

UKVIA

UK Vaping Industry Association

Global Vape Alliance Declaration



ANNUAL REPORT 2023



FOREWORD

THE YEAR MAY BE OVER, BUT THE PERIOD OF CHANGE IS ONLY JUST BEGINNING



John Dunne Director General, UKVIA

There's no denying that 2023 was a rollercoaster year for the UK vape sector and, consequently, it will be interesting to see if the category stays on or goes off track during 2024 in helping the government achieve its smoke free ambitions.

This year closed with the end of the Government's two-month consultation into its twin goals of creating a smokefree generation and tackling youth vaping.

Among the measures now under consideration are new laws which, if passed, could restrict vape flavours, ban single-use devices, impose new vape taxes and restrict how vaping products are packaged and presented in store.

The 'nuclear option' of banning single use devices and flavours, while insisting that the products left on sale must be hidden away like deadly cigarettes, would be in nobody's interest - certainly not smokers nor vapers who have successfully quit. What the Government does next is critical for the future of our industry and for the good of our nation.

We need only look to Australia, where vaping is only available on difficult to acquire prescriptions, to see the problems that draconian vaping regulations can bring. The nation's restrictions have failed to curb adult vaping and instead fuelled a thriving black market and it is now estimated that 90 percent of Australia's vapers acquire their products through illegal means and as many as 100 million illicit products are imported into the country every year.

It appears these measures have also done little to prevent youth access to vaping, with official government statistics saying that one in seven children aged 14-17 use vapes and other studies putting this figure even higher.

The UKVIA sincerely hopes that the UK Government will not go down this route but - as we pointed out in our response to the consultation - we do strongly support new regulations which will tackle youth uptake while preserving the access of vapes to adults.

Not unsurprisingly, the issues surrounding youth vaping, environmental concerns, upcoming regulatory change and the retail future of vaping were all hot topics at this year's UKVIA Forum, which was our biggest and most successful event to date.

I, for one, am extremely proud of how the Forum has evolved and become such a high-profile event which attracts so many world class speakers and leading figures from within the vaping industry and beyond.

I enjoyed every moment of the conference but was particularly impressed by the keynote presentations from Adam Afriyie MP, the Vice-Chair of the APPG for Vaping, and from Lord James Bethell, a member of the House of Lords.

Both spoke passionately about the huge potential for good that our industry has in improving the health of the nation, but also gave us the strongest possible warnings that child-appealing designs or marketing would result in greater regulation and loss of support from many who currently champion our industry.

Of course, we need the vape industry to be responsible when it comes to youth uptake and environmental concerns, but we also need lawmakers to impose sensible policies which will give the necessary protections to minors while allowing adults full access to the products which help them quit smoking.

We also need regulators and enforcement bodies to have the powers and funding needed to ensure the rules are being followed and that the punishments for those who ignore them are robust enough to act as a real deterrent.

This is why I devoted so much time this year in talking to TV, radio, newspaper and magazine journalists and have repeatedly relayed the message that the UKVIA wants a national vape licensing scheme so that we no longer have stores which sell children's toys and sweets side by side with vapes.

A licensing scheme would require retailers to meet certain conditions before they could sell vapes and, when backed up by well-enforced and robust penalties - such as £10,000 on-the-spot fines for selling to minors - would go a long way to tackling youth uptake.

There has also been a strong focus on production processes and quality control of manufacturers large and small, following news at the beginning of the year that some vapes had entered the UK market with more than the maximum legal e-liquid capacity.

This was ultimately a net positive for consumers who can now have greater confidence that the regulated industry is working harder than ever to ensure it remains on the right side of the law.

It has also put the spotlight firmly on innovation, one of the areas where the vape industry really excels. It's only because of many decades of painstaking and costly R&D that we have such a game-changing alternative to cigarettes that smokers actually enjoy using and is effective in helping them quit.

Just like the industry we represent, the UKVIA is also always evolving and in September it was announced that we no longer had any tobacco companies amongst our membership and, following a member-wide consultation, we will not accept any tobacco companies for future membership. We also announced that we would not accept any funding from tobacco companies.

These changes have allowed us to be truly independent and engage more widely with key stakeholders, particularly those in public health, so that we are best placed to help secure a smoke-free future for everyone in the UK.

From start to finish, 2023 was a very busy year which saw us recruit our 100th member and launch a number of key initiatives including the 'Save Vaping, Save Lives' campaign which is petitioning the Government not to ban disposable vapes and flavours as it decides how the post consultation regulatory landscape should look. I would urge everyone reading this to sign the petition and encourage your family, friends and colleagues to do the same.

I am also very proud of our 'Be Vape Vigilant' campaign, a nationwide initiative to identify and report rogue traders suspected of selling vapes to minors or stocking illicit goods. Reports started coming in almost as soon as this scheme went live on our website, which shows there is real demand to target those who fail to comply with the law.

The Be Vape Vigilant initiative is supported by Trading Standards, the Association of Convenience Stores and the wider retail sector, to mobilise legitimate retailers and the general public to highlight exactly where retail and wholesale outlets are selling vapes to anyone under 18 or supplying potentially highly dangerous illicit vapes.

We have much more work to do and whatever new challenges lie ahead in 2024 we will tackle them head on because the vape industry is now a vital tool to improve the health of the nation, create employment, support local economies and provide vital income for the exchequer. With a general election looming and policy reform on the horizon, it's certainly going to be another interesting year ahead.

SNAPSHOT OF THE YEAR

Speaking to more than 1,000 vape company executives at the ECCC Annual Work Conference, UKVIA Director General John Dunne warned irresponsible vape brands producing and marketing child-friendly products could 'kill the industry' and that we must not 'hand ammunition to anti-vapers'.

The UKVIA presented a trio of hard-hitting measures to government which aim to prevent children accessing vapes and dramatically reduce youth vaping, including on-the-spot-fines of £10,000, a mandatory retail registration scheme and a national test purchasing effort.

The UKVIA responded to the latest data from Action on Smoking and Health UK, which revealed the rate of growth for under-18s, who regularly vape, had slowed significantly. Despite this, the association added that more still needs to be done to prevent youth vaping across the board.

Jan

Feb

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Apr

May

Jun

With youth vaping making headlines on an almost daily basis, the UKVIA updated its 'Preventing Underage Sales Guide'. The 20-page document is written in plain English, was developed in partnership with Buckinghamshire and Surrey Trading Standards and is freely available on the UKVIA's website.

As leading consumer education campaign VApril returned for a sixth year, new UKVIA-commissioned research revealed that a ban on flavours could send as many as 1.5 million former smokers back to cigarettes. The association also welcomed its 100th member, responded to the government's swap-to-stop scheme and published the very first 'Greenprint for Sustainable Vaping'.

The UKVIA shared a warning to the industry that the Committee of Advertising Practice (CAP) and the Advertising Standards Authority (ASA) would be clamping down hard on the marketing of vaping products on popular social media platform Tik Tok.

The UKVIA sounded alarm bells over a new review – commissioned by the Scottish government – on the environmental impact of single-use e-cigarettes, detailing a number of concerns, including 'the lack of impartiality', in a letter to Scottish politicians.

The UKVIA, together with three other leading trade associations, launched the newly formed 'Global Vape Alliance'. It also issued an initial statement on the UK government's consultation on vaping and responded to Material Focus research which found five million disposable vapes are thrown away every week in the UK.

The seventh annual UKVIA Forum and Industry Recognition Awards took place at the prestigious QEII Centre in Westminster, London. There were more than 450 delegates in attendance this year, including C-suite executives from the global vaping sector, retail leaders, parliamentarians, regulators, environmental and public health professionals, academics, think tanks and more.

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Dec

Following new ASH UK research showing that four in ten smokers in Great Britain believe vaping to be as or more harmful when compared with smoking, the UKVIA warned more needs to be done to communicate the relative risks of e-cigarettes. The association also backed considerations to add inserts to cigarette packs as a means to help smokers quit.

To help reduce the environmental impact of vaping, the UKVIA launched the first ever 'Sustainable Vaping Week' and its permanent recycle-vapes.co.uk online information hub. Our Director General John Dunne also engaged directly with Shadow Health Minister, Wes Streeting, during the Labour Party Conference.

The UKVIA submitted its comprehensive response to the government consultation on vaping and launched a petition warning against counterproductive policy such as bans on flavours and disposables. The association also launched Be Vape Vigilant - a new UK-wide initiative to identify and report rogue traders suspected of selling vapes to minors or stocking illicit goods.

SAVE VAPING, SAVE LIVES.

The UKVIA has made clear that overly restrictive or counterproductive legislation could ‘be the biggest health setback this century’ in its response to the government’s consultation on vaping.

In October, the UKVIA welcomed the Government’s proposed consultation on ‘Creating a Smokefree Generation and Tackling Youth Vaping’. As the largest and most influential trade body for the UK sector, the UKVIA has long advocated a more effective approach to tackling youth vaping, rooted in calls for greater enforcement of existing laws which prohibit retailers selling vapes to children.

From the way the consultation was framed, it looks as if the Government are considering a number of options, including stronger enforcement of the law, but also potential restrictions on vape flavours and even a wholesale ban on disposable vapes. The UKVIA has formally responded to the consultation and reiterated its position to Andrea Leadsom MP.

Central to the UKVIA’s recommendations is the need for a licensing scheme for all vape retailers. Such a scheme would not only serve to foster a greater awareness and adherence to the law but would also make enforcing the law easier as it would create a target list for test purchasing functions and allow fines to be more effectively and efficiently levied against those who flout or ignore the rules.

Further, if such a scheme were brought into force, there could also be the ultimate sanction of removing a license altogether, which would serve as a highly impactful deterrent.

The challenge for the Government is to balance the need to tackle youth vaping with the need to tackle the scourge of smoking by giving adult smokers unrestricted access to the most effective way of quitting. In order to support the Government in this challenge, the UKVIA has reminded the Minister that different flavours and disposable vapes are both critical to many smokers quitting journeys and there is good evidence that a significant number of reformed smokers would return to deadly cigarettes if these were taken away from them.

John Dunne said: “The prospect of heavy restrictions or bans on disposables or vape flavours, as considered as part of the government consultation, could be the biggest health setback this century and risks undermining years of smokefree progress.”

As part of its response to the consultation, the UKVIA has pointed out the evidence from other parts of the world where an overly restrictive approach, to both flavours and vapes in general, has resulted in not only higher levels of smoking but - in the case of Australia in particular - a massive growth in black market vape sales which makes it even more difficult to protect children.

Over 70
Over 200 families are grieving today

Over 30
They lost a loved one to smoking

Over 100
For many, vaping is their best chance to quit

Save vaping,
save lives.

Save Vaping, Save Lives
Prevent the Government from banning disposable vapes and flavours.

[Take part in the petition](#)

What is the Government Consultation?
Due to a concern about the level of youth vaping the Government is consulting on the future of vaping. The consultation looks at flavours, packaging and point-of-sale, as well as the future of disposable vapes, looking at possibly taxing them or banning them altogether.

It is our firm belief that there is much more that can and should be done to prevent children's access to vapes. This starts with enforcing the law which says retailers can't sell to under-18s. Retailers should also be licensed to sell vapes and either losing their license or being heavily fined if they transgress. Similarly, the industry need to ensure that no vape device is ever marketed at children and flavour names, design and packaging should need approval before a product is launched.

In order to reinforce the need to allow adult smokers access to what they need to quit, the UKVIA also launched a petition titled ‘Save Vapes, Save Lives’ - in reference to the 76,000 people who die every year from smoking and to those who want unrestricted access to their best chance of quitting.

This petition comes as part of a campaign of activities to encourage the industry and consumers to get involved in the consultation process and to share their views. Commenting on the launch, John said:

“The voice of the vaper has gone largely unheard around the government’s consultation, yet they could be the victims of any punitive measures introduced.

“Therefore, we have created this petition to give a platform to the millions of adult vapers who have quit with the help of disposables and flavours – it is critical that vapers nationwide now come together to collectively warn the government against prohibitive and harmful legislation.”

There has rarely been a week in 2023 when there has not been an opportunity to be quoted on national TV, radio or in the national print media and the UKVIA will continue to promote its position on the consultation as we move into 2024. That said, the overriding mood of the UK media is one of concern for children who seem to currently have unrestrained access to vapes, with so little being done to enforce the law prohibiting their sale to under 18s.

UKVIA members, especially retailers, have been encouraged to contact their own customer networks to let them know what is at stake. Vape Club, one of the UK’s leading online vape retailers, has also engaged with experts and stakeholders across enforcement, compliance, retail, consumer advocacy and the trade to lay out exactly what a vape licensing scheme should and could look like, which will be presented to Ministers and MPs in 2024.

The Government’s consultation closed on 6th December 2023, and we await their conclusions in 2024.

UKVIA FORUM AND INDUSTRY RECOGNITION AWARDS 2023

More than 450 delegates from around the world descended on the QEII Centre in London for this year's UKVIA Forum and Industry Recognition Awards.

The UKVIA Forum – which has now become the biggest and most influential B2B event in the UK vaping calendar - returned for its seventh iteration this year.

The must-attend conference attracted hundreds of delegates including C-suite executives from the global vaping sector, retail leaders, parliamentarians, regulators, environmental and public health professionals, academics, think tanks and investors to name just a few.

This year's event also featured our most comprehensive programme of speeches, presentations and panel discussions to date, including talks such as **'Taking Harm Reduction to a New Level'**; **'Out with Illegal Vape Sales'**; **'Acting on the Greenprint for Sustainable Vaping'**; **'Victory to Vaping - Changing Public Perceptions'**; and the **'Retail Future of Vaping'**.

While all these sessions and more gave critical insights on some of the biggest challenges facing our sector, we were particularly impressed and enthralled with the back-to-back keynote speeches delivered by Adam Afriyie MP and Lord James Bethell at the start of the day.



The two politicians highlighted the achievements of vaping in helping combat the health harms of smoking, with Adam Afriyie saying our industry has assumed a new role as part of the healthcare sector and Lord Bethell saying the industry has made vaping appeal to kinds of groups that public health professionals have struggled to get through to and who would not otherwise be thinking of giving up smoking.

That said, both Adam and Lord Bethell also issued a stark warning to the industry, saying that heavy handed regulations and prohibitive policy could be just over the horizon if the issues of underage vaping and youth-appealing promotions are not 'nipped in the bud'.

During his opening address, UKVIA Director General John Dunne also highlighted that youth vaping, as well as the rise in illicit vapes and the environmental impact of vaping, need to be urgently addressed, but added that these key challenges are 'not insurmountable'.

He told the Forum: "As an association, we've been pushing government continuously to reform vaping policy to deal with the issues in our industry, including by demanding on-the-spot fines of up to £10,000 per instance for retailers who sell vapes to minors. The only way you will make these cowboy traders take note is to hit them where it hurts most - in the pocket."



"We need hardline enforcement of current laws by the likes of the ASA, Trading Standards and Border Force, the development of a national retail licensing scheme and the introduction of clear guidelines to ensure product presentation and names do not appeal to those under 18."

"By taking this path rather than taking the decision to potentially impose bans on disposables and flavours, we not only protect our children, but we also protect adult vapers from going back to where they came from, and we protect the smokefree ambitions of the government."



This year's theme of **'Accelerating Action: Securing a World without Smoking'** was very much at the core of the Forum with each of the panel discussions and keynote speeches, in some way, highlighting how the industry could and should evolve moving forward.

A CELEBRATION OF RESPONSIBILITY, BEST PRACTICE AND INNOVATION.

The UKVIA Forum was followed in the evening by our annual Industry Recognition Awards, which have become the social event of the year for our sector and represent the perfect opportunity to shine a spotlight on those who have done so much for our industry.



There were 16 award categories this year and we saw parliamentarians, public health professionals, enforcement officials, vape manufacturers and more all celebrated for their contributions to the progress of the industry and to the ambition for a future without smoking.

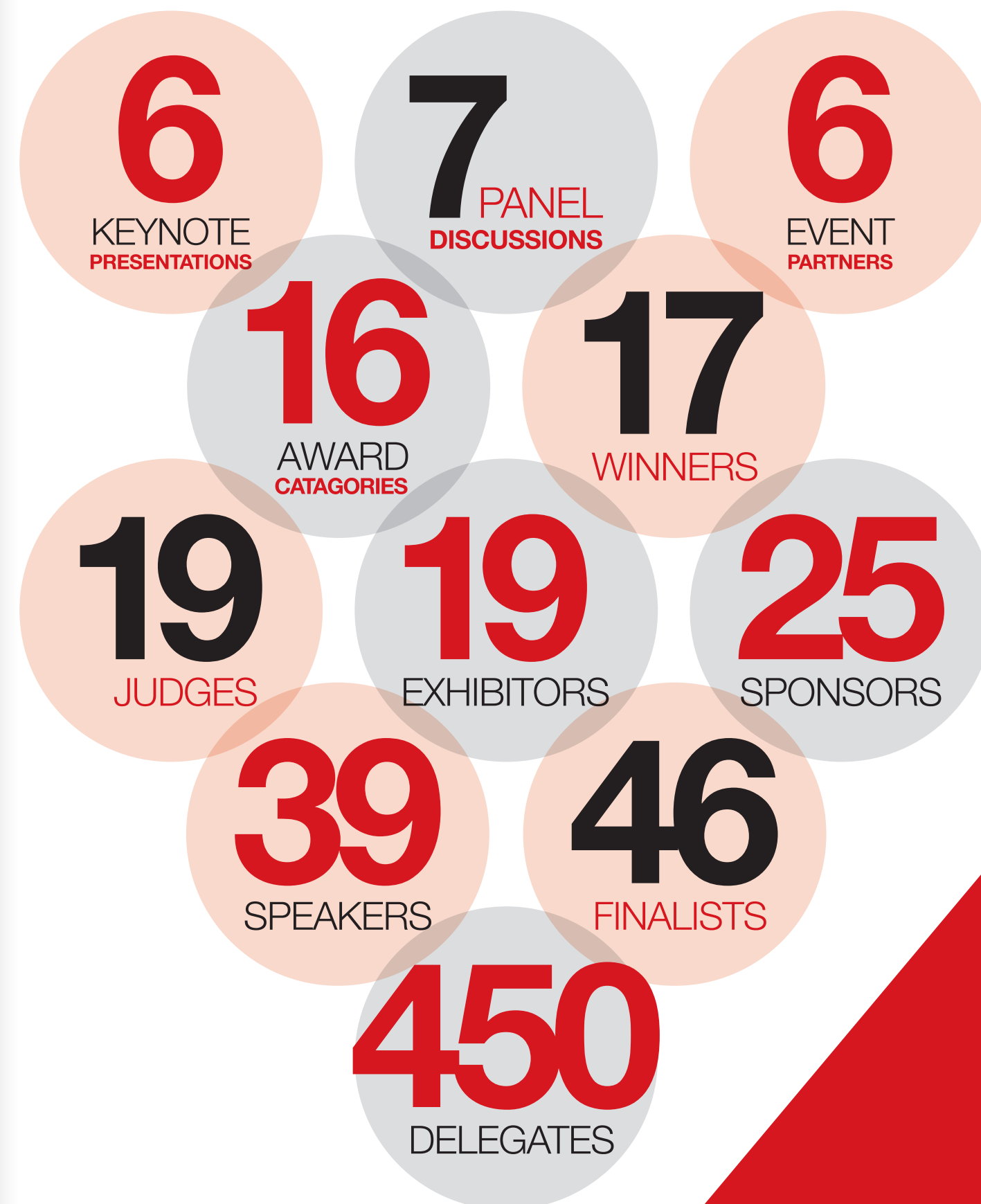
Speaking on the awards, John Dunne said: *"I hope this year's winners continue to set a leading example and that the rest of the industry will be inspired to go even further to take our sector to new heights."*

The full list of award categories and winners included:

- **Best Non-Vaping Media Outlet Report** – Daily Express
- **Preventing Youth Access to Vaping Award** – Lincolnshire County Council Trading Standards
- **Sustainable Vaping Award** – ANDS
- **Best Marketing Campaign in the Industry** – Riot E-Liquid
- **The Commitment to Compliance Award** – Chubby Gorilla
- **International Vaping Award** – ANDS
- **Best New Product Brand Launch** – Riot E-Liquid
- **Best Employer in the Vaping Industry Award** – Evapo
- **Best Innovation in the Vaping Industry** – FEELM 2.0
- **The Vaping Regulations Enforcement Award** – Phoenix 2 Retail
- **Outstanding Vaper Education Programme for Smokers** – VApril
- **Most Responsible Vaping Business Award** – SMOORE
- **Most Supportive Public Health Professional/ Researcher** – Dr Colin Mendelsohn
- **Most Supportive Parliamentarian** – Adam Afriyie MP
- **Outstanding Industry Service Award** – Martin Cullip
- **Best Vaping-Related Research Study** – CEBR and UKVIA: Economic Impact Assessment of the Vaping Industry/Vape Club: Report on Illegal Vapes Entering UK

The UKVIA extends a huge congratulations to all of this year's finalists and winners. We would also like to thank all those involved in organising the Forum and Industry Recognition Awards, our co-chairs and comperes, our fantastic sponsors, exhibitors, speakers and all our attendees.

UKVIA FORUM AND INDUSTRY RECOGNITION AWARDS BY NUMBERS



SUSPECT IT. REPORT IT. SORT IT.

The UKVIA's latest national initiative calls on retailers, consumers and the wider public to 'Be Vape Vigilant' and report rogue sellers.

The vape industry helps adult smokers kick the habit by providing them with the most effective stop smoking tool ever devised – to date, nearly 4.5 million Brits have moved away from deadly cigarettes through vaping.

That said, some unscrupulous sellers are casting a negative light on the sector by providing vapes to under 18s and selling illicit products which, in turn, is putting the mission for a future without smoking at risk – which is why the UKVIA launched its new Be Vape Vigilant initiative.

The nationwide initiative, supported by Trading Standards, the Association of Convenience Stores and the wider retail sector, calls on legitimate retailers and the general public to play a key role in turning in those retail outlets and wholesale operations that are blatantly flouting the law.

The campaign follows new research from UKVIA member and leading compliance firm Arcus Compliance, which shows local enforcement teams need greater resources and support in addressing youth access to vaping and illicit product sales.

The Chartered Trading Standards Institute recently warned that around 1 in 3 vape products may be non-compliant and around one third of shops knowingly sell vapes to minors.

The Trading Standards body also said that enforcement teams are spread 'very thinly' across a range of issues and that they need 'more boots on the ground' to help enforce regulations and advise businesses.

As part of the initiative, the UKVIA has established a new online platform where suspected unscrupulous retailers can be reported. The suspicious party needs to record the retailer's name, location and a detailed account of the suspected illegal activity. The UKVIA will then pass the information on to the relevant authorities who will use the intelligence in their ongoing efforts to crackdown on rogue traders.

As part of the initiative, the UKVIA is also providing a range of downloadable materials which responsible retailers can display in-store to encourage the general public to play a key role in bringing cowboy retailers and wholesalers to justice.



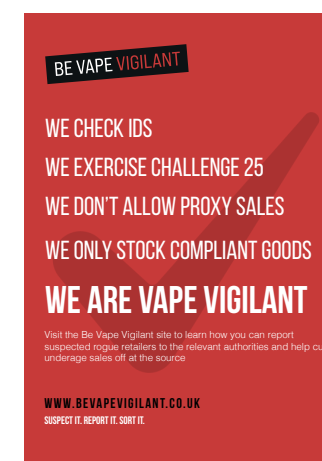
What's been said about the initiative:

Kate Pike, Lead Officer for Vaping, said *"Trading Standards fully support the campaign and hope it will be effective in encouraging people to report instances of retailers selling to children or vapes that are either counterfeits or non-compliant with UK regulations. Most retailers work hard to ensure they only sell to adults, so any intelligence, which enables us to target enforcement at those who are breaking the law, is very much welcomed"*.

John Dunne, Director General of the UKVIA, added: *"Smoking causes 250 deaths every day in the UK alone and costs the NHS billions every year. Vaping is one of the most effective stop smoking tools ever devised and has been instrumental in bringing the nation's smoking rates down to their lowest levels on record."*

"That said, no one under the age of 18 – or who does not already smoke – should be using these products and it is wholly unacceptable that unscrupulous retailers are putting vapes in the hands of minors and stocking illicit goods."

"This campaign is designed to help Trading Standards uphold existing laws around product compliance and the prevention of underage access to vapes. We want consumers, legitimate retailers, parents, carers, teachers and the wider general public to be vape vigilant, come forward and report any suspected illegal activity. The only way to stop youth vaping in its tracks is by getting to the root of the problem – those traders who are intent on breaking the law and getting away with it. We need as much help as possible from those who want to make an honest living from selling vapes and the general public who care about the welfare of their children."



James Lowman, Chief Executive of the Association of Convenience Stores, commented: *"Convenience Stores have a proud record of responsible retailing and we have made Challenge25 the standard across all age-restricted products with excellent results."*

"However, underage sales of vaping products remain too high and we need to re-focus on preventing these, and retailers who sell to children are also often selling illegal vaping products. Responsible retailers want to see high standards enforced and the reporting protocols in this campaign will help identify irresponsible businesses and allow Trading Standards officers to focus their resources on them."

The UKVIA thanks all those members who have been involved in promoting the **Be Vape Vigilant** initiative so far and calls on all legitimate retailers to get behind the scheme and encourage consumers to report suspected illicit activity. **The only way to stop youth vaping in its tracks is by getting to the root of the problem – rogue traders.**

A TASTE OF THE TRUTH

New UKVIA commissioned research reaffirms the value of flavoured vapes and highlights the danger of prohibitive measures.



There is a theory amongst some commentators and regulators that a ban on flavours would discourage youth vaping. However, there is no denying that flavours are critical for adult vapers and a ban would not only undermine the effectiveness of vaping as a quitting tool but likely send swathes of people back to smoking – which leads to 250 deaths everyday in the UK alone.

In order to establish the facts, the UKVIA commissioned research from OnePoll.com and the findings were clear; flavours are indeed important to adult vapers and as many as 1 in 3 feared that a ban would lead them back to cigarettes, representing around 1.5m former smokers. In addition, 83% of those interviewed said that flavoured vapes helped them pack in smoking in the first place.

The research also revealed the most popular flavours amongst adult vapers are the very ones that are so often suggested for the chopping block. Whilst strawberry is the nation's favourite overall, other fruity flavours dominate the top five – including blueberry, watermelon, cherry and raspberry.

In response to these results, John Dunne said:

“The research shows there is a reliance on vapes to help smokers quit – and flavours have a role to play. While we are supportive of attempts to eradicate youth smoking, having a ban on flavours could have a negative impact on those who are attempting to quit. Often with these types of policies trying to stamp out one problem can cause another, and it shows many adult vapers are concerned about what they are hearing from the Government.”

In place of a ban, the UKVIA has instead been advocating for better enforcement of the law which prohibits the sale of vapes to under-18s, cutting the supply off at source and penalising the rogue retailers who are selling vapes to children.

In a further endorsement of the UKVIA's position, 27 percent of those polled agreed there is a real need to tackle youth vaping and nearly four in 10 (37 per cent) wanted more effective enforcement for retailers who are selling them to children – rather than an outright ban on flavours.

NO TO TOBACCO

The UKVIA implements significant changes to its membership policies as it pledges to no longer accept members which are wholly/partly owned by tobacco companies.

In September the UKVIA announced the departure of its tobacco company members, British American Tobacco, Imperial Brands, Japan Tobacco International and Philip Morris International.

The organisation also agreed that it would no longer include any tobacco companies within its membership and, following a member-wide consultation, agreed that it would not be accepting any new applications for membership by vaping businesses wholly/part owned or acquired by tobacco companies in the future. As a result, the UKVIA currently has no tobacco company funding, nor will it in the future.

At its inception seven years ago, the UKVIA was established to represent the entire UK vaping industry, including the e-cigarette operations owned by tobacco brands. However, since then it has become clear that the interests of the industry would be best served by the association being independent of any involvement or funding from tobacco-owned vaping brands.

Firstly, there has been an external misperception that the association is largely financially supported by tobacco firms. Whilst this could not be further from the truth (funding from tobacco-owned vaping brands for the last membership year amounted to less than 4% of the total of all UKVIA's income) it gave the impression in some quarters that the association was synonymous with combustible tobacco, the very market it is trying to eliminate to create a smoke free future.

Furthermore, in order to progress the pivotal role that government sees vaping playing in a smokefree world, there is a need for engagement with a range of key stakeholders including policy makers, parliamentarians, public health officials and local authorities. However, the restrictions on tobacco companies to engage with some key stakeholders, particularly those in public health, have also put limitations on the UKVIA's ability to engage with these stakeholders.



In representing vaping-only businesses, the UKVIA needs to be fully engaged with key stakeholders across the board, pursuing the same vision to make smoking history. The association sees this as being a vital step in ensuring that the public health potential of vaping is fully realised and the sector making its fullest contribution to the delivery of the smoke free targets over the coming years to 2030.

All the evidence points to vaping being the most effective way to stop smoking which kills some 250 adults every day. Through its continued efforts, the UKVIA is determined to see the remaining five million plus British smokers make positive life changing decisions by switching from cigarettes to vapes. The association also wants to continue to play its key role in cementing Britain's position as a global leader in smoking cessation through the mainstream use of considerably less harmful vapes.

GREENPRINT FOR SUSTAINABLE VAPING

The UKVIA led on efforts to reduce the sector's impact on the planet with the release of a first-of-its-kind 22-point action plan.

The vaping industry not only plays a crucial public health role through helping smokers quit, but also has a responsibility to reduce and minimise its impact on the environment - something the UKVIA is acutely aware of.

In March, the UKVIA convened a Summit, bringing together critical stakeholders from Government, the industry, consumer groups and the waste industry to discuss solutions, and ultimately lay out a road-map, for a more sustainable future for vaping.

The Summit covered topics including:

- The Changing Regulatory Landscape with the WEEE review
- Establishing a necessary recycling and waste treatment infrastructure for the vaping industry
- Maximising the role of vape retailers in driving sustainability
- Changing the throwaway behaviours of vapers
- Innovating new eco-friendly devices to maximise their recyclable and reusable content.



A 'Greenprint' for Sustainable Vaping was published following the event, mapping out a 22-point plan to tackle the environmental challenges, with all parties coming together to deliver working solutions for better vape recycling. The Greenprint includes recommendations on creating a national recycling and waste treatment capability fit for the vaping industry, driving new vape innovations that make products easier to recycle and reuse, and supporting greater retailer and consumer participation in the recycling and reuse of vape products.

Commenting on the first ever Environmental Summit for the vaping industry, John Dunne said:

"The clear message from this summit is that there is more education needed both from consumer and industry perspectives."

"It is important for regulators, the industry and those dealing with the recycling and environmental aspects of this issue, to all come together to seek a common solution because this problem is not going to go away without action."

"We found a great deal of common ground at this summit and the focus now must be on ensuring that all importers, manufacturers and retailers of vaping products step up to the plate and ensure they are compliant with all environmental obligations. If they don't, they are committing a criminal offence."

In July 2023, Material Focus published research which showed that 50% of disposable vapes are ending up in landfill, representing around 1.3 million every week. The challenge is for all parties to work together to end this waste, with manufacturers innovating new vape designs that are easier to recycle, retailers working with the waste industry to ensure the infrastructure is in place to allow accessible collection of used devices and consumers taking personal responsibility to recycle their used vapes.

Adam Afriyie MP, Vice Chair of the All-Party Parliamentary Group for Vaping, attended the Summit and spoke about how the industry has done so much to 'help secure the health of the nation' and said that vaping had already saved millions of lives globally.

However, he also stressed it was now vital that action was taken to lessen the impact of single use vapes on the environment, saying: "Vaping has already saved so many lives in the UK that is has become part of the healthcare industry and now it must come together to find a sustainable solution for disposing of these vape products and prevent the naysayers from undermining an industry that has probably saved more lives than any other modern innovation in the history of our country."



THE GREENPRINT FOR SUSTAINABLE VAPING ACTION PLAN LOOKS AT FIVE DISTINCT AREAS AS DETAILED HERE:

A 'Greenprint' for Sustainable Vaping



The UKVIA has consulted with a range of different stakeholders regarding the development of a greenprint for sustainable vaping including government, regulators, the waste industry, consumer behaviour experts and vape manufacturers and retailers.

The greenprint for proposed environmental actions is set out below:



Retail

- Point-of-sale posters informing customers that used **devices should be recycled and not thrown away**.
- Better training for retail staff** so they can properly advise customers about recycling options.
- Retailers should inform vapers that refillable, multi-use devices are more cost-effective and **environmentally friendly** than single use systems.
- Retailers must provide **in-store collection points** for all used vape devices brought in for disposal (not just those products purchased from their particular store) and encourage people to use them.
- In-store collection points must be prominently located** with no obligations for those dropping off devices to buy more.



Consumer

- Industry to stop referring to single-use products as disposable devices to discourage consumers from believing it is ok for them to throw them away after use. A better alternative would be to call them **recyclable products** instead.
- Offer incentives** to customers for recycling used devices such as discounts on future purchases or free gifts such as environmentally friendly reusable water bottles.
- Develop consumer advertising campaigns to **normalise recycling** so that there is social shame and peer pressure in throwing them away.
- Use smartphone technology so vapers can download an app to find the recycling points closest to them.
- Vape manufacturers and retailers to incorporate **recycling guidance** and messages in future advertising campaigns.



Product Design

- Packaging should be redesigned to better highlight to consumers that vape devices **must be recycled** and not thrown away. Words such as 'Recyclable' or 'Recycle Me' to be considered.
- Explore how products used for starter single use vapes **could be re-engineered for future use**.
- Vape manufacturers to visit waste processing plants so they can understand material flow and build this factor into the design of their products to facilitate the recycling process.
- The industry to look at more environmentally **friendly power sources than lithium batteries**.



Waste Infrastructure

- Make it as easy as possible for consumers to recycle used products by **setting up recycling collection facilities** at point of use and not just point of sale (for example pubs, clubs, transport hubs and offices)
- The vape industry and waste providers should work closely together to find a **viable, long-term solution for disposing of and recycling products**.
- Design simple and easy-to-use **vape recycling containers**.



Regulation and Policy

- All relevant vape businesses need to be compliant with the Waste Electrical and Electronic Equipment Regulations 2013 (WEEE regulations); the Producer Responsibility Obligations (Packaging Waste) Regulations 2007 and the Packaging Waste (Data Reporting) Regulations 2023.
- Producers must either **register with an environmental regulator** or **join a Producer Compliance Scheme** (depending on product volumes)
- There is a need for proportionate regulation to ensure that manufacturers are **environmentally responsible** but without **detering smokers from switching to vaping**.
- The regulatory framework should not only punish transgressors but should **reward producers** for their environmental performances.
- Revise legislation to increase maximum tank sizes from 2ml to 10ml to **drastically reduce waste**.

DON'T LET VAPING GO TO WASTE!

The UKVIA pushed vape recycling education with the roll-out of two new environmentally-focused initiatives

The UKVIA launched its first-ever 'Sustainable Vaping Week' – a new campaign to encourage consumers to recycle their vapes and the sector to be more environmentally-friendly.

The initiative was rolled out in the wake of new research from Material Focus which found five million single-use vapes are thrown away every week in the UK.

It also followed fast on the heels of International E-Waste Day and coincided with the unveiling of the UKVIA's new permanent vape recycling information hub – **Recycle-Vapes.co.uk**.

Both the Sustainable Vaping Week campaign and the new online resource hub have been created to provide vapers with information on how to safely dispose of their waste vape devices in an environmentally considerate way.

The online hub's guidance includes contributions from the Environment Agency and Office for Product Safety and Standards to support vape producers, importers, distributors and retailers to fulfil their environmental obligations.



Retailers and manufacturers can also download a range of materials through the **Recycle-Vapes.co.uk** site to encourage vapers to recycle their vapes – including in-store posters, social media posts and online banners.

John Dunne, Director General of the UK Vaping Industry Association, said: *"There are continued calls for the government to ban single-use vapes, in part, on environmental grounds. However, the introduction of prohibitive policy is not the way to solve this pressing industry challenge – especially when disposables represent one of the most accessible, popular and affordable quitting tools for adults looking to move away from cigarettes."*

"Instead, more needs to be done to educate vapers on the proper disposal of their devices and to establish a stronger infrastructure for collecting and processing vape waste. As new research from specialist firm Waste Experts found, consumers don't try to recycle their disposables because they 'don't know they should' or 'don't have access to any easy recycling option'. 'The latest research from Material Focus echoed these findings, revealing that as many as 70% of people threw away their single-use vapes because they didn't know they could recycle them.'"

Dunne continued:

"The environmental initiatives we have launched have been created to close this critical knowledge gap by better educating vapers on how to correctly dispose of their used devices, providing guidance to the industry on their environmental responsibilities and spreading the message that vapes can and should be recycled."

The **Recycle-Vapes.co.uk** platform is available year-round and Sustainable Vaping Week will take place on an annual basis. We thank all those members who were involved in promoting the initiative and encourage everyone to take action to reduce their impact on the planet.

Recycle Vapes

Recycling Guide for Vapers

Where can I take my vape waste? Should I remove the battery before I dispose of my device? Are vapes recyclable?...

Understanding how to correctly dispose of your vapes can be tricky and you may well find yourself asking questions like these as you try to figure out what to do with your waste products.

New research from Material Focus revealed that nearly three million disposables are hoarded in UK cupboards every month and that 73% of the nation's vapers say they just throw single-use vapes away.

To help you better understand how to safely dispose of your vapes, and ensure these products are finding their way into the correct waste stream, check out our vape recycling guide:

First things first – Contrary to popular belief, disposable vapes are actually highly recyclable and recoverable. Despite this, new evidence shows as many as 70% of people threw their single-use vapes away because they didn't know they could recycle them.

Check it out – Always check to see if your local retailer offers a vape waste take-back scheme as they are required to do so by law. If you can't find any in-store collection bins, don't be afraid to ask an employee for help.

Location, location, location – If you're not sure where you should take your vape waste, use the 'Recycle Your Electricals' online locator tool – which is overseen by Material Focus – to find an appropriate recycling point near you.

Leave it to the pros – While vape products are ever-evolving and may eventually be safe for consumers to dismantle themselves, this just isn't the case right now. As such, DON'T try to take apart your own device before recycling as this will be done by professionals at the waste facility.

Packet-in – Don't forget that it's not just your vape device that's recyclable, but any paper inserts and cardboard packaging as well. Make sure you dispose of these in the correct bin instead of just throwing them away with general household waste.

RECYCLE-VAPES.CO.UK

Recycle Vapes

Waste experts

Your checklist for choosing the right waste management partner

Selecting the right waste management specialist is key to ensuring the most sustainable and safest treatment and disposal of your vape waste. Ensure there are no surprises in store by asking the questions below.

- What containers will they be using for collection?
- Are safety and manual handling requirements taken into consideration?
- Is the waste management company aligned with a producer compliance scheme and therefore able to offer a take back solution under the distributor obligations?
- Do they have their own vehicles?
- How quick can they turn collection requests around?
- Do they have appropriate insurance? (Employer's, motor and public liability)
- Do they have a waste carrier's license?
- Do you know where the waste is being treated?
- Is the vape waste being treated at an Approved Authorised Treatment Facility?

WASTEEXPERTS.CO.UK

RECYCLE-VAPES.CO.UK

Recycle Vapes

Sustainability starts with you

A campaign by the UKVIA

RECYCLE-VAPES.CO.UK

Recycle Vapes

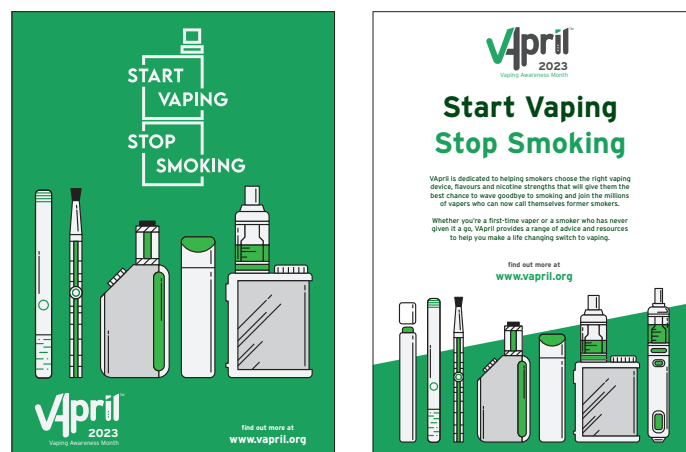
Buy it. Use it. Recycle it.

A campaign by the UKVIA

RECYCLE-VAPES.CO.UK

VAPRIL 2023

The UKVIA reiterated the quitting power of vaping and helped people better understand their smoking habits as part of this year's VApril campaign - the largest vaping education campaign in the world for smokers looking to quit.



The sixth annual VApril consumer education campaign was launched at a special Westminster parliamentary reception where it was highlighted that vaping was the single most effective way to quit smoking.

At the launch, UKVIA Director General John Dunne told how education campaigns like VApril were more important than ever before, saying: "Many segments of the media, as well as highly questionable, unsubstantiated, and misleading research, puts serious doubts into the minds of smokers looking to quit their habits by switching to vapes, as well as those who have already managed to give up through vaping."

VApril 2023 saw the launch of a new initiative – **the Start Vaping, Stop Smoking Plan** – which took smokers through a simple five step process to help them quit.

The plan, available via the VApril website, encourages smokers to understand their smoking habits, lifestyle choices and health goals, before giving advice on selecting the right vape, nicotine strength and flavour options to get them on their smoke-free journey.

The VApril website also contains personal stories from former smokers who have successfully switched away from cigarettes and provides answers to some of the most commonly asked search terms around vaping including the relative health risks, the cost savings from switching and the age-old question about popcorn lung.

We could not do VApril without the help and support of our members – **especially our retail members** – and we would like to thank everyone who got behind the campaign by using our extensive instore resources and social media assets.



Social Engagement

As the largest consumer initiative of its kind, it is only natural that VApril has a significant social media reach. The following infographics – created using headline data from campaigns across key social platforms Instagram, LinkedIn, X and Facebook - show just how impactful last year's iteration was:

2.4m⁺
TOTAL
IMPRESSIONS

1.4m⁺
ACCOUNTS
REACHED

208,696
TOTAL ENGAGEMENTS
(including shares, likes, comments, reactions, saves and all clicks)

54,000⁺
THRUPLAYS
(videos viewed to completion, or for at least 15 seconds)

28,000⁺
CLICKS

UKVIA IN THE MEDIA

‘Growing media interest in vaping sees UKVIA in demand from national TV, press and radio’...

...this is the headline of one of the very first blogs uploaded to our website at the beginning of this year. Little did we know just how much media engagement the UKVIA would secure in 2023.

From documentaries to radio interviews, national print stories and TV appearances, there has rarely been a week where the UKVIA has not appeared in the media in one form or another. This is, in large part, thanks to the hard work and diligence of our Director General John Dunne and the UKVIA secretariat, as well as to the strong reputation of our association as the leading voice for the UK sector.

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

The following figures paint a picture of exactly how significant the UKVIA’s media exposure and reach has been in 2023:

280⁺
PIECES OF
COVERAGE

9.2m⁺
RADIO
LISTENERS

2.96b⁺
POTENTIAL
AUDIENCE MEMBERS

17m⁺
ESTIMATED VIEWS
(more than three times
Great Britain’s adult
vaping population)

1.8m⁺
TV VIEWERS

Members in the Media

It’s not just our Director General John Dunne who regularly engages with the media.

This year has also seen a number of UKVIA members appear on TV, radio and in print discussing key industry challenges, promoting the UKVIA’s key messages and highlighting their own research or initiatives.

Just some of our members to appear in the media in 2023 include:



Robert Sidebottom
Managing Director,
Arcus Compliance



Andrej Kuttruf
Chief Executive,
Evapo



Doug Mutter
Manufacturing and
Compliance Director,
VPZ



Dan Marchant
Managing Director,
Vape Club



Rex Zhang
Senior Strategy Director,
SMOORE



Damien Bové
Chief Regulatory Officer,
ADACT Medical



Marina Murphy
Senior Director, Scientific
and Medical Affairs,
ANDS

CHAMPIONING VAPING ON THE WORLD'S STAGE

As one of the largest and most influential vape trade organisations in the world, the UKVIA has a critical role to play in engaging with and supporting the industry on a global scale. Here is a snapshot of the association's representation at trade shows, conferences and key events both in the UK and internationally this year:



UKVIA Delegation to China

In December, our Director General John Dunne, alongside a delegation of UKVIA members, travelled to China to attend the annual ECCC conference. During the two-week visit, John and the other delegates attended a packed schedule of meetings with industry leaders and key players in China and took part in a number of facility tours.

They also communicated the challenges our sector is facing and the role that Chinese brands must play in addressing these issues.



UKVIA JOINS INTERNATIONAL COALITION

In a bid to effect ‘responsible and positive change on a global scale’, the UKVIA has joined forces with three other leading international industry organisations.

The UKVIA, together with three other leading trade associations, has launched the Global Vape Alliance – an international coalition which is committed to promoting best industry practices and aims to ‘establish a roadmap for crafting essential future policies’.

The announcement of the GVA was marked by the signing of a ‘groundbreaking declaration’ which sees the founding members communicate and cooperate across the four major issues of:

- **Regulatory Compliance:** The Alliance will facilitate the sharing of best practices to ensure member companies adhere to existing laws, regulations and industry standards, with a strong focus on responsible marketing and protecting youth.
- **Industry Promotion:** The Alliance aims to elevate the vaping industry’s professionalism, importance and sustainability by fostering communication among industry stakeholders and encouraging technological innovation.
- **Public Health:** Emphasising harm reduction, the Alliance will actively promote the adoption of vaping products among conventional smokers to reduce harm, while openly providing information about their impact on physical health.
- **Environment Protection:** In pursuit of a greener future, the Alliance will advocate for eco-friendly strategies, promote recycling, low-carbon design and urge compliance with environmental laws



Speaking on the importance of this cross-border effort to effect ‘responsible and positive change’ and usher in a new era for the industry, the leaders of the four founding member groups of the GVA – which also include the ECCC, the IEVA and the VTA – said:

ECCC Secretary-General Weinuo Ao: “The signing of the declaration, as I believe, will guide the global vaping industry to the future of healthy development and prosperity. In this regard, ECCC will continue to deepen the cooperation with other partners.”

John Dunne, Director General of the UK Vaping Industry Association: “The vaping sector is entering a critical chapter in its history with increased scrutiny from policy makers, regulators, public health officials, academics and campaigners. It has to stand up and be counted, show strong leadership and the greatest levels of responsibility. The launch of the Global Vape Alliance and the Declaration sets out to show the world that we are committed to best standards, practices and, above all, making smoking history.”

Tony Abboud, Executive Director of the Vapor Technology Association: “Despite the enormous body of science that has declared vaping nicotine dramatically safer than smoking, the vapor industry’s detractors around the globe push a dramatically misinformed narrative. Declaring a shared commitment to furthering sound science, truthful information and a commitment to meaningful regulations, industry leaders around the world can better serve companies and, more importantly, millions of consumers using vaping products to reduce and/or quit smoking cigarettes.”

Dustin Dahlmann, President of the Independent European Vape Alliance: “Our goal is clear – to make a significant impact on public health, support those looking to quit smoking and contribute to a sustainable, environmentally friendly future. With this declaration, we are combining the international forces of the industry to achieve important goals for the benefit of consumers.”

WHAT'S IN STORE FOR 2024?

There is no denying that 2023 has been one of the biggest and most impactful years in the history of the UKVIA... and 2024 looks set to be the same.

Already 2024 is shaping up to be a busy and hugely critical time for our sector, with new campaigns, initiatives and events in the pipeline and transformative policy developments just over the horizon – not to mention the upcoming General Election, which will no doubt have an impact on the industry.

KEY EVENTS AND HAPPENINGS COMING UP IN 2024 INCLUDE:

VAPE RECYCLING INVESTIGATION

The UKVIA has, over the past few months, been leading on a new research report which looks at investment in vape recycling by local authorities across the UK, as well as efforts to educate end users about the correct disposal of their used devices.

As part of the research, the UKVIA has issued a number of Freedom of Information requests to major provincial and Central London councils. The findings of this investigation will be released in full in 2024.

THE GOVERNMENT'S CONSULTATION ON VAPING

The result of the government's consultation on vaping – which closed on 6th December 2023 – will doubtlessly be revealed in 2024. With the help of a membership-led taskforce, the UKVIA submitted a comprehensive response to the consultation and will continue to advocate for effective, balanced and pragmatic measures to combat youth vaping – namely a greater focus and investment into the enforcement of current laws. In 2023, the UKVIA also launched a petition urging the government to avoid counterproductive legislation, such as bans on disposables and flavours. This is, and will continue to be, live on our website and we encourage all members to promote the petition moving into 2024.

VAPRIL

The largest vaping education campaign in the world – which is a critical platform to engage with smokers looking to quit – will return for its seventh instalment in 2024. We thank members for engaging around 2023's campaign and trust we can count on the same level of support moving forward.

UKVIA FORUM AND INDUSTRY RECOGNITION AWARDS 2024

With a packed schedule of critical panel discussions and debate, a cast of world-class speakers, a thriving exhibition area and a night of unparalleled industry celebration, the UKVIA Forum and Industry Recognition Awards in 2023 proved to be our biggest yet. That said, the planning process has already begun for the event in 2024 and we are exploring ways we can take this must-attend event even further.

THANK YOU TO OUR COMMITTEE MEMBERS

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

WE ARE PROUD TO BE A MEMBER-LED ORGANISATION, RUN BY AND FOR ITS MEMBERS AND OUR CURRENT COMMITTEE MEMBERSHIP IS LISTED BELOW:

POLICY & REGULATIONS COMMITTEE

John Dunne (UKVIA)
Chris Aikens (RELX)
Robert Sidebottom (Arcus Compliance)
Andrew Zaman (Juul)
Dan Marchant (Vape Club)
Doug Mutter (VPZ)
Andrej Kuttruf (Evapo)
Damien Bové (Adact Medical)
Jeannie Cameron (JCIC International)

STANDARDS COMMITTEE

John Dunne (UKVIA)
Damien Bové (Adact Medical)
Jason Tian (SMOORE)
Jeannie Cameron (JCIC International)
Lee Bryan (Arcus Compliance)
Doug Mutter (VPZ)

YOUTH ACCESS PREVENTION COMMITTEE

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

OPERATIONS EXECUTIVE

John Dunne (UKVIA)
Andrej Kuttruf (Evapo)
Dan Marchant (Vape Club)
Doug Mutter (VPZ)
Matt Crann (Riot Labs)



UK Vaping Industry Association

UKVIA - UK Vaping Industry Association

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