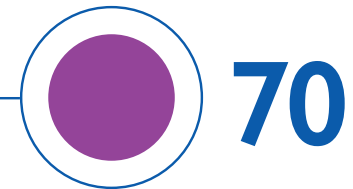


Sweden



SUMMARY OF FINDINGS

1. Industry Participation in Policy Development

The government invites and allows the tobacco industry (TI) to provide its views and influence legislation.

Sweden has no policy on the implementation of Article 5.3 of the WHO FCTC. This gap allows TI lobbyists to freely request meetings with policymakers and spread misinformation about their products. In Sweden, the TI has successfully delayed and weakened regulation on nicotine content limits, contributing to increased youth addiction.

The government and Swedish members of the European Parliament have openly supported the TI instead of relying on independent scientific evidence.

2. Industry CSR Activities

The TI presents itself as a responsible business and promotes its new products as “less harmful” and sustainable alternatives to smoking.

The TI has actively funded think tanks presented as “independent” and recruited former medical practitioners to support its harm reduction strategies, despite strong independent scientific evidence to the contrary.

3. Benefits to the Industry

It took the government six years to regulate nicotine content in snus, which failed to protect youth from nicotine addiction. Sweden still lacks adequate taxation on “tobacco-free” nicotine products, allowing the industry to market products that remain affordable and accessible to youth.

The government recently lowered the tax on brown snus and has attempted to delay or weaken other legislation intended to protect minors from nicotine addiction.

Taxes on heated tobacco products are lower than those on cigarettes and other tobacco products. The TI is allowed to market heated tobacco products with candy-like flavors, including online to persons above the age of 25. Since online age verification is difficult to enforce, this policy is ineffective.

4. Unnecessary Interaction

Top-level government officials, including the Prime Minister, have shown support for the TI on social media and in other forums. Officials have allowed the TI to co-host parliamentary seminars where it portrays itself as working to find solutions to protect children and young people from its products.

5. Transparency

There is no register or policy requiring transparency. The government does not require disclosure or registration of TI entities, affiliated organizations, or individuals acting on their behalf, including lobbyists.

6. Conflict of Interest

The government does not prohibit contributions from the TI or its affiliates to political parties, candidates, or campaigns, nor does it require full disclosure of such contributions.



7. Preventive Measures

The government has not adopted a policy prohibiting the acceptance of contributions or gifts from the TI, including offers of assistance or study visit invitations to government agencies, officials, or their relatives.

RECOMMENDATIONS

1. Raise the age limit and implement stricter rules on the sale of tobacco and nicotine products at points of sale.
2. Implement nicotine-free school hours.
3. Increase taxation on white snus and e-cigarettes.
4. Raise public awareness of the harms of all forms of tobacco use, and increase health warning size on tobacco and nicotine product packaging.
5. Ban advertising of all nicotine products, including flavored and candy-like products.
6. Fully implement Article 5.3 of the WHO FCTC by providing guidance to officials on limiting interactions with the TI to only when strictly necessary.