

# UKVIA

UK Vaping Industry Association



## ANNUAL REPORT 2024

# FOREWORD



**John Dunne** Director General, UKVIA

## **While huge strides were made in 2024, much needs to be done to build on these successes**

In a year which has seen a raft of regulatory revisions covering almost every aspect of the vape industry, the UKVIA has been working immensely hard to advise how new vaping legislation should look.

We breathed a sigh of relief when the General Election stopped the original half-baked Tobacco and Vapes Bill being rushed through Parliament without proper scrutiny or the checks and balances needed to make it workable.

Our biggest project of 2024 was working with the industry to create a framework for the UK's first ever Retail and Distributor Licensing Framework for the Vape Sector and I was delighted when Labour's revamped Bill added many sensible new measures including 'a dedicated licensing scheme' for the sale of tobacco and vaping products.

While I don't think the government's proposed licensing scheme goes far enough to deter retailers and distributors who flout the law, it is a fantastic start and will give local authorities new powers to clamp down on illicit traders.

I have also lost count of how many early starts and late nights I spent taking part in live interviews for radio and TV, on everything from new legislation, youth vaping, environmental concerns, vape flavours and product packaging.



I am also delighted to say that the hard work of the UKVIA is paying off because our messages are getting out far and wide and are having a positive impact on the industry.

For example, I have constantly highlighted the Medicines and Healthcare products Regulatory Agency (MHRA) cannot consider child-friendly vape designs and packaging as part of the approval process and how vapes shaped like lollipops and cartoon imagery have no place in our industry. Now all this is being addressed by the revised Tobacco and Vapes Bill. The UKVIA has also received a legislative commitment that the government will consult with industry and other stakeholders prior to the creation on any regulations on flavours, product displays and product requirements.

We have established good working relationships with officials within the Department of Health and Social Care, supported the All-Party Parliamentary Group for Responsible Vaping and created strong relationships with new MPs from all major political parties.

The UKVIA was also instrumental in helping secure reforms to the proposed Vaping Products Duty so that it will be levied equally on all vaping products rather than by nicotine concentration.

We have not seen such a level of regulatory change for the vape industry since the original Tobacco and Related Products Regulations came into force in 2016 and the UKVIA - through its entire membership, committee structure and secretariat – rose to the challenges this presented to frame responses to the government consultations which took place throughout the year.

This all came against a backdrop of intense media scrutiny, which included the usual crop of ill-informed and mainstream media scare stories based on bad science and responding to so much anti-vaping sentiment took up considerable time.

With vaping never out of the spotlight, our annual UKVIA Forum had no shortage of topics to debate and addressed issues including regulatory reform, vape licensing, the need for public education about tobacco harm reduction, innovation, youth protection and the environment.

One of the best-received sessions was a Q&A with HMRC about the vape duty proposals and the quality of debate throughout the day was outstanding. I wish to thank all our expert panel members, sponsors, delegates and exhibitors for making our industry Forum so successful.

I am optimistic for the next 12 months and hope we will see an environment where the industry can focus on fulfilling its potential to help adult smokers switch from deadly cigarettes to a much less harmful alternative.

The legislative changes of 2024 will shape how vape products are designed, marketed, sold and taxed. It is vital that our lawmakers get the balance right so that adult smokers have access to the reduced risk alternatives while also protecting young people and the environment.

However, if new regulations on vape flavours, packing and retail sales go too far then they could have the opposite effect and drive current vapers back to smoking.

I want to thank our entire membership for all their hard work and commitment to helping secure better health outcomes for the UK's six million smokers and for all the time and effort they devote to raising standards, challenging misperceptions and helping secure the long-term future of the UK vape industry.



# SNAPSHOT OF THE YEAR

The Be Vape Vigilant campaign hit a major milestone, with more than 100 potentially rogue businesses – suspected of engaging in underage or illicit vape sales – being reported through the online portal. As we reached the end of 2024, this number has increased 10-fold to more than 1,000.

The UKVIA called for an immediate pause to the Conservative's Tobacco and Vapes Bill after the government admitted it hadn't carried out a critical risk assessment. It also called for a joined-up approach from the industry, regulators and local authorities to reduce the environmental impact of the sector following a Freedom of Information report.

The UKVIA issued its 'Chamber of Misinformation' analysis, which highlighted some of the most egregious examples of 'bad evidence' presented during the Tobacco and Vapes Bill committee hearing. It also highlighted that ASH Scotland's anti-vaping stance is increasingly at odds with its smokefree mission and warned of the glaring issues with a vape tax based on nicotine strength.

**Jan****Feb****Mar****Apr****May****Jun**

The UKVIA was involved in the development and unveiling of a first-of-its-kind vape retailer and distributor licensing framework which would see inappropriate businesses blocked from selling vapes, bring into force stronger penalties for those who flout the law and empowering Trading Standards with £50m+ in annual, self-sustaining funding.

Leading consumer education campaign, VApril, returned for a seventh year; the UKVIA welcomed an evidence-based vaping report by the Royal College of Physicians and the association responded to news that the government failed to carry out any risk assessments on the environmental impact of black market vapes, the number of which is expected to rise following a ban on disposables.

In response to growing misperceptions and mistrust around vaping, the UKVIA created and issued its '10 Vaping Truths' fact sheet. The association also continued its impassioned calls for a vape and retail licensing scheme after evidence commissioned by the Association of Convenience Stores revealed Trading Standards needs £168m+ to effectively enforce vape regulations.



Following the General Election, the UKVIA wrote to the new Secretary of State for Health and Social Care, as well as the Public Health Minister and the Shadow Health Secretary, to request a meeting on the nation's smokefree ambitions. It also initiated the application process to join the CTSI Approved Code Scheme.

One year after its founding, the Global Vape Alliance (GVA) met in Dortmund to sign a declaration renewing its commitment to helping millions quit cigarettes. UKVIA Director General John Dunne also appeared alongside medical and industry experts in a documentary on the European Union's attitude towards vaping.

The UKVIA hosted its annual Industry Forum. It also published Freedom of Information data showing a lack of enforcement action against those flouting their environmental responsibilities, welcomed the inclusion of powers to introduce vape licensing in Labour's Tobacco and Vapes Bill and hosted a lunch with representatives - in both the Houses of Commons and Lords - of all major political parties.

Jul

Aug

Sep

Oct

Nov

Dec

The UKVIA published Freedom of Information data, gathered from Stop Smoking services across England, which reinforced the instrumental role of flavoured vapes in helping smokers kick the habit. Of the respondents, almost 70% reported fruit options as or amongst the most popular flavour choice for adults.

The UKVIA responded to news that disposable vapes would be banned from June 2025. It also reacted to the announcement of a Vaping Products Duty coming into force from 2026 and held the second annual Sustainable Vaping Week to support greater environmental compliance in the sector. Sustainable Vaping Week launched alongside the Recycle Vapes information hub, which offers advice on reducing vaping's environmental impact.

Freedom of Information Data, gathered by the UKVIA from the Department of Health and Social Care, revealed a shocking lack of investment in vaping and smoking public education under the Conservatives. The association also responded to a consultation on the proposed Vaping Products Duty and UKVIA Director General John Dunne delivered a keynote speech at the ECCC Conference 2024.

# POLICY DEVELOPMENTS AND ACTIVITIES

**Since vaping was regulated in the UK with the introduction of the Tobacco and Related Products Regulations 2016, things remained on an even keel until the last couple of years.**

The dramatic rise in popularity of single use products saw the spotlight turn on vaping like never before and soon, the twin issues of youth vaping and environmental concerns dominated the news.

It did not take long for politicians to take notice and a ban on single use devices quickly gained traction and wide political support.

We now know that single use devices will be banned from June, the Tobacco and Vapes Bill will likely become law this year and new vape duties are on the way.

Naturally, the UKVIA has been hard at work all year to represent our members' interests and we have devoted much of our resources to engage with parliamentarians, regulators and enforcement bodies to give our perspective on the various regulatory reforms.

We saw a change of government in July which brought in a raft of new MPs and we wrote to the new intake to brief them about the UK vape industry and how it still has an untapped potential to bring down adult smoking rates and help the government meet its smokefree ambitions.

During the past year we have secured many achievements in the regulatory sphere, most notably securing the introduction of a retailer licensing scheme in the Tobacco and Vapes Bill.

The UKVIA FOI research also found more than half of the stop smoking services to provide vaping products reported the quitting success rate was higher in attempts that involved vapes than those which didn't.





# POLICY DEVELOPMENTS AND ACTIVITIES REGULATORY CHANGE

## UKVIA secures the introduction of a vape retailer licensing scheme in the Tobacco and Vapes Bill after lengthy campaign

When the Conservative government introduced the Tobacco and Vapes Bill in March 2024 we were highly critical of its contents and issued a statement calling for its immediate pause due to fears that it could spark a public health disaster.

We were concerned that no research had been done into the public health aspects of fewer people using vapes to quit smoking as a result of bringing in new regulations on flavours, point of sale displays and product packaging.

The UKVIA was also concerned that the Sunak government was trying to rush the bill through parliament and our fears were confirmed when the committee scrutinising its contents was packed with those who had a vested interest in securing its passage through the legislative process.

There were no representatives from the vaping industry, no representation from the millions of vapers, not one MP who opposed the Bill was on the committee and, as a result, it was so one sided and biased that the hearings turned into little more than a 'Chamber of Misinformation.' Astonishingly the evidence given to the committee included that 'vaping causes popcorn lung' and that vaping was just 'slightly better' than smoking.

We said at the time: "This was one of the most one-sided Bill Committee hearings ever to take place, both in terms of the membership of the committee and those giving evidence" and to highlight some of the most egregious examples we issued a six-page briefing document: The Tobacco and Vapes Bill and the Chamber of Misinformation.

Thankfully this bill ran out of time when Rishi Sunak called a General Election but it was revived and

modified by Labour and the new version is now making its way through parliament.

The UKVIA was instrumental in securing the introduction of a retailer licensing scheme in the new Tobacco and Vapes Bill, providing a framework for local authorities to remove illicit traders.

While the proposed vape licensing structure does not go as far as we would like, this is a big win for the industry and is a positive step in the right direction.

We also secured a legislative commitment from the government that they will consult with industry and other stakeholders prior to the creation on any regulations on flavours, product displays and product requirements which may flow from the Tobacco and Vapes Bill.

### The Tobacco and Vapes Bill and the Chamber of Misinformation

The Tobacco & Vapes Bill committee has heard oral evidence from a range of so-called stakeholders with a vested interest in its passage through the legislative process.

The truth is that it was one of the most one-sided Bill Committee hearings ever to take place both in terms of the membership of the committee and those giving evidence.

No representatives from the vaping industry. No representation from the millions of vapers. Not one MP who opposed the Bill on the Committee. The result: **The Tobacco and Vapes Bill committee hearing turned into the 'Chamber of Misinformation'.**

These are some of the worse examples of the misinformation presented to the committee during the evidence sessions on April 30 and May 1.





# POLICY DEVELOPMENTS AND ACTIVITIES CONSULTATIONS

**With so much happening on a regulatory level throughout the year, the UKVIA was kept busy responding to consultations on behalf of our members – both in person and via written submissions. Some of the major consultations are detailed below.**



## Youth Access

In a wide-ranging response we explained why a full range of flavours were needed to help adult smokers quit smoking and stay off cigarettes and warned that, should flavours be restricted, then there is a substantial risk that an illicit market for flavoured products would emerge.

We called for regulations to target marketing and flavour descriptors and said that the MHRA should have the power to review these descriptors during the approval process. We strongly recommended that Government conducts a further consultation on any specific flavour description regulations before they are brought into effect.

We also urged Government to develop a licensing scheme for vaping retailers to ensure that adult smokers can still access vapes while keeping them out of the hands of children and we are delighted to see that vape licensing has been added to Labour's Tobacco and Vapes Bill.



## Vape Duty

There were two separate vape duty consultations during 2024. The first was announced by HM Treasury in March to gather views on proposals for a new UK-wide duty on vaping products.

We pointed out that the proposed structure to base duty rates on nicotine strength would place an unfair financial burden on smokers trying to quit and suggested that a flat rate structure – such as £1 per 10ml – would be more effective in achieving the duty's stated objectives.

We pointed out that the new regulations also gave the government an opportunity to close a loophole where imported illicit products – which are supposed to be exported abroad – end up staying within the UK and are circulated on the black market. We suggested that introducing an excise guarantee would effectively combat this practise.



## WEEE Regulations

We devoted considerable resources at the beginning of the year in putting together the UKVIA's ten-page, 4,000-word response to a major government consultation on proposed reforms to the Waste Electrical and Electronic Regulations 2013.

Our response included the need for a proper infrastructure for collecting used vapes; the effects of the upcoming disposables ban; dealing with waste generated from black market vape sales; producer responsibility to provide free takeback schemes and the need to educate consumers on responsibly disposing of their used vapes and the need for a recycling infrastructure at point of use such as pubs, clubs and transport hubs.

## Tobacco and Vapes Bill:

### Scottish Health, Social Care and Sport Committee (1)

- The UKVIA was invited to give evidence in person to the Scottish Health, Social Care and Sport Committee which met in May to discuss the implications of the Conservative Government's Tobacco and Vapes Bill in Scotland.
- The committee looked at several key areas of the proposed legislation including industry engagement, public health impact, enforcement and the effect of the Bill on the industry and retailers.
- UKVIA Director General John Dunne expressed concern that the Bill failed to address the importation of illegal products and said it should give the MHRA powers to look at product packaging, design and flavour names as part of the approvals process to weed out products which would appeal to children.
- He also called for a national licensing scheme backed up by robust enforcement for those caught selling to minors or selling illegal products and said that it was important to address youth uptake without encouraging adult vapers to return to smoking due to the imposition of too many restrictions on vape sales.



### Scottish Health, Social Care and Sport Committee (2)

Following the revival of the Tobacco and Vapes Bill by Labour we were asked to provide further written evidence to the Committee to highlight our concerns, which included:

- That the prohibition of advertising on, 'internet services' will remove the ability of online vaping retailers to effectively operate or provide critical information about products prior to sale.
- The requirement for the Health Secretary to only consult with those persons they consider appropriate as this could exclude those with legitimate interest to be heard including industry representatives.
- The omission of specialist vaping stores from the exclusion on advertising restrictions, as granted to specialist tobacconists, despite the key role these stores play in supporting smokers to quit.
- That government seeks to overregulate the industry through draconian regulations.

# POLICY DEVELOPMENTS AND ACTIVITIES OTHER ACTIVITIES

The activities we have undertaken in this segment have been wide and varied and we expect this to continue throughout 2025 as the effects of the regulations announced in 2024 begin to make themselves known.

In particular, there will be a need for consultation before implementing new vape regulations in the Tobacco and Vapes Bill and we will be making our recommendations as appropriate.

## Some of the highlights include:

- Enabling the creation of a more detailed registration and product notification stage within MHRA, enabling the regulator to stop child-appealing products before they enter the market. Putting a fence at the top of the cliff rather than an ambulance at the bottom.
- Establishing a working relationship with officials within the Department of Health and Social Care.
- Supporting the All-Party Parliamentary Group for Responsible Vaping, creating strong relationships with new MPs from all major political parties.
- Securing reforms to the proposed Vaping Products Duty so that the duty is levied equally on all vaping products rather than by nicotine concentration.
- Hosting a well-attended lunch with Conservative members of the House of Commons and Lords and another successful cross-party lunch with members of all major political parties as part of our ongoing efforts to facilitate meaningful industry engagement with the Parliamentary process and
- Organising a number of meetings with new Labour MPs to introduce them into the importance of the vaping industry in supporting smokers to quit.





# FOI INVESTIGATIONS

Over the past year, the UK Vaping Industry Association has undertaken a number of Freedom of Information investigations, gathering data from key government departments, stop smoking services, NHS Trusts, regulators and enforcement agencies to better understand some of the key challenges and opportunities facing our sector.

This research has looked at everything from enforcement funding to the penalties for vape businesses flouting their environmental responsibilities and the investment in vaping and stop smoking public education.

Across four published FOI investigations, there have been some eye-opening discoveries and alarming revelations which have played a key role in the UKVIA's engagement with MPs, the media and key stakeholders.

**UKVIA Director General John Dunne said:**

“Often, research produced or sponsored by the industry is dismissed as biased or skewed... regardless of substance. The programme of FOI research undertaken this year has provided us with mission critical information that gives greater credibility to the association's engagement and is shining a light on key areas the government must take into consideration.”

The next four pages will highlight the key findings that have been uncovered through the UKVIA's FOI investigations.



# FOI INVESTIGATIONS

## USE OF VAPE FLAVOURS

### Stop Smoking Services FOI shows flavoured vapes are helping adults kick the habit as BMA calls for an all-out ban

A new investigation reinforced the instrumental role of flavoured vaping products in securing a smokefree future, just one day after the British Medical Association called for a total ban on all non-tobacco flavoured vapes.

As part of the research, Freedom of Information requests were sent to 45 local authorities and NHS trusts across England, about the use of vapes in their stop smoking service.

Of the 31 respondents, more than 95% directly offer, or provide vouchers for, vaping products as a tool to help adult smokers kick the habit – of these:



**100%**

provided flavoured products – including fruit, mint/menthol, tobacco and dessert options

**More than 44%**

recorded fruit options as the most popular amongst smokers or most often given out

**24%**

recorded fruit options – alongside tobacco and/or mint and menthol – as the most popular or most often given out



**One**

was explicitly described as ‘vape-friendly’

It was also found that more than two thirds of the stop smoking services have provided flavoured vaping products – including fruit, menthol and dessert options – obtained through the government’s swap-to-stop scheme.

The BMA says its flavour ban proposal – which was put forward as part of a larger report on vape regulation in the UK – would help tackle the ‘growing epidemic of vape use in the UK, but the industry and consumers warn it will sooner supercharge the smoking epidemic by blocking adult smokers from making the switch and driving current vapers either to the black market or back to deadly cigarettes.

*The UKVIA FOI research also found more than half of the stop smoking services to provide vaping products reported the quitting success rate was higher in attempts that involved vapes than those which didn’t.*

# FOI INVESTIGATIONS

## PUBLIC EDUCATION

### New FOI data reveals shocking lack of investment in stop smoking campaigns under Tory rule

The Government has been called upon to prioritise public education on smoking and vaping, as stark new research shines light on years of underfunding by the Conservatives.

Freedom of Information data from the Department of Health and Social Care reveals just £4.88 million was spent on stop smoking campaigns over the past two financial years – amounting to an average annual spend of less than 50p per smoker.

This is a far cry from the recommendations made in the Khan review; a government-commissioned report which laid out steps to ‘make smoking obsolete’ and called for £15 million per year to be invested in a national mass media campaign designed to help smokers kick the habit.

The Khan review emphasised that we ‘need to create a climate that supports quitting’ and noted that, at the height of the COVID pandemic, the government reportedly spent upwards of £50 million to effectively market key messages. It said: ‘When there is a will to save lives, money can be found’.

The report also warned of worsening public perceptions

about the relative harms of vaping, stating that the government ‘must embrace the promotion of vaping as an effective tool to help people quit smoking tobacco.’

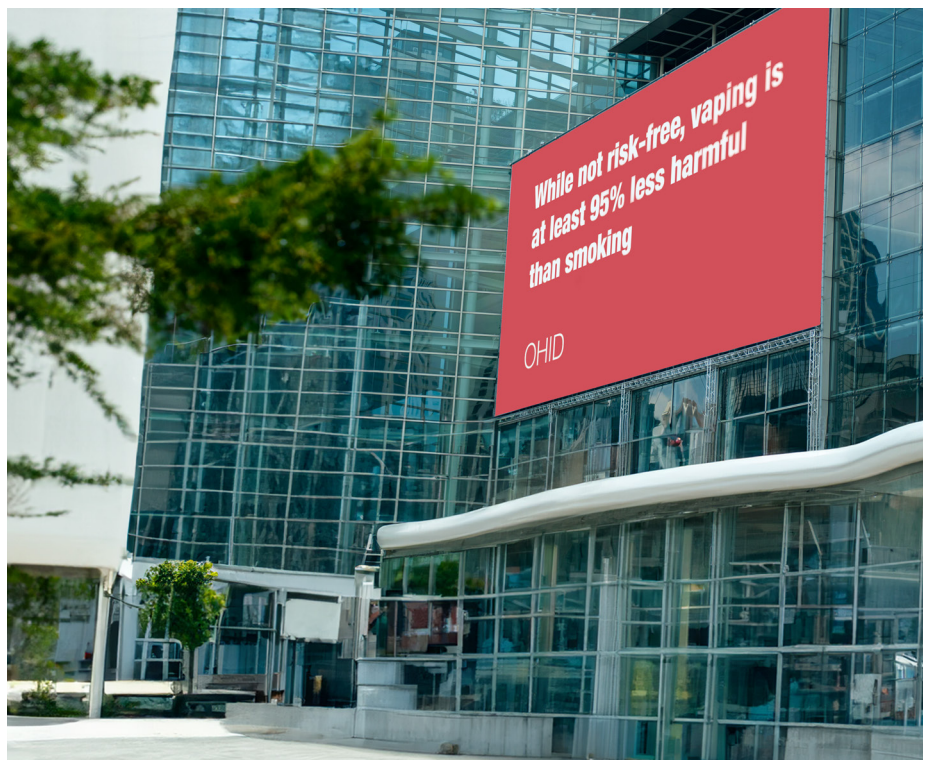
Despite this, the DHSC also confirmed it does not run any campaigns solely focused on vaping and recent data from Action on Smoking and Health UK shows misperceptions about the reduced risk alternative are now at an all-time high, with half of all smokers wrongly believing it to be as, or more harmful, than smoking.

The new FOI research comes as Labour considers a ban on all vape advertising and sponsorship under the newly-revived Tobacco and Vapes Bill – a move which critics fear could reduce the number of adults making the switch and push the nation’s smokefree ambitions further out of reach.

UKVIA Director General John Dunne said: “The Tories failed to deliver much needed investment in stop smoking campaigns and balanced communications around the relative risk of vaping. We are now in a situation where there are still six million adult smokers in the UK and a huge proportion of them are completely misinformed about the most effective tool available to help them quit.”

The UKVIA has written to the Secretary of State calling on the Department of Health and Social Care to back vaping and smoking public education with the much-needed funding that the Tories failed to deliver.

*Note: The FOI figures on campaign spend represent media spend only, not including paid search, media partnerships or VAT. All figures are rounded to the nearest £10,000.*





# FOI INVESTIGATIONS ENFORCEMENT FUNDING

## Whatever happened to the Tories' £30m for Trading Standards?

In answer to concerns over underage and illicit vape sales, former Health Secretary Andrea Leadsom repeatedly said the Government was committed to providing £30 million per year in additional funds for enforcement agencies.

However, a Freedom of Information investigation has shown no evidence that the Conservatives came through on this promise before they were ejected from Number 10.

As part of the research, the UKVIA analysed data from 17 major city and London borough councils, none of whom have ever received any of this money or any indication of how much they could expect to see – excluding Welsh and Scottish authorities, which were never eligible for the top-up to begin with.

A previous analysis conducted by the UKVIA found that, even if the Tories did deliver on this pledge, it would have been a fraction of what's needed to fill the 'black hole' in funding for enforcement with two thirds being swallowed up by an illicit tobacco strategy, which has nothing to do with vaping.

A recent study commissioned by the Association of Convenience Stores found Trading Standards needs a significant funding injection of £168,340,000 over five years if it is to fully enforce current vape legislation across the UK – the licensing scheme could generate this, and almost £100 million more, over the same period at no expense to the taxpayer.

The UKVIA's FOI investigation comes as a growing cross-party chorus of politicians, including Lord Storey, Baroness Walmsley, Lord Bethell, Jim Shannon MP, Mary Kelly Foy MP and Dr Caroline Johnson MP, as well as the likes of the Royal College of Physicians, have indicated their support for a vape licensing scheme.

It follows news that Labour has included powers to introduce vape licensing in the newly announced Tobacco and Vapes Bill.



# FOI INVESTIGATIONS

## ENVIRONMENTAL COMPLIANCE

### Calls for ‘strong penalties’ against vape businesses who fail to meet environmental best practice, following new research

The UK Vaping Industry Association (UKVIA) is calling on regulators to come down hard on vaping businesses who are not meeting their environmental obligations, after a Freedom of Information Request revealed none have been fined or prosecuted for failing to meet their WEEE responsibilities.

In its FOI response, the Environment Agency explained there are no ‘civil sanction response options’, including

monetary penalties, for the WEEE regulations, but said producers may be liable to an unlimited fine if they are found guilty of an offence. According to the agency, no EEE producers – which would include vape producers – have been fined or prosecuted between 2022 and May 2024.

The EA also said there is no obligation for vape producers to identify themselves as a retailer, distributor, manufacturer or other type of producer when registering or reporting data.

The Office for Product Safety and Standards, responsible for environmental regulations relating to retail stores selling vapes, said it ‘did not hold’ information on the number of specialist and non-specialist vape businesses who have been fined or prosecuted for failing to meet their obligations.

The regulator said the data has not been collected due to the ‘changing scope of the landscape’ and growth of the sector but explained that it has undertaken a programme of education activities, which included:



**Published  
a video  
for vape  
retailers**

Publishing a video for vape retailers informing them of their takeback requirements.

**3,000**

**Downloads of a  
retailer briefing guide**

Working with independent not-for-profit, Material Focus, on a retailer briefing guide which has been downloaded over 3,000 times.

**Distributed**

**49,000  
times**

Providing technical input in Association of Convenience Stores (ACS) guidance on vape takeback requirements, distributed to 49,000 members in 2024.

**Provided advice to**

**23  
national businesses**

Providing intervention in the form of advice and guidance to 23 national businesses with large numbers of outlets between 2022 and May 2024.

The research comes ahead of the ban on disposable vapes, which will take effect from June 2025 and is predicted to have major implications for the waste management chain. The measure will also trigger a surge in illicit products which will put consumers and young people at greater risk.

# CAMPAIGNS AND INITIATIVES

## VAPRIL



## This year saw the return of VApril - the largest vaping education campaign in the world for smokers looking to quit

The initiative was launched by the UKVIA seven years ago to help adults transition from deadly cigarettes and towards vaping as a significantly less harmful alternative – since then smoking rates in the UK have dropped to record low levels.

VApril 2024 came ahead of new data which found more than half of all successful quit attempts over the past five years involved a vape. Sadly, it also preceded evidence that misperceptions about vaping are at an all-time-high.

According to research by Action on Smoking and Health UK, half of all smokers in Great Britain wrongly and worryingly believe vaping is as, or more, harmful than smoking. The leading public health charity confirmed that 'only one third of smokers understand vaping is less harmful than smoking'.

This year's VApril initiative was driven by a major social media effort, as well as the roll out of key guidance and information. The UKVIA also made a package of digital assets available to anyone who wanted to get behind the campaign, including graphics, guides, banners and more.

The following infographics – created using headline data from campaigns across key social platforms Instagram, LinkedIn, X and Facebook - show just how impactful last year's iteration was:



**2,334,430** IMPRESSIONS



**94,794** POST ENGAGEMENT



**39,294** VIDEO PLAYS



**17,294** WEBSITE VIEWS



**12,692** NEW USERS



# CAMPAIGNS AND INITIATIVES

## SUSTAINABLE VAPING WEEK

### UKVIA puts environmental compliance at the fore with the return of Sustainable Vaping Week

The UK Vaping Industry Association's annual Sustainable Vaping Week campaign returned for its second year, launching in line with International E-Waste Day.

The week-long initiative was originally created to help reduce the impact of vaping on the environment by educating businesses on their WEEE responsibilities and providing consumers with information on the dos and don'ts of recycling their vapes.

As part of the campaign, the UKVIA provided a range of content for all of its members and the wider industry to promote and share via their offline and online retail stores, as well as through their communications channels.

The Association also organised a webinar entitled 'Responding to the Changing Vape Waste Landscape', which featured a panel of expert speakers from the waste management sector and vape supply chain.

This session covered topics such as the waste management implications of a ban on disposable vapes, sustainability best practice and new and evolving vape recycling processes and product solutions. It also included a presentation from representatives of the Environment Agency (EA) on the WEEE responsibilities of businesses operating in the vape sector.

Following the annual initiative, new research from Material Focus found '8.2 million vapes are now thrown away every week or recycled incorrectly'. It also revealed that more people are recycling their single-use vapes in store (20% this year compared to 8% last year); 77% of UK vapers feel there is not enough information on how to recycle vapes and 3.3. million vapes per month are stashed in cupboards and drawers across the UK.



In response to the analysis, John Dunne said: "The biggest positive change we can make is in consumer behaviour. Recycling rates in the UK are low and have consistently failed to meet targets – unfortunately, vape recycling is no exception.

"All e-cigarettes should be recycled regardless of whether they are disposable or not. Up to 80% of materials in vapes is recyclable and much of the rest is recoverable – very little needs to go to landfill.

"Changing consumer behaviour for the better would be difficult under the current system, however, serious consumer knowledge and attitude barriers combined with the lack of the infrastructure needed to facilitate recycling, has led to the situation we are in now.

“Dealing with waste of any kind needs a joined-up plan of action involving industry, regulators, local authorities, hospitality sector, waste management providers and consumer groups so that there is the vape waste infrastructure in place to provide consumers with easy access to recycling facilities at both point of sale and point of use.

“We know there is non-compliance when it comes to environmental regulations and we want to see strong enforcement to ensure best practice, however, a recent Freedom of Information investigation by the UKVIA revealed that the Office for Product Safety & Standards – responsible for environmental regulations relating to retail stores selling vapes – did not hold information

on the number of specialist and non-specialist vape businesses who have been fined or prosecuted for failing to meet their obligations.

Dunne added: “We want to see the vaping industry’s environmental responsibilities included in a new licensing scheme and for the health regulator to block products that are not environmentally compliant from making it to the market.”

Sustainable Vaping Week was originally launched alongside the [Recycle-Vapes.co.uk](https://www.recycle-vapes.co.uk) online information hub, which was developed to equip consumers and the vaping industry with the know-how to take positive action and greatly reduce the impact of vaping on the



# CAMPAIGNS AND INITIATIVES

## BE VAPE VIGILANT

### More than 1,000 suspected rogue retailers flagged through the UKVIA's Be Vape Vigilant Scheme

Trading Standards have been alerted to more than 1,000 businesses suspected of underage and illicit vape sales through the UK Vaping Industry Association's (UKVIA) nationwide Be Vape Vigilant initiative.

The campaign, which started around 12 months ago, was created to encourage legitimate businesses and the general public to help cut off youth sales and the supply of illegal products at the source by turning in those retailers and wholesalers believed to be flouting the law.

A new online platform was established as part of the initiative, through which suspected rogue traders can be reported. All submissions are immediately forwarded to the relevant authorities who can use the information in their ongoing efforts to crackdown on rogue traders.

At the launch of the initiative, Kate Pike - Lead Officer for Vaping - said

“Most retailers work hard to ensure they only sell to adults, so any intelligence, which enables us to target enforcement at those who are breaking the law, is very much welcomed.”

The milestone comes at a time when the Government has made progress on developing plans to restrict vaping in the UK, including a ban on single-use vapes – which is expected to supercharge the black market. It also comes after the Government included powers to introduce vape licensing in the Tobacco and Vapes Bill.

The UKVIA has been advocating for a vape retailer and distributor licensing scheme which empowers Trading Standards and supports effective enforcement for some time, and was involved in the development and unveiling of an industry-led framework earlier this year.

Said UKVIA Director General John Dunne:

“It is encouraging to see so many people making use of the Be Vape Vigilant reporting tool. This major milestone exemplifies the success of the national campaign and the shared desire of the industry and the public to see rogue retailers put to a stop.

“The sheer number of reports also shows more needs to be done to crack down on illegal sellers, which is why the UKVIA welcomed the inclusion of powers to introduce licensing in the Tobacco and Vapes Bill as a victory for law abiding vape businesses. However, this is only the first step and the Government needs to ensure any scheme that is brought into play is fit-for-purpose.”

He continued: “If you are suspicious of underage or illicit vape sales, we encourage you to file a report through the Be Vape Vigilant campaign – together, let's put rogue retailers on the radar so they can be brought to book.”

As part of the Be Vape Vigilant initiative, the UKVIA has also created a range of downloadable materials which responsible businesses can display in-store and online to mobilise the general public in helping to bring cowboy retailers and wholesalers to justice.

More information on the campaign is available at: [Be Vape Vigilant - UKVIA](https://www.bevapevigilant.co.uk).





# CAMPAIGNS AND INITIATIVES

## REAL VAPERS. REAL STORIES

### New REAL VAPERS campaign shines light on the truth about vaping

The UK Vaping Industry Association has launched a new campaign calling on vapers to share how vaping helped them quit and changed their lives for the better.

The REAL VAPERS initiative followed news that a briefing note, which was circulated amongst Labour MPs ahead of a Tobacco and Vapes Bill debate, included a scripted personal story about children as young as nine taking up vaping. While no MPs used that particular line, the UKVIA was still saddened to see this report.

Speaking on the new campaign, UKVIA Director General John Dunne said: “Vaping has become a powerful tool in improving public health, helping millions of adult smokers break free from the deadly habit and playing a key role in reducing smoking rates to record lows.



The REAL VAPERS initiative proved to be very popular with consumers who shared their vaping stories with us. These are two examples:



*“I am a 60-year-old woman who has smoked 30 a day from the age of 16. I switched to vaping this year and haven’t had a cigarette since. I’ve tried stopping smoking before and always went back to it, but I have no desire to go back to it now. I understand the concerns around vaping especially for young people but for me it has been a game changer and finally enabled me to give up cigarettes.”*



*“I had been smoking 15 to 20 cigarettes per day for six years and desperately wanted to quit due to the smell it was creating on all my clothes. I have now been able to completely quit smoking cigarettes...vapes have been the only thing that have helped me quit.”*

# UKVIA FORUM AND EVENING RECEPTION 2024

## How the industry must adapt to forthcoming regulatory change was a key theme of the 2024 Forum

The 2024 Forum was titled 'The Changing Vaping Environment – Succeeding in a New Policy Landscape' to reflect the dominant theme of the year which was regulatory change.

The response from delegates, exhibitors and sponsors was overwhelmingly positive and the new venue at the London Marriott Hotel Regents Park was well received.

### Highlights of the day included:

UKVIA Director General John Dunne said it was vital that regulation was proportionate because so many lives were at risk and said he felt confident that the industry could succeed and indeed thrive in a new policy landscape.

Kate Pike, Lead Officer for Vaping with the Chartered Trading Standards Institute, focused on the enforcement landscape for the vape sector and gave an overview of the responsibilities of Trading Standards, giving an insight into the breadth of areas the enforcement body needs to cover.

A Q&A with Orla Menzies, Policy

Lead for the Vaping Products Duty with HM Revenue & Customs went down particularly well as she explained how the process would work and addressed concerns from delegates.

The licensing session was very timely given the announcement that vape licensing would be introduced with Labour's revamped Tobacco and Vapes Bill. Dan Marchant, co-owner of Vape Club said this was a great step forward but warned that any licensing system brought into force must be fit for purpose.

The Closing the Trust Gap section explored how we could better educate smokers about the relative health risks of smoking and vaping – especially as the Tobacco and Vapes Bill includes provisions for an advertising ban on vape products.

Mr Ao Weinuo, the Secretary-General for the Electronic Cigarette Professional Committee of China Electronics Chamber of Commerce gave his insights on how Chinese companies are investing in new technology and looking to secure greater quality for consumers.

With flavour restriction a very real possibility under the Tobacco and Vapes Bill, Dr Jessica Zdinak, CEO and Chief Research Officer of Applied Research and Analysis Company (ARAC), encouraged the industry to keep fighting for flavours which were vital in helping adult smokers quit.

Mark Oates, Director of consumer advocacy group We Vape, chaired a consumer session where vapers gave their views on everything from policy to product development, enforcement and more.









# STANDING UP FOR VAPING AT HOME AND ABROAD

## Vaping is a global industry and the UKVIA continues to engage with the industry and key stakeholders both at home and abroad.

As well as the work done in the UK to champion vaping and advocate for sensible regulation, the UKVIA is increasingly called upon to support the international vaping industry.

This year saw an unprecedented level of regulatory reform which has impacts at home and abroad and the UKVIA was in great demand to explain the potential impacts of these developments.

Here is a selection of the events attended over the past year:

### FEBRUARY:

#### February 21

Director General John Dunne attended a cross-party roundtable discussion at Westminster to launch a first-of-its-kind licensing framework for the vape sector. The framework was developed by leading online retailer and UKVIA founding member Vape Club.

#### February 27

The Association was in Westminster for discussions about replacing the former All Party Parliamentary Group for Vaping so that MPs could have a platform to champion the role of vaping in supporting smokers to quit.

### MARCH:

#### March 7

The UK Vaping Industry Association met representatives of HM Revenue & Customs to discuss the proposed new Vaping Excise Duty, which is due to be introduced in October 2026.

### APRIL:

#### April 5-6

The Association was in Malaga for EVO NXT to support members exhibiting and speaking at the event as well meeting with other industry leaders from the Global Vape Alliance.

#### April 15

Our Director General had a busy day in Westminster meeting with MPs and attending the APPG meeting ahead of the second reading of the Tobacco and Vapes Bill the following day.

#### April 22

UKVIA Director General John Dunne addressed 200 representatives from Chinese vape trade body and Global Vape Alliance founding member the ECCC on the 'complex and changeable' UK vape regulations.



**April 29**

The SME4Labour event in London gave us the opportunity to speak about vaping and discuss many matters including the Tobacco and Vapes Bill.

**MAY****May 1**

The UKVIA was in Parliament to make sure our presence was felt at the Tobacco and Vapes Bill Committee, although we were not allowed to speak. Our Director General said: "Instead of representing the vaping industry, I was watching from the sidelines at one of the most one-sided Committee in history with no one from the vaping community invited to speak."

**May 10-12**

The UKVIA spent three days at the Vaper Expo UK in Birmingham where we met with businesses and members of the public to discuss the regulatory landscape in the UK and explain the vital role we play in representing the UK vape industry.

**May 21**

UKVIA Director General John Dunne attended a Scottish Parliament committee to discuss the Tobacco & Vapes Bill and highlighted that regulation must balance preventing youth access with ensuring vaping products can be successful in helping adult smokers quit.

**JUNE****June 12-14**

The Association attended the Global Vape Forum at the Dubai World Trade Centre, UAE, where our Director General John Dunne represented the UKVIA and met business leaders, vape companies and stakeholders during a packed three days at one of the world's most influential vaping events.

**SEPTEMBER****September 2-9**

Our Director General was in China to support UKVIA members including Arcus Compliance representatives who delivered a compliance training workshop for members of the ECCC in Shenzhen and to discuss international industry developments.

## OCTOBER

### October 25

Our Director General John Dunne was named 'Advocate of the Year' for the third year running at the Vapouround Global Awards which took place at a glittering ceremony at the National Motorcycle Museum outside Birmingham.

### October 25 - 27

The UKVIA attend the Vaper Expo UK in Birmingham. Our stand was very busy over the entire three days with lots of questions about the forthcoming regulatory changes and the role of the UKVIA in representing the vape industry.

## NOVEMBER

### November 5

We hosted a lunch with representatives - from both the Houses of Commons and Lords - of all major political parties to discuss the Tobacco and Vapes Bill, licensing and how the vaping sector can work with parliamentarians going forward.

### November 12

Our Director General was in Scotland to participate in a Cross Party Group meeting with MSPs run by the Scottish Grocers' Federation to discuss vaping regulation change, illicit trade and recycling with The Scottish Environment Protection Agency (SEPA), Scottish Trading Standards (SCOTSS), local retailers and industry experts.



### November 15

We held our annual industry Forum at The London Marriott Hotel, Regents Park to discuss the changing vaping environment and how to succeed in a new policy landscape. The event also featured several networking opportunities including an evening reception, an exhibition area and debates from some of the leading experts in the sector.

## DECEMBER:

### December 3 – 14

UKVIA Director General John Dunne was in Shenzhen for a conference organised by the Electronic Cigarette Professional Committee of the China Electronics Chamber of Commerce (ECCC) where he delivered a keynote speech to 1,000 industry leaders and dignitaries. He also attended a series of meetings with leading Chinese vape companies.

### December 6

We signed an agreement with the Shenzhen Bao'an District Enterprise Center in China to promote best practice across the UK-Chinese vaping supply chain in order to 'uphold the highest levels of compliance' in line with regulations in the UK and China.

As part of the agreement, the UKVIA received complementary office space in the Enterprise Centre in Bao'an, as well as an office and activity space at the ECCC headquarters as part of the Vaping Industry Foreign Association Centre, to allow members visiting the region to work and conduct business meetings.



# UKVIA IN THE MEDIA

**This year saw no shortage of vaping stories, with headline after headline chronicling what has been one of the most impactful and consequential times in the history of the sector.**

With vaping so firmly in the spotlight, it's no surprise that the UKVIA has been so prominent in the media as well,

with hardly a week going by without the association making an appearance in radio interviews, national print stories or on TV reports.

This is testament to the hard work of our Director General John Dunne, media spokespeople and the UKVIA secretariat, as well as to the reputation of the association as the leading voice for the UK sector.

Just some of the media outlets to feature the UKVIA this year include Sky News, GB News, Talk TV, The Grocer, Daily Mail, GB News, i newspaper, ITVX, Metro, The Guardian, Daily Record, Tobacco Reporter, Convenience Store, Taking Retail, The Mirror, The Sun, The Independent, Financial Times and more.

The following figures paint a picture of exactly how significant the UKVIA's media exposure and reach has been in 2024:

The following infographics – created using headline data from campaigns across key social platforms **Instagram, LinkedIn, X and Facebook** – show just how impactful last year's interaction was:

**430<sup>+</sup>**  
PIECES OF  
COVERAGE

**10k<sup>+</sup>**  
MEDIA  
ENGAGEMENTS

**8.6m<sup>+</sup>**  
ESTIMATED  
VIEWS

**2.7b<sup>+</sup>**  
ESTIMATED  
AUDIENCE MEMBERS

## Members in the Media

It's not just our Director General John Dunne who regularly engages with the media. This year has also seen a number of UKVIA members appear on TV, radio and in print discussing key industry challenges, promoting the UKVIA's key messages and highlighting their own research or initiatives. Just some of our members to appear in the media in 2024 include:



**Dan Marchant**  
Managing Director,  
Vape Club



**Robert Sidebottom**  
Managing Director,  
Arcus Compliance



**Andrej Kuttruf**  
Chief Executive,  
Evapo



**Matt Crann**  
Sales Director, Riot Labs



**Dr Marina Murphy**  
Senior Director of  
Scientific Affairs,  
Haypp Group

# LOOKING FORWARD TO 2025

**This report has demonstrated that 2024 has been a year of intense change with new laws and regulations which will have a massive impact throughout 2025 and beyond.**

The intense interest in vaping that we have seen over the last 12 months shows no signs of dying down and the UKVIA is prepared to keep up the relentless pace to represent the views of the UK vaping industry.

The Single Use Vapes Ban kicks in from June, vape duty is in the pipeline and we can be almost certain that the Tobacco and Vapes Bill will become law this year.

These measures will all impact the industry and the UKVIA will build on the work of 2024, continue engaging with politicians of all parties and give our expert views and guidance of how to make a smokefree UK a reality while protecting young people from accessing vapes.

Some of the things we will be looking at this year include:

## VApril

With record numbers of smokers wrongly believing that vaping is at least as harmful as cigarettes and our own recent FOI data which revealed a shocking lack of investment in stop smoking campaigns, VApril has never been more important.

Now in its eighth year, VApril has become the world's largest education campaign to give smokers all the tools they need to switch to vaping.

In a year when disposables – the most successful vaping product in helping smokers quit – will be banned, we will provide information on the best alternative products on the market and how to use them. We are also working on a new range of features to help give smokers the best possible chance of successfully quitting will provide updated resources for our members to use.



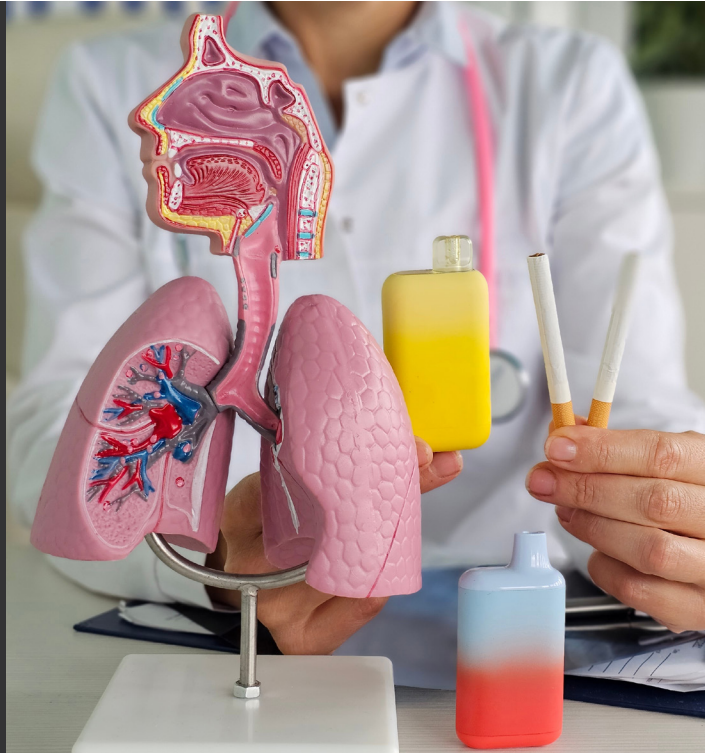


# LOOKING FORWARD TO 2025

## New Freedom of Information Research

Soon-to-be-published FOI data, gathered from NHS trusts in UK, will shine a light on the smoking cessation training received by medical professionals, as well as the vaping policies of hospitals across the country.

This research is the latest in a series of investigations undertaken by the UKVIA, looking at everything from the use of flavoured vapes in stop smoking services to Government-investment in vaping and stop smoking public education.



## Healthcare Hub

We are revamping content in our Healthcare Hub, putting together new social media promotions and investigating new ways to counter misperceptions about the relative risks of smoking and vaping.

Vaping has proved to be a highly effective and popular way to break the smoking habit for millions of people in the UK and we now need to reach the remaining 6m smokers to help them transition to a far less harmful alternative to cigarettes and help secure the nation's smokefree goals.



# LOOKING FORWARD TO 2025

## Scientific Affairs Media Group

We are in the process of setting up a new Scientific Affairs Media Group to review vaping research, dispel myths, provide evidence-based information on the science behind vaping and nicotine and to answer questions of a scientific nature



## Political engagement

We will continue to build relationships with parliamentarians and pay close attention to the effects of the legislative changes announced in 2024 so that we can drive down youth vaping, provide effective deterrents to those who sell to children or who sell illegal products and ensure that vaping remains easily assessable to help ensure a smokefree future.



# THANK YOU TO OUR MEMBERS

The UKVIA would like to say a big thank you to all our dedicated volunteer members who have given up their valuable time in the past year to ensure the smooth running of the UKVIA's committees. Our committee structure is at the core of our association and underpins everything we do on behalf of our membership and the wider industry as a whole.

We are proud to be a member-led organisation, run by and for its members and our own current committee membership is listed below:

## Policy & Regulations Committee

John Dunne (UKVIA)  
Chris Aikens (RELX)  
Andrew Zaman (Juul)  
Dan Marchant (Vape Club)  
Andrej Kuttruf (Evapo)  
Damien Bové (Adact Medical)  
Jeannie Cameron (JCIC International)

## Standards Committee

Chris Kelly (Phoenix 2 Retail)  
Chris Aikens (RELX)  
Damien Bové (Adact Medical)  
Jackie Reed (Phoenix 2 Retail)  
Jamie Mackie (Scottish Grocers' Federation)  
Jason Tian (SMOORE)  
Tao Cui (Innokin)  
Vladimir Stamenkovic (JUUL Labs)  
David Lawson (Inter Scientific)  
Jeannie Cameron (JCIC International)

## Youth Access Prevention Committee

John Dunne (UKVIA)  
Chris Aikens (RELX) Compliance)  
Dan Marchant (Vape Club)  
Dan Greenall (Oxford Vapours)

## Operations Executive

John Dunne (UKVIA)  
Andrej Kuttruf (Evapo)  
Dan Marchant (Vape Club)  
Matt Crann (Riot Labs)  
Dr Marina Murphy (Haypp Group)





UKVIA

UK Vaping Industry Association