



Declaration in Action: Unmasking the Tobacco Industry's Appeal, Demanding Accountability for Its Harms

Background

Globally, youth smoking and vaping are a widespread problem. The estimated number of youth aged between 13-15 years who use tobacco products (cigarettes or smokeless tobacco) is approximately 50 million, with the prevalence ranging between 0.5% to 32%.^[i]

Meanwhile, approximately 8.6% of adolescents between 13-15 years old in 47 countries reported vaping (in the past 30 days).^[ii] The tobacco companies lobbied heavily to force open the market for e-cigarettes, dislodging bans and restrictions.^[iii] They designed attractive flavored products and used social media to market e-cigarettes to the youth.^[iv]

This trend has strategically revitalized corporate sponsorship in sports, events, and festivals as a means to captivate a younger demographic. ^[v]

Like cigarettes, these nicotine products affect respiratory health, lead to deficits in cognition and brain development in the child/teen,^[vi] and create a pathway for substance abuse.^[vii]

Tobacco companies reap profits from youth while exploiting 1.3 million children^[viii] in hazardous conditions on tobacco farms and in workhouses. Their deadly products cause 8 million deaths yearly and contribute to 80 megatons of CO₂ emissions and 4.5 trillion units^[ix] of toxic plastics annually, intensifying environmental damage. By funding scientists and lobbyists, the tobacco industry spreads misinformation to downplay the severe risks to the next generation, keeping the public uninformed.

Leveraging the allure of social acceptance among youth, tobacco companies have actively promoted their image through Corporate Social Responsibility (CSR) initiatives. These initiatives include campaigns such as "smoke-free" or "unsmoke" cities, as well as environmental programs like "World is Not Our Ashtray" clean-up campaigns, Extended Producer Responsibility (EPR) programs that treat the tobacco industry as stakeholders, and "eco-friendly" filters that give the deadly products an attractive feature.^[x]

The tobacco industry contributes 1.4 trillion USD worth of global economic damage annually. This figure does not account for the youth addiction which poses a lifelong burden for both individuals and society, encompassing not only the costs of nicotine addiction and substance abuse but also rehabilitation and productivity losses.^[xi] Furthermore, the ramifications extend to the exponential environmental damage that future generations, including the youth, are poised to inherit.

"Tobacco Industry" refers to (a) any tobacco or tobacco product manufacturer, processor, wholesale distributor, importer, (b) any parent, affiliate, branch, or subsidiary of a tobacco or tobacco product manufacturer, wholesale distributor, importer, retailer, or (c) any individual or entity, such as, but not limited to an interest group, think tank, advocacy organization, lawyer, law firm, scientist, lobbyist, public relations, and/or advertising agency, business, or foundation, that represents or works to promote the interests of the tobacco industry.

Declaration [xii]

1. Against this background, we, the youth of the world, have gathered at the Global Youth Voice Summit convened by Global Centre for Good Governance on Tobacco Control (GGTC) in May 2025 on the occasion of World No Tobacco Day (WNTD) to recognize the role of the Tobacco Industry and those furthering its interests, in perpetuating the tobacco and vaping epidemic.
2. We've crafted and endorsed this declaration to underscore our dedication to tackling the issue, raising awareness about the tobacco industry's responsibility to our generation and those to come, and compelling governments worldwide to take decisive action. We understand that the primary obstacle to prioritizing our well-being is the tobacco industry and those furthering its interests. Given that the world has committed to upholding our rights, prioritizing the protection of public health,[xiii] and recognizing the fundamental conflict of interest between the tobacco industry and public health,[xiv] there's no justification for allowing tobacco industry interests to outweigh our collective welfare.
3. Whatever action taken by governments so far is simply inadequate. Governments, while claiming to care about youth, continue to fail us. We want governments to stop their lip service and start showing they really care by taking these actions.
4. We **refuse to accept compromised solutions** that prioritize lining the pockets of tobacco companies under the guise of benefiting smokers, while ultimately sacrificing our well-being. As victims of the tobacco industry's predatory tactics, we demand justice and restitution for the harm inflicted and ongoing threats to our health and future.
5. It's crucial for all youth to be aware and vigilant, to avoid becoming pawns in the industry's schemes. We urge every young individual to safeguard their peers from lifelong addiction by actively confronting tobacco marketing tactics that prey on children and adolescents, ensnaring them in a cycle of addiction. Our collective strength lies in participating in campaigns that shield young people from industry interference, both locally and globally. To achieve this goal, we must refuse tobacco funding and break all ties with tobacco-linked organizations and hold the tobacco industry and those furthering its interests accountable for their complicity in perpetuating the cycle of addiction and environmental degradation.

Governments & Policy Makers:

6. We urge governments and policymakers worldwide to **hold tobacco companies accountable** for fostering addiction among vulnerable youth and to address environmental damages caused by their products, such as polluting oceans with toxic plastics from cigarette butts. Access to justice is imperative to ensure that the tobacco industry bears the financial responsibility for its actions. Moreover, we call for the insulation of policy development processes from the tobacco industry, in accordance with Article 5.3 of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), to safeguard public health policies from conflicts of interest.
7. Particularly, we demand that you take your commitments to the WHO FCTC and human rights treaties very seriously and adopt pro-youth tobacco-related policies.
 - a. Stop considering **tobacco and the related industry's** products as harm reduction strategies or public health interventions and **adopt and implement a ban on any new recreational addictive products.**

b. (Adopt and implement) measures to hold the tobacco industry liable for harms caused, including measures to require the industry to bear the financial consequences of harms through taxes levies, compensation mechanisms, sanctions, and other administrative and legislative measures. Additionally, support measures that impose or significantly increase taxes on the tobacco industry but ensure that these measures are not exploited to evade liability or gain positive social standing.

c. Support a strict application of the polluter pays principle and do not extend EPR privileges and benefits to the tobacco industry as it is not an ordinary stakeholder.

8. (Governments that have banned novel products of the tobacco industry have significantly less youth vaping rates and set **a commendable example for the rest of the world**. We implore you to collaborate and share strategies for resisting tobacco industry interference to help others follow suit.)

Our commitment

9. Finally, we pledge to remain vigilant against the deceptive tactics of the tobacco industry, advocating for policies that prioritize our health and well-being. We will raise our voices, educate our peers, and hold our leaders accountable for their actions. Together, we will build a tobacco-free world, ensuring a brighter tomorrow for generations to come.

NOTE:

The full Declaration was adopted at the Global Youth Voice Summit, hosted by the Global Centre for Good Governance on Tobacco Control (GGTC) in May 2024, in line with the World No Tobacco Day theme: Protecting Children Against Tobacco Industry Interference. The context can be found [here](#).

About the Global Youth Voices

The Global Youth Voices (GYV) is a movement that represents youth coalitions and organizations from across the globe that seek to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. GYV's previous statements and initiatives have been recognized by the World Health Organization (WHO), and at the WHO Framework Convention on Tobacco Control (FCTC) Conference of the Parties. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV.

Signees of the Declaration (a.o. 25 May, 2024)



REFERENCES

- i. The prevalence of tobacco use among male and/or female youth has either increased or remained high in nearly half of countries that had recent surveys measuring youth use. In some countries, smoking among adolescent females is now more common than among adult females or even adolescent males, pointing toward a less healthy future." Source: The Tobacco Atlas, 'Challenge Youth' (2023). Available at: <https://tobaccoatlas.org/challenges/youth/>
- ii. "2015–2018 information from 47 countries, approximately 1 in 12, or 8.6%, of adolescents reported vaping in the past 30 days Association between the implementation of tobacco control policies and adolescent vaping in 44 lower-middle, upper-middle, and high-income countries." Source: Gary C. K. Chan et al., 'Association between the implementation of tobacco control policies and adolescent vaping in 44 lower-middle, upper-middle, and high-income countries' (2022). Available at: <https://onlinelibrary.wiley.com/doi/10.1111/add.15892>
- iii. "In Uruguay, Egypt and Kenya, the tobacco industry lobbied successfully to have their bans revoked."
"In 2021, the Uruguay government issued a new decree, which removed a ban on HTPs that had been in place since 2009, thereby benefiting the tobacco industry"
"Kenya banned nicotine pouches in 2020,²⁶ however BAT lobbied the government for their reintroduction.²⁷ The Health Cabinet Secretary reportedly acted in favor of the industry to reverse the ban, with BAT announcing that it had agreed with the Ministry of Health (MoH) to reintroduce the nicotine pouches into the market"
"The Philippines approved an industry-friendly e-cigarette law^{31,32} in 2022 that lowered the purchase age from 21 to 18 years, allowed online marketing, loosened the existing flavor restrictions"
"In Thailand, a non-health department was lobbied to revoke the ban on e-cigarettes. In January 2022, the Minister of Digital Economy and Society, after being lobbied by an NGO linked to the PMI-funded Foundation for a Smoke-Free World, set up a working group to study legalizing e-cigarettes."
"In Italy, although the Health Minister proposed new restrictions on e-cigarettes and HTPs, several government officials and the leader of the main political party, who received funding from e-cigarette companies, opposed the proposed restrictions, which consequently were not approved."
- iv. "A review of 124 e-cigarette marketing publications revealed that companies have increased expenditures on social media campaigns and that they are often marketed as an alternative to cigarette smoking. This is especially concerning given how social media may influence the decisions of teenagers and young adults. A randomized controlled trial found that by exposing youth without prior smoking history (N = 417) to e-cigarette advertising (four advertisements), they were more likely to select e-cigarettes and have positive attitudes toward them relative to controls not exposed to this advertising". Source: Lynnette Nathalie Lyzwinski et al., 'Global youth vaping and respiratory health: epidemiology, interventions, and policies' (2022). Available at: https://www.researchgate.net/publication/359874185_Global_youth_vaping_and_respiratory_health_epidemiology_interventions_and_policies; Citing: 1. Collins, L., Glasser, A. M., Abudayyeh, H., Pearson, J. L. & Villanti, A. C. E-cigarette marketing and communication: how e-cigarette companies market e-cigarettes and the public engages with e-cigarette information. *Nicotine Tob. Res.* 21, 14–24 (2019). Padon, A. A., Lochbuehler, K., Maloney, E. K. & Cappella, J. N. A randomized trial of the effect of youth appealing e-cigarette advertising on susceptibility to use e-cigarettes among youth. *Nicotine Tob. Res.* 20, 954–961 (2018).
- v. "This report reveals that PMI and BAT's involvement in FI is enabling tobacco companies to reach and engage with young sports fans around the globe. In recent years FI has worked to increase its appeal to an increasingly young audience. Most new fans of the sport are young adults, and possibly younger, attracted by increased activity on social media, e-sports, charismatic young drivers and projects such as the Netflix series, "Drive to Survive." Source: Stopping Tobacco Organizations and Products, "Driving Addiction: Tobacco Sponsorship in Formula One, 2021". Available at: <https://exposetobacco.org/wp-content/uploads/TobaccoSponsorshipFormula-One-2021.pdf>
See Also: "BAT and McLaren continued to aggressively promote their partnership on and off the racetrack, including through initiatives like their partnership with Driven by Diversity,¹⁷ which helps the cigarette giant promote its Vuse e-cigarette brand to younger audiences interested in diversity and inclusion. On-car advertising continued to be a primary strategy for BAT, appearing at 13 of the 22 races in 2022." Source: Stopping Tobacco Organizations and Products, "Driving Addiction: FI, Netflix and Cigarette Company Advertising" (2022). Available at: <https://exposetobacco.org/wp-content/uploads/FI-Netflix-Driving-Addiction.pdf>
- vi. "May increase the risk of respiratory health problems
May increase the risk deficits in cognition, brain development, effort-reward imbalances in the brain in children and teenagers
Long-term effects on health are unknown"
"A systematic review found that e-cigarettes were associated with myriad respiratory health effects such as exacerbations of asthma, eosinophilic pneumonia, epiglottitis, bronchitis, and acute respiratory distress³. Other notable symptoms in regular teenage vapers have included headaches, generalized coughing, insomnia, weak-ness, and pain in the chest area." Source: Lynnette Nathalie Lyzwinski et al., 'Global youth vaping and respiratory health: epidemiology, interventions, and policies' (2022). Available at: https://www.researchgate.net/publication/359874185_Global_youth_vaping_and_respiratory_health_epidemiology_interventions_and_policies; Citing: 1. Tzortzi, A., Kapetanstradaki, M., Evangelopoulou, V. & Beghrakis, P. A systematic literature review of e-cigarette-related illness and injury: not just for the respirologist. *Int. J. Environ. Res. Public Health*, <https://doi.org/10.3390/ijerph17072248> (2020); Benyo, S. E. et al. Risk factors and medical symptoms associated with electronic vapor product use among adolescents and young adults. *Clin. Pediatr.* 60, 279–289 (2021).

vii. "...e-cigarettes are thought to increase dual smoking and downstream substance use through the gateway hypothesis, whereby exposure to nicotine products further puts individuals at risk of initiating other substances by stimulating neurotransmitters associated with the reward system. This feedback loop creates a pathway for substance abuse and dependence". Source: : Lynnette Nathalie Lyzwinski et al., 'Global youth vaping and respiratory health: epidemiology, interventions, and policies' (2022). Available at: https://www.researchgate.net/publication/359874185_Global_youth_vaping_and_respiratory_health_epidemiology_interventions_and_policies ; Citing:

1.Hammond, D., Wackowski, O. A., Reid, J. L. & O'Connor, R. J. Use of JUUL e-cigarettes among youth in the United States. *Nicotine Tob. Res.* 22, 827-832 (2020).

2.Dai, H., Catley, D., Richter, K. P., Goggin, K. & Ellerbeck, E. F. Electronic cigarettes and future marijuana use: a longitudinal study. *Pediatrics*, <https://doi.org/10.1542/peds.2017-3787> (2018).

3.Dai, H. & Hao, J. Electronic cigarette and marijuana use among youth in the United States. *Addict. Behav.* 66, 48-54 (2017).

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viii. STOP, "The Tobacco Industry: A Hindrance to the Elimination of Child Labor" (2021), Available at: <https://files.ggtc.world/uploads/2023-10-16/14-39-58-602272/Child-Labor-Brief-ENG.pdf> ; citing: "Vera Da Costa eSilva said about 1.3 million children a year were working in tobacco fields in 2011 and, according to the UN's International Labor Organization (ILO)." See: Child labor rampant in tobacco industry. Sarah Boseley. *The Guardian*. Available at: <https://www.theguardian.com/world/2018/jun/25/revealed-child-labour-rampant-in-tobacco-industry> See also: Global Estimates of Child Labour: Results and trends, 2012-2016. International Labour Organisation (19 September 2017). Available at: https://www.ilo.org/global/publications/books/WCMS_575499/lang--en/index.html

ix. STOP, "The Tobacco Industry and the Environment" (2021). Available at: <https://exposetobacco.org/wp-content/uploads/TA-and-environment.pdf> ; Citing: Eriksen, M, et al. *The Tobacco Atlas: Fifth Edition*. American Cancer Society and World Lung Foundation (2015). Available at: https://ncdalliance.org/sites/default/files/resource_files/TA_5_2015_WEB.pdf

Cited in: Discussion Paper: The WHO Framework Convention on Tobacco Control: An Accelerator for Sustainable Development. United Nations Development Programme (May 2017). Available at: https://fctc.who.int/docs/librariesprovider12/meeting-reports/who-fctc-undp-wntd-2017.pdf?sfvrsn=2cc1e7e1_1&download=true

x. "EPR schemes go beyond making producers pay and the implementation varies across jurisdictions. This typically involves treating the industry as a stakeholder capable of assisting governments with solutions, such as through educational campaigns, advocacy, and potentially improving product design. This poses a challenge because unlike other plastic products, there is currently no feasible or scalable means to safely recycle cigarette butts due to their hazardous nature; and efforts by the tobacco industry to replace cigarette filters with eco-friendly or biodegradable alternatives or other so-called innovations also present a risk of making cigarettes more appealing to adolescences and youth that tend embrace environmentally-friendly innovations." Source: Deborah Sy and Lilia Olefir, "COP 10: Action needed to prevent tobacco industry interference in environmental solutions' (Blogpost, 2024), Tobacco Control. Available at: <https://blogs.bmj.com/tc/2024/02/05/cop-10-action-needed-to-prevent-tobacco-industry-interference-in-environmental-solutions/>

xi. Direct costs

Health sector: inpatient costs (acute care, psychiatry, rehabilitation and care provision) plus outpatient costs (outpatient treatment and medication)

Criminal prosecution: Costs for police, custodial sentences and judicial system caused by addiction-related offences (material damage not included)

Indirect costs

Productivity losses mortality: Loss of paid and unpaid work due to a premature addiction-related death

Productivity losses morbidity: Costs through early retirement and absenteeism due to addiction-related illnesses and hospitalisations

Direct productivity losses: direct, addiction-related absenteeism (e.g. hangovers, gambling instead of work) and presenteeism (reduced performance through presence at the workplace under the influence of substances).

Source: Federal Office of Public Health, MonAM, "The economic cost of addiction" (2020). Available at <https://ind.obsan.admin.ch/en/indicator/monam/the-economic-cost-of-addiction>. Citing: Fischer, B. et al. (2020): Volkswirtschaftliche Kosten von Sucht. Polynomics. Available at: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjdm4HMjeb_AhVUhF0HHZOeChoQFnoECA8QAO&url=https%3A%2F%2Fwww.bag.admin.ch%2Fdam%2Fbag%2Fde%2Fdokument%2Fnnpp%2Fforschungsberichte%2Fforschungsberichte-sucht%2Fpolynomics_volkswirtschaftliche_kosten_sucht_schlussbericht.pdf.download.pdf%2FPolynomics_Volkswirtschaftliche_Kosten_Sucht_Schlussbericht-2020-09-25_NEU.pdf&usq=AOvVaw3HWU9lI4oWSQFTED_nJ8v&opi=89978449

xii. For reference, see previous positions and statements here :
KEY MESSAGES

§ The tobacco industry manipulates the youth into a lifelong addiction. To protect the youth, governments must adopt a ban on novel recreational addictive products (Art 9/10, novel tobacco products), Where bans are not possible, strictly enforced regulations should apply. Further technical work in this area must be supported and protected from tobacco and related interests. A comprehensive ban on marketing of all forms of tobacco products and other novel addictive products including in digital media, should also be adopted. Supplemental guidelines on Art 13 must be adopted.

§ The tobacco industry must pay for its misconduct and for all the harms caused to the planet and its people; it must be held accountable and liable for past, present, and future harms. Hence, strong support is needed for the work that advances

TI Liability (Art 19) and policies, including administrative measures and compensation mechanisms that help hold the tobacco industry liable for its misconduct as well as the harms caused. It is also crucial to support intersessional work on dealing with environmental harms (Art 18) such as elimination of cigarette filters (Art 9/10) and on the management of cigarette butts as hazardous waste.

§ The tobacco industry is not a stakeholder and must be excluded from policy development. Forward-looking measures (Art 2.1) should be supported, provided that these measures and the development of the same are protected from tobacco industry interference

SUMMARY OF POSITIONS

The COP10 must consider the global youth a priority in making its decisions. For each (Provisional Agenda Items), the Global Youth Voices call on the COP10 and the Parties to:

a. recognize that novel and emerging tobacco products are a threat to the global youth, and hence, these cannot be considered harm reduction strategies or public health interventions (6.1 & 6.3);

b. adopt a ban on novel recreational addictive products. In jurisdictions where an outright ban cannot be put in place, support

effective regulatory measures to restrict novel and emerging tobacco products, including a flavors ban (6.1 & 6.3);

c. continue the important work on tobacco regulation and include studies on the elimination of toxic cigarette filters; ensuring

that tobacco regulation is protected from tobacco and related interests (6.1);

d. adopt the supplemental guidelines to address cross-border tobacco advertisement, promotion, and sponsorship (TAPS) and the depiction of tobacco in the entertainment/digital media. (6.2);

e. support work to elaborate on forward-looking measures provided that these measures and the development of the same are protected from tobacco industry interference. Pressing issues such as immediate ban on cigarette filters and disposable vapes must be prioritized (6.4); and

f. support the expansion of the work on WHO FCTC Article 19 as well adopt decisions that can help hold the tobacco industry liable for the harms caused, including measures to require the tobacco industry to bear the financial consequences of harms through the adoption of levies, compensation mechanisms, effective sanctions, and other administrative and legislative measures. (6.5)

To the Governments and Delegates of the Tenth session of the Conference of the Parties (COP10) to the WHO Framework Convention on Tobacco Control We, the youth, representing the global youth voices from across the globe, acknowledge our roles and responsibilities towards the global environmental crisis and are committed to developing skills to create a greener world. However, we cannot achieve this objective while the tobacco industry continues to harm our generation and the planet.

We fervently appeal to you to adopt decisions that shield us from the manipulative practices of tobacco and related industries.

These industries are profit-driven and have no qualms in selling and marketing addictive recreational products that have the potential to ensnare an entire generation in a web of addiction.

We urge you to end the tobacco industry's insidious strategy of introducing innovative and alluring features (e.g., biodegradable filters) or products (e.g., vaping devices) and using digital media, including entertainment media, to influence our impressionable minds. Such tactics only serve to perpetuate addiction and endanger our well-being. The interests of the tobacco industry or even of smokers should never serve as justification for legitimizing products that could send even a single child down the path of addiction.

Additionally, we call on you to address the damaging impact of tobacco industry pollution on our oceans and environment. The tobacco industry must be held responsible and accountable for its toxic plastics that pollute our oceans and for other environmental harms it perpetrates.

The tobacco industry should not be given the power to mislead our generation further by associating itself with deceptive terms like "harm reduction," "wellness," "social responsibility," "environmental steward," or "producer responsibility." Instead, it must be held accountable for the lasting pain and suffering it has inflicted and will continue to inflict upon countless lives. It must bear the financial consequences of the devastation it has wrought on the planet. Front groups and persons that voice industry positions should also be held accountable as they put us in danger.

We urge you to prioritize ensuring easy access to justice for the youth and future generations. The tobacco industry must be held accountable and liable for its actions. Liability measures should not be limited to court cases that may not be feasible in some countries. A range of measures should be explored, including license revocation, compensation mechanisms for damages, financial guarantees against future harm, tobacco surcharges, penalties, fees, or taxes, among other measures.

In making your decisions, we implore you to put the well-being of the youth at the forefront of considerations concerning liability, product regulation, marketing, and harm reduction.

We must protect future generations from the devastating consequences of tobacco and related industries' manipulative and harmful practices.

The Intergenerational Responsibility of the Tobacco Industry We, youth from around the world, joined together by international organizations, call for intergenerational solidarity to hold the tobacco industry accountable and liable for its continuous acts of harming the people and the planet.

We represent a global constituency committed to protect the young adults, the children, and the future generation from the lifelong addiction caused by the tobacco industry.

Because of the tobacco industry's tactics, a significant number of youth are addicted to nicotine: Many of us are destined for a lifelong struggle with our mental health and well-being. The tobacco industry's products continue to target our parents as well: We don't want another child to lose a father or mother to smoking.

In the past few years alone, we have seen the tobacco industry's hand in the vaping epidemic, youth-targeted digital marketing, sports sponsorship/advertising, continued exploitation of child labor, continued environmental damage from cigarette butts, fake philanthropic activities, acquisition of pharmaceutical companies to cover up the damage, and influencing of governments to roll back on tobacco control measures or overturn regulations/bans.

With its corporate influence on government actors, the profit-driven tobacco industry effectively holds the future of the next generation in its hands. We condemn the actions of the tobacco industry and those representing its interests and call for justice.

GRIEVANCES

1. Tobacco companies created a youth vaping epidemic resulting directly from employing tobacco transnational's marketing playbook.

2. Tobacco companies caused a rise in youth vaping in markets where tobacco transnationals have lobbied aggressively to introduce novel nicotine and tobacco products.¹

3. Tobacco companies accessed the young crowd through sports sponsorship and advertising of novel and tobacco products and related materials.

4. Tobacco companies' deceived the public as to its social acceptability while continuing to exploit child labor

5. Tobacco companies disguised their environmental harms, which will deprive the future generation of marine resources (for example, anti-litter programs to wash its hands off the environmental harms of cigarette butts as a toxic single use plastic)

6. Tobacco companies conducted so-called philanthropic activities to further its interests, influencing policymakers in a manner that will increase corporate profits at the expense of youth's health.

7. Tobacco companies acquired pharmaceutical and recreational drug companies, including vaccines and cannabis.

8. Tobacco companies lobbied to influence governments to roll back on tobacco control measures or overturn bans and strict regulations of the tobacco industry.

Because tobacco products cost 8 million lives and 1.4 trillion USD in economic losses annually, we demand the following action:

REQUIRE THE TOBACCO INDUSTRY TO PAY COMPENSATION

a. Those addicted to tobacco products are hooked while young and vulnerable. Tobacco industry's actions have induced youth uptake and have caused the loss of familial/social connection and support for children. The tobacco industry should be made to pay for the lasting pain and suffering caused. The youth and the future generation must have access to and be assured of compensation.

b. Because the future generation will inherit the environment, tobacco companies must pay reparations for polluting our oceans for decades with toxic plastics (cigarette butts), among other environmental harms. To prevent further harm, governments must ban cigarette filters as a single use plastic. This measure will also reduce the attractiveness of cigarettes.

c. Governments must make access to justice easy for the youth. Tobacco industry accountability and liability can come in the form of revocation of licenses, compensation for harms, financial guarantees for future harms, which can be exacted through court cases, tobacco surcharges, penalties, fees or taxes, among others.

REMOVE THE TOBACCO INDUSTRY FROM POLICY DEVELOPMENT

a. Governments must investigate the influence of the tobacco industry on policymakers and prevent conflicts of interests. Tobacco's corporate sponsorships, including so-called CSR of the tobacco industry, which is partly a lobbying disguise and a marketing tactic aimed at the youth, should be banned.

b. The youth's risk of addiction and recreational use should be at the center of any policy decision on novel and emerging tobacco products. The tobacco industry should not be allowed to profit from the said products.

There is a fundamental conflict of interest between the tobacco industry and public health, including the health of future generations that will be decided by policies adopted now. On the occasion of International Youth Day, we seek intergenerational solidarity to create a World for All Age, a sustainable future without tobacco industry interference.

We condemn the tobacco industry's continued imposition of irreparable harms on the youth and the future generation. The time for the government to make the tobacco industry pay is no

xiii. "The Parties to this Convention,

Determined to give priority to their right to protect public health," WHO Framework Convention on Tobacco Control, "Preamble" (2003). Available at: <https://iris.who.int/bitstream/handle/10665/42811/9241591013.pdf?sequence=1>

xiv. "38. Recognize the fundamental conflict of interest between the tobacco industry and public health" Source: United Nations General Assembly, 'Draft resolution submitted by the President of the General Assembly Political declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases' (2011). Available at: <https://digitallibrary.un.org/record/710899?ln=en&v=pdf>