Priority 1.2.2.5
Strengthening cooperation on tobacco control between interested Member States and Commission

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Unit B2: Cross-border healthcare and tobacco control
Tobacco Products Directive 2014/40/EU

- Entry into Force: 19 May 2014
- Development of secondary legislation
- Transposition Deadline: 20 May 2016
- Traceability & Security features: roll-out in May 2019
- Practical implementation of provisions / monitoring
- Report on application delegated powers: 2018

Main provisions

- Product composition/ ingredients
- Product labelling
- Tracking and tracing of tobacco products
- Novel tobacco products
- Herbal products for smoking
- E-cigarettes
Joint Action on Tobacco Control (1)

October 2017 – October 2020

- Support EU-Member States in the Implementation of the TPD
- Collaboration and exchange of best practices
- Vertical Work Packages
  - Extraction and Analysis of reported data (EU-CEG, MS-REP)
  - E-cigarette product evaluation
  - Tobacco product evaluation
  - Priority additives subject to enhanced reporting obligations
  - Laboratory verification, collaboration and analyses
AWP 2020 - Joint Action on Tobacco Control

OBJECTIVES

• To facilitate the exchange of good practices between Member States in order to improve implementation of the Tobacco Products Directive (TPD)

• To ensure greater consistency in the application of the TPD to ensure a fair internal market for tobacco and related products.

• Promote activities consistent with the objectives of the WHO Framework Convention on Tobacco Control.

EU ADDED VALUE

• Best practice exchange between Member States.
  › Supporting networks for knowledge-sharing or peer learning.

EU funding: 2,000,000 €
ACTIVITIES/RESULTS

• Improvement in Member States’ capacities to assess tobacco and related products and enforce the applicable standards.
  › Building on/complementing the ongoing joint action on tobacco control;
  › Increased technical capacities and enforcement cooperation.

• A better understanding of the properties and regulatory implications of novel tobacco products and e-cigarettes, including
  › industry marketing strategies and possible loopholes in the advertisement restrictions;
  › use patterns, e.g. circumvention of smoke-free environments.

• Identification and dissemination of best practices to develop an effective and comprehensive tobacco control policy.
  › Strengthening cooperation between Member States and the Commission in the area of tobacco control;
  › Progression towards smoke/tobacco-free society through roadmaps for national endgame strategies.
Thank you