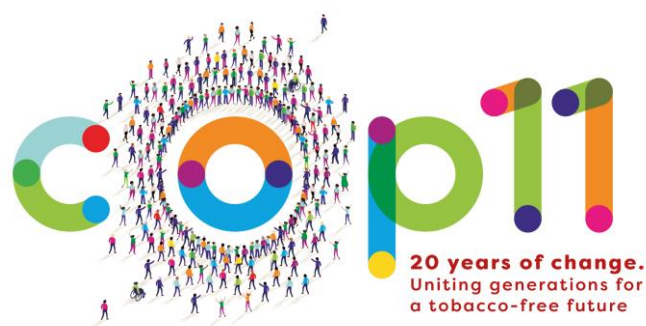




Geneva, Switzerland  
17-22 November 2025



## COP11 SIDE EVENTS

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| <p>Monday<br/>17 Nov. 2025<br/>18:30 – 19:45</p> | <p><b>Title:</b> Youth-led advocacy: Unmasking tobacco and nicotine industry narrative to advance tobacco-free generations (WHO FCTC Articles 5.2(b) &amp; 5.3)</p> <p><b>Organizer:</b> European Network for Smoking and Tobacco Prevention (ENSP),<br/>Co-organizers: Global Center for Good Governance in Tobacco Control (GGTC), The Union for International Cancer Control (UICC), Campaign for Tobacco Free-Kids (CTFK), Coalición América Saludable/Healthy Americas' Coalition (CLAS), Global Alliance for Tobacco Control (GATC)</p> <p><b>Description:</b> As the WHO Framework Convention on Tobacco Control continues to guide global action on tobacco control, parties are facing new forms of tobacco industry interference that use the language of "harm reduction" to promote novel nicotine products. This side event will explore how this approach targets young people through digital marketing and weak regulation, creating new risks for nicotine addiction. Young leaders from Proyecto Zero and other youth movements will share their experiences and tools for advocacy, communication and policy engagement. The session will highlight effective responses by governments and civil society to strengthen implementation of the framework and protect future generations.</p> |
|                                                  | <p><b>Title:</b> Launch of the 2025 Global Progress Report on Implementation of the WHO FCTC</p> <p><b>Organizer:</b> Secretariat of the WHO FCTC</p> <p><b>Description:</b> This side event will mark the launch of the 2025 Global Progress Report on the WHO Framework Convention on Tobacco Control, the 11th edition since the treaty entered into force in 2005. Published in the year of the convention's 20th anniversary, the report reflects two decades of global progress in reducing tobacco use. It is based on data submitted by parties during the 2025 reporting cycle and other official sources. The</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                                                          | <p>Convention Secretariat and partners will present key findings, while party representatives will share examples of effective implementation and good practices featured in the report.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><i>Tuesday</i><br/>18 Nov. 2025<br/>13:30 – 14:45</p> | <p><b>Title:</b> Forward looking policies to achieve a Tobacco Free Generation</p> <p><b>Organizer:</b> Department of Health and Social Care – United Kingdom, Global Alliance for Tobacco Control (GATC)</p> <p><b>Description:</b> This session will explore forward-looking policies to achieve a tobacco-free future and prevent youth tobacco use. It will share lessons from global policy approaches. The UK will present its legislation to phase out tobacco sales for anyone born after 1 January 2009, outlining its rationale, development, challenges, and long-term impact. France will discuss its non-legislative tobacco control plan, and Maldives will share its legislative strategy. The event will also cover forward-looking measures supporting WHO FCTC implementation, including tobacco industry funding mechanisms, liability measures, and strategies under Articles 19 and 5.3. It will also emphasise on multisectoral collaboration and addressing commercial determinants of health.</p>                                                    |
|                                                          | <p><b>Title:</b> Non-Judicial Pathways to Article 19 Implementation: Accountability &amp; Liability</p> <p><b>Organizes:</b> Oman, Panama,<br/>Co-organisers: Bolivia, Ecuador, Thailand, Corporate Accountability, Global Center for Good Governance in Tobacco Control (GGTC)</p> <p><b>Description:</b> While litigation remains an important aspect of Article 19 of the WHO Framework Convention on Tobacco Control, many parties face barriers that make court action difficult to pursue. This side event will present practical ways to apply liability through existing administrative and fiscal measures, including sanctions, levies, cost-recovery tools and compensation mechanisms. Drawing from national experiences in tobacco control and related fields such as environmental, human rights and financial law, the session will highlight effective nonjudicial approaches. It will feature real-world examples and youth perspectives to show how accountability can be strengthened through coordinated, transparent and sustainable policy action.</p> |
|                                                          | <p><b>Title:</b> Tobacco and Nicotine Products Waste: Environmental Challenges and Global and Country Responses has been agreed.</p> <p><b>Organizers:</b> Brazil<br/>Co-organizers: Panama, Knowledge Hub on articles 17&amp;18 Fiocruz; Action on Smoking &amp; Health (ASH); Global Center for Good Governance on Tobacco Control (GGTC); Global Alliance for Tobacco Control (GATC).</p> <p><b>Description:</b> This side event will explore the growing environmental impact of tobacco and nicotine product waste, including cigarette filters, e-cigarettes and packaging that contribute to plastic pollution and toxic waste. It will examine how countries and communities are addressing these challenges through stronger policies, enforcement actions and public awareness efforts. The discussion will connect with COP11 deliberations on Article 18 of the WHO Framework Convention on Tobacco Control, which</p>                                                                                                                                           |

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|  | <p>focuses on protecting the environment and the health of people involved in tobacco cultivation and manufacturing. The session offers an opportunity to strengthen collaboration between environmental and public health sectors in advancing global tobacco control.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | <p><b>Title: Regulating flavours in tobacco, nicotine and related products: insights from country experiences.</b></p> <p><b>Organizers:</b> WHO</p> <p><b>Description:</b> This side event will focus on how flavours in tobacco, nicotine and related products increase their appeal, especially among young people, by masking the harsh taste of tobacco and making products easier to use. These flavours encourage experimentation and long-term use, creating additional challenges for quitting. The session will feature experiences from Finland, Canada, the Netherlands, the European Union and Uganda, highlighting national actions to restrict or prohibit flavours through policy, implementation and enforcement. Participants will have the opportunity to discuss challenges, lessons learned and effective strategies to reduce the appeal of these products and protect youth.</p>                                  |
|  | <p><b>Title: Harm Reduction and Tobacco Industry Interference: Safeguarding Policy from Big Tobacco's Narrative</b></p> <p><b>Organizers:</b> Campaign for Tobacco-Free Kids<br/>Co-organizers: The University of Bath</p> <p><b>Description:</b> This side event will explore how the tobacco industry uses the concept of "harm reduction" to preserve its market interests, shape public perception and influence policy in its favor. It will examine the ways in which the industry presents itself as a partner in public health while interfering with the implementation of strong tobacco control measures. Experts and parties will share evidence and national experiences that reveal these tactics and their impact on public health. The session will present practical approaches for protecting policymaking from industry interference in line with Article 5.3 of the WHO Framework Convention on Tobacco Control.</p> |
|  | <p><b>Title:</b> Article 5.3 Approaches: Implementation strategies to defeat the smokescreen</p> <p><b>Organizers:</b> Canada<br/>Co-organizers: Global Alliance for Tobacco Control (GATC)</p> <p><b>Description:</b> This side event will share experiences from parties in implementing Article 5.3 of the WHO Framework Convention on Tobacco Control, which protects public health policies from tobacco industry interference. Representatives from the United Kingdom of Great Britain and Northern Ireland, Brazil, Canada, and the University of Bath will discuss strategies used to address industry tactics, develop guidance documents and strengthen coordination across government sectors. The session will highlight best practices for promoting transparency and integrity in policymaking, along with common challenges and</p>                                                                                      |

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| <p><i>Tuesday</i><br/>18 Nov. 2025<br/>18:30 – 19:45</p>   | <p>lessons learned. Participants will gain insights into practical approaches that support effective and sustained implementation of Article 5.3 across different contexts.</p> <p><b>Title:</b> Something Old, Something New: The Tobacco Industry’s Misleading Narrative on Swedish Experience</p> <p><b>Organizers:</b> Smoke Free Partnership</p> <p><b>Description:</b> This side event will examine how the tobacco industry and its front groups are misrepresenting Sweden’s decline in smoking to promote snus and nicotine pouches as a harm reduction model. It will present data showing a rise in snus and nicotine pouch use among women and young people in Sweden, alongside evidence that smoking reductions are mainly due to strong tobacco control policies such as advertising bans, high taxes and smoke-free laws. Speakers from Sweden, Norway, Belgium, the Netherlands and France will share experiences on countering misleading industry narratives and regulating nicotine pouches to protect public health.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p><i>Wednesday</i><br/>19 Nov. 2025<br/>13:30 – 14:45</p> | <p><b>Title:</b> Ensuring Integrity: Countering Industry Narratives on Harm Reduction</p> <p><b>Organizers:</b> Maldives and Thailand<br/>Co-organizers: WHO FCTC Knowledge Hub for Art 5.3, Global Center for Good Governance in Tobacco Control (GGTC)</p> <p><b>Description:</b> This side event will explore how the tobacco industry uses "harm reduction" claims to promote new nicotine products, shape regulation and weaken the safeguards of Article 5.3 of the WHO Framework Convention on Tobacco Control. It will share examples of how governments and civil society have addressed this interference by strengthening Article 5.3 implementation, including measures that limit industry-linked research and improve transparency. The session will discuss how the industry’s approach to harm reduction differs from evidence-based public health strategies and highlight ways to protect policymaking from commercial interests through stronger cooperation, technical guidance and information exchange among parties.</p> <p><b>Title:</b> Preventing uptake of e-cigarettes</p> <p><b>Organizers:</b> The Netherlands<br/>Co-organizers: Australia, Belgium, Brazil, Malaysia and WHO</p> <p><b>Description:</b> This side event will present the experiences of parties in preventing the uptake and use of e-cigarettes through a range of policy and enforcement measures. In line with the WHO’s call to action on e-cigarettes, countries have adopted different approaches, including full bans, strict regulations to limit harm and appeal, and restrictions on where such products can be sold. Representatives will share how these measures were developed and implemented, the evidence that guided them and the results achieved so far. The session will provide practical insights and lessons learned to support stronger protection against e-cigarette use, especially among young people.</p> <p><b>Title:</b> WHO FCTC Knowledge Hubs supporting the global fight against tobacco</p> |

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|  | <p><b>Organizers:</b> WHO FCTC Knowledge Hubs</p> <p><b>Description:</b> This side event will mark 20 years of international cooperation under the WHO Framework Convention on Tobacco Control and highlight the vital role of knowledge hubs in supporting parties with tobacco control implementation. There are now nine knowledge hubs operating across all regions, each providing expertise and technical assistance in key areas of the convention. The session will share lessons learned from their work, progress achieved and strategies that have strengthened implementation of the convention. Knowledge hub representatives will reflect on challenges, opportunities for collaboration and future priorities to enhance global cooperation, accelerate tobacco control and protect the health of present and future generations.</p>                                                                                                                                                                                                                      |
|  | <p><b>Title:</b> Empowering Youth Voices in Tobacco Control</p> <p><b>Organizers:</b> International Federation of Medical Students Associations (IFMSA)</p> <p><b>Description:</b> This side event will focus on the growing challenges of tobacco and nicotine use among young people and the need for strong prevention and control measures that reflect their lived experiences. Most tobacco users begin before age 18, and the spread of new nicotine products and marketing tactics aimed at youth is increasing these risks. The session will explore how such exposure affects health, including higher risks of respiratory and cardiovascular disease, mental health issues and addiction. Participants will discuss practical approaches to protect young people and strengthen implementation of the WHO Framework Convention on Tobacco Control across all regions.</p>                                                                                                                                                                                     |
|  | <p><b>Title:</b> Tobacco Taxation, Driving Progress Through Collaborative Partnerships</p> <p><b>Organizer:</b> Brazil, Kenya, Uganda, Union for International Cancer Control (UICC).<br/>Co-organizers: The Union for International Cancer Control (UICC), Cancer Research UK (CRUK) and the University of Cape Town.</p> <p><b>Description:</b> This side event will highlight how effective tobacco taxation can reduce tobacco use and strengthen health systems in line with Article 6 of the WHO Framework Convention on Tobacco Control. Speakers from Brazil, Kenya and Uganda will share their experiences in developing and implementing strong tax and price policies to curb consumption. In Kenya and Uganda, close collaboration between civil society and ministries of health has supported policy reform through evidence-based advocacy and capacity building. In Brazil, intersectoral cooperation has made taxation a central element of national tobacco control, with new measures that link health and fiscal policy to protect public health.</p> |
|  | <p><b>Title:</b> Implementing the WHO FCTC: Indigenous Leadership, Equity, and Community-Driven Solutions</p> <p><b>Organizers:</b> Australia<br/>Co-organizer: Brazil, New Zealand</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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| <p>Thursday<br/>20 Nov. 2025<br/>13:30 – 14:45</p> | <p><b>Description:</b> This high-level session will highlight the vital role of Indigenous leadership in achieving the goals of the WHO Framework Convention on Tobacco Control. Speakers from Australia, North America and Pacific Island nations will share community-led approaches that reduce tobacco and nicotine harms, promote culturally responsive prevention and support healthier, nicotine-free futures. Guided by lived experience and truth-telling, the discussion will show how Indigenous-led action strengthens health systems and community resilience. The session will demonstrate how these approaches align with the guiding principles of the WHO Framework Convention on Tobacco Control and advance global efforts toward ending the tobacco epidemic.</p>                                                                                                                                                                                                                                                                                                                                                |
|                                                    | <p><b>Title:</b> The critical role of Institutional Capacity Building in advancing Tobacco Control</p> <p><b>Organizers:</b> The African Capacity Building Foundation (ACBF)</p> <p><b>Description:</b> This side event will explore how strategic investments in leadership, governance and institutional systems have strengthened civil society organizations and knowledge hubs as effective advocates for tobacco control. Through deliberate capacity building, these institutions have enhanced their credibility, resilience and impact within national and regional contexts. The session will present examples of how this support has improved internal systems, policy engagement and program delivery. Beneficiaries of the ACBF capacity building model will share experiences showing how stronger institutions can engage policymakers, raise public awareness, counter industry influence and advance the implementation of the WHO Framework Convention on Tobacco Control in their countries.</p>                                                                                                                 |
|                                                    | <p><b>Title:</b> Tobacco, Gender &amp; NCDs: Accelerating Rights-Based Tobacco Control</p> <p><b>Organizers:</b> International Network of Women Against Tobacco.<br/>Co-organizers: Ecuador, UN Office of the High Commissioner for Human Rights (OHCHR), Action on Smoking and Health (ASH), and Coalición América Saludable/Healthy Americas' Coalition (CLAS)</p> <p><b>Description:</b> This side event will explore how linking tobacco control with human rights and gender equality can strengthen public health outcomes and advance the goals of the WHO Framework Convention on Tobacco Control. Tobacco use continues to drive cancer and other noncommunicable diseases, with women in low- and middle-income countries disproportionately affected. Targeted industry marketing and unequal access to prevention and treatment widen existing inequities. The session will present evidence and practical tools to integrate gender and human rights into national strategies, highlighting how these approaches can reduce tobacco-related harm and support progress toward Sustainable Development Goals 3 and 5.</p> |
|                                                    | <p><b>Title:</b> Success Stories in Tobacco Control: Lessons Learned from FCTC Policy Implementation</p> <p><b>Organizers:</b> Global Alliance for Tobacco Control (GATC) and the University of Bath</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |



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|                                                           | <p><b>Description:</b> This side event will present success stories from low- and middle-income countries that have strengthened implementation of the WHO Framework Convention on Tobacco Control through strong national legislation. Experiences from Uganda, Kenya, Cambodia and Bolivia will illustrate how political commitment, collaboration across sectors, advocacy and research have supported effective tobacco control. Speakers will share lessons learned and practical strategies to overcome common challenges and sustain progress. The session will highlight how South-South cooperation and global civil society networks can help parties build on these experiences to advance tobacco control and protect public health in diverse settings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|                                                           | <p><b>Title:</b> <b>Highlighting the Benefits of Joining the Protocol to Eliminate Illicit Trade in Tobacco Products</b></p> <p><b>Organizers:</b> COP/MOP Bureaus</p> <p><b>Description:</b> This side event will focus on the benefits of joining the Protocol to Eliminate Illicit Trade in Tobacco Products, a treaty adopted by all parties to the WHO Framework Convention on Tobacco Control. In force since 2018, the protocol currently has 71 parties from all WHO regions. Bureau members from the Meeting of the Parties to the Protocol will share their experiences and insights. The event will also provide an opportunity for WHO FCTC parties interested in joining the protocol to learn about the resources and support available from the Convention Secretariat to guide them through the process.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><i>Friday</i><br/> 21 Nov. 2025<br/> 13:30 – 14:45</p> | <p><b>Title:</b> Warning by Design: Innovative Labelling &amp; Packaging Approaches</p> <p><b>Organizers:</b> Canada<br/> Co-organizer: Australia and the Union for International Cancer Control</p> <p><b>Description:</b> This side event will showcase new and effective approaches to tobacco packaging and labeling from parties that have advanced policy implementation in this area. It will highlight how clear health warnings and innovative labeling can strengthen public awareness and reduce the appeal of tobacco products. Speakers from Canada, Australia, Nepal and Mauritius will share lessons learned and practical experiences that demonstrate the value of sustained action under the WHO Framework Convention on Tobacco Control. The session will promote peer learning, inspire further innovation and renew momentum to keep labeling policies responsive to emerging industry tactics and public health needs.</p> <p><b>Title:</b> Strengthening Tobacco Control to Achieve SDG 3.4 on NCDs: A Global Imperative</p> <p><b>Organizers:</b> NCD Alliance<br/> Co-organizers: Ghana, Global Alliance for Tobacco Control, International Union Against Tuberculosis and Lung Disease, Union for International Cancer Control, World Heart Federation, FDI World Dental Federation, Coalition for Americas' Health, Cancer Research UK</p> |

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|  | <p><b>Description:</b> This side event, held following the U.N. high-level meeting on noncommunicable diseases and mental health, will bring together national WHO FCTC focal points, civil society and key partners to discuss how countries can translate the new political declaration into stronger tobacco control action. With tobacco use causing more than 8 million preventable deaths each year, accelerating proven and cost-effective measures is essential to achieve Sustainable Development Goals 3.a and 3.4. The session will explore how the WHO Framework Convention on Tobacco Control supports national efforts and contributes to key discussions under COP11 agenda items 3, 4.1 and 4.5.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|  | <p><b>Title:</b> Lung Health Resolution: Aligning with WHO FCTC for an Integrated Approach</p> <p><b>Organizers:</b> Union for International Cancer Control (UICC), Malaysia, The Union</p> <p><b>Description:</b> This side event will examine how the WHO lung health resolution, adopted at the 78th World Health Assembly, can strengthen the implementation of the WHO Framework Convention on Tobacco Control. The resolution promotes an integrated approach to lung health and identifies tobacco control as a key priority, as nearly half of tobacco-related deaths are linked to lung diseases. The session will highlight ways to align WHO FCTC measures with national lung health strategies through cessation programs, early detection and action on air pollution. Country experiences and civil society perspectives will illustrate practical steps for integrated, multisectoral tobacco control.</p>                                                                                                                                                                                                                                                                                                                                                            |
|  | <p><b>Title:</b> Turning Commitments into Care: Accelerating Article 14 Implementation</p> <p><b>Organizers:</b> World Heart Federation, Panama, Uruguay, WHO FCTC Knowledge Hub on International Cooperation on Smoke-Free Environments and Tobacco Cessation, WHO, Action on Smoking and Health (USA), Global Alliance for Tobacco Control, InterAmerican Heart Foundation, International Federation of Medical Students' Associations, Union for International Cancer Control (UICC), Vital Strategies</p> <p><b>Description:</b> This side event will renew global attention on Article 14 of the WHO Framework Convention on Tobacco Control, which calls on parties to promote cessation and provide support for tobacco dependence treatment. Despite its importance, access to effective and affordable cessation services remains limited, especially in low- and middle-income countries. The session will highlight leadership from Panama and Uruguay and showcase the work of the International Cooperation Center for Tobacco Control and the Nicotine Addiction and Tobacco Use Treatment Initiative. Partners will share practical experiences and strategies to expand cessation services, strengthen health systems and advance comprehensive tobacco control.</p> |