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Smoke Free Partnership
Luther L. Terry Award Winner 2015

Smoke Free Partnership
WHO WNTD Award Winner 2011

La Main Invisible de l'Industrie du Tabac: Le retard de la révision de la directive européenne sur la taxation du tabac

Lilia Olefir
Director SMOKE FREE PARTNERSHIP

14 June 2023

Main Partners:

CNCT COMITÉ NATIONAL CONTRE LE TABAGISME Association reconnue d'utilité publique

Foundation against Cancer

ehn fighting heart disease and stroke european heart network

NORWEGIAN CANCER SOCIET

GEZONDHEIDSFONDSEN VOOR ROOKVRIJ Hartstichting LONG KANKER KWF

CANCER RESEARCH UK

Associate Partner:

LA LIGUE CONTRE LE CANCER

European Commission

SFP receives operational funding from the EU

La Coalition de SFP– plus que 50 organisations

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Fondation contre le Cancer
ehn – fighting heart disease and stroke – european heart network
NORWEGIAN CANCER SOCIETY
CANCER RESEARCH UK
GEZONDHEIDSFONDSEN VOOR ROOKVRIJ
CNCT – COMITÉ NATIONAL CONTRE LE TABAGISME
LA LIGUE CONTRE LE CANCER
Génération Sans Tabac
ECL – Association of European Cancer Leagues
CPME – COMITÉ PERMANENT DES MÉDECINS EUROPÉENS – STANDING COMMITTEE OF EUROPEAN DOCTORS
Kom op tegen Kanker
COALITION SMOKE FREE LIFE BULGARIA
european cancer ORGANISATION
ASH FINLAND
Cancer Society of Finland
EVERY TOBACCO IS UNFAIR TOBACCO – unfairtobacco.org
ASH IRELAND
Irish Cancer Society
SITAB
KADC – KOSOVO ADVOCACY & DEVELOPMENT CENTRE
PROI
Juventas
NTAK – LITHUANIAN TOBACCO AND ALCOHOL CONTROL COALITION
INTERNATIONAL NETWORK OF WOMEN AGAINST TOBACCO
AIM – Healthcare and social benefits for all
HEALTH INSTITUTE
MANKO
C.A.T.R. – I.P.S.S.
arps – Asociația Română pentru Promovarea Sănătății
ASOCIAȚIA GENERAȚIA ROMÂNIA SĂNĂTOASĂ 2035
Health Mission
SERBIAN SOCIETY FOR THE FIGHT AGAINST CANCER
NO EXCUSE – Mladinsko združenje Brez izgovora
SLOVENIAN COALITION FOR PUBLIC HEALTH, ENVIRONMENT AND TOBACCO CONTROL – NGOs Protect Our Health
Grupo I+D – ECONOMÍA, POLÍTICAS PÚBLICAS Y SALUD – UPCT
XQNS! Porque Nosotros Sí!
ash – action on smoking and health
UKCTAS – UK Centre for Tobacco & Alcohol Studies
fresh
Life Advocacy Center
TOBAKSFAKTA – OBEROENDE TANKESMEDJA
MEDICAL UNIVERSITY OF GDAŃSK
EMSA – European Medical Students' Association
ash scotland
Danish Cancer Society
המיזם למיגור העישון – SMOKE FREE ISRAEL – بلا تدخين
CNPT – COMITÉ NACIONAL PARA LA PREVENCIÓN DEL TABAQUISMO
SNCDA
CAMPAIGN for TOBACCO-FREE Kids
ICO – Institut Català d'Oncologia

Delay of the Tobacco Tax Proposal in 2021

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La presentation de la proposition de revision de la direction sur la taxation du tabac a été reportée à plusieurs repises en 2021 et 2022

No.	Policy objective	Initiatives
An Economy that Works for People		
14.	**Deepening the Capital Markets Union**	a) **Investment protection and facilitation framework** (legislative, incl. impact assessment, Article 114 TFEU, Q2 2021) b) **Revision of prudential rules for insurance and reinsurance companies (Solvency II)** (legislative, incl. impact assessment, Articles 53(1), 62 and 114 TFEU, Q3 2021) c) **Revision of the Markets in Financial Instruments Directive and Regulation** (legislative, incl. impact assessment, Article 114 TFEU, Q4 2021)
15.	**Sustainable corporate governance**	**Sustainable corporate governance** (legislative, incl. impact assessment, Articles 50 and, possibly, 114 TFEU, Q2 2021)
16.	**EU green bond standard**	**Establishment of an EU green bond standard** (legislative, incl. impact assessment, Article 114 TFEU, Q2 2021)
17.	**Anti-money laundering package**	**Anti-money laundering legislative package** (legislative, incl. impact assessment, Article 114 TFEU, Q1 2021)
18.	**Fair economy package**	a) **Action plan on the European Pillar of Social Rights** (non-legislative, Q1 2021) b) **Recommendation for a European child guarantee** (non-legislative, Q1 2021) c) **Communication on a new occupational safety and health strategy framework** (non-legislative, Q2 2021) d) **Action plan for the social economy** (non-legislative, Q4 2021)
19.	**Generalised scheme of preferences**	**Towards the future generalised scheme of preferences legal framework granting trade advantages to developing countries** (legislative, incl. impact assessment, Article 207 TFEU, Q2 2021)
20.	**Detering and counteracting coercive actions by third countries**	**Instrument to deter and counteract coercive actions by third countries** (legislative, incl. impact assessment, Article 207, Q4 2021)
21.	**Performance framework 2021-2027**	**Communication on the performance framework 2021-2027** (non-legislative, Q2 2021)
22.	**Completing the Banking Union**	**Revision of the bank crisis management and deposit insurance framework** (legislative, incl. impact assessment, Article 114 TFEU, Q4 2021)
23.	**Excise duties package**	a) **Revision of the tobacco taxation Directive** (legislative, incl. impact assessment, Article 113 TFEU, Q3 2021) b) **Amendment of the Directive on general arrangements for excise duties** (legislative, incl. impact assessment, Article 113 TFEU, Q4 2021)

Qui est à l'origine du report de la presentation de la proposition de directive sur la taxation du tabac en 2022?

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POLITICO

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SNUSGATE — METSOLA LEADS EU GANG TO STOCKHOLM AMID TOBACCO UPROAR: European Parliament President Roberta Metsola is today leading EU lawmakers on a trip to Sweden, Nicholas Vinocur writes in to report. But the trip was nearly knocked off course by a Sweden-EU row over "snus" — tobacco pouches which are placed under the lip and are wildly popular in Nordic countries.

Nothing to snus about: It started with reports in Swedish daily Aftonbladet about a leaked Commission document, which are wildly popular in Nordic countries.

Nothing to snus about: It started with reports in Swedish daily Aftonbladet about a leaked Commission document, which suggested Brussels planned to double taxes on the lip-bulging pouches.

Cue outrage: Twitter lit up with the hashtag "Swexit," hinting that a snus tax was more than enough reason to leave the EU, while Aftonbladet went all out — splashing the news and going into vox pop mode. (Typical passerby response: "I'll be using snus as long as I live.")

Threat detected: Metsola, mindful of her upcoming trip, chimed in, telling news agency TT that her Finnish husband was "a snuffer" and the snus tax was a "very hot issue in the family."

But it was all BS. The Commission clarified this week that it actually had no plans to tax snus, to the great relief of all Nordics and the Metsola household. Plans for a hasty Swexit have been shelved.

EU Commission Postpones Tobacco Taxation Directive Revision

POSTED ON NOV. 29, 2022

The European Commission postponed the presentation date of its expected proposal to review the tobacco taxation directive because of unforeseen circumstances.

Several sources said EU Tax Commissioner Paolo Gentiloni's Cabinet requested that the presentation be postponed until next year, arguing that the current context with the energy and inflation crises is not the most favorable for such a proposal, which was due December 7. According to officials, no new date for the presentation has been set.

PHILIP MORRIS INTERNATIONAL

Delivering a Smoke-Free Future

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Philip Morris International progresses toward sole ownership of Swedish Match, further supporting our ambition to deliver a smoke-free future

05 Dec 2022 · 4 min read

The acquisition of more than 93 percent of the shares in Swedish Match and its leading oral nicotine portfolio will enable us to provide access to a broader range of better alternatives for those adult smokers who would otherwise continue to smoke.

Sources: https://www.politico.eu/newsletter/brussels-playbook/orbans-moment-of-truth-michels-3-hours-with-xi-germany-backs-buy-european/
https://www.pmi.com/media-center/news/PMI-progresses-toward-sole-ownership-of-swedish-match

2023 Statu Quo & Analyses de l'Industrie

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European Parliament **LEGISLATIVE TRAIN 05.2023**
3 AN ECONOMY THAT WORKS FOR PEOPLE

REVISION OF THE TOBACCO TAXATION DIRECTIVE - Q3 2021 [DEPARTURES]

> EXCISE DUTIES PACKAGE JD22 NL

CONTENT

On 19 October 2020, the European Commission published its work programme for 2021. In the annexes accompanying the work programme, the Commission announced a revision of the Council Directive 2011/64/EU on excise rules for tobacco ('The tobacco taxation directive').

The current EU rules are being reviewed to ensure that they remain fit for purpose to ensure the proper functioning of the internal market and at the same time a high level of health protection. This is particularly important in the context of the European Action Plan against Cancer, as taxation plays a pivotal role in reducing tobacco consumption, in particular in deterring youth from smoking. An inception impact assessment was published on 8 January 2021. The Commission considers that the minima tax rates set by the Tobacco directive have lost their effect as a large number of Member States tax most tobacco products above the minima. Several new types of tobacco products are also not fully covered by the current directive. Furthermore, the Commission notes that the current situation results in the abuse of cross-border purchases. The Commission is considering a number of policy options based on the following building blocks:

- Minimum excise duty rates
- Harmonisation of the taxation of new products (e-cigarettes, heated tobacco products, modern oral products)
- Fight against fraud

The proposal is expected to to be tabled in 2023.

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Philip Morris International 'leading the shift over to the tobacco model of the future' - Jefferies

Thursday.

In a wide-ranging note focused on tobacco stocks, the analysts told investors they adjusted the rating on PM as they also now capture the contribution from the Swedish Match deal.

"On a longer-term basis, we have consistently been constructive on PM because it is leading the shift over to the tobacco model of the future, both RRP and Beyond Nicotine," argues Jefferies. "On the former, it is the global leader, with estimated RRP share of 23%, compared to 21% share in combustibles."

The analysts explained that their firm's previous near-term caution on Philip Morris was based on an assumption of an unfavorable European Tobacco Tax Directive for RRP taxes, as well as PM's lack of current RRP exposure to the US, and potential share and cost implications.

However, it has now changed its outlook on those areas.

"In the EU TTD, this will be important for PM in a couple of ways. First, EU RRP is significant for PM, and expected to make up over 16% of PM group sales in FY22, while in the EU specifically, it is expected to contribute around 40% of sales," the analysts said. "Second, with favorable economics also present in most other markets globally due to lower taxes, if the EU was to implement aggressive increases, it is fair to assume such an outcome would also be priced in elsewhere," they added.

https://www.europarl.europa.eu/legislative-train/carriage/tobacco-directive-revision/report?sid=7001;
https://www.investing.com/news/stock-market-news/philip-morris-international-leading-the-shift-over-to-the-tobacco-model-of-the-future--jefferies-432SI-2983881

Où en est la mise en oeuvre du plan pour vaincer le Cancer?

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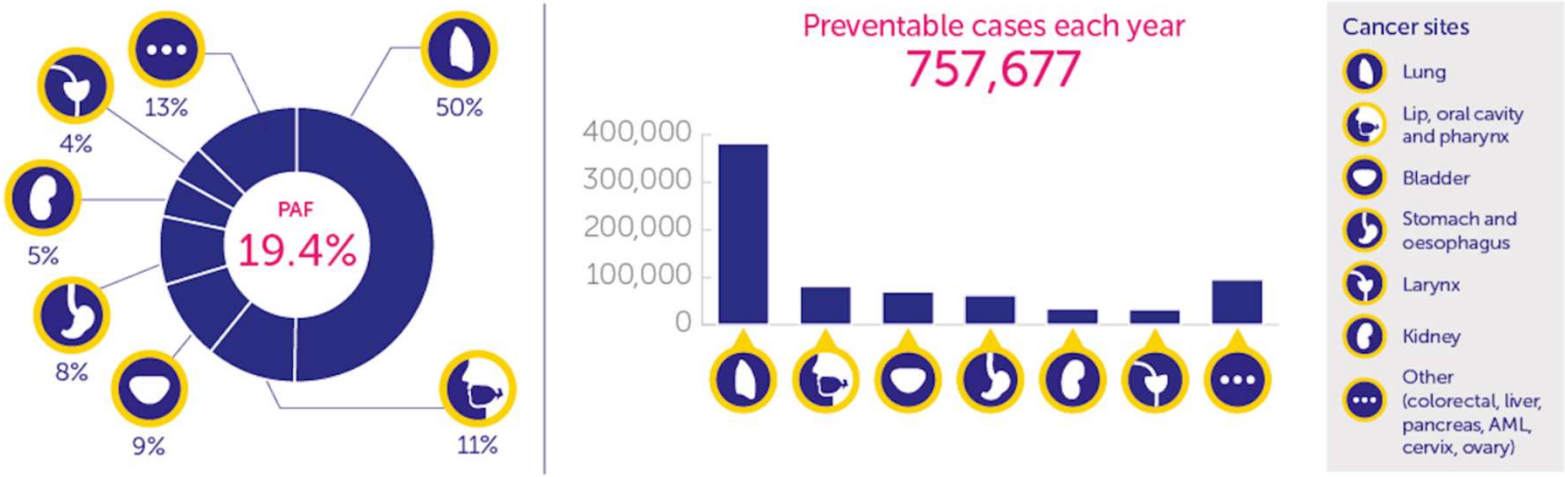
Le Plan Européen pour vaincre le Cancer (PEVC)

- Parvenir à une génération sans tabac avec une consommation de tabac inférieure à 5% d'ici 2040

Le PEVC appelle à des interventions politiques:

- Révision de **La Directive sur la Taxation du Tabac** (reportée)
- Révision de la Directive sur les Produits du Tabac (reportée)
- Révision de la Recommandation sur les milieux sans fumée de tabac (Q3 2023)

Cancers dus au tabagisme en Europe



- La consommation de tabac reste la principale cause de cancer évitable.
- 27% de tous les cancers attribués au tabagisme
- L'élimination du tabagisme permettrait d'éviter neuf cas de cancer du poumon sur dix.

Europe's Beating Cancer Plan https://health.ec.europa.eu/system/files/2022-02/eu_cancer-plan_en_0.pdf
Tobacco-related cancers and prevention
https://cancerpreventioneurope.iarc.fr/european-code-against-cancer/tobacco-related-cancers-and-prevention/

Enquête européenne ESPAD auprès des jeunes de 16 ans

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Tabagisme, prévalence au cours des derniers mois

9.6%

of students in all ESPAD countries used Cigarettes in last month

9.9%

of male students in all ESPAD countries used Cigarettes in last month

9.3%

of female students in all ESPAD countries used Cigarettes in last month

Fumer des e-cigarettes, prévalence au cours des derniers mois

13.4%

of students in all ESPAD countries used e-Cigarettes in last month

16.1%

of male students in all ESPAD countries used e-Cigarettes in last month

10.7%

of female students in all ESPAD countries used e-Cigarettes in last month

ESPAD Survey 2019 https://data.espad.org/

Consommation de tabac chez les adultes dans l'UE (2020)

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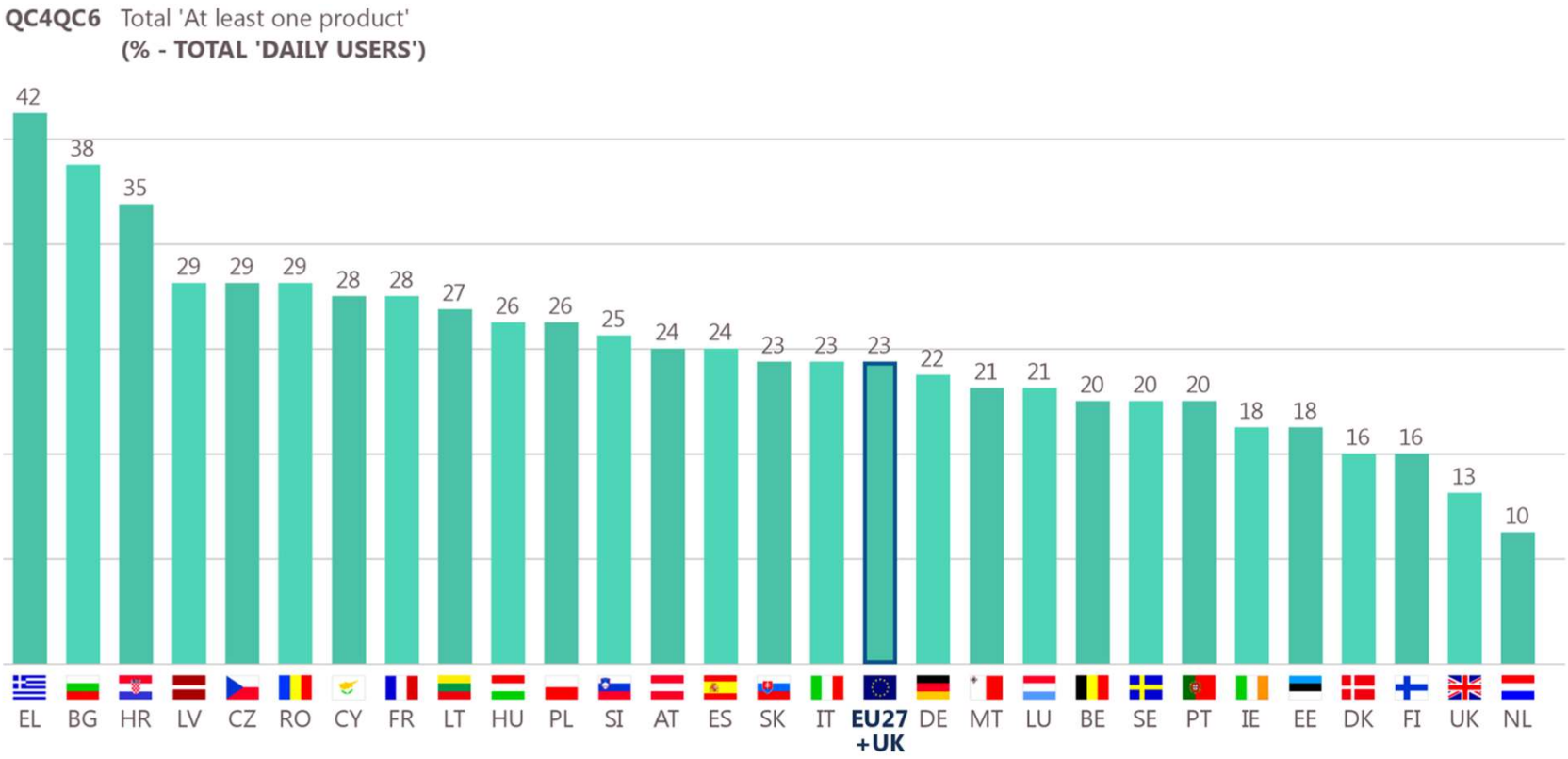
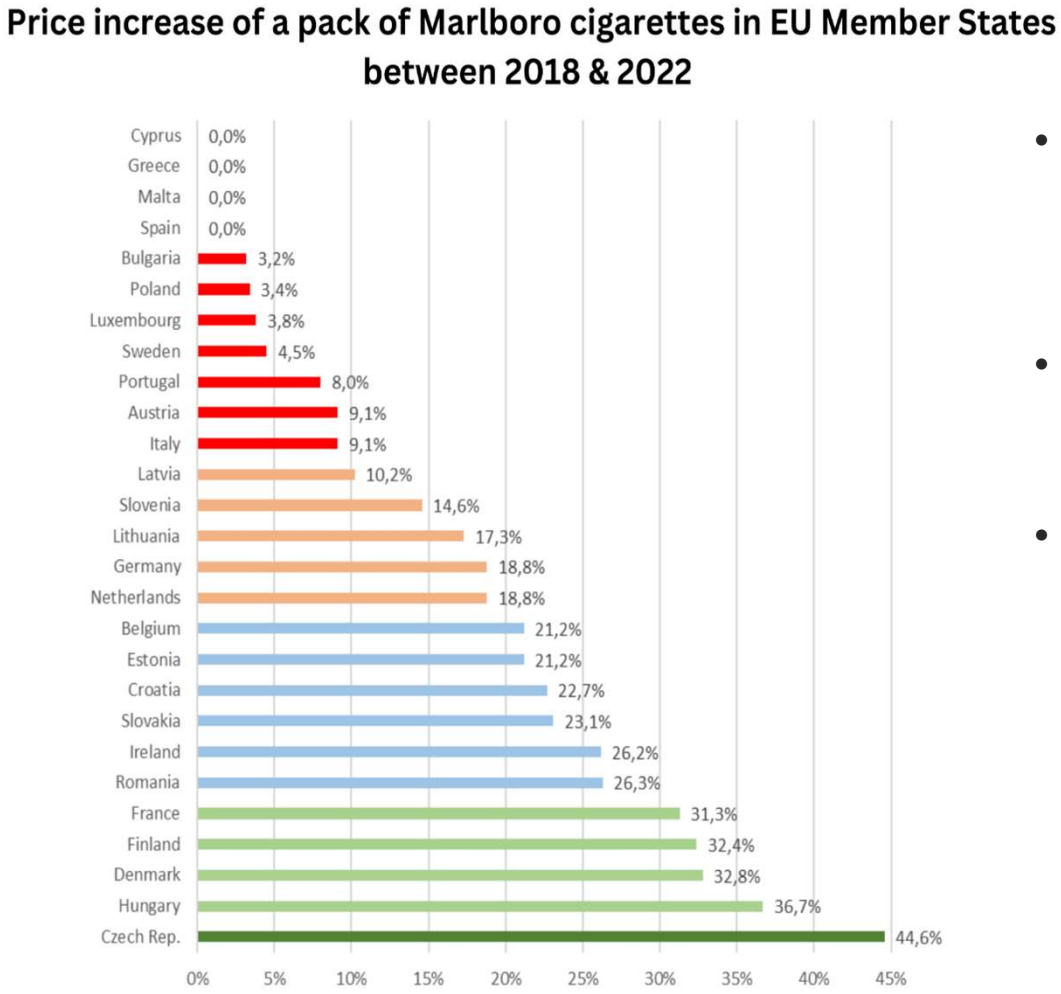
Près d'un quart des personnes interrogées consomment quotidiennement du tabac et des produits connexes



Base: All respondents, N= 28,300

Eurobarometer Survey 2020 https://europa.eu/eurobarometer/surveys/detail/2240

Les prix des cigarettes stagnent dans l'UE



Source: data collected by tobacco control expert L. Joossens, 2022.

- Le prix d'un paquet de Marlboro en 2022 varie dans les 27 pays de l'UE de **2,91 € en Bulgarie à 15,40 € en Irlande.**
- En 2018, l'écart de prix entre les pays était **de 9,38 euros et il a augmenté à 12,49 euros en 2022.**
- Un écart important entre les prix des produits du tabac dans les États membres constitue une incitation économique aux achats transfrontaliers, ce qui va à l'encontre de l'objectif de la Commission fixé dans le Plan Européen pour Vaincre le Cancer

Conclusions : Pourquoi nous devons publier la proposition sur la taxation du tabac MAINTENANT ?

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- Engagement politique dans le cadre du Plan Européen pour Vaincre le Cancer
- Forte prévalence de la consommation de tabac chez les jeunes
- Stagnation des prix des produits du tabac
- La mortalité due aux maladies liées au tabac (700 000 par an) est la principale cause de décès évitable.
- L'absence de révision de la directive sur la taxation du tabac entraînera le fiasco du Plan Européen pour Vaincre le Cancer

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Thank you!