

The European Cancer Organisation (ECO) emphasizes the following sources of data and evidence for the Commission's attention:

### **1. The scale and impact of tobacco consumption, and the need for further actions**

Tobacco contributes to 20% of all [cancers in Europe \[1\]](#) and half of all preventable cancers, which translates into approximately 750,000 preventable cancer cases in Europe each year. Currently, tobacco is the leading cause of more than [ten types of cancer \[2\]](#) and 82% of all lung cancers are due to smoking. Risks and associated diseases are not limited to smoking, with secondhand smoke is also associated with cancers of the oral cavity, esophagus and pancreas [3]. A meaningful Beating Cancer Plan mandates strong policy action across Europe against tobacco consumption. **ECO provides its clear support for the proposals within Europe's Beating cancer Plan on tobacco control, including its proposal to evaluate the existing legislative framework for tobacco control for opportunities for improvement.**

### **2. The positive relationship between tobacco taxation and tobacco control**

Tobacco taxation is one of the most effective tools for combating tobacco consumption, especially for deterring young people and non-smokers in general from using tobacco. National strategies against tobacco consumption should be better aligned in order to be to reach the shared goal between countries of achieving a 'tobacco-free generation' by 2040. There is also a need for states to work to ensure that best practices in tobacco taxation are promptly identified, shared and adopted by others. Studies confirm how effective tobacco taxation is within the tobacco control policy instruments available to all countries. A 10% increase in price [4], for example, can lead to a 4-5% decrease in demand for cigarettes. **In the mission of achieving a tobacco free generation, the tobacco taxation policy lever appears to ECO as vital element of a successful implementation strategy for the goal.**

### **3. The case for extending the scope of the current EU tobacco control framework to novel and emerging tobacco products**

Updates of taxation and tobacco product regulations, as well as frameworks governing tobacco advertising, cross border sale of tobacco and smoke-free environments should not only focus on smoked tobacco products but also consider the harmful health effects of alternative nicotine delivery products and novel tobacco products like e-cigarettes and heated tobacco products; and adopt robust measures to regulate these. According ECO Report *"Primary Prevention: United for Action"* in terms of their potential harms, there is increasing evidence that electronic cigarettes are associated with acute lung injury, an increased risk of cardiovascular diseases and lung disorders, adverse effects on foetal development, and a potential link with cancer growth and development. Heated tobacco products are associated with potential damage to bronchial epithelial cells, increased oxidative stress and inflammation, infections and airway remodelling. There is also a potential link with decreased blood vessel function [3]. **ECO supports the attention of Europe's Beating Cancer Plan on these matters, including helping Member States determine together the best means of regulating alternative nicotine delivery products and novel tobacco products like e-cigarettes and heated tobacco products.**

[1] Kulhánová I, Forman D, Vignat J et al. Tobacco-related cancers in Europe: The scale of the epidemic in 2018. *Eur J Cancer* 2020 11; 139: 27–36.

[2] Soerjomataram I, Shield K, Marant-Micallef C et al. Cancers related to lifestyle and environmental factors in France in 2015. *Eur J Cancer* 2018 12; 105: 103–113.

[3] Aapro M, Medeiros R, Rubio IT, Van Meerbeeck J, Couespel N (2021). Primary Prevention: United for Action. European Cancer Organisation; Brussels

[4] Jha P., Chaloupka F.J. Curbing the Epidemic: Governments and the Economics of Tobacco Control. World Bank Publications; Washington, DC, USA: 1999.