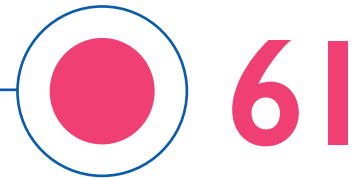


Sweden



Summary of Findings

1. INDUSTRY PARTICIPATION IN POLICY DEVELOPMENT

The authorities and government invites and encourages the tobacco industry (TI) to provide its views and influence legislation in the country.

Sweden has no existing policy for implementation of the WHO FCTC Article 5.3. This allows the TI lobbyists to freely request meetings with policymakers and spread disinformation about their products. In Sweden, the TI has successfully delayed and weakened the regulation of the nicotine portions, resulting in youth addiction.

The government and Swedish members of parliament in the European Union openly support the TI instead of relying on independent scientific evidence.

2. INDUSTRY CSR ACTIVITIES

The Swedish TI presents itself as a socially responsible industry, and promotes their new products as “less harmful” and sustainable alternatives to tobacco smoking.

Even though there is compelling independent scientific evidence to the contrary, the TI has been actively funding think tanks presented as “independent” and recruiting former medical practitioners to support their harm reduction strategies.

Top-level policymakers and sustainability experts have been misled into attending seminars and conferences with industry ties. The TI borrows the reputation of well-known NGOs to initiate various CSR projects. For instance, Swedish NGO “Keep Sweden Clean” is cooperating with several tobacco companies, engaging children in cleaning up cigarette butts and tobacco litter.

3. BENEFITS TO THE INDUSTRY

It took the government six years to regulate the nicotine snus (nicotine portions) that inadequately failed to protect youth from the harmful effects of nicotine addiction. Sweden still lacks a proper tobacco taxation on all heated tobacco products, allowing the industry to market its products to be accessible and affordable to the youth.

4. UNNECESSARY INTERACTION

Top-level government officials, including the prime minister, showed their support to the TI on social media. The Swedish TI also effectively teamed up with the Convenience Stores Sweden to market and normalize tobacco products. Top-level government officials supported the industry in various ways, framing snus as yet another “food product” with the potential of saving millions of smokers’ lives.

5. TRANSPARENCY

There is no register or rules for transparency. The government does not require rules for the 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 any entity working to further its interests to political parties, candidates, or campaigns or to require full disclosure of such contributions.



7. PREVENTIVE MEASURES

The government has not put in place a policy to disallow the acceptance of all forms of contributions or gifts from the TI, monetary or otherwise, including offers of assistance, policy drafts, or study visit invitations given or offered to the government, its agencies, officials and their relatives.

The government has not formulated nor adopted a code of conduct for public officials to comply with in their dealings with the TI. There is no program or plan to consistently raise awareness within government departments on policies relating to FCTC Article 5.3 Guidelines.