About INNCO:

The International Network of Nicotine Consumer Organisations (INNCO) is a global coalition of organisations from twenty different countries, which promote the interests of those who have or wish to switch from smoking tobacco to safer alternative nicotine delivery products. These non-combustible (or smokeless) forms of nicotine include electronic cigarettes, snus and, potentially, heat-not-burn products.

INNCO has an elected Governing (working) Board, a General Secretariat and is registered in the Canton of Geneva, Switzerland as a 'Not for profit association (civil society).

INNCO is entirely independent of tobacco manufacturers and distributors. INNCO accepts no funding from any commercial interests, including smokeless nicotine product manufacturers and distributors, nor from tobacco companies. INNCO has no competing interests and, specifically, no conflicts with respect to Article 5.3 of the Framework Convention on Tobacco Control.

Thirty national consumer organisations across five continents are currently members of INNCO, sixteen of which represent citizens and residents of the European Union, including the UK’s New Nicotine Alliance. Our member organisations are passionate advocates of e-cigarettes because the overwhelming majority of their supporters are ex-smokers whose lives and health have been dramatically improved by switching from traditional cigarettes to safer nicotine products such as Electronic Liquid Vaping products and Snus.

INNCO aims to promote honest and unbiased information on safer nicotine use and advocates that any regulation should effective, proportionate and based upon robust scientific research rather than biased or flawed ideology. We believe adults have a human right to significantly increase their health by reducing the harm caused by the use of combustible tobacco. INNCO’s work includes engagement with national, international and supranational health, regulatory and public health organisations concerned with nicotine consumption, and promotes the right of safer nicotine users to be recognised as key stakeholders in any policy which concerns them. We also seek to work with other civil societies and NGO’s whose aims overlap our own in promoting the benefits of harm reduction in areas such as drug, alcohol and HIV etc.,

On health:

- No combustion takes place in e-cigarettes, with users inhaling vapour rather than smoke. As no smoke is produced, these products generate significantly lower yields of harmful and potentially harmful chemicals compared to combustible tobacco products such as cigarettes. This new technology offers an unprecedented opportunity to improve public health by offering reduced risk alternatives to adult smokers who are unable or unwilling to quit.
- The very fact that there are over ten million users of e-cigarettes around the world, most of them former smokers or current smokers cutting down and experiencing significant health benefits by doing so, is a testimony to the public health potential of e-cigarettes.

On regulation:

- As advocates of safer forms of nicotine delivery for a global population, we at INNCO and its member organisations believe that the UK has an important role to play in guiding the rest of the world on tobacco harm reduction. We believe so because the UK’s Royal

- This led to a ‘tobacco harm reduction’ indication approved by the UK’s medicines regulator, the MHRA, for Nicorette inhalator.
- In light of the emerging evidence as captured by various reports by ASH UK and Public Health England, the 2016 Royal College of Physicians report- Nicotine Without Smoke- https://www.rcplondon.ac.uk/projects/outputs/nicotine-without-smoke-tobacco-harm-reduction-0 ) evolved the thinking on tobacco harm reduction to actively encourage the switch to e-cigarettes for those smokers who would not or could quit smoking using available methods on the NHS.
- The recent ‘Swaptober’ campaign run in parallel by Public Health England to its Stoptober programme again gave consumers’ confidence in our decision to switch out of smoking with these safer alternatives.
- We wish to see a consistent message given strongly throughout the United Kingdom, particularly through public media and national services for the special and disadvantaged populations (mental health patients, prisoners, pregnant women).

On finance:

- The majority of our members are former smokers, who have either switched completely to e-cigarettes or significantly reduced their cigarette consumption. All of them report not only an increased sense of health and wellbeing, but also relief that vaping has reduced their financial outlay in comparison to the high price of cigarettes.
- Besides health, another key driver for us to switch out of smoking into e-cigarettes was economic. The average daily cost of using e-cigarettes is now £1.20 (ASH presentation from the e-cigarette summit, slide 10: http://www.e-cigarette-summit.com/files/2014/07/13.55-Deborah-Arnott.pdf )
- This is significantly less than the average £8 for a pack a day smoker in the UK
- However, we believe more can be done to send a strong positive message to the public that e-cigarettes are significantly less risky than cigarettes. Incentivising smokers to switch will need innovative ideas that the Committee to explore and advocate on behalf of public health. One such would be to exempt e-cigarettes from VAT altogether. There is precedent with a reduced VAT for over the counter nicotine replacement therapy products.
- Several studies have concluded that e-cigarettes are at least as effective as nicotine replacement therapies (NRTs) at encouraging adult smokers to give up cigarettes.
- The UK National Health Stop Smoking Service has recently produced detailed guidance to its staff supporting the use of e-cigarettes as tool to assist in quitting or reducing smoking. Electronic cigarettes are now the most popular form of smoking cessation support in the UK, and experts have concluded that on average e-cigarettes are approximately 50% more effective than using no aid or over the counter NRTs.

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