

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.