

# Tobacco Products Directive: current situation & next steps

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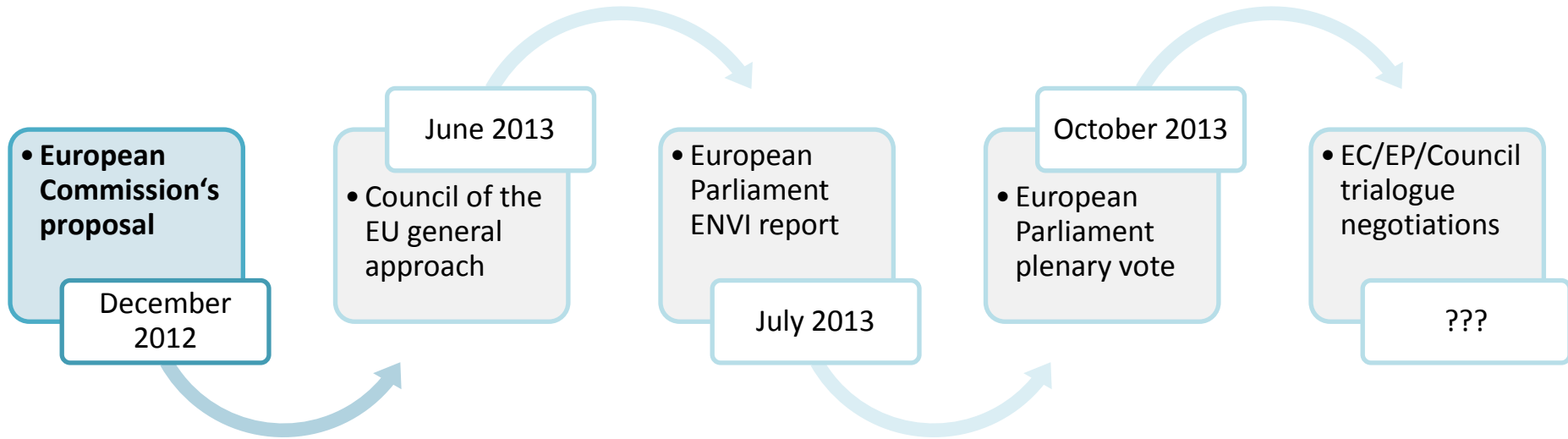
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# Before the proposal – postponing the indispensable?



Necessity to adapt the current rules on tobacco

- Market developments → novel tobacco products
- Scientific studies → toxicity of ingredients
- International commitments → WHO Framework Convention on Tobacco Control

**BUT**

Delayed for several months

- Scandals & procrastination → tobacco industry behind the scene?

# “Together is stronger”

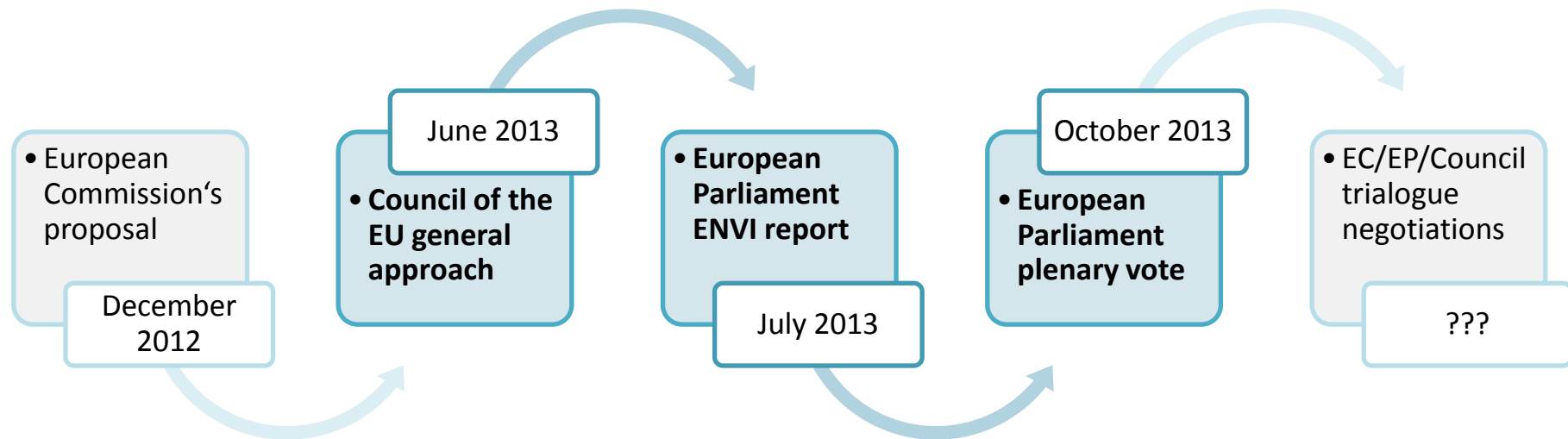
Initial priorities identified since 2010 and the EC public consultation on the revision of the current directive

1. Plain packaging
2. 80% combined text and pictorial health warnings on the front and back
3. Cessation information as part of the health warnings
4. Warnings on tar, nicotine and carbon monoxide levels

Focus on  
**labelling!!!**



# The negotiations phase – sit at the decision-making table!



## Wider network

- Alignment meetings: joint efforts of public health NGOs, patients, doctors, academics

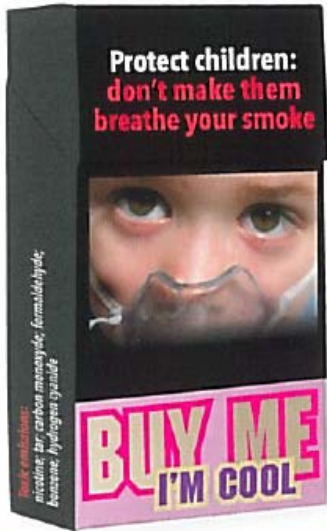
## Advocacy efforts

- Meetings with EU policy-makers and national authorities
- Joint communication & raise awareness campaigns

**8 OCTOBER 2013**  
**WHAT WILL YOU VOTE FOR?**

A healthy future  
 for our children

or tobacco  
 interests?



**75%** warnings  
 at the top edge of the pack  
 reduce the attractiveness  
 of cigarette packs

**50%** warnings at  
 the bottom edge of the pack  
 do not prevent Big Tobacco  
 from attracting kids

**SUPPORT  
 AMENDMENT  
 54**

**REJECT  
 AMENDMENTS  
 97, 98, 120, 142, 150**

**SMOKING IS AN ADDICTION OF CHILDREN AND YOUNG ADULTS  
 MAKE A DIFFERENCE  
 NO EXCUSES, NO DELAYS.**



# Key word: adaptability

From the Commission's proposal...

1. Plain standardised packaging
2. Combined warnings placed on the top and covering 80% of packages
3. Comprehensive ban on characterising flavours
4. Ban on slim cigarettes
5. Ban on oral tobacco products
6. Ban on online sales
7. Stronger measures against illicit trade
8. Regulation of e-cigarettes

...to the ENVI vote

1. Combined health warnings covering 75% of the front and back of tobacco products packages
2. Health warnings to be placed on the top part of packages
3. Comprehensive ban on characterising flavours
4. Ban on slim cigarettes
5. Stronger measures against illicit trade
6. Regulation of e-cigarettes

# The mouse vs. the elephant?

€5 million a year + over 150 full-time lobbyists from the tobacco industry vs. around 10 public health NGOs

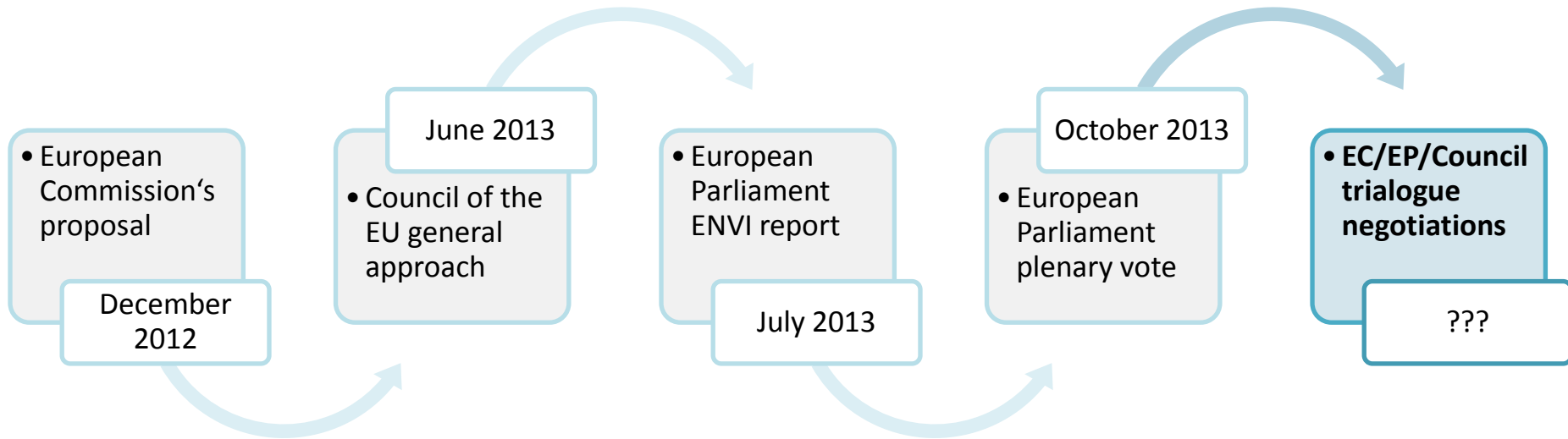
## HOWEVER

Some positive provisions were introduced

Current rules	New measures
<b>30%</b> on the back and <b>40%</b> on the front placed at the <b>bottom</b>	<b>65%</b> at the <b>top</b> on both sides
Pictures compulsory only in 10 Member States	Compulsory pictorial warnings
Additives allowed	Additives are forbidden
Fancy and slim packages allowed	Packages' shape harmonised



# Towards the final decision – the last efforts



Council position = EP plenary

- Phase-out period for higher sales volume products (menthol)
- Slims allowed
- Prohibition of cross-border distance sales
- Insertion of waterpipes, exclusion of regulation on snus
- 65% combined health warnings

Council position  $\neq$  EP plenary

- E-cigarettes regulated as medicinal products



# One battle has ended, the war is still on

Single Members of the European Parliament have no more voice in the dossier – negotiations between the rapporteur of the European Parliament, the Presidency of the Council of the EU and the Commission

Expected outcome: before next EP elections (May 2014), McAvan's wish before Christmas

**Legislations are updated every 10 years or so, this is the moment to make the difference for public health in Europe!!!**

**THEREFORE**

- Write to your national Ministries
- Keep the contacts with the Lithuanian Presidency, European Parliament rapporteur and Commission
- Raise awareness on tobacco ahead of next EP elections

# Thank you for your attention!

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