



Declaración en Acción: Desenmascaremos el Atractivo de la Industria Tabacalera, Exijamos Responsabilidad por sus Daños

Contexto

A nivel mundial, el tabaquismo y el vapeo entre jóvenes representan un problema generalizado. Se estima que aproximadamente 50 millones de adolescentes entre 13 y 15 años usan productos de tabaco (cigarrillos o tabaco sin humo), con prevalencias que varían del 0.5% al 32%.^[i]

Asimismo, en 47 países alrededor del 8.6% de adolescentes entre 13 y 15 años declararon haber vapeado en los últimos 30 días.^[ii] Las empresas tabacaleras han ejercido una fuerte presión para abrir los mercados a los cigarrillos electrónicos, eliminando prohibiciones y restricciones.^[iii] Han diseñado productos con sabores atractivos y los han promocionado en redes sociales, dirigiéndolos a jóvenes.^[iv]

Esta tendencia ha revitalizado estratégicamente el patrocinio corporativo en deportes, eventos y festivales, como un medio para atraer a un público más joven. ^[v]

Al igual que los cigarrillos, estos productos con nicotina afectan la salud respiratoria, provocan déficits en la cognición y el desarrollo cerebral en niñas, niños y adolescentes,^[vi] y crean una puerta de entrada al consumo de otras sustancias.^[vii]

Mientras obtienen ganancias a costa de la juventud, las tabacaleras explotan a 1.3 millones de niñas y niños en condiciones peligrosas en plantaciones de tabaco y fábricas.^[viii] Sus productos letales causan 8 millones de muertes al año y contribuyen con 80 megatoneladas de emisiones de CO² y 4.5 billones de plásticos tóxicos cada año^[ix], intensificando el daño ambiental. Además, financian científicos y lobistas para diseminar desinformación, minimizando los riesgos para la próxima generación y manteniendo al público desinformado.

Aprovechándose del deseo juvenil de aceptación social, las tabacaleras han impulsado su imagen a través de iniciativas de Responsabilidad Social Empresarial (RSE). Estas iniciativas incluyen campañas como ciudades "libres de humo" o "sin humo", programas ambientales como "El mundo no es nuestro cenicero", programas de Responsabilidad Extendida del Productor (REP) que tratan a la industria como una parte interesada, y filtros "ecológicos" que disfrazan a productos letales con una característica atractiva.^[x]

El daño económico global causado por la industria tabacalera asciende a 1.4 billones de dólares al año. Esta cifra no incluye la adicción juvenil, que representa una carga de por vida para las personas y la sociedad, que no solo comprende los costos de la adicción a la nicotina y el abuso de sustancias, sino también la pérdida de productividad y rehabilitación.^[xi] Asimismo, las consecuencias también se extienden al daño ambiental exponencial que las futuras generaciones, incluyendo a los jóvenes, están llamadas a heredar.

“Industria tabacalera” hace referencia a (a) cualquier fabricante, procesador, distribuidor, importador de tabaco o productos de tabaco; (b) cualquier empresa matriz, afiliada o subsidiaria de estos actores; o (c) cualquier entidad o persona, como grupos de interés, tanques de pensamiento, organizaciones de cabildeo, agencias de relaciones públicas, científicas/os o fundaciones, que promuevan los intereses de la industria tabacalera.

Declaración [xii]

1. Frente a este contexto, nosotras y nosotros, jóvenes del mundo, reunidos en la Cumbre de las Voces de la Juventud Global convocada por el Centro Global para la Buena Gobernanza en el Control del Tabaco (GGTC, por sus siglas en inglés) en mayo de 2025, con motivo del Día Mundial Sin Tabaco, reconocemos el rol de la industria tabacalera y de quienes promueven sus intereses en perpetuar la epidemia del tabaquismo y el vapeo.
2. Hemos redactado y respaldado esta declaración para reafirmar nuestro compromiso con la acción, generar conciencia sobre la responsabilidad de la industria tabacalera ante nuestra generación y las futuras, y exigir a los gobiernos del mundo que actúen con determinación. Comprendemos que el principal obstáculo para priorizar nuestro bienestar es la industria tabacalera y sus aliados. Considerando que el mundo se ha comprometido a defender nuestros derechos, priorizando la protección de la salud pública,[xiii] y reconociendo el fundamental conflicto de interés entre la industria del tabaco y la salud pública ,[xiv] no hay justificación para anteponer sus intereses a nuestro bienestar colectivo.
3. Cualquier acción tomada por los gobiernos hasta la fecha es claramente insuficiente. A pesar de proclamar su compromiso con la juventud, los gobiernos siguen fallándonos. Exigimos que pasen de las palabras a los hechos.
4. **Rechazamos soluciones comprometidas** que favorecen las ganancias de las tabacaleras bajo el pretexto de “ayudar a fumadores”, mientras finalmente sacrifican nuestro bienestar. Como víctimas de las tácticas depredadoras de la industria tabacalera, exigimos justicia y reparación por el daño infligido y las amenazas que persisten sobre nuestra salud y nuestro futuro.
5. Es crucial que todos los jóvenes estén conscientes y vigilantes para evitar convertirse en peones de los planes de la industria. Instamos a cada joven a proteger a sus compañeros de la adicción de por vida, enfrentando activamente las tácticas de mercadeo de tabaco que se aprovechan de niños y adolescentes, atrapándolos en un ciclo de adicción. Nuestra fuerza colectiva reside en participar en campañas que protejan a los jóvenes de la interferencia de la industria, tanto a nivel local como global. Para lograr este objetivo, debemos rechazar la financiación del tabaco y romper todos los lazos con organizaciones vinculadas al tabaco, y responsabilizar a la industria tabacalera y a quienes promueven sus intereses por su complicidad en la perpetuación del ciclo de adicción y degradación ambiental.

Gobiernos y responsables de la política pública:

6. Instamos a los gobiernos y responsables de la política pública de todo el mundo a **responsabilizar a las empresas tabacaleras** por fomentar la adicción entre la juventud vulnerable y a abordar los daños ambientales causados por sus productos, como la contaminación de los océanos con plásticos tóxicos de las colillas de cigarrillos. El acceso a la justicia es imperativo para asegurar que la industria tabacalera asuma la responsabilidad financiera por sus acciones. Además, hacemos un llamado a aislar los procesos de desarrollo de políticas de la industria tabacalera, de acuerdo con el Artículo 5.3 del Convenio Marco de la Organización Mundial de la Salud para el Control del Tabaco (CMCT de la OMS), para salvaguardar las políticas de salud pública de los conflictos de intereses.

7. Particularmente, exigimos que tomen muy en serio sus compromisos con el CMCT de la OMS y los tratados de derechos humanos y que adopten políticas relacionadas con el tabaco que sean en pro de la juventud.

a. Dejen de considerar el **tabaco y los productos derivados** de la industria tabacalera como estrategias de reducción de daños o intervenciones de salud pública, y **adopten e implementen una prohibición de cualquier nuevo producto adictivo recreativo**.

b. Adopten e implementen medidas para responsabilizar a la industria tabacalera por los daños causados, incluyendo medidas para exigir a la industria que asuma las consecuencias financieras de los daños a través de impuestos, gravámenes, mecanismos de compensación, sanciones y otras medidas administrativas y legislativas. Además, apoyen medidas que impongan o aumenten significativamente los impuestos a la industria tabacalera, pero asegúrense de que estas medidas no sean explotadas para evadir responsabilidades u obtener una buena imagen social.

c. Apoyen una aplicación estricta del principio "el que contamina paga" y no extiendan privilegios y beneficios de Responsabilidad Extendida del Productor (REP) a la industria tabacalera, ya que no es un actor ordinario.

8. Los gobiernos que han prohibido los productos novedosos de la industria tabacalera tienen tasas de vapeo en jóvenes significativamente más bajas y **establecen un ejemplo admirable para el resto del mundo**. Les imploramos que colaboren y compartan estrategias para resistir a la interferencia de la industria tabacalera para ayudar a otros a seguir su ejemplo.

Nuestro compromiso

9. Finalmente, nos comprometemos a permanecer alertas ante las tácticas engañosas de la industria tabacalera, abogando por políticas que prioricen nuestra salud y bienestar. Levantaremos nuestras voces, educaremos a nuestros pares y haremos que nuestros líderes rindan cuentas por sus acciones. Juntos, construiremos un mundo libre de tabaco, asegurando un futuro mejor para las generaciones venideras.

Nota:

La Declaración completa fue adoptada en la Cumbre de las Voces de la Juventud Global, organizada por el Centro Global para la Buena Gobernanza en el Control del Tabaco (GGTC, por sus siglas en inglés) en mayo de 2024, en línea con el tema del Día Mundial Sin Tabaco: Protegiendo a los Niños de la Interferencia de la Industria Tabacalera. El contexto se puede encontrar [aquí](#).

Sobre Voces de la Juventud Global:

Voces de la Juventud Global (GYV, por sus siglas en inglés), un movimiento de organizaciones lideradas por jóvenes que representan a más de un millón de jóvenes en todo el mundo, busca que la industria tabacalera pague por los daños causados al planeta y su gente, no solo para esta generación, sino también para las generaciones futuras. Las declaraciones e iniciativas previas de GYV han sido reconocidas por la Organización Mundial de la Salud (OMS) y en la Conferencia de las Partes del Convenio Marco de la OMS para el Control del Tabaco (CMCT de la OMS). El Centro Global para la Buena Gobernanza en el Control del Tabaco (GGTC) convoca y brinda asistencia técnica a GYV.

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



Referencias

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 F1 is enabling tobacco companies to reach and engage with young sports fans around the globe. In recent years F1 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: F1, Netflix and Cigarette Company Advertising" (2022). Available at: <https://exposetobacco.org/wp-content/uploads/F1-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).

4.Ren, M. & Lotfipour, S. Nicotine gateway effects on adolescent substance use. *West. J. Emerg. Med.* 20, 696-709 (2019).

Wong, D. N. & Fan, W. Ethnic and sex differences in E-cigarette use and relation to alcohol use in California adolescents: the California Health Interview Survey. *Public Health* 157, 147-152 (2018)

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=2ccl7e11&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>