminating the initiative
- → We weren't able to recruit the army of constant volunteers required to collect one million signatures



DIFFICULTIES

- Explain in the media where and how to sign the initiative: when interviewed on radio, TV programs, news, journals, it was difficult to explain how to go to the website where to sign because the link given by the commission was long and impossible to remember (we learned how to solve that months later), or the journals did not provide the QR code to directly go to the website. This contributed to the challenges in the dissemination of the initiative.
- The steady collaboration of other organizations and entities: We realized that a lot of people told us they were interested, or that this was a nice initiative, but then, even if we provided documentation or dissemination, they did not help us with the spread of the news at all or in a constant way.
- **The digital gap:** The online signature form was easy. However, it's a challenge for older people (that you do not reach in person) or less educated people who could have difficulties in this, also because personal identification data are requested (this was a challenge when you told people which info you needed for the signature).
- Our initiative was too wide: when we tried to collect signatures in person, it took so much time to tell people all the points of our initiative and how to sign.



CONCLUSIONS

- The ECI-TFE won't gather 1 million signatures within the year.
- The organizers will take the necessary steps to avoid the USECESSFULL COLLECTION tag.
- Anyhow the ECI-TFE has achieved an important raise of awareness regarding the ENDGAME concept of "TOBACCO-FREE GENERATION" at least among the tobacco control community

LESSONS LEARN

- Before starting a new European Citizens Initiative with chances to be successful it's really needed to:
 - 1. have financial resources
 - 2. Be less ambitious in the petition (less wide) and be more concrete (just go for one very important goal)





https://tfe.ensp.network/

THANK YOU

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