**May 07, 2025**

[Minister Name]

[Position], Ministry of Environment,

[Country]

**Dear [Minister Name],**

In honor of World No Tobacco Day (May 31, 2025), we, members of [Youth Organization Name] and part of the Global Youth Voices, part of the Global Youth Voices, a movement representing global youth coalitions and organizations that seek to hold the tobacco industry liable, write to highlight the environmental harms caused by the tobacco industry and its toxic products and urge your ministry to take bold action against industry’s greenwashing efforts.

This year’s theme, **“Unmasking the Appeal,”** reveals how tobacco products are marketed as socially and environmentally responsible—even as they poison our land, water, and future. Our **“**[**Declaration in Action:** **Unmasking the Tobacco Industry’s Appeal, Demanding Accountability for Its Harms**](https://gyv.ggtc.world/wp-content/uploads/2025/05/GYV-Declaration-2025uploadfv2.pdf)**”** rejects these deceptive narratives and demands real accountability.

The tobacco industry causes **4.5 trillion units of toxic plastic waste annually**, **80 megatons of CO₂ emissions**, and exploits over **1.3 million children** in production of tobacco. These realities are masked behind so-called Corporate Social Responsibility (CSR) campaigns and “eco-friendly” product claims.

We urge your ministry to:

* **Bar tobacco companies from all environmental programs**, including clean-ups and Extended Producer Responsibility (EPR) schemes.
* **Ban all tobacco advertising, promotion, and sponsorship (TAPS)**—including CSR, Environmental, Social, and Governance (ESG) branding, and digital/media product placement.
* **Implement polluter-pays policies** such as taxes, levies, and sanctions to ensure industry compensation for environmental harm.

Environmental accountability requires a **coordinated, cross-ministerial effort**. We urge your office to collaborate with the Ministries of Health and Finance to deliver on this goal.

[Optional: Include a quote from your spokesperson or youth leader here.]

We would welcome the opportunity to work with your team to bring forward youth voices and ensure that our environment is protected—not commodified by an industry that profits from pollution and addiction.

**Sincerely,**

[Org Name], [Country]  
Global Youth Voices  
Convened by the Global Center for Good Governance in Tobacco Control

Contact Information: [Insert your organisation’s/spokesperson’s contact details]

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***About [Organisation]***

***About GYV***

*Global Youth Voices, a movement of youth-led organizations representing over a million of youth worldwide, seeks 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. Since 2020, GYV has raised concerns about the tobacco industry’s marketing tactics, especially for its addictive recreational products. In February 2024, GYV’s initiatives were recognized at the 10th session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV*