

Brussels, 19 October 2026

Commissioner Olivér Várhelyi
European Commission
Brussels, Belgium

Subject: ECDA and SFP Support Member States' Call for an Ambitious Revision of the TPD and TAD

Dear Commissioner Várhelyi,

We are writing to express our strong support for the recent initiative by a group of EU Member States calling on the European Commission to pursue an ambitious and future-proof revision of the Tobacco Products Directive (TPD) and the Tobacco Advertising Directive (TAD). We particularly welcome the suggestion to prevent continued expansion of the nicotine market through new products that fall outside or exploit gaps in the existing regulatory framework. Combined with stronger regulation of products already on the market, this represents an important shift from continually reacting to industry innovation towards preventing new forms of nicotine dependence before they become established.

Additionally, the initiative rightly recognises the need to close existing regulatory gaps, address the emergence of new tobacco and nicotine products, reduce their attractiveness to young people, strengthen restrictions on advertising and promotion, and ensure that Member States retain the ability to adopt stronger measures to protect public health.

The [European Chronic Disease Alliance](#) (ECDA) and the [Smoke Free Partnership](#) (SFP), representing European and national public health organisations working to prevent chronic disease and strengthen tobacco control, welcome the leadership shown by the Member States behind this initiative and strongly support its ambition.

The forthcoming revision of the TPD and TAD is a critical opportunity to bring the EU regulatory framework in line with the rapidly changing tobacco and nicotine landscape. We believe the ambition demonstrated by this initiative should be reflected in the European Commission's forthcoming proposal.

Protecting the next generation

The need for action is particularly clear when it comes to children and young people. Around 4 million adolescents aged 13–15 in the WHO European Region use tobacco, while 14.3% use e-cigarettes - the highest prevalence among adolescents in any WHO region.¹ At the same time, the rapid growth and diversification of nicotine products are creating additional pathways to nicotine dependence among young people.

Children and young people should not become a new generation of nicotine users because products and marketing practices have evolved faster than legislation designed to protect them. This is precisely why the leadership demonstrated by these Member States is so important, and why we believe their ambition should be reflected in the forthcoming revision.

¹ <https://www.who.int/europe/news/item/26-02-2026-tobacco-crisis--who-european-region-projected-to-remain-worst-globally-by-2030>

We therefore call on the European Commission to build on the momentum created by this initiative and to ensure that the forthcoming proposal delivers a strong, comprehensive and future-proof framework for tobacco and nicotine control. The initiative demonstrates that there is political support among Member States for a more ambitious approach, and we encourage the Commission to reflect this ambition in its proposal.

The Member States behind this initiative have taken an important step forward in setting this ambition. We remain ready to share our expertise and evidence with the European Commission and to support efforts to develop a regulatory framework that better protects current and future generations from the harms of tobacco and nicotine use, including tobacco-related disease and nicotine dependence.

Yours sincerely,

European Chronic Disease Alliance (ECDA)
Smoke Free Partnership (SFP) Coalition

About the signatory organisations

European Chronic Disease Alliance (ECDA)

The European Chronic Disease Alliance (ECDA) brings together European health organisations working to prevent chronic diseases and improve health across Europe. Its members represent organisations working with millions of people living with chronic diseases and more than 200,000 health professionals.

Smoke Free Partnership (SFP)

The Smoke Free Partnership (SFP) is a European public health coalition working to strengthen tobacco control policies and protect current and future generations from the harms of tobacco and nicotine. SFP's mission is the effective implementation of the WHO Framework Convention on Tobacco Control (FCTC).

European Chronic Disease Alliance consists of:

1. **EAACI** – European Academy of Allergy and Clinical Immunology
2. **EAN** - European Academy of Neurology
3. **EAU** - European Association of Urology
4. **ECO** – European Cancer Organization
5. **EHN** – European Heart Network
6. **ERS** – European Respiratory Society
7. **ESC** – European Society of Cardiology
8. **EULAR** – The European alliance of associations for rheumatology
9. **IDF Europe** – International Diabetes Federation Europe
10. **SFP** – Smoke Free Partnership
11. **UEG** – United European Gastroenterology

The Smoke Free Partnership coalition:

1. Association Healthy Romania 2035
2. Association Health Mission
3. Association of European Cancer Leagues
4. ASH Ireland
5. ASH Scotland
6. Asociación Española Contra el Cáncer
7. Asociația Română pentru Promovarea Sănătății (Romanian Association for Health Promotion)
8. Advocacy Centre LIFE
9. Alliance contre le tabac
10. Campaign for Tobacco Free Kids
11. Cancer Society of Finland
12. Centro de Apoio, Tratamento e Recuperação, IPSS
13. Comité National Contre le Tabagisme
14. Comité Nacional de Prevención del Tabaquismo
15. Coalition for Life without Nicotine and Tobacco (SAY NO BG)
16. Società Italiana di Tabaccologia
17. Danish Cancer Society
18. EuroHealthNet
19. European Medical Students Association
20. Fondation Cancer Luxembourg
21. Gezondheidsfondsen voor Rookvrij
22. Grupo I + D en Economía, Políticas Públicas y Salud
23. Health and Environment Alliance
24. Health Institute Association
25. INWAT Europe
26. Institute of Public Health of Republic of Macedonia
27. Irish Cancer Society
28. Irish Heart Foundation
29. Kosovo Advocacy and Development Center
30. Kreftforeningene, Norwegian Cancer Society
31. La Ligue contre le cancer
32. Lithuanian National Tobacco and Alcohol Control Coalition
33. National Health Institute / University of Gdansk
34. No Excuse Slovenia
35. NVO JUVENTAS
36. Progressive Reinforcement of Organizations and Individuals
37. Serbian Society for the Fight Against Cancer
38. Slovenian Coalition for Public Health, Environment and Tobacco Control
39. Slovenian NCD Alliance
40. Smoke Free Israel
41. Standing Committee of European Doctors
42. Suomen ASH
43. Swedish Cancer Society (Cancerfonden)

44. The Institute of Economic Sciences, Serbia
45. Tobaksfakta: A think tank on tobacco
46. Unfairtobacco
47. XQNS! Spain
48. Youth Smoking Prevention

Other organisations that endorse the letter:

- European Network for Smoking and Tobacco Prevention (ENSP)
- Impact Unfiltered
- Smoke-free Bulgaria Association
- BlueLink Foundation
- Youth Network No Excuse Slovenia