

UKVIA

UK Vaping Industry Association



Annual Report
2019 - 2020

Foreword: Rising to the Challenge



John Dunne
Director General, UKVIA

“The vaping industry, however, is disruptive at its core, and it has an enormous capacity for adapting to that disruption.”

We have witnessed many events in the last few years, not just in vaping but in business and society at large, that we have called unprecedented. Brexit, fundamentally reshaping the UK's relationship with the EU, and indeed the entire world. The President of the United States taking aim at the vaping industry and sparking concern internationally. This time last year it was unthinkable that an issue other than these would dominate the agenda for 2020. But then the unthinkable happened.

There can surely be no industry, perhaps not even a single person, who has gone untouched by the Coronavirus pandemic. The way we work, consume products, conduct business and even live our daily lives has changed. Human contact has been more difficult than at any time in recent memory. For many industries, vaping included, this is perhaps the biggest challenge.

That's because vaping has always been a consumer-led industry. Authentic, positive change drives the experience of vapers and the popularity of products. In a technological market which can sometimes seem complex or daunting, the support of experts can be key. Many of those giving face-to-face advice have been on the same journey of smoking-cessation that new vapers want to take.

Despite the best efforts of industry, experts and policymakers, essential status for vaping was not forthcoming, and the industry therefore entered lockdown with the rest of the country. Vital face-to-face, in-store support was put on hold.

The industry was also forced to contend with issues of supply. Globalised supply chains are a fact of life in modern business and a pandemic impacting industrial centres such as China caused unavoidable disruption. I'm proud to say that during this challenging time we had members who switched their production lines to producing vital safety supplies to combat the virus.

Faced with such a perfect storm of challenges, and a future beset by uncertainty, nobody could have been blamed for feeling defeatist. The vaping industry, however, is disruptive at its core, and it has an enormous capacity for adapting to that disruption.

We saw UK vaping react almost immediately to support consumers. Online fulfilment took much-needed harm-reduction products straight to consumers' doors. Social media engagement kept the flow of support, information and advice as strong as ever. Leaders across the supply chain worked ceaselessly to prepare for a reopening so that every measure would be in place.

When lockdown was finally lifted, retailers swung into action. Every sector needed to adapt to the new landscape, but the standards we saw in vape stores were incredibly high. From PPE for staff, disinfecting supplies for customers, and strict social distancing policies, every step was taken to ensure the safest setting possible. That is what vaping is all about, after all; positive action to reduce harm.

While we can look back on what has transpired with pride, and a readiness to learn lessons, we cannot predict the future with any certainty. The end of lockdown triggered a wave of relief, but every part of the UK has since endured another period of harsh restrictions.

Whilst it may be difficult to tell what will come next even as the vaccine begins to roll out, what I can guarantee you is this: the UKVIA will be here, standing shoulder-to-shoulder with this great industry, working tirelessly to make the voice of UK vaping heard. I have nothing but faith in the tenacity and ingenuity of the industry, the same traits which made it a success in the first place.

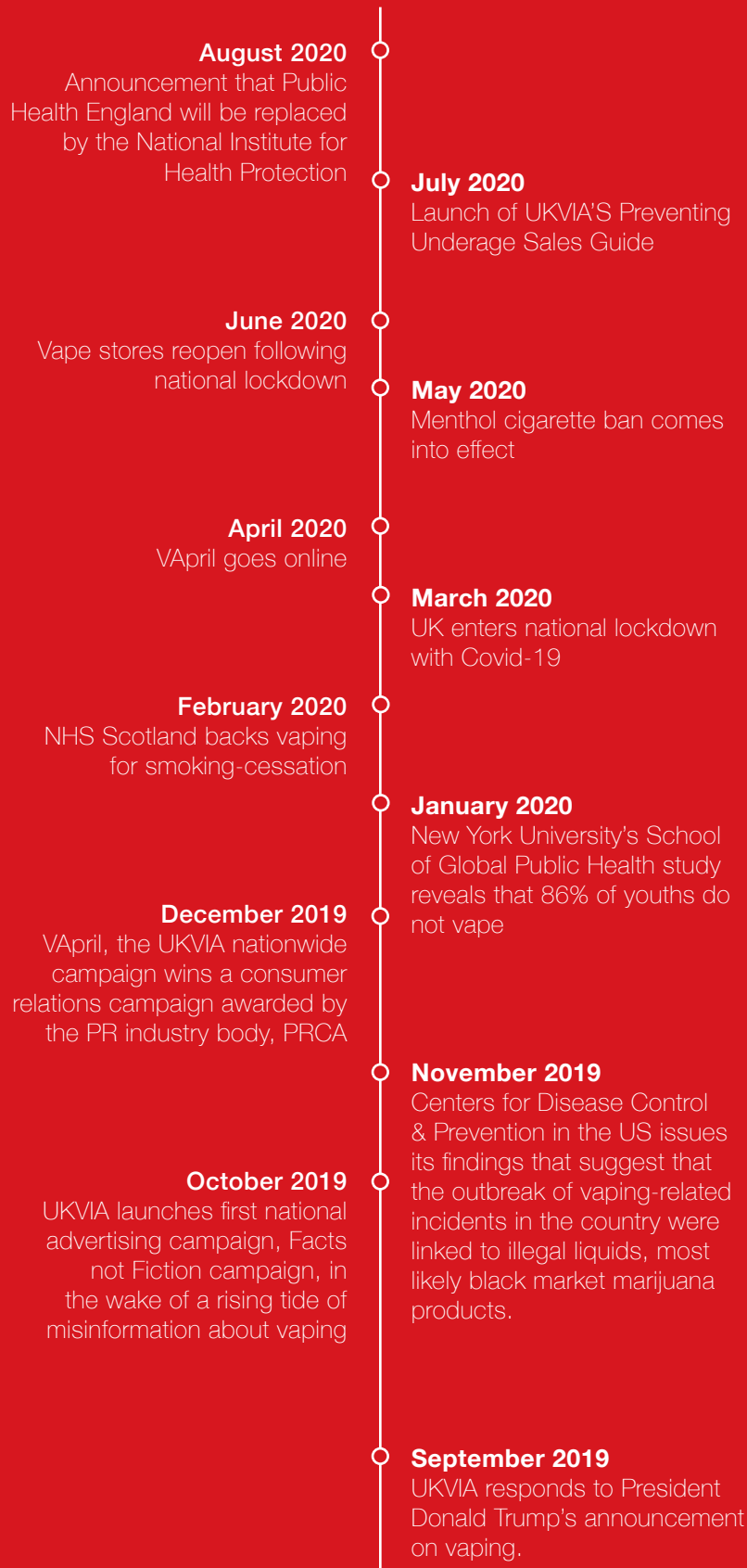
As you will see in our latest review, the industry can be proud of what it's achieved during the last year despite the disruption and challenges it has had to face up to. We hope you enjoy reading about how far we have all come together between 2019-20. That vaping continues to have a positive, life-changing impact for former smokers across the country, even during such difficult times, is truly an achievement.

Whatever the future holds, we will rise to the challenge.

“...what I can guarantee you is this: the UKVIA will be here, standing shoulder-to-shoulder with this great industry, working tirelessly to make the voice of UK vaping heard.”



The year in focus



A Fresh Approach to Public Policy and Regulations

The emergence of the Coronavirus crisis at the beginning of the year has, understandably, consumed the complete attention of the Government, politicians, the media and the general public and it is clear that it will continue to feature prominently in discourse for a long time to come.

It became evident very early on that proactive adaptation to the ever-changing political climate and ensuring that the UKVIA's approach to public and regulatory affairs engagement matched public and parliamentary mood, was needed. Circumstances demanded a fresh approach to public affairs.

Much of the past year has been focused on developing the relationships with key advocates across the industry and putting in place the foundations for the coming year. The next 12 months hold major opportunities for the UK's vaping industry as the UK continues to deal with the Coronavirus crisis and reviews of the Tobacco and Related Products Regulations (TRPR) and the Tobacco Products Directive (TPD) take place. The UKVIA is now well positioned to make the most of the upcoming opportunities.

Setting Clear Strategic Objectives

The proposed strategic focus of the Association's public affairs activities is to continue to build the reputation and improve the credibility of the industry, with a view to achieving better engagement and understanding of the industry with the government and other key stakeholders.

The Policy and Regulatory Committee set out its key strategic objectives across five areas:

- Promoting vaping as a responsible industry;
- Ensuring fair and proportionate regulation and legislation;
- Enabling the industry to play a key role in the retail economy;
- Addressing the challenge of misinformation;
- Encouraging public health decision makers to back vaping as a highly effective way to quit smoking.

These five objectives aim to support the Association in achieving its vision of a world where the evidence-based life-changing public health benefits of vaping products are fully recognised.

Within each objective the Committee reviewed and aligned tactical activities which would help position the UKVIA as the leading industry authority.



Public Affairs update

Raising Standards: Packaging, Labelling and Flavour Names Guidelines

The UKVIA has sought to take a lead by providing solutions to some of the biggest challenges facing the industry. Through constructive deliberations in the Policy and Regulatory Committee, the Packaging, Labelling and Flavour Names Guidelines have been created.

These Guidelines set out clear standards for our members on branding, flavour names and descriptors for e-liquids for sale on the UK market. The aim of the document is to demonstrate that the industry takes its responsibility seriously and is committed to deterring people under the age of 18 from taking up vaping by not promoting products that directly appeal to this age group. In particular, the Guidelines focus on references to youth culture, taking steps to prohibit imagery and descriptors which may be misleading, linked to illegal or dangerous substances or have unsubstantiated health claims. These Guidelines have been adopted by the Association and are forming part of our TRPR review submission.

Regulatory Reviews: Tobacco and Related Products Regulations (TRPR) and Tobacco Products Directive (TPD)

The UK Government is set to launch its consultation for the review of the TRPR by the end of 2020. In order to maximise the opportunity to promote the e-cigarette industry and allow the public health benefits of vaping to be realised, the Policy and Regulatory Committee have undertaken a comprehensive review of the regulations, drafting clear positions for fair, measured and proportionate regulations which will provide a framework for the UKVIA's blueprint document. This will argue for a revised TRPR which will enable the vaping industry to play an even greater role in helping reduce the number of smokers in the UK. The blueprint will not only form the UKVIA's input into the consultation but will be used to engage with political and public health stakeholders.

The positions agreed by the membership follow a survey amongst all members to understand the regulations from different perspectives (wholesalers, manufacturers, retailers and compliance specialists). The survey covered all aspects of the TRPR grouped into three areas: what's included in the legislation; packaging; and advertisements.

The positions which are being taken forward are backed by the ever-growing evidence in support of vaping and provide tangible solutions to support the Government in its 'leveling-up' agenda and its Smokefree 2030 ambition. For areas with limited industry research, the UKVIA will encourage regulators to take an active role in commissioning studies to further understand the potential implications of certain regulatory changes such as on nicotine strengths and advertising.



Engaging with parliamentarians

Top left to right: Alok Sharma, Secretary of State for Business, Energy and Industrial Strategy and Jo Churchill, Public Health Minister,

Middle left to right: Mark Pawsey MP for Rugby and Bulkington and Chair of the All Party Parliamentary Group for Vaping and Paul Scully, Small Business Minister

Left: Robert Jenrick, Secretary of State for Housing, Communities & Local Government

Separately to the TRPR and whilst the UK may no longer be a member of the European Union, any changes to the Tobacco Products Directive (TPD) in the EU will have a direct impact on many of UKVIA's members trading across the continent. That's why, with the support of our European partners, the Association has responded to the SCHEER report consultation as part of the EU's review of the TPD. The UKVIA's response focused on the way conclusions have been reached in the report as well as the claims made that nicotine plays a role in the initiation of smoking. It also responded to the suggestion that e-cigarettes are a gateway to smoking and recognised the role that flavours have on supporting smokers to make the switch. The UKVIA also commented on how e-cigarettes are a tool to stop or reduce conventional tobacco smoking. The Association will continue to monitor and engage with the TPD process as it makes progress.

Advocacy Generation

The global vaping industry has faced many challenges over the past year and misinformation continues to shroud the positive benefits of vaping. The UKVIA has launched a large-scale stakeholder engagement programme to unite e-cigarette advocates with the sole aim of championing the public health benefits of vaping and dispelling the misinformation which acts as a barrier to seeing more smokers make the switch.

During the summer, the Policy and Regulatory Committee created an introductory guide to inform potential advocates about the Association and the industry. It summarised the facts, supported by health bodies and research, and outlined the Association's key asks. Through a thorough stakeholder mapping exercise, the UKVIA identified over 50 parliamentarians with positive views of the industry and distinguished the key actors from the NHS, Public Health England and other health bodies who have an intrinsic role in reviewing the evidence supporting vaping.

Since then, the UKVIA has held frequent meetings with MPs, Peers and other industry representatives and organisations, promoting the UKVIA and vaping as an effective way of stopping smoking and keeping

abreast of the latest policy developments from the UK and around the world. The Association also continues to have an excellent relationship with the All-Party Parliamentary Group on Vaping, chaired by Mark Pawsey MP. Parliamentary questions have been submitted to the Public Health Minister, Jo Churchill, and during testing times such as the second national lockdown, advocates spoke out against the Government's decision to continue to classify vape shops as non-essential.

The UKVIA has been closely monitoring events unfolding across the world and, where necessary, responding to public consultations on e-cigarettes. To support this united front, the UKVIA has joined forces with other vaping associations. The aim has been to keep developments under constant review and inform other communities of any domestic developments which may impact businesses trading in their respective countries. Representatives from the UKVIA meet regularly with key actors from the Independent European Vaping Association (IEVA), the Canadian Vaping Industry Association (MITA-ARIV), Vapour Technology Association (VTA in America) and Vape Business Ireland (VBI).



Safeguarding against youth access to vaping

Whilst youth vaping in the UK remains minimal, the UKVIA and its members are doing everything possible to ensure that young people do not get their hands on vape devices and products.

The Youth Access Prevention (YAP) Committee has played a vital role in ensuring that the UKVIA is the leading voice in preventing the sale of vape products to those under the age of 18. Its work reflects the importance of ensuring that industry standards are aligned to the expectations of regulators.

Key activities that YAP has led during the last year include:

- Commissioning test purchasing in store and online to check the effectiveness of age verification systems of members in the UKVIA. The tests are coordinated by Serve Legal which instructs people under the age of 18 to attempt to purchase vape products.
- The development of a robust procedure for members to address any issues highlighted by the tests.
- Conducting research to understand the barriers the membership faced when identifying and selecting an age verification provider. This research identified that 'cost' and 'lack of knowledge' are factors which impact their decision making relating to age verification systems.
- The creation of a 'Standards Pack' for all current and prospective members of the Association to support the deployment of effective age verification processes.
- The publication of the industry's first Preventing Underage Sales Guide created in partnership with Buckinghamshire and Surrey Trading Standards. The Guide outlines best practice in preventing the sale of vape products to persons under the age of 18 both in store and online.
- A webinar on 'Combatting Underage Sales in the Vaping Industry'. The session featured discussion amongst a panel of experts across the age verification supply chain, including Trading Standards, Serve Legal, vape business Juul Labs and age verification specialists 1account.

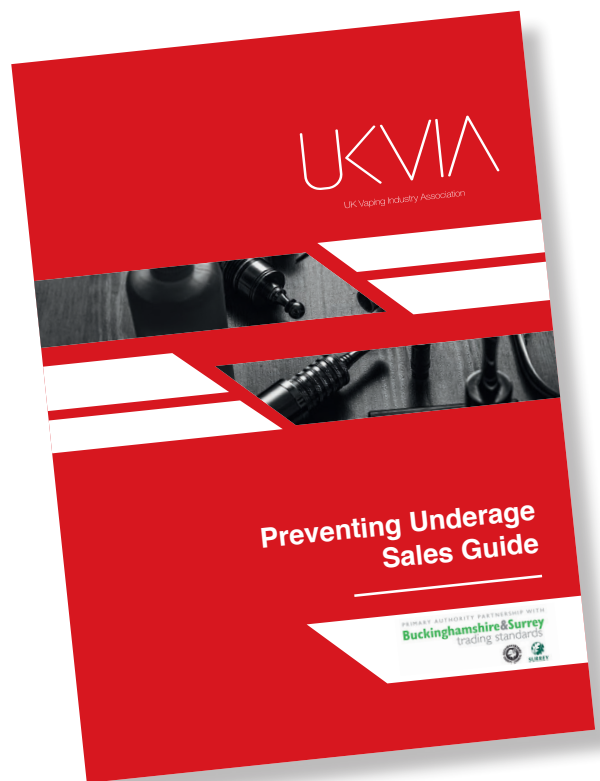
Future Projects

Whilst the YAP Committee has taken great steps to raise standards and support its members, it recognises that there is still more to be done. Over the next 12 months the Committee will be going further to clearly define standards in this reputationally significant area of the vape industry.

This includes the development of a directory of online age verification providers to ensure that members have the information they need to identify a system which works best for them and their business platform.

The Committee is also developing a set of minimum standards for deterring and validating in-store and online verification. These will be designed to introduce a uniformed approach to best practice, which helps to further reduce the likelihood of retailers selling to persons under the age of 18.

In addition, the UKVIA will be conducting another two rounds of test purchasing in stores and online during the next 12 months.



Taking standards to a higher new level

The UKVIA's newly relaunched Standards Committee has been busy discussing future standard setting across the vaping supply chain.

The role of the Standards Committee is to promote, sustain and safeguard the behaviours of members within the association. In doing so the Committee establishes quality and standards principles across five key areas, which UKVIA members must aspire to uphold. They cover:

- Product Manufacturing;
- Devices and Accessories;
- Consumable Ingredients and Components;
- Product Performance;
- Product Launches.

The Committee is made up of some of the Association's most technically minded colleagues. From pharmaceuticals to compliance, the panel looks at the finer details of developing situations and conducts its own research into potential instances of non-compliance or threats to the industry's reputation.



Chair is Damien Bove, who is founder and Chief Regulatory Compliance Officer at ADACT Medical Ltd. Damien and another committee member, Tom Williams of Lumo Liquids, both currently sit on The British Standards Institute which works to shape best practice codes and standards. This allows the UKVIA to have direct access to any developing standards and to influence their shaping in line with the needs of the vaping industry before they come into effect.

Alongside responding to press and public enquiries, the group is currently reviewing the UKVIA's Standards Charter, which will set the highest standards across the

membership and support engagement with health officials and regulators. The Charter, once ratified, will form part of the Association's response to the TRPR consultation.

Damien says: "This committee is a vital component in the overall drive to push for unequivocal compliance across the industry and to shape the standards required of the sector. The industry continues to be plagued with misinformation and the Standards Committee stands ready to contest these misconceptions in any way it can, using our collective experience. We look forward to the regulatory review in the New Year and will work with our policy and regulatory committee counterparts to produce a coherent response to the TRPR consultation."

"The industry continues to be plagued with misinformation and the Standards Committee stands ready to contest these misconceptions in any way it can, using our collective experience."

Upping the Marketing Ante

During the last year, the UKVIA formed a new committee comprising marketing personnel across the membership.

The aim of the committee is to maximise UKVIA and members' communications activities and amplify the positive noise around vaping and the public health benefits it brings to current and former smokers.

A Maximising Marketing and PR Guide has been produced highlighting the many UKVIA activities that members' marketers can leverage for their own PR and marketing benefits. A Dropbox of assets has also been created to provide members' with access to the UKVIA's latest marketing and campaign materials.

Says Archie Ratcliffe, chair of the Marketing Committee: "The committee provides a platform for critical two way dialogue with marketers across the membership to ensure we are maximizing all mutually beneficial PR and marketing opportunities and coming up with new ideas that can continue to up the marketing ante for the good of the industry."

The vaping industry hits back at the misinformers

The UKVIA has been committed to evidence and education from the very beginning in its communications. Real people telling real stories of how vaping has changed their lives for the better continue to be at the heart of the Association's PR programme.

Despite all this, there has been a marked rise in falsehoods and scare-stories surrounding vaping in the media over recent years and this has been particularly marked during the last 12 months - even Donald Trump took a swing at vaping as a result of vaping product use associated lung injury (known as EVALI) situation in the US.

The year proved that many media channels are also quick to run negative stories on vaping, whatever their veracity, but appear less inclined to publish retractions and clarifications. When the Centers for Disease Control and Prevention (CDC) confirmed a link between EVALI, THC oils and Vitamin E acetate use, not all titles rushed to update the public. This was despite the fact that CDC's findings later suggested that the incidents were linked to illegal liquids, most likely black-market marijuana products which the UKVIA had argued all along. The same is sadly true of stories covering prominent, anti-vaping academics, whose findings are later withdrawn as unsafe or misleading.

This year, Action on Smoking and Health (ASH) published deeply troubling research into perceptions of harm for vaping in the UK. The report found "a significant increase in misperception" of relative risk, with 37% of adults believing vaping to be as bad or worse for health than cigarettes. ASH also pointed to EVALI as a watershed moment, finding that "the media coverage of the initial outbreak was far more prominent than the subsequent explanation or the fact that both vitamin E acetate and THC containing liquids are banned under UK rules." The Vaping Evidence Review by Public Health England in early 2020 also concluded that "perceptions of harm from vaping among smokers are increasingly out of line with evidence."



Andrej Kutruf, UKVIA Board Member and Founder and Chief Executive of Evapo, is interviewed by Sky News



Director General, John Dunne at the BBC

The UKVIA has led the fight back and launched its first national advertising campaign – Facts not Fiction - at the end of 2019 to reassure the UK's 3.6m vapers that British vaping standards are robust and products are highly regulated.

At the time John Dunne, Director General at the UKVIA, said: "It may seem like a bold move, but we believe that the stakes are high enough to justify it. Vaping represents one of the most vital harm reduction opportunities for public health in decades. The UKVIA is determined to protect that potential, as well as protecting the vapers who have already made the life-changing switch from cigarettes. To do this, the British public needs facts not fiction, and this is exactly what our campaign delivers."

The campaign had a significant spin off in the national media with UKVIA spokespeople interviewed about it on Sky News, BBC Radio 5 Live, BBC Breakfast and BBC Radio 4's Today programme.

“The UKVIA is determined to protect that potential, as well as protecting the vapers who have already made the life-changing switch from cigarettes. To do this, the British public needs facts not fiction, and this is exactly what our campaign delivers.”

Since then the Association has been issuing statements through its own media channels to put right misinformation as soon as it appears and encouraging members to share the information to reassure their customers. Likewise, the Association has drawn on a number of vaping advocates – from politicians to academics. For example Gareth Johnson MP, member of the All-Party Parliamentary Group for Vaping, has supported the industry's response by commenting in the media that “vaping is significantly safer than smoking and false information to the contrary is literally costing lives”. Likewise, Scott Mann MP, was quoted as saying “the public must be empowered to understand and access less harmful alternatives, not be pushed away.”

The UKVIA has also entered into a number of strategic partnerships with key trade media over the last year including the likes of Vape Business, Vape Retailer, Vapour magazine and Asian Trader. These partnerships have provided additional platforms to increase the voice of the industry and help maximise coverage on key UKVIA developments.

Adds John: “No silver bullet for misperception and misinformation exists. However, whatever the challenge, we continue to spread vaping's positive message, to give experts and industry leaders a platform, and to challenge falsehoods. The battle may be long, but the prize is certainly worth fighting for.”



John Dunne is interviewed by Radio 4's Today programme



BBC HealthCheck UK Live produced a programme which highlighted the public health benefits of vaping vs smoking



Facts not Fiction - the UKVIA's first national media advertising campaign

VApril moves online for the first time



Launched in 2018, the VApril campaign became the world's first nationwide vaping awareness month. The annual industry initiative, which won a consumer relations campaign award at the end of 2019, aims to support smokers who are looking to make the switch from conventional cigarettes to vaping products – a very difficult decision for those that smoke.

The campaign has proved extremely successful since it was first rolled out two years ago and research undertaken by One Poll has revealed that it has influenced smokers to quit for vaping.

The study showed that one in five smokers had heard of VApril, with nearly three quarters (72%) of these saying that it had played a key role in making the decision to quit smoking through vaping.

With the country in lockdown and with many vape stores closed across the country as a result of the Coronavirus pandemic, VApril 2020 was run entirely as a digital campaign for the first time.

Member companies were equipped with a range of VApril-branded marketing assets to help them engage with smokers. This was complemented by the **VApril campaign website** which included expert advice for those looking to quit smoking, a Switch on to Vaping Guide and a range of videos featuring vapers who have made the life changing decision to give up conventional cigarettes for vapes.



In addition, there was extensive social media activity including daily campaigns - Monday Motivation; Tuesday Top Tips; Wednesday Wisdom; Vaping Matters Thursday; and Feel Good Friday - to provide support to smokers and vapers during the lockdown.

Throughout the month, vape businesses in the UKVIA offered discounts and provided access to expert vape advisers. Trade associations from other countries including Vape Business Ireland, France Vapotage and VPA South Africa, participated in the campaign.

For the first time the campaign was extended to cover May and June to support smokers and vapers during the lockdown period.

STEP 01 GETTING STARTED
So, you've heard a lot about e-cigarettes and decided to have a go at switching away from smoking, where do you start?
You may feel the need for an e-cigarette (also known as a vape), but there are plenty of reasons to help you make the right choice for you.
- Get recommendations from friends and family who vape.
- Cigarettes, there are many 'nicotine packets' and brands whose vapours will be great to offer other tips.
- Go into your local vape shop, after a quick chat they will be able to advise you where to begin.

STEP 02 CHOOSE THE RIGHT VAPE
Written by vapers for smokers in partnership with UKVIA
Which device you use along with nicotine strength and choice of flavour are important for making your vaping experience a satisfying and a successful alternative to smoking.
device
Different devices work for different people. There is a huge range of vaping devices out there for you to choose from and some of the most common devices are shown in this plan. Different devices work for different people. This can depend on whether you like a long battery life, a huge range of flavours or simply want the most convenient option. Take advice on which device you should try and if something isn't working for you, don't give up! Find a new device and try that instead.
flavour
Try different flavours
All vapers who have switched from smoking are different, the flavour that works for someone else may not necessarily work for you. You might think you want a tobacco flavour, because that's closest to smoking, and most smokers initially go for those flavours. But don't limit your choice to that. Many smokers who have enjoyed the new experience of a different flavour and they've decided to go back to tobacco flavour. Try a variety of flavours and see what you like.
strength
Experiment with strength
You may find it hard to go for the highest nicotine strength to begin with to best match what you are used to getting from cigarettes. You may want to start down the nicotine strength scale, but don't forget you have to. Nicotine isn't the dangerous element of smoking so if you're happy with a high level and it works, carry on, you will already be taking at least 50% less harm than smoking tobacco.
3mg Soft Smoker, 6mg Soft Smoker, 12mg Average Smoker, 18mg Heavy Smoker

STEP 03 EXERCISE PATIENCE
Vaping is not smoking
Smoking brings on nicotine, while vaping is more like inhaling.
You may find it hard to go for the highest level you get from a cigarette. You may want to start down the nicotine strength scale, but don't forget you have to. Nicotine isn't the dangerous element of smoking so if you're happy with a high level and it works, carry on, you will already be taking at least 50% less harm than smoking tobacco.
Don't worry
All vapers are different.
You may find it hard to go for the highest level you get from a cigarette. You may want to start down the nicotine strength scale, but don't forget you have to. Nicotine isn't the dangerous element of smoking so if you're happy with a high level and it works, carry on, you will already be taking at least 50% less harm than smoking tobacco.
Establish your routine
Establish your routine
You may find it hard to go for the highest level you get from a cigarette. You may want to start down the nicotine strength scale, but don't forget you have to. Nicotine isn't the dangerous element of smoking so if you're happy with a high level and it works, carry on, you will already be taking at least 50% less harm than smoking tobacco.
Don't run out of charge
Lucky, because there are many ways to charge up your device. You can use a USB cable to charge it up, or you can use a power bank to charge it up. You can also use a power bank to charge it up. You can also use a power bank to charge it up.

STEP 04 STAY SWITCHED
Ready to make that permanent switch to vaping? Remember these points:
Research: Don't be afraid to try different flavours and nicotine strengths, it's enjoyable.
Experiment: Giving your new vaping regime time to begin will make success more likely.
Be patient: Give your time to make smoking your life, and if you do slip and have a cigarette, don't worry. If that happens by increasing your nicotine strength or by a new flavour or device.
Stay switched: Give your time to make smoking your life, and if you do slip and have a cigarette, don't worry. If that happens by increasing your nicotine strength or by a new flavour or device.



Said John Dunne, Director General at the UKVIA: "VApril has been a huge success story and plays a critical role in supporting smokers to make the right decisions about vape devices, nicotine strengths and flavours that are crucial to enabling a successful quit. Despite the pandemic, the campaign continues to go from strength to strength and is now established as one of the biggest events in the vaping calendar."

The impact of VApril

Since it was launched 3 years ago, VApril has achieved the following:

- **40,000** views of videos featuring vapers talking about their life changing transition from smoking to vaping
- **1m** impressions on social media channels
- **1.3m** twitter users reached out to
- **50,000** VApril flyers distributed to smokers
- **400+** vaping masterclasses undertaken by members in their stores.



International vaping bond grows stronger in the wake of challenges to the industry

In the last 12 months the UKVIA has reached out internationally like never before. With such a vibrant network of friends, colleagues and partners existing across the globe, great things can be achieved through dialogue and co-operation. Regrettably, whilst the international vaping community becomes more close-knit, the number of attacks on the vaping industry across the globe have been on the rise.

Little happens in isolation in today's world. Innovation and success cross borders, but so do challenges. Inappropriate and overbearing regulation abroad can soon arrive on the UK's doorstep.

In the European Union, several member states have moved to ban flavours and branded packaging. The Danish Ministry of Health announced government intentions to pursue this course in April 2020. The Danish vaping association, DADAFO, estimated that the new rules would close 90% of vape stores across the country. The UKVIA welcomed the EU Commission's positional statement opposing the ban, published in September 2020.

In the Netherlands, Health Minister Paul Blokhuis began the move towards a flavour ban and plain packaging. He said that tobacco flavours would be exempt, so as "not to discourage smokers who wish to quit smoking." The UKVIA responded robustly to the Dutch Government's consultation on the issue, restating that personal choice is a key driver for smokers making the switch.

Despite the concerted efforts of advocates, associations and international partners, both Denmark and the Netherlands could see these wildly disproportionate regulations introduced in the near future. Challenges are continuing to emerge further afield, too.

Australia's Federal Health Minister, Greg Hunt, was due to ban all importation of nicotine-containing e-liquids this summer. The admirable efforts of advocacy groups and pro-vaping politicians secured a six-month reprieve, but the danger remains. The Select Committee on Tobacco Harm Reduction has since been tasked with plotting Australia's future course.



In the UKVIA's submission to the Select Committee's consultation, it highlighted the positive impact that vaping has made for millions of people around the world, as well as in the UK. The Association called on government to ensure that adult smokers could access the advice, support and products they need to leave cigarettes behind.

The UKVIA has also cooperated closely with vaping advocates in Canada. VITA, the Canadian vaping association, brought to UKVIA's attention the threats facing their market, including disproportionate regulation inspired by a misinterpretation of the EU TPD. With the support of the membership's technical expertise and regulatory knowledge, the UKVIA was able to aid VITA's discussions at the highest governmental level. Wherever threats to vaping emerge, the industry cannot allow them to become normalised.

UKVIA Director General John Dunne visited China in December 2019, where he addressed the Electronic Cigarette Industry Committee of the Electronics Chamber of Commerce. It was a clear display of the importance of the UK industry, and the UKVIA's willingness to engage with global vaping.

John presented to over 2,000 industry leaders and met and toured the facilities of two UKVIA members, SMOK and Innokin. He was also involved in a round table meeting with counterparts from industry bodies across the world, leading manufacturers and the ECCC to share ideas and commit to a global alliance on product safety. In addition he met and had dinner with the President and executive team of the Shenzhen E-Cigarette Chamber of Commerce. The UKVIA formalised a strategic partnership with both organisations during the trip.

Said John: "Our relationship with industry leaders in China, several of which we are now proud to call members, only continues to strengthen."

He was also invited to address the South African vaping association, VPASA, on regulatory issues via live video link. He encouraged the pursuit of 'the ultimate prize': those regulations which safeguard against inappropriate access, while empowering adult smokers to make positive change. Well received by local media, the UK approach was hailed as 'the gold standard'.

John concluded: "The UKVIA will continue to be bold in its approach to global vaping. We recognise that collaboration strengthens all those involved and that challenges which seem distant can soon arrive closer to home. The pandemic has impacted on our ability to connect, but not our willingness to. Whatever the constraints, the UKVIA remains a UK association with global reach."



“The UKVIA will continue to be bold in its approach to global vaping. We recognise that collaboration strengthens all those involved and that challenges which seem distant can soon arrive closer to home.”

Record number of members join the UKVIA

Despite the current pandemic, 2019-20 saw the biggest rise in membership in its 4 year history – 76% year-on-year - with a number of new full and associate members joining the ranks of the UKVIA. The Association has also welcomed its first SME retail and business classified members after the introduction of these new categories.

New member companies have spanned manufacturing, compliance, retail, insurance, age verification, the media, trade bodies and packaging to name just a few. We also now have companies and organisations from China, New Zealand, America, France and South Africa who have interests in the UK marketplace.

Says John Dunne, Director General of the UKVIA, who is responsible for membership recruitment: “We have purposefully widened the membership levels to make the UKVIA family more inclusive by being more accessible to the whole industry.”

This is what our new members have had to say about joining the largest vaping trade association in the UK.



Full member

“We have proudly joined the UKVIA as full members. It will ensure as a reputable manufacturing company, we are at the forefront of any UK regulatory change, having our say on how our industry should develop and meet the needs of the end consumer as well as encouraging more cigarette users to convert to safer alternatives.”



SME Retail member

“As an online vape startup it seemed the logical early move to align ourselves with the UKVIA as the foremost organisation championing the industry. It’s hard not to notice the work they do and if we can help in some way then that is reward enough for us.”



SME Retail member

“We joined UKVIA to support and maintain the high-quality standards in the vaping industry and collectively display that we are a responsible industry that cares about fellow vapers as well as influencing legislation that can affect us all.”



Associate member

“88vape is delighted to join the UKVIA. It’s great to have the support of the leading trade body in such a heavily regulated industry.”



Associate member

“Business Classified membership of the UKVIA gives us the opportunity to network with those on the front line of vaping, building our understanding of the market and a greater appreciation of key trends.”



Full member

“We want to support the UKVIA in its valuable work for the industry and reach out to offer our revolutionary age-verification service, that enables vape businesses to retail responsibly, taking the entire cost and hassle out of compliance.”



Associate member

“As one of the earliest manufacturers in the industry, the UK is an important market for us. We’re looking forward to working with the UKVIA and promoting healthy vaping.”



Business Classified member

“With us being one of the first distributors of vaping products in the UK, joining the UKVIA is part of the natural, but successful progression that we see our company at. By being a part of the UKVIA, it will help us achieve both our short and long-term goals.”



Full member

“We look forward to working closely with the UKVIA, the UK’s leading industry forum, in bringing to light the potential for e-cigarettes to be a better alternative than cigarettes based on solid scientific evidence.”

A Big Thank You

The UKVIA would like to say a big thank you to our members who give up their time voluntarily to provide their valuable contribution to our different committees which are critical to the success of the Association and to the outcomes we can achieve for the vaping industry. Their expert input truly reflects that UKVIA is run by its members for its members.

The current committee members are listed below but we would also like to thank those who have also been part of committees during the current year but due to rotation of representatives are not so currently.

Operations Executive

VPZ	Doug Mutter
MultiVape	Christian Mulcahy
Evapo	Andrej Kuttruf
Vape Club	Dan Marchant
Philip Morris International	Kate Marley
UKVIA	John Dunne

Policy and Regulatory Committee

Adact Medical	Damien Bove
VPZ	Doug Mutter
Evapo	Andrej Kuttruf
Vape Club	Dan Marchant
Chubby Gorilla	Eyad Aboabdo
British American Tobacco	Sam Millicheap
Charles Chalk Dust	Collin Kerrigan
Imperial Brands	Lindsay Keating
JTI	Chris Aikens
JUUL	Max Chambers
E-cigarette Direct	Jon Nelsey
UKVIA	John Dunne

Youth Access Prevention Committee

British American Tobacco	Sam Millicheap
Vape Club	Dan Marchant
1account	Ben Keirle
ECigWizard	Joe Lucas
Imperial Brands	Victoria Hancock
JTI	Chris Aikens
JUUL	Max Chambers
Oxford Vapours	Dan Greenall
RELX Technology	Robert Naouss
UKVIA	John Dunne

Standards Committee

Adact Medical	Damien Bove
Arcus Compliance	Lee Bryan
Evapo	Ryan Morrow
Imperial Brands	Lindsay Keating
Innokin	Tao Cui
JUUL	Max Chambers
RELX Technology	Robert Naouss
UKVIA	John Dunne
Vapo	Eliana Golberstein
VPZ	Doug Mutter



Priorities for 2020/21

It's going to be an extremely busy year ahead in 2021 as the industry looks to recover from the pandemic, now a vaccine is on the way and with one of the most important regulations – the TRPR – on the table for review post Brexit. The priorities for the next year will include:

1. **ADVOCATE for appropriate legislation and regulation under TRPR**

With a proportionate and evidence-based regulatory landscape, the public health potential of vaping can truly be realised in the UK

2. **CHALLENGE misperception of vaping in the media**

The harm-reduction opportunity presented by vaping cannot be squandered by misinformation and sensationalism. The UKVIA will be putting increased emphasis on positive news around **vaping and addressing any inaccurate and misleading media reporting and questionable studies to stamp out misinformation.**

3. **ENGAGE with all critical stakeholders to ensure a thriving future for the vaping industry**

The UKVIA will build on its work to date with experts in the field, advocates, government and the opposition, parliamentarians, the NHS, Stop Smoking services, vaping consumer groups, local authorities and trading standards as well as smokers and vapers

4. **DRIVE best practice and promote the highest standards**

Our specialist committees, from Youth Access Prevention through to Industry Standards – which draw on the unrivalled expertise of our members, will constantly evaluate and drive up standards across the membership to ensure that the vaping sector is seen as highly responsible.

5. **BROADEN the UKVIA membership base**

The UKVIA will ensure that it represents the whole industry, increases the sector's voice and creates an ever increasing and diversified network which opens up new opportunities for our members

6. **STRENGTHEN strategic international partnerships**

The UKVIA will play a leading role in bringing the international vaping community together to ensure that the industry's interests are safeguarded through collaboration and global opportunities are created for members.

UKVIA Secretariat

John Dunne, Director General

Chris Lawrance, Director of Strategic Communications

Marc Pooler, Head of Public Policy & Regulatory Affairs

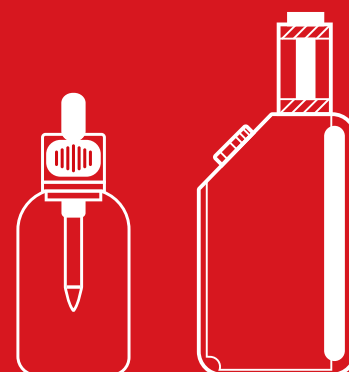
Clarence Mitchell, Head of Reputation Management

Michael Clarke, Head of Public Health Engagement

Stuart Edgar, Media Relations Manager

Archie Ratcliffe, Association Coordinator

Charlotte Haswell-West, Social Media Executive



Our Members

Full Members



Associate Members



Retail Members



Business Classified



Strategic Partners



Media Partners



UKVIA

UK Vaping Industry Association

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