

ENDS 2022 WHAT DOES IT MEAN TO BE GREEN?

The only EU-wide Vaping Association.
Independent from Tobacco.



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President & Co-founder
Established 2018



President & Co-founder
Since founding in 2015



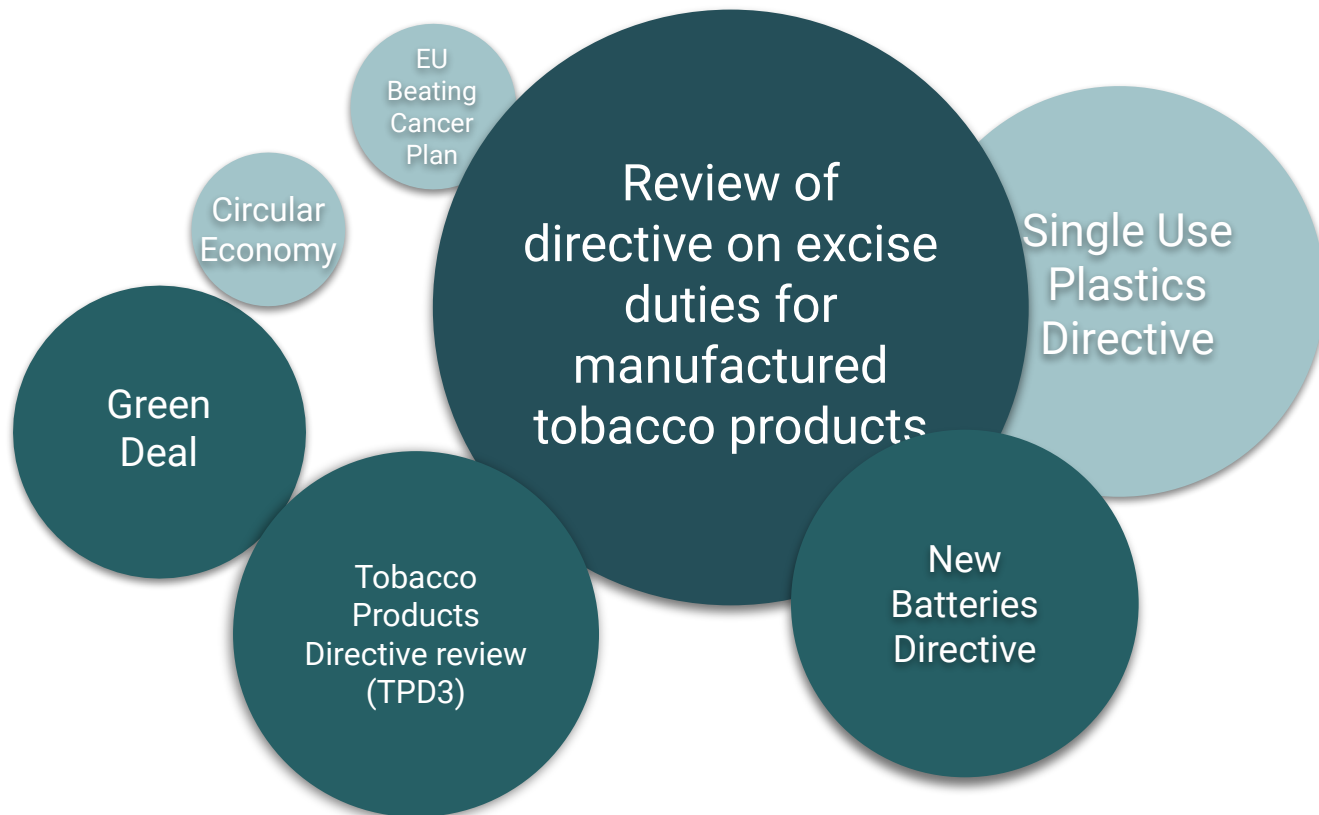
Chief Financial Officer | Director
Since founding in 2011

MEMBERS OF IEVA

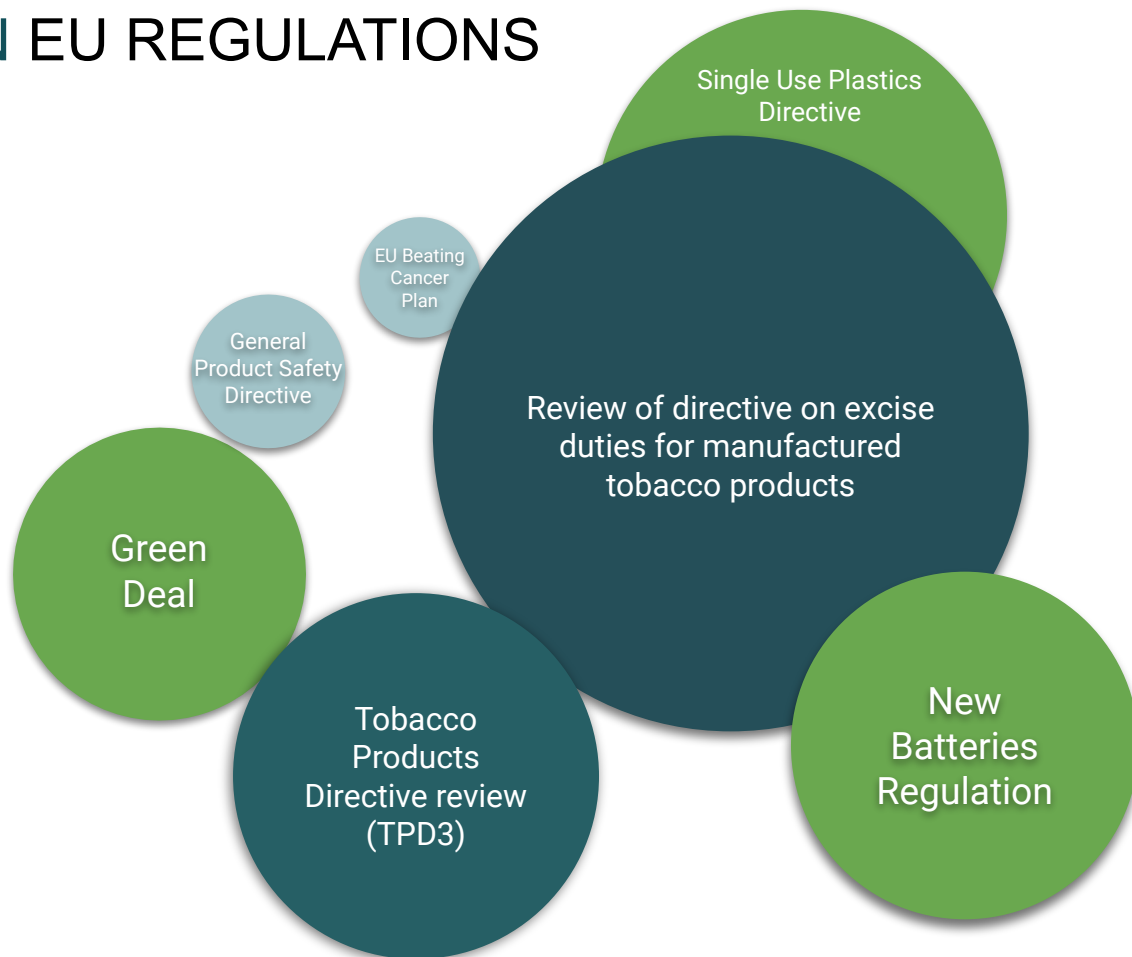


IEVA FOCUS

EU REGULATIONS



GREEN EU REGULATIONS



IEVA FOCUS - EU VAPING LAWS

Tobacco Products Directive (TPD)

TPD:


- 6-Months-Standstill Period
- EU Product Registration
- 20mg/ml Nicotine Cap

IN REVISION UNTIL 2025/2026

Risk of national spill-overs



- ? Flavour Bans
- ? Plain Packaging
- ? Advertising Bans

 Harm reduction potential
acknowledged in
EU Beating Cancer Plan



IEVA FOCUS - EU VAPING LAWS

Tobacco Excise Duty Directive (TED)



TED – IN REVISION UNTIL 2024

Excise Taxes on Tobacco Products

Vaping currently excluded

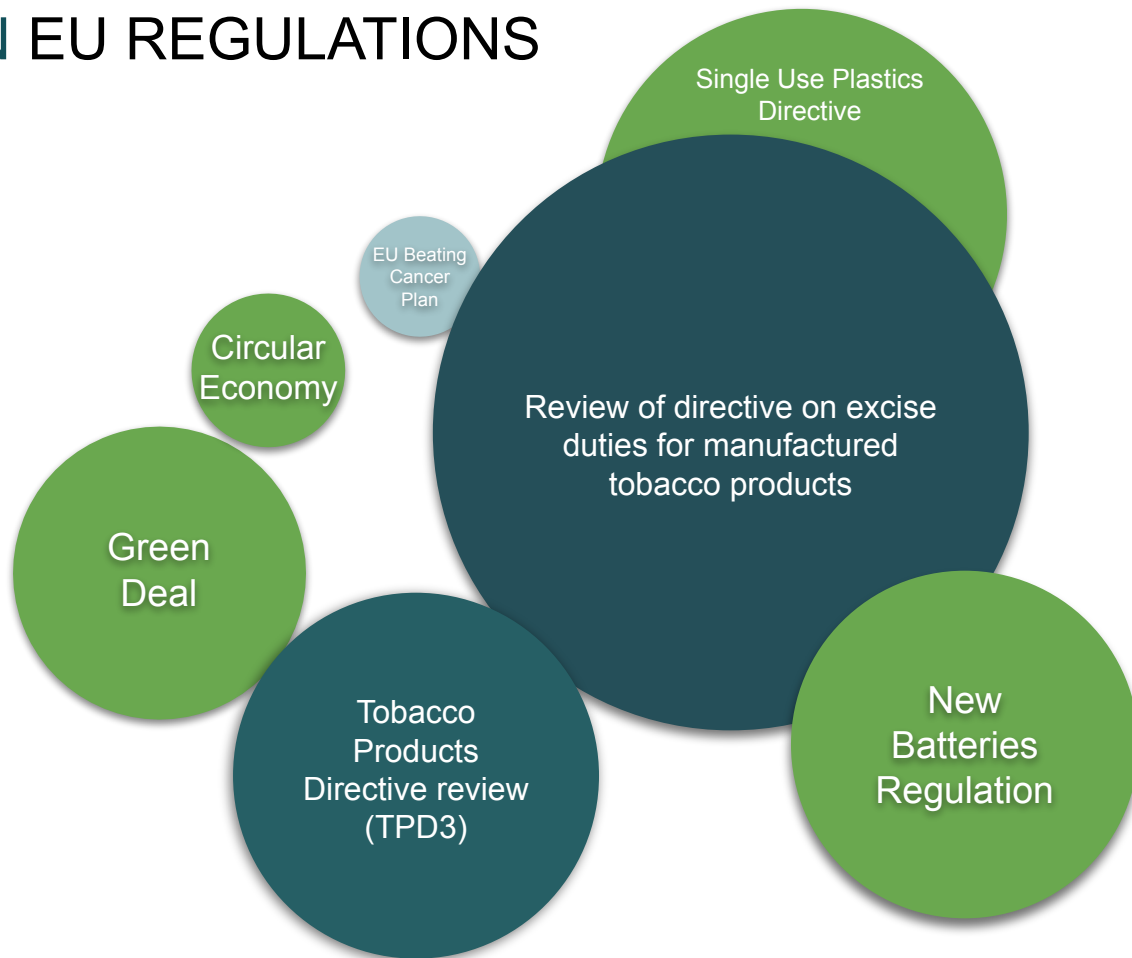


NATIONAL LEVEL VAPING TAXES

0.0 to 0.40 €/ml with 0.13 €/ml as weighted average

Portugal 0,32€/ml	Lithuania 0,15€/ml
Finland 0,30€/ml	Cyprus 0,12€/ml
Denmark 0,20€/ml <12mg 0,35€/ml >12mg	Poland 0,11€/ml
Sweden 0,20€/ml <15mg 0,40€/ml >15mg	Romania 0,11€/ml on nicotine
Italy 0,13€/ml on nicotine 0,09€/ml 0mg	Greece 0,10€/ml
Estonia 0,20€/ml (suspended until 2023)	Hungary 0,05€/ml
Slovenia 0,18€/ml on nicotine 0,08€/ml 0mg	Latvia 0,005€/mg nicotine + 0,01€/ml
Germany 0,16€/ml from July	Croatia 0,00€/ml

GREEN EU REGULATIONS



GREEN EU REGULATIONS



GREEN EU REGULATIONS

Single-Use Plastics Directive [EU 2019/904]

Overall Goal

- Curb plastic waste
- Drive innovation and investment
- Make recycling profitable for businesses

Measures

Product bans

Design requirements

Targets for separate collection

Awareness-raising measures

EPR obligations

- **Tobacco Cigarettes in current focus
(due to plastic butts/filters)**
- **Revision in 2027**

Single-Use Plastics Directive overview



Product bans



Design requirements



Plastic bottle collection target



EPR obligations



Awareness-raising measures

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GREEN EU REGULATIONS

Single-Use Plastics Directive [EU 2019/904]

Tobacco Cigarettes

→ **Scale:** an estimated 4.5 trillion cigarette butts (plastic waste and hazardous chemicals) are thrown away annually worldwide

→ **Visibility:** cigarette butts are among the 10 most found littered items on beaches (first group of products targeted);

Measures

- ▶ Labelling requirements
- ▶ Awareness raising beyond just the labelling
- ▶ Extended Producer Responsibility fees to cover clean-up and awareness raising measures

*“(16) The huge environmental impact caused by **post-consumption waste of tobacco products with filters containing plastic** (...) needs to be reduced. Innovation and product development are expected to provide viable alternatives to filters containing plastic and need to be accelerated.”*



GREEN EU REGULATIONS

Single-Use Plastics Directive [EU 2019/904]

Potential Impact on Vaping after 2027's revision

→ **Based on existing legislation applied to tobacco & other products**

Extended Producer Responsibility fees; Ecodesign approach: changes and limits to product design → bans of certain products or materials and chemicals.

→ **Bottles & E-liquid Containers**

Depending on the types of restrictions or rules imposed, it could have an impact on ideal bottle size, types of materials, and associated cost increases.

→ **Disposable E-cigarettes**

could be targeted for their single use nature - depending on the development of the market and policymakers' perceptions.



GREEN EU REGULATIONS

NEW BATTERIES REGULATION

→ **Focus**

- ▶ Sustainability Criteria of Batteries
- ▶ Collection Rates (regulated by WEEE)
- ▶ Recycling Rates

→ **Scope of Products**

- ▶ Laptops, cell phones and electrified cars
- ▶ But: e-cigarettes will be included in the final regulation

→ **IN REVISION UNTIL END OF 2022**

NEW BATTERIES REGULATION

IEVA PROGNOSIS:

WHAT COULD CHANGE FOR MANUFACTURERS IN 2023/2024?

- **NO GLUING** Batteries will no longer be allowed to be glued to casing
- **REMOVABILITY** Batteries have to be removable by the user to ensure adequate waste collection separately from the device
- **REPLACEABILITY** Batteries have to be replaceable in cases where the rest of the device outlives the battery

WEEE Directive still applies:

Devices are meant to be separately collected from household waste

But: Marking on batteries will likely have to be updated to comply with the new Regulation;

THE INDUSTRY'S IMPACT

Influence of business behavior on political decision making

→ COMPLIANCE

Non-compliance alerts politics while lack of enforcement is not a strong argument in the political arena

→ GROWTH INCREASES ATTENTION

With our growing market regulatory impulses from politics will increase → Responsible decision making for our businesses is of utmost importance

→ FILL REGULATORY VACUUMS PROACTIVELY – OFFER SOLUTIONS

If we want fair and adequate regulations we have to be the ones offering the solution

THE INDUSTRY'S IMPACT

Potential of sustainable and responsible business decisions

→ RESPECT LEGAL OBLIGATIONS

WEEE Directive – Youth Protection – Support eco-friendly products

→ 3 THINGS THAT EVERY INDUSTRY STAKEHOLDER CAN DO

- ✓ Provide collection bins in your stores and convenient take-back options in online sales
- ✓ Incentivise correct disposal and eco-friendly = open devices
- ✓ Enforce youth protection

Thank you!

