

# 2025 Priorities and Opportunities

January 16, 2025



# SPEAKERS



**Chris Bostic**

*Policy Director, ASH*



**Kelsey Romeo-Stuppy**

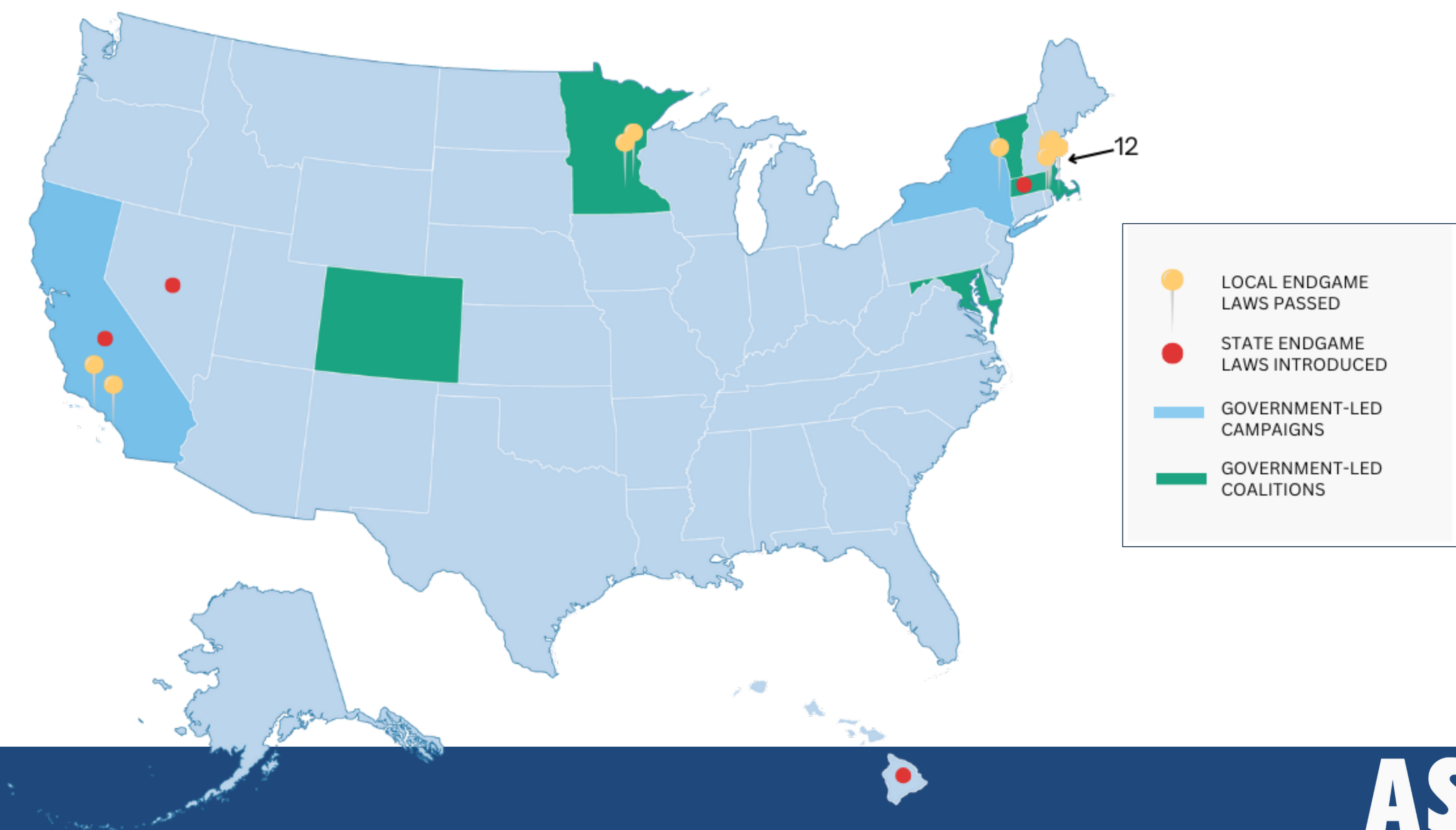
*Managing Attorney, ASH*



**Laurent Huber**

*Executive Director, ASH*

# MAP OF ENDGAME SUCCESS

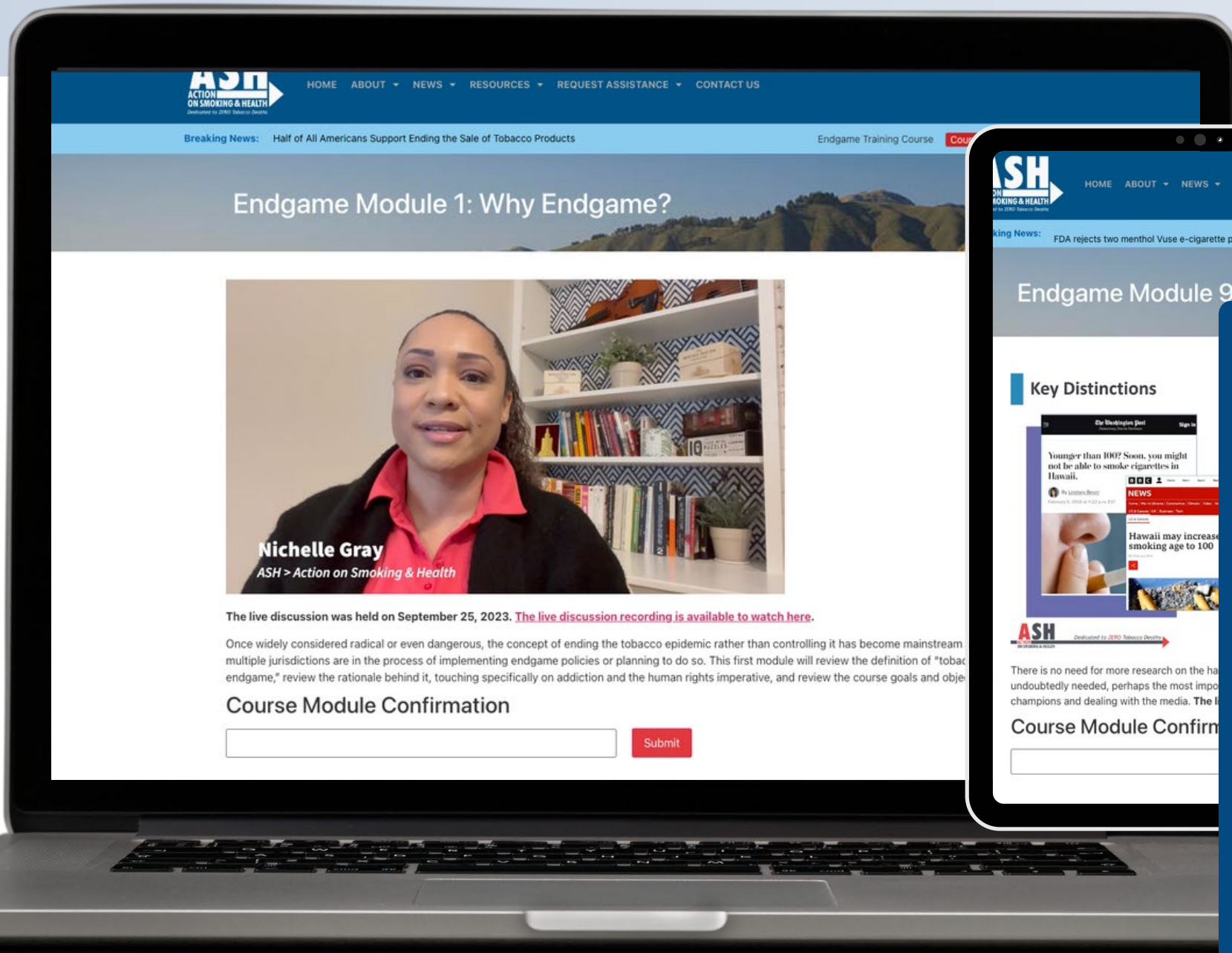




# Endgame Hotspots to Watch for in 2025

- UK
- South Australia
- Massachusetts
- State bills
- FCTC Article 2.1 Working Group Report
- U.S. low nicotine efforts
- Spread of cigarette filter bans

# Tobacco Endgame Policy & Advocacy Training Course



## 9 MODULES

- #1 WHAT IS ENDGAME?
- #2 POTENTIAL ENDGAME POLICIES
- #3 BREAKING SOCIETY'S ADDICTION & DECONSTRUCTING NORMS
- #4 LEGAL CONSIDERATIONS
- #5 SDGS & THE NCD GLOBAL ACTION PLAN
- #6 ENVIRONMENT
- #7 POLLING & RESEARCH
- #8 STRATEGIC PLANNING
- #9 COMMUNICATIONS

Register Here: <https://Endgame.Training>

# Human Rights Opportunities 2025

**Kelsey Romeo-Stuppy**

# Monitoring Tobacco Industry Interference

**ALERT** ✕

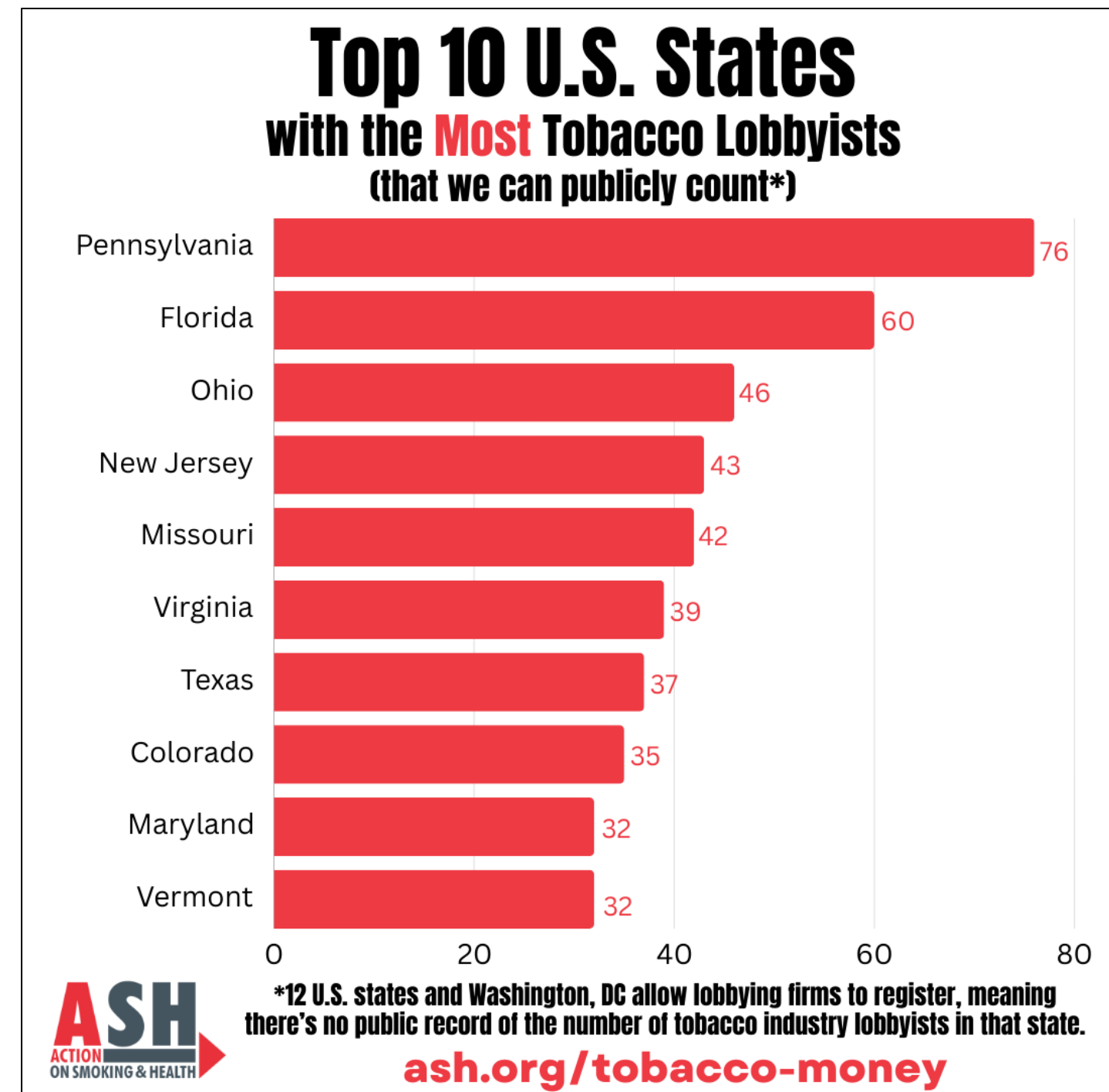


FROM 2023 TO 2024, TOBACCO  
INDUSTRY LOBBYING REGISTRATIONS  
**INCREASED 10.7%** AT THE STATE  
LEVEL IN THE U.S.

[Review Data](#)

**ASH**  
ACTION  
ON SMOKING & HEALTH

[ash.org/tobacco-money](https://ash.org/tobacco-money)





# Human Rights Reporting



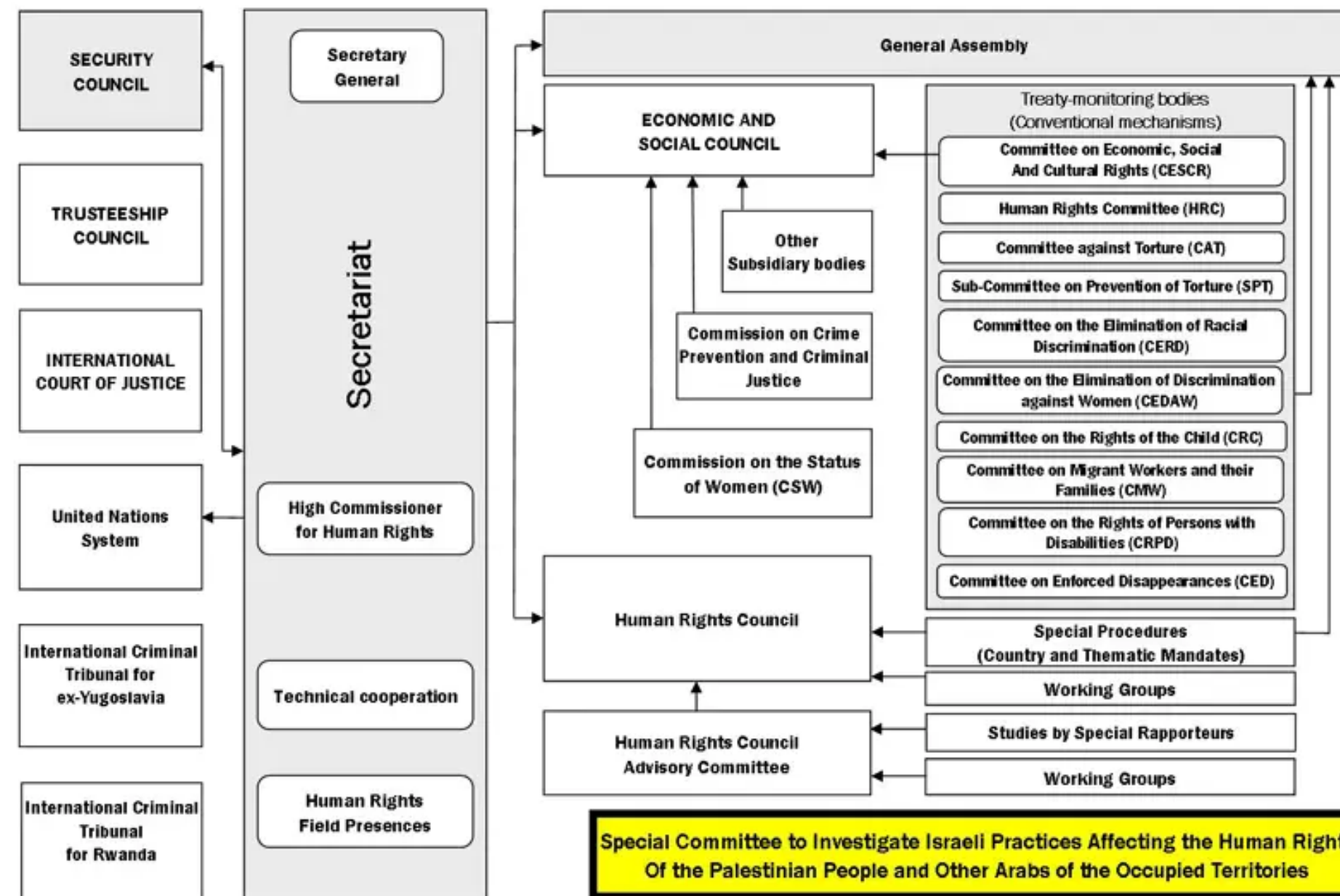
Join us | [Check 2025 Report Cycles Here>](#)

# Other Human Rights Opportunities

## Structure of the United Nations Human Rights System

"This diagram, which is not exhaustive, is intended to describe the functioning of the United Nations system in the field of human rights. Emphasis is given to those bodies and programmes with major human rights responsibilities."

SOURCE: UN WEBSITE ([www2.ohchr.org/english/chart.pdf](http://www2.ohchr.org/english/chart.pdf) - 2007 - 10 - 22) [Ed. Note: Updated 2012, highlight added]



**Special Committee to Investigate Israeli Practices Affecting the Human Rights of the Palestinian People and Other Arabs of the Occupied Territories**

# Proactive Litigation



**MENTHOL makes**

☠️ **smoking initiation easier,**

☠️ **addiction stronger, &**

☠️ **quitting harder.**

**That's a triple threat of DEATH.**

# THANK YOU



For more information/questions please contact

**Kelsey Romeo-Stuppy**

Managing Attorney

ASH > Action on Smoking and Health

[Romeo-StuppyK@ash.org](mailto:Romeo-StuppyK@ash.org)

# ASH

**ACTION**  
**ON SMOKING & HEALTH**

*Dedicated to ZERO Tobacco Deaths*



@ASHglobalAction

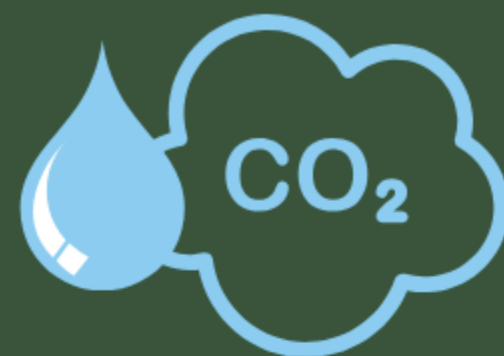


@ASHorg



## LAND USE

- 200,000 hectares of land cleared annually
- 4 million hectares of arable land affected, particularly in food-insecure countries



## RESOURCE CONSUMPTION

- 22 billion tonnes of water
- 84 million tonnes of CO2 emitted annually



## DEFORESTATION

- 50 million trees chopped to cure tobacco
- 600 million trees used annually
- Contributes to 5% of global deforestation

# ENVIRONMENTAL IMPACT OF TOBACCO SUPPLY CHAIN



## POLLUTION

- 4.5 trillion non-biodegradable cigarette butts
- Nicotine devices: single-use, non-recyclable, with toxic batteries



## WASTE

- 2 million tons of packaging in 2021
- Classified as toxic hazardous waste

# FCTC ARTICLE 18 DECISION



CONFERENCE OF THE PARTIES TO THE  
WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL  
Tenth session (resumed)  
Panama City, Panama, 5–10 February 2024

FCTC/COP10(14)  
10 February 2024

## DECISION

### FCTC/COP10(14) Implementation of Article 18 of the WHO FCTC

The Conference of the Parties (COP),

Considering Article 18 of the WHO Framework Convention on Tobacco Control (WHO FCTC), whereby the Parties agreed to have due regard to the protection of the environment and the health of persons in relation to the environment in respect of tobacco cultivation and manufacture within their respective territories;



**COP10 adopted historic decisions to protect the environment from the harms of tobacco and to address cross-border tobacco advertising, promotion and sponsorship and the depiction of tobacco in entertainment media**

العربية 中文 Français  
Español

## I. DISPOSICIONES GENERALES

### MINISTERIO PARA LA TRANSICIÓN ECOLÓGICA Y EL RETO DEMOGRÁFICO

**21709** *Real Decreto 1093/2024, de 22 de octubre, por el que se regula la gestión de los residuos de los productos del tabaco con filtros y de los filtros comercializados para utilizarse con productos del tabaco que contengan plástico y que sean de un solo uso.*

**nofumadores.org**

Por el derecho a vivir sin humo de tabaco



Att. Ms. Sara Aagesen

Minister of Ecological Transition

Spanish Government

January 13, 2025

Dear Ms. Sara Aagesen, Minister of Ecological Transition,

The undersigned organizations— comprising healthcare, civil society, patients, consumers, environmental, and human rights associations at national and international levels—would like to express our deep concern regarding the terms under which Royal Decree 1093/2024, dated October 22, has been approved. This decree regulates the management of waste from tobacco products with filters and single-use filters containing plastic that are marketed for use with tobacco products.

# REAL DECRETO

[Join Sign on Letter>](#)

# PLASTICS TREATY

- Align with WHO FCTC, health treaties
- Maintain Cigarette filters in the list of “*Products subjected to elimination*”
- Conflict of interest measures
- Give priority to environment, health and human rights



25 November - 1 December 2024, Busan, Republic of Korea

[Home](#)





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**Human Rights Council**

Fifty-sixth session

18 June–12 July 2024

Agenda item 5

Human rights bodies and mechanisms

**Decision adopted by the Human Rights Council  
on 11 July 2024****56/117. Plastic pollution implications for the full enjoyment of human rights**

At its 36th meeting, on 11 July 2024, the Human Rights Council decided to adopt the text below:

*“The Human Rights Council,*

*Recalling* General Assembly resolution 60/251 of 15 March 2006 and Human Rights Council resolution 5/1 of 18 June 2007 on institution-building of the Council, which established the Human Rights Council Advisory Committee to function as a think tank for the Council and to work at its direction,

*Noting* that the Advisory Committee may propose within the scope of the work set out by the Human Rights Council, for the latter’s consideration and approval, suggestions for further enhancing its procedural efficiency, as well as further research proposals within the scope of the work set out by the Council,

*Noting with appreciation* the work of the intergovernmental negotiating committee established by the United Nations Environment Assembly in its resolution 5/14 of 2 March 2022, with the mandate to develop an international legally binding instrument on plastic pollution, including in the marine environment, based on a comprehensive approach that addresses the full life cycle of plastic, taking into account, among other things, the principles of the Rio Declaration on Environment and Development, as well as national circumstances and capabilities,

1. *Requests* the Human Rights Council Advisory Committee to prepare a comprehensive study on the implications of plastic pollution for the full enjoyment of human rights, based on a comprehensive approach that addresses the full life cycle of plastic, and to present the study to the Human Rights Council at its sixty-sixth session;

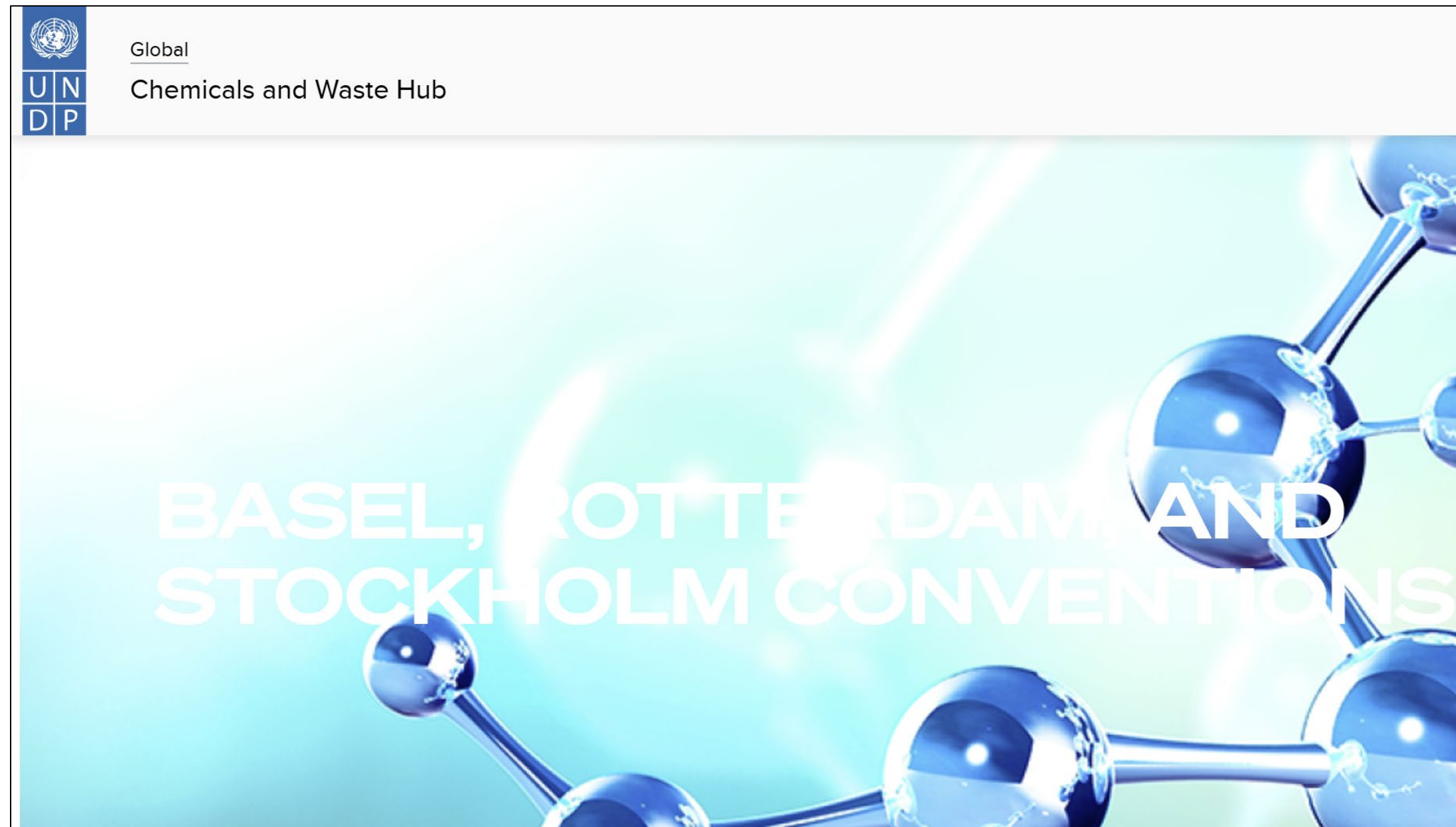
2. *Also requests* the Advisory Committee, when preparing the above-mentioned study, to seek the views of and inputs from and to take into account work already done by relevant stakeholders, including States, United Nations agencies, funds and programmes within their respective mandates, international and regional organizations, the Office of the United Nations High Commissioner for Human Rights, the special procedures of the Human Rights Council, the treaty bodies, national human rights institutions, Indigenous Peoples, civil society, environmental human rights defenders, the private sector, academia and scientific institutions.”

[Adopted without a vote.]



# Meetings of the conferences of the Parties to the Basel, Rotterdam and Stockholm conventions

**Geneva, Switzerland | April 28 to May 9, 2025**



# 2025 UN Ocean Conference

## Nice, France | June 9 – 13, 2025

The screenshot shows the top portion of a website. At the top left is the United Nations logo and the text "United Nations". To the right of this is the text "Department of Economic and Social Affairs" and "Sustainable Development". Further right is a search bar and a user profile icon. Below this is a dark navigation bar with the following items: "Home", "About UNOC 2025", "Programme", "Documentation", "Preparatory Process", "Stakeholders", "UN Ocean Action" (with a dropdown arrow), "Previous UNOC" (with a dropdown arrow), and "Events" (with a dropdown arrow). The main content area features a large background image of a coastal city (Nice) at sunset. Overlaid on this image is the text "2025 UN Ocean Conference" in large white font, followed by "Nice, France | 9 June - 13 June 2025" in a smaller white font. At the bottom of the image are two white buttons with black text: "Register Commitments" and "About".

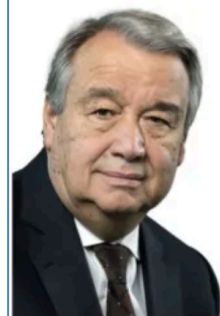
# 20<sup>th</sup> Session of the UN Forum on Forests

New York, USA | May 5 – 9, 2025

## UN Convention to Combat Desertification (UNCCD) | COP 17 in 2026

### UNCCD 16th session of the Conference of the Parties

RIYADH, SAUDI ARABIA | 2-13 DECEMBER 2024



*"We depend on land for our survival. Yet, we treat it like dirt."*

— United Nations Secretary-General, António Guterres



The sixteenth session of the Conference of the Parties (COP16) of the United Nations Convention to Combat Desertification (UNCCD) will take place in Riyadh, Saudi Arabia, from 2 to 13 December 2024.

[Host country COP16 website](#) >

[COP16 at a glance](#) >

[COP16 informal guide](#) >

The screenshot shows the website for the 20th session of the UN Forum on Forests (UNFF20). At the top, it features the United Nations logo, the text "United Nations Department of Economic and Social Affairs Forests", and the "GLOBAL FOREST GOALS" logo. A navigation menu includes "Home", "Forum", "Documents", "Events", "CPF", "Major Groups", "Regions", and "Outreach". The main heading is "20th session of the UN Forum on Forests (UNFF20)". Below this, there is a UNFF logo and event details: "Date: May 5, 2025 to May 9, 2025", "Location: New York, United States", and "Organiser: UNFF Secretariat". A "Loading Map..." placeholder is visible. On the right, a "Past Events" section lists the "Sixteenth meeting of the Conference of the Parties (COP16) to the Convention on Biological Diversity" held from 21/10/2024 to 01/11/2024.

# 2025 UN Climate Change Conference

## Belém, Brazil | November 10-21, 2025

IISD | SDG Knowledge Hub

News | Commentary | Events | Actors | Regions | SDGs

10–21 November 2025  
Belém, Brazil

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# 2025 UN Climate Change Conference (UNFCCC COP 30)



Photo Caption: Jörg Farys / Fridays for Future

# WHAT DO WE WANT?

- **COP 11**
  - Address cigarette filters as a toxic product
  - Stronger health involvement in environmental policy making
- **Environmental treaties, Plastic Treaty**
- **INC5-2**
  - Cigarette filters banned
  - Synergy between treaties

ENGAGE HERE

# WHAT CAN YOU DO?

- Integrate tobacco and the environment in your program of work, communications work
- Engage with environmental groups
- Follow ASH and the Stop Tobacco Pollution Alliance
- Ask your contacts in health to engage with environmental counter parts
- Can you attend one of these events?

ENGAGE HERE

# COP10 Accomplishments Fuel COP11 Goals

- **Article 18 (Environment) Decision**: recognizing the extensive harm caused to the environment by the entire lifecycle of the cigarette, from production to use and disposal including the environmental impact of filters.
- **Human Rights Decision**: encourages Parties to consider including WHO FCTC principles and implementation efforts when engaging with the United Nations human rights mechanisms.
- **Article 19 (Liability)**: re-established an expert group on liability, to help inform Parties on how to use civil and criminal laws to take legal action against the tobacco industry.
- **Article 2.1 on Forward Looking Measures (Tobacco Endgame) Decision**: an Expert group was established to explore cutting-edge policies which go beyond minimum FCTC measures and report back to COP11. This will support progress towards the tobacco endgame.



# Key Conferences: Join us!

- **World Conference on Tobacco Control**
  - Dublin, Ireland | June 23 – 25, 2025
  - <https://www.worldtobaccocontrol.org>
- **National Conference on Tobacco or Health**
  - Chicago, IL, USA | August 26-28, 2025
  - <https://nnphi.org/relatedarticle/national-conference-tobacco-health>
- **WHO FCTC COP 11**
  - Geneva, Switzerland | November 17 – 22, 2025

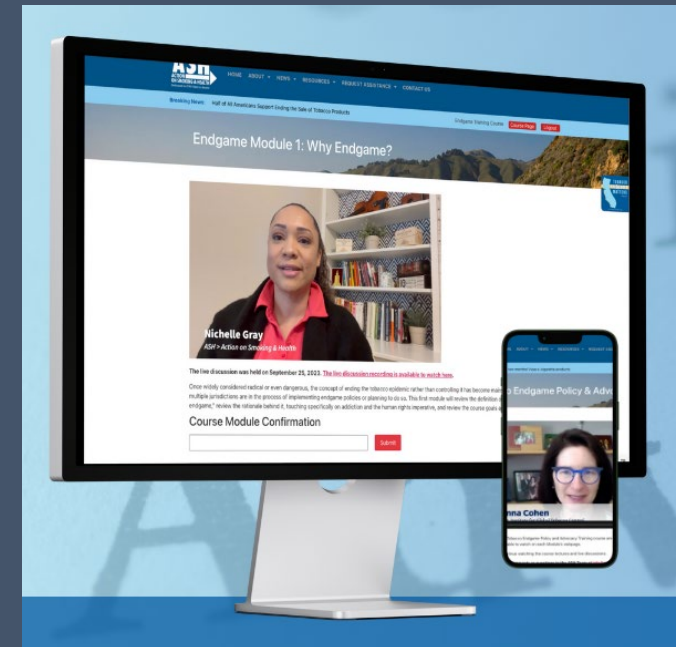
# STAY INVOLVED



Please complete our survey after the webinar ends. Thank you!



## REGISTER TO JOIN



*Tobacco Endgame  
Policy and Advocacy  
Training Course*

Live Discussion Jan. 23

<https://Endgame.Training>

## NEXT WEBINAR:

*Access to Tobacco Cessation Treatment is a  
Human Right and Essential for the Endgame*

January 30, 2025