



PGEU GPUE Groupement Pharmaceutique de l'Union Européenne
Pharmaceutical Group of the European Union

A Pledge for Fire-Safer Cigarettes in Europe

Cigarettes with a reduced propensity to cause fires are not only technologically feasible but are already standard in Canada and much of the United States. Tobacco industries make fire-safer cigarettes but choose not to sell them in European markets.

We, the undersigned, commit ourselves to promote the introduction of a mandatory fire-safer standard¹ for cigarettes made or sold in the European Union.

We recognise that there is no such thing as a safe cigarette and that non-smoking and cigarette free homes would be a more effective fire prevention policy. However, we emphasise that reduced ignition propensity (RIP) cigarettes are safer than current standard cigarettes sold in the European market and would help to reduce the number of fires and fire deaths.

We therefore declare that:

- We welcome the EU RIP campaign and promote its aim.
- We invite other institutions, organisations and individuals to join this initiative.
- Concerted action by all stakeholders is needed to raise awareness of fire deaths caused by cigarettes.
- We will encourage our members to participate in national RIP campaigns based on the same principles as the European initiative (for associations only).

¹ Reference of the standard: ASTM 2187 – same standard in use in Canada and parts of the United States

List of Signatories:

Members of the European Parliament

For the Smoke Free Partnership

For the Health & Environment Alliance

For the UK RIP Coalition

For the Pharmaceutical Group of the European Union

For the European Older People's Platform

For the London Fire Brigade

For the European Child Safety Alliance, EuroSafe

For the EU Fire Safety Network

For Eurocare

For the European Public Health Alliance

For the European Federation of Nurses Associations

Others