

## **IEVA's Contribution to the call for evidence on the EU Cardiovascular Plan**

IEVA - the **Independent European Vape Alliance** - as the umbrella organisation representing national associations, manufacturers, distributors, and specialised retailers of vaping products across the EU, would like to share its contribution to the European Commission's public consultation on the EU Cardiovascular Plan. As the EU intensifies its efforts to reduce the immense burden of smoking on public health – and on cardiovascular health in particular – vaping products should be recognised as an important harm-reduction tool. They can support smokers in progressively quitting combustible tobacco, thereby helping to reduce and prevent cardiovascular diseases across Europe.

IEVA therefore encourages the Commission to **recognise the role of vaping in both harm reduction and smoking cessation**, and to ensure that these products are considered within the framework of the Cardiovascular Health Plan. By doing so, the EU can strengthen prevention strategies and save lives.

### **Tobacco – Europe's Primary Public Health Challenge**

Tobacco smoking is the leading public health threat in Europe and is responsible for the deaths of almost 700,000 Europeans every year. It remains the main preventable cause of premature death in Europe.

Smoking generates an array of serious diseases. Besides the well known risks of cancer, and the impacts on the lungs, combustible tobacco leads to a wide array of cardiovascular conditions, such as strokes, atherosclerosis, aortic ruptures, peripheral artery diseases and heart attacks.

IEVA champions the objective of Europe's [Beating Cancer Plan](#) (2022) to reduce smoking prevalence in Europe to 5% by 2040. In the same spirit, IEVA welcomes the Cardiovascular Plans' goal to support prevention efforts, with the aim of reducing the number of Europeans who develop cardiovascular disease and preventing premature deaths.

Vaping products are an effective tool to support these prevention efforts on two different aspects: harm reduction and smoking cessation.

## Harm Reduction

Vaping offers smokers a substitute for nicotine consumption that is significantly less harmful than smoking. Such an option is important for the 91% of smokers unable or unwilling to stop smoking, according to the research institute [Eurispes](#). The harm reduction potential of vaping devices has been proven by numerous independent and publicly-funded scientific studies:

- A [report](#) commissioned by Public Health England found that using **vaping products is 95% less harmful than smoking combustible cigarettes.**
- Another [report](#) by the British Royal College of Physicians confirmed that the “hazard to health arising from long-term vapour inhalation is **unlikely to exceed 5% of the harm from tobacco smoke.**”
- A [study](#) published in the American Journal of Preventive Medicine concluded that there is **no reliable evidence that e-cigarette use is associated with heart attack** in users who have never smoked.

Vaping therefore constitutes an effective instrument to reduce the incidence of tobacco-related cardiovascular diseases in individual vapers and in the European population in general.

As a responsible trade association, IEVA does **not** claim that vaping is a harmless alternative to smoking. **Vaping products are targeted at smokers** willing to switch to limit the risks on their health and/or to progressively stop smoking, and therefore **should not be used by non-smokers.**

## Smoking Cessation

Vaping is also an essential tool to help **adult smokers quit traditional tobacco**. For many smokers, vaping represents an effective tobacco cessation method and can play a positive role in helping users to switch from harmful traditional smoking, preventing or significantly reducing the risk of cancer.

The following studies have highlighted the smoking cessation potential of vaping:

- Peer reviewed studies by the [American Journal of Public Health](#) and research led by the [University of Oxford](#) show the **effectiveness of vaping products in quitting traditional tobacco**.
- A [Cochrane review](#) of 88 studies, updated in January 2024, found that nicotine-containing vaping products are **one of the most effective methods to quit smoking** among various recognised prescription medications for smoking cessation and that people using nicotine-containing vaping products were more than **twice as likely to quit smoking** than those who didn't use any method.

The European Parliament considered, in its 2022 [report on strengthening Europe in the fight against cancer](#), that “**electronic cigarettes** [as vaping devices are defined in EU legislation] **could allow some smokers to progressively quit smoking**”. This smoking cessation potential was also recognised in the 2023 European Parliament [report on Non-Communicable Diseases](#) (NCD).

## Conclusion

In light of this information, IEVA respectfully calls on the European Commission to take into account the independent scientific data showing both the harm reduction and smoking cessation potential of vaping when shaping the forthcoming Cardiovascular Health Plan. These findings, together with the European Parliament's recognition of electronic cigarettes as a tool that can help smokers progressively quit, underline the importance of including vaping in Europe's public health strategies. By acknowledging **vaping as a pragmatic option for smokers who are unable or unwilling to quit**, the Commission can **strengthen prevention efforts** and contribute meaningfully to **reducing the burden of cardiovascular disease across the EU**.

## About IEVA

*The Independent European Vape Alliance (IEVA) is a European trade body that unites small and medium-sized producers and retailers of vaping products, as well as European countries' national vaping associations. The vast majority of vaping companies are run by self-funded entrepreneurs who saw a problem in society - cigarette smoking - and created vaping products as part of the solution. We are independent and not influenced by tobacco companies.*

- [secretariat@eurovape.eu](mailto:secretariat@eurovape.eu)
- [secretary-general@eurovape.eu](mailto:secretary-general@eurovape.eu)
- +32 485 95 46 46