

Youth Letter to Governments

at the Eleventh Session of the Conference of the Parties to the World Health Organization Framework Convention on Tobacco Control

17 November 2025

We are the generation that will live longest with the consequences of your decisions on tobacco control. With youth vaping rates surging globally and the tobacco industry targeting us, the future generation through new and emerging products, we are watching our peers become addicted in real time while inheriting decades of environmental and health costs. We refuse to inherit a system built on addiction, pollution, and profit.

The tobacco industry has spent decades manipulating governments and policymakers, misleading the public, and poisoning our environment, while making us pay for the damage.

At the Eleventh Session of the Conference of the Parties (COP11) to the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), you have the power to change this.

Our Demands

1. Make the Industry Pay Through Administrative Liability (Article 19, WHO FCTC)

Stop making taxpayers cover the cost of tobacco's damage. Leverage administrative liability mechanisms such as taxes, cost-recovery levies, fines, and license suspensions to shift the financial burden back to the industry that profits from addiction and disease. International cooperation and coordinated legal strategies are essential to make this work.

2. Stop Tobacco Industry Environmental Greenwashing (Articles 18 & 5.3, WHO FCTC)

Exclude the tobacco industry from all environmental activities and policymaking. Classify tobacco waste as hazardous. Industry-led schemes like Extended Producer Responsibility and Environmental, Social, and Governance narratives are just greenwashing tactics that give tobacco companies access to policy processes that they should never have.

3. Strengthen Tobacco Product Regulation (Articles 9 & 10, WHO FCTC)

Ban new and emerging products, which are aggressively marketed to youth, disguised as harm-reduction strategies or public health interventions. Where bans cannot yet be adopted, Parties should adopt strict regulatory measures, including a comprehensive ban on flavors, controls on disposable vapes and nicotine pouches, and full prohibitions on advertising, promotion, and sponsorship. Include studies on the elimination of toxic cigarette filters as hazardous waste (a gap not yet addressed under Articles 9 and 10) and ensure that all regulatory processes are protected from the interference of the tobacco industry and those furthering its interests, in accordance with Article 5.3.

4. Ensure Harm Reduction Is Human-Rights-Based (Articles 5.2(b) & 5.3, WHO FCTC)

Harm reduction efforts must be grounded in human rights and public health, not industry profit. Parties must not justify the expansion of the tobacco industry or give it legitimacy. Keep tobacco control policy independent and safe from industry influence and industry-funded research. Those who have banned the products should be supported, and information exchange should be encouraged.

5. Support Forward-Looking Measures That Target the Industry (Articles 2.1 & 5.3, WHO FCTC)

The WHO FCTC sets minimum standards, but stronger measures are needed. Support forward-looking measures that target the tobacco industry itself, not just its products, including polluter-pays taxes, carving tobacco out of trade protections like investor-state dispute settlement, and liability mechanisms to penalize the industry. Back these with international cooperation so no country faces industry retaliation alone.

COP11 Must Deliver Decisions That Protect Us

- Ensure access to justice through administrative liability mechanisms and promote international cooperation on cost-recovery, environmental taxes, and sanctions.
- Help Parties classify tobacco waste as hazardous and prohibit the tobacco industry's greenwashing activities and participation in environmental policymaking, which violates Article 5.3.
- Strengthen Articles 9 and 10 implementation by banning new and emerging products (including flavored and disposable vapes and nicotine pouches); where bans cannot yet be adopted, mandate strict regulatory measures, including a flavors ban; support work on the elimination of toxic cigarette filters as hazardous waste; and ensure all regulatory processes are protected from tobacco and related interests in accordance with Article 5.3.
- Affirm that harm reduction must be human-rights-based and cannot treat tobacco industry products as public health interventions; and facilitate support and information exchange among Parties that have banned such products from the tobacco industry.
- Promote forward-looking measures targeting the tobacco industry, including trade carve-outs, liability frameworks, and coordinated legal strategies.

The COP must place the global youth at the center of its decision-making. COP11 is your opportunity to ensure meaningful youth engagement in the processes of developing and implementing these measures. The choices you make today will define the future we inherit.

We, the youth, are united in raising our voices and urging your action to protect us against an industry that profits from our harm.

We demand better. We deserve better.

Signed.



Alianza Juvenil
Bienestar & Desarrollo



Youth Health Organization
INTERNATIONAL

A NON SMOKING
Generation
SINCE 1979



Y-ACT
YOUTH IN ACTION



ASEAN YOUTH ORGANIZATION



INDONESIAN YOUTH COUNCIL
FOR TACTICAL CHANGES



SOUTH AFRICAN TOBACCO-FREE YOUTH FORUM
A smoke free generation in our lifetime



Iranian Medical Students' Association
انجمن علمی دانشجویی کشور پزشکی



CHILDREN AND YOUTH
MAJOR GROUP TO UNEP

LENTERA



ANAK
foundation



國際連合經濟社會理事會特殊諮問資格非政府組織 (國連 NGO)
國際學生會議所
UNIVERSITY STUDENT CHAMBER INTERNATIONAL



New Gen Communicator
VOICE FOR CHANGE



#MentalHealthPH



Youth Empowerment Initiative
For youth, by youth



ECOPEACE TEEN CARE
STOP BULLYING AND GEE



Healthy Philippines Alliance
Youth Network



GYM 2021



BANGLADESH MEDICAL STUDENTS SOCIETY
BMSS
Famulus Clementia



STOWELINK INC.
TRANSFORMING AND EMPOWERING LIVES



ALIANZA JUVENIL
ANTITABACO



Red Internacional
Promotores ODS



The Philippine
Smoke-Free
Movement



TOFAZA
Youth Advocates



Juventud
Unida en Acción



BEN
HOPE



YOUTH HELP
Sierra Leone



AMSA
PHILIPPINES

Rotaract
Club La Paz Sur



GREEN
FOR SUDAN



YOUTH LEADERS AND AMBASSADORS
NETWORK
YOUTH LEAN INTERNATIONAL
CHAD CHAPTER



INTERNATIONAL HELPING FOR THE YOUNG



Global Youth
Biodiversity
Network



الجمعية الملكية للتوعية الصحية
Royal Health Awareness Society



ASPIRA MINDS
FOUNDATION



NO
MORE
TOBACCO21C



Red Internacional
Promotores ODS
Panamá



M YOUTH POWER



Red Mundial
de Jóvenes
Políticos



AMSA
HONG KONG



MYANMAR
YOUTH FOUNDATION
for SDGs



Organización JIASC
JAVANA YOUTH LEADERS' ORGANIZATION IN SOUTH EAST ASIA



Note: This letter was coordinated by the Global Youth Voices (GYV). GYV is a movement that represents youth coalitions and organizations from across the globe that seek to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. GYV's previous statements and initiatives have been recognized by the World Health Organization (WHO) and at the WHO Framework Convention on Tobacco Control (FCTC) Conference of the Parties. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV.

1. Global Youth Voices (GYV)
2. International Federation of Medical Students' Associations (IFMSA)
3. International Pharmaceutical Students' Federation (IPSF)
4. Alianza Juvenil
5. Youth Health Organization (YHO)
6. ENSPNext (European Network for Smoking and Prevention Next)
7. A Non Smoking Generation
8. Indonesian Youth Council for Tactical Changes (IYCTC)
9. Y-ACT (Youth in Action)
10. International Youth Tobacco Control (IYTC)
11. ASEAN Youth Organization (AYO)
12. South African Tobacco-Free Youth Forum (SATFYF)
13. Children and Youth Major Group to UNEP
14. Asian Medical Students' Association Hong Kong (AMSAHK)
15. Lentera Anak Foundation
16. UNISC University Student Chamber International
17. Global Youth for Tobacco Control (Y4TC)
18. Jóvenes Líderes de la Carta de la Tierra (JLCT)
19. The Good Society International Islamic University Malaysia
20. Youth Against Vape
21. Child Rights Network
22. Youth Advocacy Against Alcohol and Drug Abuse (YAADA)
23. Asociación de Estudiantes Escuela de Medicina (AEEM)
24. San Beda Economics Society
25. New Gen Communicator
26. Mental Health PH
27. Igual
28. Jai-Shi Youth Initiative
29. Youth Against Alcoholism and Drug Dependency (YADD)
30. Youth Empowerment Initiative
31. Ecopeace Teen Cafe
32. Education Against Tobacco Brazil
33. Healthy Philippines Alliance Youth Network
34. Alianza Juvenil Antitabaco

35. Bangladesh Medical Students' Society
36. Global Youth Meet on Health (GYM)
37. Stowelink Inc.
38. Red Internacional Promotores ODS (RIPO)
39. Juventud Unida en Acción
40. Tobacco-Free Association of Zambia Youth Advocates
41. The Philippine Smoke Free Movement Youth
42. Den of Hope
43. Youth Council in Action for Nation (YOUTH CAN)
44. Iranian Medical Students' Association (IMSA)
45. Youth Help Sierra Leone
46. Asian Medical Students' Association (AMSA) Philippines
47. Refleacciona A.C.
48. Rotaract Club La Paz Sur
49. Green for Sudan
50. Youth Leaders and Ambassadors' Network
51. International Helping for the Young
52. Sauti Ya Mtoto Foundation
53. Red Internacional Promotores ODS (RIPO) Panama
54. Global Youth Biodiversity Network
55. Royal Health Awareness Society
56. Marurui Youth Power for a Better Tomorrow
57. No More Tobacco 21st Century
58. Myanmar Youth Foundation for SDGs
59. Jóvenes Indígenas y Afrobolivianos de Santa Cruz de la Sierra, JIASC
60. Green Speaking
61. Parlimen Belia Malaysia
62. Youth for Mental Health Coalition
63. 3600 Infinitum MTB
64. Pratyasha Anti-Drug's Club
65. Red Mundial de Jovenes Politicos La Paz
66. Sociedad Científica de Estudiantes de Medicina de la Universidad Privada Franz Tamayo
67. FOS Open Scouting
68. Interact Club La Paz Sur
69. Bees' Club
70. M.L. Jallow Ecovillage Project The Gambia
71. Youth Action Network Sri Lanka
72. Sparc
73. International African Youth, Mental Health, and Environmental Initiatives (IAYMHEI)