

**Question for written answer E-000741/2023
to the Commission**
Rule 138
Roman Haider (ID)

Subject: Tobacco-free generation

In the Europe's Beating Cancer Plan, the Commission has set itself the objective of creating a 'tobacco-free generation', meaning that by 2040 less than 5 % of the population would use tobacco. Product regulation, advertising, promotion and sponsorship are some of the components of the legal framework that should be assessed in the light of the quick market uptake of new products and recent technological advances.¹

1. How does the Commission plan to achieve this target of less than 5 % of tobacco users in the population by 2040?
2. On the basis of what initiatives does the Commission plan to make smoking less attractive to younger generations?
3. To what extent are e-cigarettes and other such products affected?

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¹ https://germany.representation.ec.europa.eu/news/offentliche-konsultation-zum-ziel-generation-rauchfrei-2023-02-21_de