

UKVIA

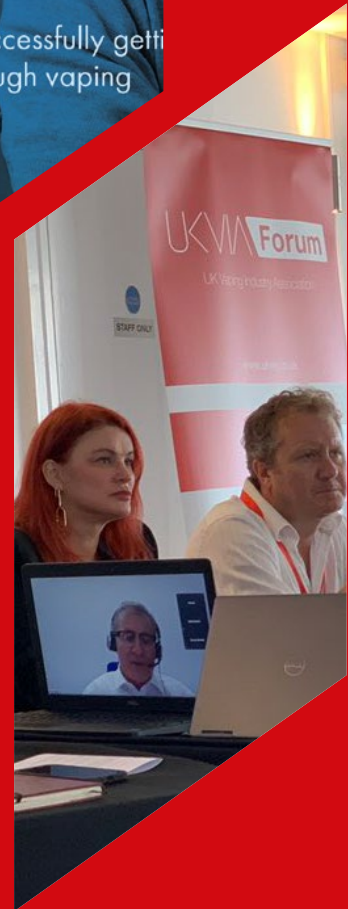
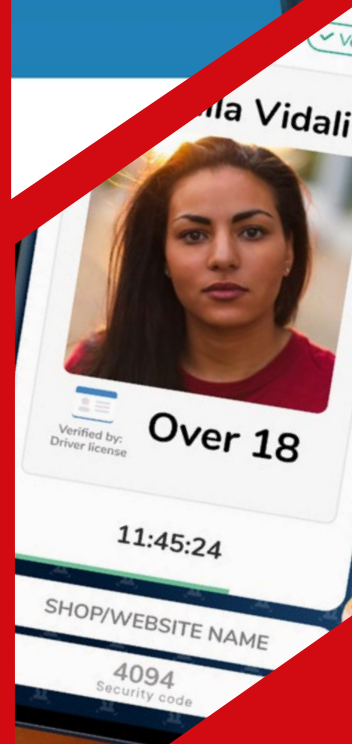
UK Vaping Industry Association

START
VAPING
STOP
SMOKING



Vaping versus Smoking:

A guide for NHS staff on successfully getting patients to quit smoking through vaping



Annual Report
2020/21

A year of landmark moments

Despite another challenging year for our sector due to coronavirus we have seen a number of defining moments which have given a big lift to the industry and put it firmly in the spotlight for the right reasons.

The last year will certainly be remembered for the National Health Service getting behind vaping in a way not seen before. Firstly, we heard that the NHS were to provide vaping devices and e-liquids to smokers attending A&E departments, as part of a trial funded by the National Institute for Health Research and led by the University of East Anglia. It is believed that Emergency Departments see over 24m people each year of whom around a quarter are current smokers. We look forward to learning about the impact of the trials in due course.



In addition, the [National Institute for Health and Care Excellence \(NICE\)](#) concluded a consultation on new draft guidance for healthcare workers that places vaping on a par with other nicotine replacement therapies; and more recently there was the news that grabbed all the headlines, an announcement by the Department for Health and Social Care that e-cigarettes could soon be prescribed on the NHS in a world first – a huge vote of confidence in vaping by one of the most respected and trusted healthcare institutions in the world. We have responded to these positive developments by launching our first campaign targeted at healthcare professionals. Teaming up with [Smoke Free App](#), we have created a dedicated [healthcare hub](#) where clinical directors, learning and development

professionals and frontline staff dealing with patients with smoking conditions can access a range of support resources to help those in their care quit smoking for good. We reached out to all 200 plus NHS Trusts across the country.

And it hasn't just been the NHS backing the case for vaping to help smokers quit. The Royal College of Physicians earlier this year launched its report: [Smoking and health 2021: A coming of age for tobacco control?](#) In it, the body called for the UK government to promote electronic cigarettes via a mass media campaign.

A blueprint for better regulation

Another landmark development came in March this year when the UKVIA, in collaboration with its membership, launched a package of recommendations to the Government, aimed at maximising the public health benefits of vaping and bolstering ambitions for a 'Smokefree 2030'. Our publication, [A Blueprint for Better Regulation](#), has urged Government to use its post-Brexit independence to become a world leader in harm reduction when reviewing the UK's Tobacco and Related Products Regulations (TRPR).



In an eventful 12 months we also saw for the first time the industry truly stand up to the anti-vaping stance of the World Health Organisation (WHO), led by the All Party Parliamentary Group for Vaping. It was good to see that the WHO's Framework Convention on Tobacco Control treaty was called into question by parliamentarians, who want it to better reflect the UK's national interest, a move we fully backed. It's crucial that the vaping sector, and former smokers turned vapers, speak with one voice to put pressure on the WHO to change its ways. As the body which is meant

to promote health, keep the world safe and serve the vulnerable, the WHO has a moral responsibility to do the right thing and consider the opportunities presented by vaping rather than seemingly turn a blind eye to them.



And of course there was the pandemic to contend with – one of the biggest moments in modern day history - as members’ operations had to deal with lockdowns and reopenings. As our industry depends on the successful retail of vape products, the agility and adaptability of all players in the sector – manufacturers, retailers, wholesalers and suppliers - was something to marvel, when one considers the impact that coronavirus has had on the high street and within shopping centres. Whilst the signs in the UK are positive, there is still uncertainty around whether another wave of Covid will hit the country and result in a new lockdown. Let’s hope not but I have every confidence that our industry now has the resilience that it has established in response to the last couple of years to continue to do what it does best and help smokers quit their habits.

Perhaps the proudest moment this year was the Westminster Hall Debate in June where vaping dominated MPs’ presentations around the forthcoming Tobacco Control Plan. Mary Glendon MP spoke about our *Blueprint for Better Regulations*, highlighting her support for the recommendations and calling for these to be given consideration when the Department of Health and Social Care publishes its response to the TRPR and the new Tobacco Control Plan. The recommendations were also referenced by Conservative MP David Jones. Vaping’s prominence at such a high profile debate was a measure of how far we have come as an industry in gaining political support for the public health prize presented by vaping.

As another year comes to an end, we now look forward to more positive moments in the new year ahead as we await the outcomes of the Tobacco Control Plan and review of the TRPR, both of which will do much to shape the fortunes of our sector going forward.

Grown exponentially

As we enter our sixth year, now firmly established as the UK’s largest trade association and highly respected on the world stage, I would like to thank all our members for all their invaluable contributions and support during the year. Despite the situation of the last two years, we have grown exponentially as a trade association and we should be a 100 strong next year, which will make our voice even louder in the future. As I come to the end of my first year as Director General, I will reflect with immense pride on the achievements of both the UKVIA and the industry during the last 12 months and let’s ensure that together we continue the momentum created by the key turning points of the last year into the new year and beyond.



John Dunne
Director General, UKVIA

The year in focus



SEPT20

EU Commission opposes Danish flavour ban



OCT20

Former health secretary Matt Hancock announced that Public Health England was to be replaced by the National Institute for Health Protection



NOV20

MP Mark Pawsey, Chair of the APPG for Vaping calls for vape stores to remain open during lockdown to safeguard public health



DEC20

UKVIA calls upon the government to reconsider classifying vape shops as essential to help smokers give up in the New Year.



JAN21

The Tobacco & Related Products Regulations (TRPR) consultation launched by the Government



FEB21

Public Health England's Vaping Evidence Review reinforces vaping's hugely effective role in smoking cessation as well as the low rate of use amongst under-age never smokers

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- MAR21** UKVIA launches response to the Government's Tobacco & Related Products Regulations (TRPR)
- APR21** Landmark trials of vape products for smokers attending A&E departments launched in the UK
- MAY21** Royal College of Physicians releases a major report calling for the UK government to promote electronic cigarettes via a mass media campaign.
- JUN21** National Institute for Health & Excellence (NICE) publishes pro-vaping guidelines for health workers
- JUL21** APPG for Vaping launches inquiry into post-Brexit tobacco harm reduction opportunities
- AUG21** The Smokefree Environments & Regulated Products (vaping) Amendment Bill in New Zealand brings the country's vaping laws in line with the UK

Tobacco and Related Products Regulations (TRPR)

A Blueprint for Better Regulation



A Blueprint for Better Regulation

The UKVIA unveiled a landmark package of recommendations to Government, aimed at maximising the public health benefits of vaping and bolstering ambitions for a ‘Smokefree 2030’. The association’s *A Blueprint for Better Regulation*, formed the basis of its response to the UK’s Government consultation on the Tobacco and Related Products Regulations (TRPR) which closed in March 2021 and will shape public health and smoking cessation policy for years to come.



Source: parliament.uk

In the Blueprint the UKVIA proposed the introduction of significant changes, covering:

- the permitting of Government-approved, expert health claims and switching messages on and in products as well as in-store to encourage adult smokers to switch to e-cigarettes and to address the issue of misinformation in the marketplace
- extension of certain regulations to cover additional vaping products, such as non-nicotine e-liquids, demonstrating the commitment by the vaping industry to uphold and strengthen product quality and safety standards
- product size changes to reduce prevalence of single-use plastic, supporting the industry's desire to be environmentally responsible
- greater opportunities to engage and communicate with smokers, as current restrictions also deter those who may otherwise make the switch

The proposals represented evidence-based reforms to the TRPR designed to establish proportionate regulations that maximise the benefit of vaping to public health.

Whilst on one hand the current regulations have allowed the vaping industry in the UK to flourish, on the other, they have hindered the ability of the sector to promote vaping as an effective way of switching to a less harmful alternative.

UK Government anticipates that it will publish its response at the beginning of 2022.

The Blueprint highlighted the vast inequalities attributed to smoking combustible tobacco, calling on the Government to remain steadfast in their commitment to an evidence-based approach to tobacco harm reduction.

The Blueprint for Better Regulation was formally launched on 15th March, with Director-General John Dunne and colleagues of the UKVIA speaking to both trade and national media, providing an overview of the process undertaken and the core recommendations.

The document received endorsements from ex-Labour MP and former Chair of the Health

Select Committee, Sir Kevin Barron, former Health Minister, Sir Norman Lamb (Liberal Democrat), current MP and Chair of the All-Party Parliamentary Group for Vaping, Mark Pawsey (Conservative), and Vice-Chair, Mary Glendon (Labour).

In a Westminster Hall Debate on the Government's forthcoming Tobacco Control Plan, Mary Glendon MP spoke of the UKVIA's *Blueprint for Better Regulations*, highlighting her support for the recommendations and calling for these to be given consideration when the Department of Health and Social Care publishes its response to the TRPR and the new Tobacco Control Plan. Recommendations were also referenced by Conservative MP David Jones.

The Times newspaper ran a national story on the Blueprint following its launch. The launch was also featured across several of the vaping trade media.



Mark Pawsey
Chair of the APPG for Vaping

A Year of Consultations and Inquiries

Whilst the Blueprint for Regulation stole the limelight in the last year due to its significance for the UK vaping industry, the last 12 months will be remembered for the number of key consultations and Inquiries that the UKVIA has responded to domestically and further afield to safeguard the industry's future contribution to public health globally.

Response to the SCHEER Report consultation

The UKVIA called upon the EU Commission to recognise the role that e-cigarettes can play in providing adult smokers with a less harmful alternative to cigarette smoking. The association urged the Commission to ensure that the public health potential of vaping is fully realised, and that adult smokers and vapers have accurate information about and access to the harm reduction products they need.

The SCHEER opinion dismissed the fact that electronic cigarettes are primarily used as alternatives to smoking and failed to acknowledge the comparative risk between vaping products and combustible cigarettes, despite the fact that the European Commission's own figures state that 26% of EU citizens smoke and that they are at the most serious risk of disease and premature death – with 700,000 of them dying each year.

Response to the Dutch Government's consultation on plain packaging

The Dutch Government put forward proposals for standardised packaging to include e-cigarettes as well as heavy restrictions on e-cigarette flavours. The UKVIA waded in, warning that the proposals: "will likely be counter-productive for public health and may encourage smokers to continue smoking conventional cigarettes."

In doing so the association highlighted the guidelines it had agreed with its members on packaging, labelling and marketing to ensure best practice, which aims to strike the balance between innovative and appealing products which support adult smokers in the transition to a less harmful alternative, while not appealing to anyone who does not already smoke or vape or anyone who is under 18. These guidelines, including the non-use of flavour names or descriptors that are particularly appealing to youths, or are associated with youth culture, including popular language or expressions, or names which are reminiscent of confectionary and disproportionately appealing to children – were presented as part of the UKVIA's response to the consultation.



APPG for Vaping's COP9 Inquiry

For the first time since the World Health Organisation's Framework Convention on Tobacco Control (FCTC) came into force in 2005, the UK government would participate in the FCTC COP not as a member of the European Union delegation, bound by a common EU position, but as an independent, sovereign nation, free to advance the interests of UK citizens through the promotion of science and evidence-based tobacco control policies.

Proactively promoting and mirroring the pragmatic domestic policy approach to vaping in the international COP process would form a key part of Global Britain's re-emergence on the world stage in the key area of public health.

The UKVIA made the following recommended actions to the APPG in its written and oral evidence sessions:

- Immediately seek to ascertain from the FCTC Secretariat and COP9 Bureau as to their intent, if any, to provide COP9 with an updated progress report on vaping products.
- Request an update from the UK FCTC Focal Point Person regarding the activities of the FCTC Secretariat, as well as a 6-month status report of action items that result from this consultation.
- Insist that any progress report takes into consideration information provided by the Parties regarding their own experience with scientific, regulatory and market developments such as initiation, cessation, advertising and promotion (a 'country experience' report, for which there is much precedent).
- At COP9, leverage the work of Public Health England, the NHS and UK based NGOs working in the field for tobacco control and harm reduction to advance a science and evidence-based case for the risk-proportionate regulation of vaping products and their promotion as a smoking cessation tool.

- Object to the tabling of any report from the Secretariat that is inconsistent with the latest science and evidence on the safety and efficacy of vaping, as well their uptake by young people and alleged role in renormalizing tobacco use (which as seen in the UK, has not been the case).
- Oppose any decision advanced by the Secretariat or a Party that includes policy recommendations that would conflict with the UK government’s approach to the regulation and promotion of vaping as smoking cessation tools.

APPG for Vaping’s Post-TPD Inquiry

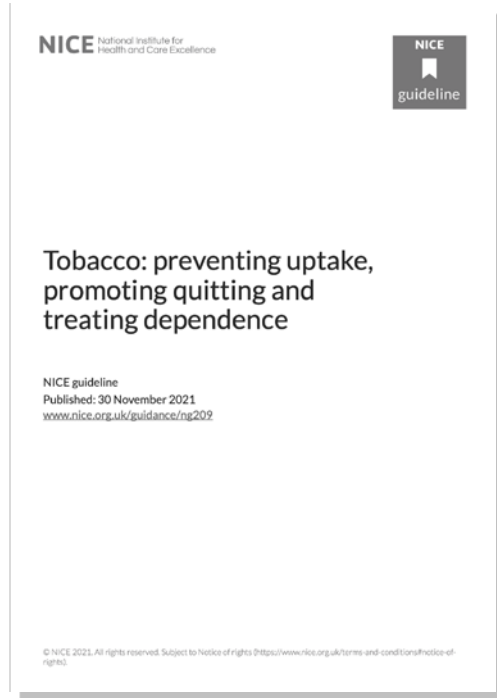
Director-General John Dunne and the UKVIA were invited to give both written and oral evidence to the APPG for Vaping’s inquiry on the UK’s new regulatory position post-Brexit and post-TPD.

In order to make the progress that is needed to achieve a Smokefree 2030, the UKVIA recommended:

- Using the UK’s new legislative independence to reform the way less harmful alternatives such as e-cigarettes are regulated.
- Government and industry action to tackle misperceptions around e-cigarettes, for example by replacing existing health warnings on vapour products with quitting messages.
- Ensuring online vape retailers are supported with consumer outreach by allowing responsible retailers and manufacturers to promote their products and services as well as highlighting the health and cost benefits of making the switch to e-cigarettes.
- A review of the regulation of nicotine in e-cigarettes to better understand the role nicotine plays in allowing vaping products to be a satisfying alternative to adult smokers wishing to make the switch away from smoking.
- A clear distinction is made between smoking and vaping by setting clear standards that differentiate smoking from vaping in public places, with an emphasis on the workplace.

National Institute for Health and Care Excellence (NICE) | Tobacco: preventing uptake, promoting quitting and treating dependence (update) consultation

The NICE guidelines cover support to stop smoking for everyone aged 12 and over, and



help to reduce people’s harm from smoking if they are not ready to stop in one go. It also covers ways to prevent children, young people and young adults aged 24 and under from taking up smoking.

The guidelines bring together and update all NICE’s previous guidelines on using tobacco, including smokeless tobacco. It covers nicotine replacement therapy and e-cigarettes, but does not cover using tobacco products such as ‘heat not burn’ tobacco to help people stop smoking or reduce their harm from smoking.

The UKVIA produced submission guidance for members wishing to respond themselves. Possible submission points included:

- The introduction of nicotine containing e-cigarettes to the list of the possible interventions that are to be made accessible to smokers.
- Advice to smokers that combined behavioural support and stop smoking interventions (including nicotine containing e-cigarettes) are more likely to result in a successful quit attempt.
- Guidance to give clear, consistent and up-to-date information about nicotine-containing e-cigarettes to people who are interested in using them to stop smoking.
- Advice to people on how to use nicotine-containing e-cigarettes.
- A series of NICE recommendations for research.

Driving Higher Standards

The UKVIA continued its drive to ensure that the UK is seen as the standard bearer for the global vaping industry. In addition to putting a strong focus on standards in the industry's contribution to the consultation on the Tobacco and Related Products Regulations (TRPR), the association has been involved in a range of activities to demonstrate the responsibility of the sector.



Youth Access Prevention

The UKVIA has continued to play a leading role in reducing the accessibility of e-cigarettes to those under the age of 18.

As the UKVIA membership represents the largest proportion of the UK market, the association is ensuring members are compliant with Challenge 25 policies and UK law to prevent under 18s from being able to purchase vapes. Its test purchasing scheme has been ramped up, with the doubling of tests during the year.

The robust process that has been put in place tests online and bricks and mortar retail stores for potential breaches and ensures that

they are well equipped to react to new challenges, such as the prevalence of face coverings in light of Covid-19.

Working closely with partners at Buckinghamshire and Surrey Trading Standards, the UKVIA aims to ensure that its members have the latest guidance on preventing and deterring underage sales.

UKVIA member 1account, which sits on the association's

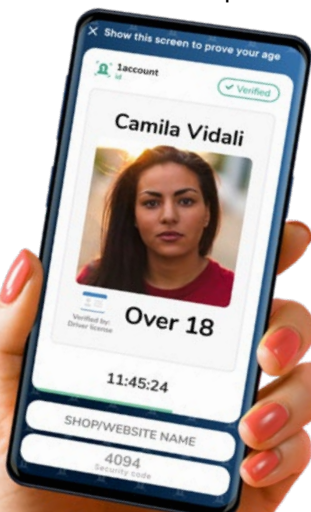
Youth Access Prevention committee and provides age verification to a number of vaping companies, including members, is also leading the way in digital identification for the vaping industry. Free of charge to members, it enables online and offline vape retailers, including specialist stores, convenience shops and supermarkets, to demonstrate their overriding commitment to safeguarding against sales of devices and e-liquids to minors.

Standards Charter

Regulators look to industries for guidance on best standard practice, and the vaping sector is no exception. That's why the association's Standards Committee is currently developing an industry charter that provides universal standards across different areas and practices.

When unveiled at the beginning of 2022, the UKVIA Standards Charter will cover:

- Product Manufacturing
- Devices and Accessories
- Consumable Ingredients and Components
- Product Performance
- New Product Launches
- Delivery, import and export issues for suppliers.



Disposing of non-compliant and counterfeit disposable vape products

Disposable vape products have been hitting all the headlines for the wrong reasons in recent months and the UKVIA has been working with manufacturers, regulators, the wider supply chain and a major online marketplace to safeguard against the influx of non-compliant and counterfeit products entering the UK.

Whilst disposable vape products have enjoyed a significant revival in the last couple of years as adult smokers see them as a convenient and cost-effective entry device to quit their smoking habit, there has been a major rise in devices entering the country that breach UK regulations in terms of nicotine concentrations, liquid capacity and packaging that excludes warnings about nicotine content and/or appeals to children. Worryingly, the UK has also been plagued by counterfeit disposable vape products.

The UKVIA has been quick to take action following an investigation it undertook which revealed the scale of the issue. This has included:

- Assisting Trading Standards and the Medicines & Healthcare Regulatory Agency (MHRA) which has led to action up and down the country.

If in doubt, check it out.

The UKVIA guide to compliant retailing of disposable vape products in the UK

Buckinghamshire/Surrey
Trading Standards

Are disposable vaping devices covered by the Tobacco Products Directive (TPD)/ Tobacco and Related Products Regulations (TRPR)?
Yes, all nicotine containing disposable devices must follow all of the current TPD/TRPR regulations.

What are the regulations around disposables?

Disposable devices must conform with the following:

- Have a tank/reservoir capacity of no more than 2ml
- Have a nicotine level no higher than 20mg/ml (2%)
- They must be registered with the Medicines and Healthcare products Regulatory Agency (MHRA) and appear on the MHRA's website as approved

Packaging must contain the elements listed below:

- The exact Nicotine Health Warning - front and back of the package and at least 30% of each surface "This product contains nicotine which is a highly addictive substance".
- Nicotine Content
- Nicotine Delivery per dose commonly referred to as 'puff.' Often expressed as micrograms/puff or mcg/puff.
- Ingredient List in descending weight order
- Batch Number
- Recommendation to keep out of reach of children
- Name & address of the manufacturer and the Name and Address of the Importer into Great Britain. If both the manufacturer and the importer are located outside Great Britain the name of a Great Britain representative.

Each unit packet of the electronic cigarette or refill container must include a leaflet with the following information on (this can be supplied on the pack if it can be provided without loss of legibility to the consumer):

- Instructions for use and storage of the product including a reference that it is not recommended for use by

- Production of a [free guide](#) for retailers across the country to determine what is compliant and what isn't. The guide provides information on current UK regulations in relation to tank/reservoir capacity of devices, nicotine levels and the elements that must be contained on packaging.
- Meeting with senior executives at e-Bay to raise awareness of the issue of non-compliant goods being sold on its online marketplace.
- Worked closely with Geek Bar, one of the largest manufacturers of disposable vape products, to ensure it is doing all it can to monitor and audit its distributors as well as offering advice on its packaging so that it goes above and beyond the UK regulations.

LABORRA

UKVIA takes care of the NHS

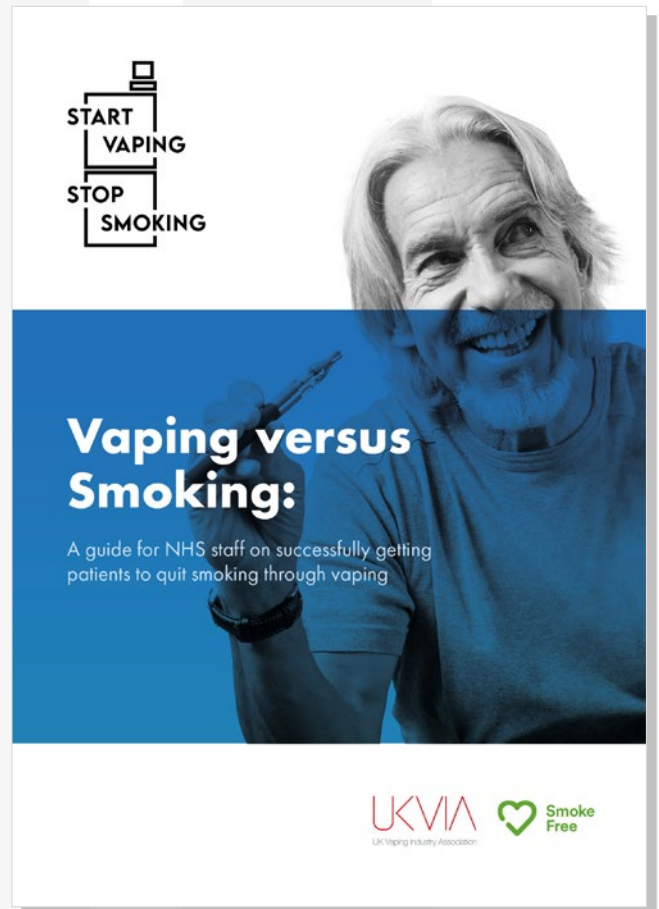
The UKVIA has launched a new [healthcare hub of resources](#) which provide guidance and information on vaping for frontline nursing staff and cardiovascular and respiratory clinical directors at NHS Trusts to use when giving advice on quit methods to patients suffering from smoking-related conditions.

The initiative was developed following the decision by the NHS earlier this year to trial the provision of vape devices and e-liquids to smokers attending A&E departments in selected hospitals across the country. Half a million adult hospital admissions were due to smoking in 2019-20, some 10% higher than a decade earlier.

Joining forces

Joining forces with [Smoke Free](#), the world's most successful stop smoking app, the initiative has been promoted to every NHS Trust across the country. The hub provides access to a range of resources for healthcare practitioners to advise their patients knowledgeably on how to successfully switch from conventional cigarettes to vape products.

NHS staff and patients suffering from smoking conditions can access frequently asked questions and answers about vape products and there is a 5 point guide to successfully quitting smoking through vaping for patients. The guide draws on the unparalleled knowledge and experience of UKVIA's retail members whose expert advice has been instrumental in some 2.4m former smokers in the UK completely transitioning from combustible to considerably less harmful e-cigarettes.



The hub also provides access to the Smoke Free app which has been downloaded six million times and offers wide-ranging support for smokers looking to quit; and a range of 'Start Vaping, Stop Smoking' posters highlighting evidence-based facts about vaping for hospitals to download. These are designed to put up in reception areas and on notice boards across hospital estates to encourage those patients with smoking conditions to consider e-cigarettes as a way to quit their habits.

John Dunne, Director General of the UKVIA, said: **“As with any smokers, just offering patients a vape starter kit and leaving them to their own devices won’t work. Instead, it’s crucial that frontline NHS staff are equipped with the knowledge to provide expert advice on choice of vape device, nicotine concentration and flavours to ensure the best chance of a quit outcome.”**

Dr David Crane, the founder of Smoke Free app, added: **“Whilst the advice we provide goes beyond just vaping, there is no doubt about the public health potential of vape products helping smokers stop smoking.**

“What’s just as important of course is that former smokers aren’t tempted back and see their former habits as permanently changed. The advice provided by this initiative also covers the behaviour change techniques needed to make that happen.”



UKVIA

Visit the UKVIA Homepage

START
VAPING
STOP
SMOKING

Smoke
Free

Healthcare hub

This healthcare hub provides wide ranging free advice and information for NHS staff and patients who smoke, on successfully using vaping as a highly effective quit method.

Vaping is now seen as one of the most effective ways to break the smoking habit and there is a growing recognition in the NHS of the role that it can play in addressing continuously rising hospital admissions from tobacco-related conditions. The resources and information in the hub draws on the experience of vaping specialists across the country who have helped some 2.4m people quit smoking altogether through transitioning to vape devices.

We hope that the advice and information proves invaluable and leads to even more successful quits amongst smokers.

Back to Business

The return of the UKVIA Vaping Industry Forum

This year's Summer Forum marked a welcome return to the UKVIA's first in-person meeting in more than a year since the Covid pandemic swept in. The event itself was hybrid with some members choosing to connect via video link. Those who did join us on Milbank Tower's 17th floor were treated to some of the most spectacular views of London's ever-changing skyline, on what turned out to be a gloriously sunny mid-July day.

After the Board meeting in the morning, the forum started in earnest with a packed afternoon involving three lively panel debates addressing issues such as the World Health Organisation's (WHO) negative stance on vaping, vaping's growing role in healthcare and addressing the ongoing misperceptions about e-cigarettes. UKVIA members were joined by key advocates for safer nicotine alternatives from politics, science, economics, medicine and academia.

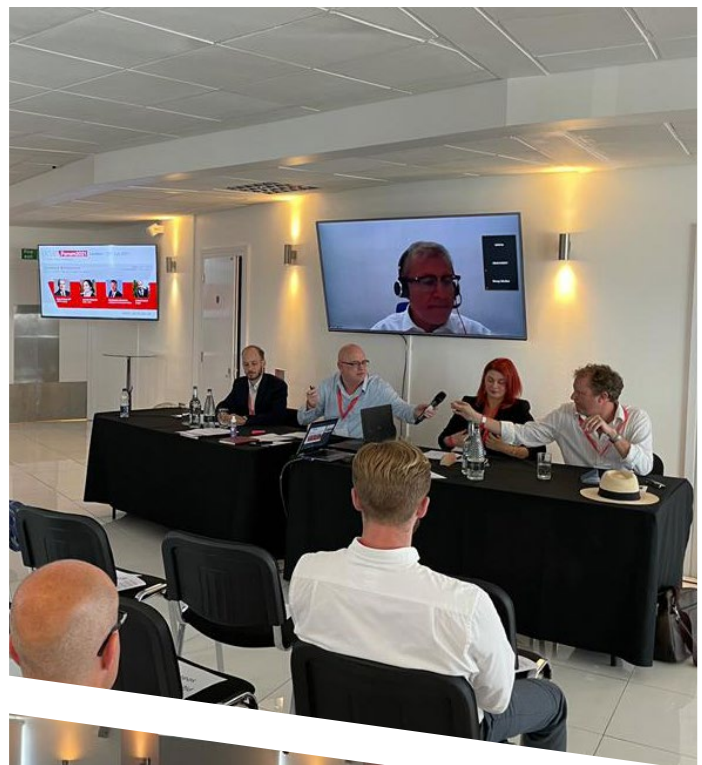
The first panel debate focused on the WHO's long-standing anti-vaping stance. Christopher Snowdon, Head of lifestyle economics at the Institute of Economic Affairs, made the point that when people hear anything with "World Health Organisation" attached they immediately take it seriously – even when scientific evidence contradicts what it says.

Reflecting on the WHO's repeated claims that smoking and vaping are as damaging to health as each other, Mark Pawsey MP, chair of the All Party Parliamentary Group for Vaping, said: "Increasingly vaping and smoking are getting conflated. There are too many places where it says that vaping and smoking are as bad as each other and we know they are very different activities. Leaving the EU we can form our own policy on this and continue the reduction in smoking that is helping so many people."

Addressing misperceptions that e-cigarettes were causing a legion of "never smokers" to take it up Andrej Kuttruf, UKVIA board member and founder and chief executive of Evapo, argued that the data showed prevalence of 'never smokers' who vape is less than 1%.

The second panel debate looked at the growing influence of vaping in healthcare settings, following the announcement this year that the NHS would trial giving e-cigarettes to smokers in some A&E departments, and recent draft NICE guidance stating that vaping should be given equal prominence in smoking cessation services alongside other nicotine replacement therapies.

Mark Oates, director of We Vape, which represents the vaping consumer community, told the panel that, when it comes to encouraging people to switch from smoking to vaping, the influence of organisations such as the NHS would give the sector a real boost.





“After almost two years of lockdowns it was fantastic for so many of our UKVIA colleagues to finally get together in person and discuss the most pressing issues facing vaping today.”

UKVIA's Director General, John Dunne.

Revealing that a recent survey of health workers, including smoking cessation staff, showed that almost half wrongly believed that nicotine – rather than combustion – caused cancer, Dr Sudhanshu Patwardhan from the Centre for Health Research and Education, underlined that there is still too much misinformation which needs addressing.

The final panel debate of the day took up the issue of vaping's image and how that could be improved.

One of the guest speakers, former Booker Group MD Mark Aylwin and an advisory board member at 1account, said a good start would be for vaping products in supermarkets and convenience stores to be properly separated from tobacco kiosks to try to break the association with them.

Jo Mahoney, senior Trading Standards officer, pointed out that one of vaping's biggest and most enduring image problems was the public perception that children and young people were too easily able to access vaping products and that organisations like the UKVIA had a vital role to play in demonstrating what the wider industry was doing to prevent youth access.

On the return of the Forum, John Dunne, UKVIA's Director General concluded: "It was brilliant to once again be able to get into a room with so many forward thinking people to look at what has been achieved in the last 12 months despite the pandemic and, more importantly, steel our resolve for the coming year and do all we can collaboratively to promote our industry and get even more smokers to switch to vaping."

Stellar year for new membership

Despite the ongoing challenges of the pandemic, the UKVIA saw a net increase of 71% in membership with 27 new members joining the association during the subscription year.

Key statistics about membership:

93%

the revenue that comes from full and associate level membership fees

42%

the proportion of full and associate membership levels

13.3%

the proportion of revenue from vaping businesses created by the tobacco companies

86.7%

the proportion of revenue from independent vaping businesses

7%

proportion of membership represented by tobacco companies own vaping businesses

93%

proportion of membership represented by independent vaping companies

This is what some of our new members had to say about joining the UK's largest vaping industry body:

Vapeology

"We have joined UKVIA because of their high standards and expectations for the vaping industry. We pride ourselves in offering our customers the best and joining UKVIA helps us show them that we are a professional and reputable business."

Wholesale Flavours

"We have joined UKVIA to add our voice to the great advocacy they do on behalf of the vaping industry, to signal our high level of compliance, and to network with like-minded vaping business owners."

Royal Flush Vape

"Royal Flush Vape strives to be a responsible retailer whilst providing excellent customer service. Therefore, we are excited to be members of the UKVIA to receive up to date regulatory information, additional help and support to maintain our high standards."

Vaping101

"These are volatile times for the vaping industry. Targeted with increasing amounts of misinformation, we feel the time is right to unite and contribute to being a voice for the industry. We wish to do all we can to help our customers, vapers and those looking to switch from traditional tobacco products."

Shisha Vape

“I think it is imperative for the sake of the success of our industry, that every vape related business joins the UKVIA.”

Dragon Vapour

“Joining the UKVIA will allow us to help contribute to a better future for businesses and consumers.”

Ritchy

“UKVIA is the flagship beacon of Tobacco Harm Reduction that leads consumer education and fights misinformation campaigns. Ritchy has joined UKVIA to support that tremendous work and speed up the adoption of the most important tool for public health available nowadays.”

Celtic Vapours

“We decided to join UKVIA to be a part of a group doing good for the future of our industry.”

Gourmet E-Liquids

“Becoming a member of the UKVIA is important to us as we strive to be a responsible retailer, offering high levels of service to our customers. We want to ensure that the wider vaping industry maintains these high standards and acts responsibly.”

myCigara

“As myCigara continues to grow, joining UKVIA was the next logical step in supporting the business and helping consumers make educated decisions.”

We Do Vapes

“We have chosen to join the UKVIA as we feel their fight to correct misinformation around the vaping industry is one to get behind. We also wanted to get regular updates on their work and show our customers that we are also committed to the high standards the UKVIA promotes.”

Vape Green

“Vape Green is happy to join UKVIA to offer its help and input on vaping in the UK but also to receive help and support when needed.

Galaxy Connect Ltd

“Galaxy Connect is joining the association to be part of the number one trade body in the vaping sector and to support the development and promotion of one of the UK’s largest growing sectors.”

Touch of Vape

“We chose to join the UKVIA as we wanted to become an active member in the industry from a regulatory point of view and believe its the right thing to do by becoming a member of the leading trade association for vaping.”

Jenson E-cig

“It’s important to have a well-balanced voice in the industry that can collectively and respectfully share our thoughts and ideas, and put these forward to our communities, empowering them to make well informed and educated decisions about their health, specifically smoking. We believe UKVIA will help us achieve this goal.”

Vaping.com

“We’ve been involved in UK vape culture for over a decade and with all the changes the British vaping industry is facing, we wanted to contribute what we can to the debate. We believe the UKVIA is the right platform for that.”

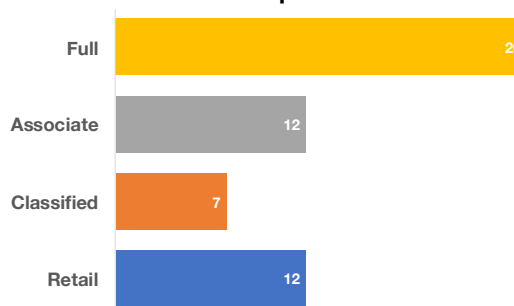
YOUMEGROUP

“The UKVIA is highly respected around the world as the key organisation in the UK vaping sector. As full members, we hope to learn from the UKVIA’s guidance and by supporting the UKVIA we hope to play our part influencing smokers towards a healthier lifestyle.”

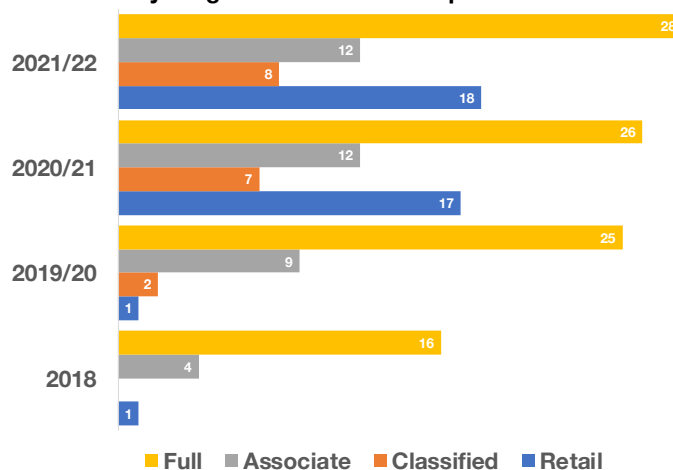
AgeChecked

“AgeChecked is pleased to join the UKVIA as a Partner Member to continue their support to the vaping industry. As a business that supports a number of vaping retailers to stay compliant with the sale of age restricted items, we recognise the UKVIA as a leading forum for advice and help to a growing sector.”

Current membership breakdown



Year on year growth in membership



UKVIA on the world stage



Whilst Covid-19 affected international travel throughout the year, UKVIA still played an active role on the world stage.

Director General John Dunne has been busy speaking and attending a number of events, sharing experiences and developments in the UK vaping industry with the global vaping community. Events at which he represented the association included the Global Forum for Nicotine (Liverpool), the Global Tobacco and Nicotine Forum (London), the Institute of Economic Affairs private COP9 lunch for special guests (London) and a number of Vape Live events during the last 12 months.

John was also a special guest at the World Dubai Show where he was runner up in Vapouround's Vaper of the Year category for the contribution he has made to the sector, and chaired the ENDS conference which he also helped to organize as part of the event's advisory board. In addition, he was a keynote speaker at the virtual Chinese ECC Annual conference where he talked about the current state of the market and regulatory environment in the UK.

The UKVIA was also present at the World Vapers Alliance's tour bus appearance in London as part of its journey across Europe. Visiting a host of other cities on route including Milan, Munich, Berlin, Brussels and Geneva, the tour bus shared the message that 19 million lives can be saved in Europe if policymakers embrace pro-vaping policies in the fight against smoking.

The UKVIA also made sure that its voice was heard against moves worldwide that posed a threat to the vaping sector.

It backed the EU's decision to oppose the ban on vaping flavours put forward by the Danish government, calling it "a victory both for vaping and common sense." The association also raised its concerns about reports that Dutch anti-smoking groups were calling on the next Government to take more stringent action to ban smoking and introduce stricter regulations for alternative tobacco products such as electronic cigarettes.

The UKVIA was quick to condemn the World Health Organisation, firstly for it urging countries to take an aggressive anti-vaping stance ahead of COP9 and then following the launch of the WHO's report on the global tobacco epidemic where director general Dr Tedros Adhanom Ghebreyesus described vape devices as "harmful", adding they should be "better regulated. This positioning was described by the UKVIA as an attack that "flies in the face of scientific evidence, common sense and harm reduction."

The UKVIA also urged the European Parliament to look at the cold, hard evidence about vaping's impact in helping millions of adult smokers in the UK stop smoking for good after it published a draft report on "beating cancer", which in the words of the World Vaper's Alliance failed terribly to make a clear statement on the potential of vaping and harm reduction in the fight against smoking-induced cancers.

Finally, the association facilitated a roundtable of international trade and consumer advocacy groups ahead of COP9, in the hope of influencing national governments and motivating harm reduction advocates. The event was co-hosted by Director General John Dunne and Chair of the APPG for Vaping Mark Pawsey MP.




The roundtable focused on the UK's and other Governments' approaches towards e-cigarettes and harm reduction. It sought to share knowledge of the challenges which faced consumers, businesses and advocate groups. Those in attendance identified the need for the UK to lead critiques of the policies most likely to negatively impact the harm reduction agenda, particularly at COP9, as other countries are less prepared and ill-equipped to make a strong enough case.

Mark Pawsey provided a detailed reflection on the inquiry held by the APPG, to which the UKVIA provided a submission earlier this year. The purpose of the APPG's inquiry was to collect evidence during two oral evidence sessions and then produce a report for the UK Government regarding the upcoming COP, and the actions that were going to be taken on behalf of the UK.

Included in the report were oral submissions from oral submissions from leading UK organisations and individuals representing consumers, the trade, academia, public health, think tanks and relevant bodies and organisations such as the New Nicotine Alliance (NNA), the UK Vaping Industry Association, the Independent British Vape Trade Association (IBVTA), the Counterfactual, the Adam Smith Institute (ASI), We Vape, and Knowledge-Action-Change (KAC).

Over 40 registrations for the roundtable were received, with 24 different organisations represented across the world including from Europe, America, Canada, New Zealand, Africa, South Africa and Ireland.

THE FUTURE OF VAPE CONFERENCE



INTRODUCING JOHN DUNNE

JOHN HAS A STRONG BACKGROUND AND REPUTATION IN THE EUROPEAN E-CIGARETTE INDUSTRY HAVING HELD SENIOR EXECUTIVE POSITIONS IN SOME OF THE US AND EUROPE'S BIGGEST COMPANIES. JOHN IS ALSO DIRECTOR-GENERAL AND ONE OF THE FOUNDERS OF THE UK VAPING INDUSTRY ASSOCIATION (UKVIA), THE UK'S LARGEST VAPING INDUSTRY ASSOCIATION. AS MANAGING DIRECTOR OF DYFLIN GROUP CONSULTING HE ADVISES MANY LEADING INDUSTRY ANALYSTS, FINANCIAL INSTITUTIONS AND MEDIA ORGANISATIONS LOOKING AT THE VAPING AND CBD SECTORS.

JOIN JOHN DISCUSSING:

GLOBAL VAPING PERSPECTIVES (14.45 - 16.15 GST) - 19.09

THE TOBACCO INDUSTRY AND THE FUTURE OF VAPING (16.30 - 17.45 GST) - 19.09

THE FUTURE OF VAPING RESEARCH AND PUBLIC HEALTH (13.00 - 14.30 GST) - 21.09

WORLD VAPE SHOW

19-21 SEPTEMBER 2021 | DUBAI WORLD TRADE CENTRE

Shenzhen, December 20, 2020



中国电子商会电子烟行业委员会

The Electronic Cigarette Industry Committee of China Electronics Chamber of Commerce

Dear Mr. John Dunne,

Due to your support and involvement, the Forth International E-Cigarette Industry Summit Forum 2020 was successfully held in Shenzhen, China on December 20th. We would like to sincerely thank you for participating in the forum by video and sharing valuable market information and industry trends with Chinese e-cigarette practitioners.

And thanks for your excellent work in making this forum a success. The suggestions mentioned in the forum have played an important role in the standardized development of the e-cigarette industry. We look forward to your continuous attention to the ECCC dynamics. Let us to keep in touch, to strengthen our follow-up cooperation, and to contribute to the prosperity and development of e-cigarette industry standards together.

Finally, we wish you are all doing well. We pray the global epidemic will be brought under control soon and the happiness back to the world.

Yours sincerely,

The Electronic Cigarette Industry Committee of China Electronics Chamber of Commerce

Making the Headlines



While 2021 had its fair share of the usual negative media stories about vaping, from the drip feed of “research studies” with claims that “just one puff” of a vape could be lethal, to the now familiar World Health Organisation proclamations that vaping is at least as harmful as smoking, the UKVIA still gained significant and meaningful coverage in both the UK trade and national media outlets.

The two most significant coverage spikes were driven by the UKVIA’s investigation into the sale of non-compliant vaping products and subsequent raids and confiscation of those offending goods, and the association’s rapid response to the announcement that vaping could soon be prescribed on the NHS.

As well as sparking widespread national interest leading to a page lead in the Daily Mail, the investigation into the sale of non-compliant vaping products generated significant coverage in both the vaping and retail trade media, positioning the UKVIA as a champion for promoting legitimate vape retailers and manufacturers while aligning itself closely with both Trading Standards and the MHRA.

Then, later in 2021, the association received a tip off from a national news source that the Department of Health and Social Care was about to issue an announcement that e-cigarettes could soon be prescribed on the NHS. Within the hour the UKVIA media and public affairs teams not only had a response drafted and approved, they also had UKVIA Director General John Dunne and Board members Andrej Kuttruf and Doug Mutter briefed and pitched in to all national media outlets – print and broadcast – ready to deliver their expertise and insights into this breaking news story.

The result was a busy day of interviews leading to top tier media coverage including on Sky News Radio, GB News (twice!), LBC, Mail Online, the Daily Mail Podcast, ITN and The Sunday Telegraph. As well as being great mainstream coverage for the UKVIA and its work, it also presented the association with a new range of journalist contacts for the media engagement work moving forwards.

Just as importantly, 2021 has seen the UKVIA strengthen its ties with the vaping trade media teams where it often collaborates to produce editorial content in the shape of expert commentary on news stories, informative columns or participation in round table debates.



VApril

The world’s first nationwide vaping awareness month, **VApril** was first launched in 2018 and today picks up engagement from vapers, smokers and other stop smoking organisations from around the globe. The annual industry initiative, which won a consumer relations campaign award pre-pandemic, supports smokers who are looking to make the switch from conventional cigarettes to vaping products – a very difficult decision for those that smoke.

This year’s VApril campaign saw a total of 181 downloads of campaign assets, 65 registrations for the 2021 campaign launch webinar and no fewer than eight Parliamentary questions submitted around the event. The campaign’s global reach saw engagement with smokers, vapers and other interested parties in Ireland, Mexico, America, Spain, Portugal, Netherlands, France and South Africa.



A BIG THANK YOU

The UKVIA would like to say a big thank you to all of our dedicated volunteer members who have given up their valuable time in the past year to ensure the smooth running of UKVIA's committees. Our committee structure is at the core of our association and underpins everything we are able to achieve on behalf of the UKVIA membership and the wider industry as a whole. Our committee structure ensures that UKVIA continues to be a member-led organisation, run by and for its members.

Current committee members are listed below. In addition, we would like to thank those members who have served on committees until the recent rotational change.

Operations Executive

John Dunne, UKVIA
Doug Mutter, VPZ
Andrej Kuttruf, Evapo
Dan Marchant, Vape Club
Dr Marina Murphy, Juul Labs
Christian Mulcahy

Policy and Regulatory Committee

John Dunne, UKVIA
Doug Mutter, VPZ
Andrej Kuttruf, Evapo
Dan Marchant, Vape Club
Dr Marina Murphy, Juul Labs
Damien Bove, Adact Medical
Eyad, Chubby Gorilla
Khurram Jowiya, JTI
Sam Millicheap, BAT
Victoria Hancock, Imperial
Shem Baldeosingh, PMI

Membership committee

John Dunne, UKVIA
Dan Marchant, Vape Club
Lee Bryan, Arcus Compliance
Sam Millicheap, BAT
Matt Crann, Riot Labs
Christian Mulcahy

Standards Committee

John Dunne, UKVIA
Cole Burbidge, Juul Labs
Chris Aikens, Relx
Doug Mutter, VPZ
Damien Bove, Adact Medical
Lee Bryan, Arcus Compliance
Ryan Morrow, Evapo
Sam Millicheap, BAT
Tao Cui, Innokin
Peter Beckett, Vaping.com

Youth Access Prevention Committee

John Dunne, UKVIA
Doug Mutter, VPZ
Andrej Kuttruf, Evapo
Dan Marchant, Vape Club
Damien Bove, Adact Medical
Elly Beattie, Juul Labs
Sam Millicheap, BAT
Victoria Hancock, Imperial
Shem Baldeosingh, PMI
Ian Howell, JTI
Ben Keirle, 1account
Chris Aikens, Relx
Dan Greenall, Oxford Vapours

Coming soon in 2022

It's going to be an extremely busy year ahead in 2022, with key activities and developments including:

- The launch of the UKVIA's and industry's first UK-wide Economic Impact Report which will be used to highlight its significant contribution to the British economy and support engagement with policy makers and the media.
- The roll out of a special levelling up campaign which will be designed to achieve recognition for the important role that vaping plays in reducing health inequalities across the UK. This will involve briefings for MPs with an above average smoking prevalence rate.
- Building on the launch this year of the UKVIA's healthcare campaign which has included the development of a dedicated online advice hub for healthcare professionals and patients with smoking conditions.
- The conclusion of the review of the Tobacco & Related Products Regulations (TRPR) which will shape the future of the industry for years to come.
- A new awards event which will form part of the UKVIA's annual vaping industry forum, planned for June 2022, which will recognise the high standards within the industry.
- The fifth anniversary of VApril, the world's largest campaign to educate smokers about vaping and how it has changed people's lives for the better.

UKVIA

UK Vaping Industry Association