

BERLIN DECLARATION

Conference Statement on Conclusions and Key Messages

Eighth ECToH, Berlin, 22nd February 2020



We, the participants,

GATHERED here in Berlin, Germany from 19th to 22nd February 2020;

RECOGNISING that the spread of the tobacco epidemic continues to be a severe problem in the countries of Europe with devastating consequences for public health;

ACKNOWLEDGING that the tobacco industry continues to launch and promote new harmful and addictive products in order to maintain existing users and attract new consumers;

KNOWING that scientific evidence has unequivocally established that tobacco consumption and exposure to tobacco smoke causes death, disease and disability;

ALARMED by increases in tobacco and nicotine consumption through new products such as heated tobacco products and electronic cigarettes including by dual or poly-use;

AWARE of the increasingly aggressive and well-funded efforts of the tobacco industry and its allies to undermine or subvert tobacco control and renormalise themselves;

CONSIDERING the legally binding nature of the WHO Framework Convention on Tobacco Control (FCTC) and the obligation of all Parties to the FCTC to implement effective tobacco control measures;

AIMING to achieve a healthy Europe by eliminating tobacco use, reducing harmful nicotine consumption and promoting clean indoor air.



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DO HEREBY DECLARE:

1. All countries should adopt a comprehensive approach to tobacco control based upon the WHO FCTC;
2. Particular attention should be given to addressing inequalities and empowering citizens as part of these efforts;
3. To enable this, countries have a responsibility to shape societal conditions and environments in a way that promotes healthy lives;
4. Governments and civil society organisations should work together to ensure a whole of government approach to meet the legal obligations of the WHO FCTC;
5. Governments should reinforce implementation of WHO FCTC Article 5.3 in order to protect policies from tobacco industry interference;
6. Countries should strengthen cooperation in sharing good practices and scientific knowledge and recognise the importance of funding independent research;
7. Countries must use taxation policy to reduce affordability of and eliminate the price gap between all tobacco products;
8. Countries should also adopt a minimum excise duty on electronic cigarettes and like products to discourage use among youths;
9. Countries should eliminate exemptions for electronic cigarettes, non-cigarette tobacco products and surrogates with regard to flavours, packaging, advertising on all platforms, marketing, promotion and sponsorship;
10. Public awareness campaigns and social media can play a key role in achieving a Healthy Europe.