

EUTPD3 Round Table- a Call for Action

Recognising the importance of consumer-centric smoking control in the upcoming revision of the Tobacco Products Directive (TPD)– this is a ‘Call to Action’ to ensure EUTPD3 is science-led, risk-proportionate, protects youth, and supports adults who smoke to move away from smoking

Purpose of the EUTPD3 Round Table

With EUTPD3 approaching, we - public health experts, consumer representatives and affected citizens, want to ensure that timely and constructive scientific input that prevents youth uptake, accelerates smoking cessation and recognizes that many adults who smoke will seek lower-risk alternatives is considered by EU Policy Makers. Our shared goal is a coherent EUTPD3 framework that is transparent, risk proportionate and grounded in scientific evidence.

The Round Table experts listed the following expectations from policymakers in EUTPD3

- Risk-proportionate regulation that prioritises the reduction of harm from combustible tobacco while maintaining robust youth-protection measures.
- Transparent and quality methods: accessible sources, clear standards for evidence quality and incorporating all available peer-reviewed science
- Restrictions, including on any ingredient, should be targeted, evidence-based and proportionate, avoiding blanket measures that ignore category differences.
- Real-world Evidence: Consider switching, dual-use trajectories, cessation, youth uptake and unintended consequences (e.g., illicit markets and misperceptions) of regulatory restrictions and bans.
- Comprehensive impact assessment which includes public health, societal and economic outcomes
- Voice of consumers must play a key role in shaping policy
- Rights of people with lived experience are protected

Call to action: Participate in the EUTPD3 consultations

This is the main channel for expert judgement and lived experience to shape the impact assessment and EUTPD3 drafting. We urge scientific and public health colleagues and consumer communities to contribute in four practical ways:

- [Participate](#) in the Call for Evidence (closing 15 June)
- Submit evidence and implementation lessons (e.g. what reduced smoking, what was counterproductive and why, draw lessons from blanket bans on flavours and ingredients).
- Share consumer realities: Switching pathways, barriers to quitting, affordability, access and how risk perceptions influence consumer switching or relapsing behaviour.
- Demand for policies to be health outcome focused

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Signatories

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