Dear policymakers,

Sweden's gift to the world

We, Swedes, have a gift that can save millions of lives across the world. If other countries followed our approach in becoming smoke free thanks to alternative nicotine products like snus, nicotine pouches or vapour – almost 3 million lives would be saved in Europe only.

We, Considerate Pouchers, are writing to request that you share our Swedish success story of reducing smoking rates with the world.

Sweden has a smoking rate of 5.6% when EU average is five times more. Sweden, and Swedes, must take immense pride in our success story: we are 17 years ahead of other European Union countries in the journey towards becoming smoke free, and are on track to meet the milestone even this year **as the only ones in EU**.

It has been possible due to Sweden's measured approach to alternatives to smoking, allowing smokers to switch to snus, tobacco-free nicotine pouches and vapes. **This has led to Sweden having the lowest incidence of tobacco related death and disease anywhere in Europe.**

This Swedish experience is Sweden's gift to the world.

Governments and policymakers around the world should know about it.

We therefore urge you that you advocate for Swedish experience in reducing tobacco smoking with smokeless alternatives. With more than 1 billion smokers worldwide and more than 8 million smoking-related deaths per year, inaction is not a possibility.

It is our collective responsibility to ensure that **Sweden's gift to the world** is shared and implemented.