

**Question for written answer P-008453/2016
to the Commission**

Rule 130

Gilles Pargneaux (S&D)

Subject: Implementation study on the traceability of tobacco products to be carried out by the PwC-Everis consortium

The implementing acts on the traceability of tobacco products must be adopted in 2017 if they are to come into force in 2019. On 22 June 2016, the Commission said at a meeting of the Subgroup on Traceability that it had given the PricewaterhouseCoopers (PwC)-Everis consortium a contract to carry out the implementation study.

Can the Commission say what the terms of that contract were? According to the minutes of the meeting of 22 June 2016, the consortium's team is made up of people with tobacco- and IT-related expertise. PwC is known to have been the auditor for a number of cigarette companies which have a clear preference for certain technologies over others.

In that context, what is the Commission doing to ensure that the consortium is not biased towards the tobacco industry and that the implementation study is impartial?

Finally, how is the Commission ensuring that traceability will be implemented transparently, in line with Article 5(3) of the WHO framework convention on tobacco control?