



WORLD HEALTH ORGANIZATION
ORGANISATION MONDIALE DE LA SANTÉ
WELTGESUNDHEITSORGANISATION
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

REGIONAL OFFICE FOR EUROPE
BUREAU RÉGIONAL DE L'EUROPE
REGIONALBÜRO FÜR EUROPA
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

Head office:

UN City, Marmorvej 51,
DK-2100 Copenhagen Ø, Denmark
Tel.: +45 45 33 70 00; Fax: +45 45 33 70 01
Email: contact@euro.who.int
Website: <http://www.euro.who.int>

Our reference: KMA/yvk Your reference:
Notre référence: Votre référence:
Unser Zeichen: Ihr Zeichen:
См. наш номер: На Ваш номер:

Date: 26 May 2014

Dr Tonio Borg
Health Commissioner
European Commission
Brussels
Belgium

Dear Sir,

I would like to take this opportunity to congratulate you for your strong dedication and continuous commitment to tobacco control. Every year, the World Health Organization recognizes individuals or organizations in each of the six WHO Regions for their accomplishments in the area of tobacco control. Recognition is based on a very careful review of nominations received, and I am very pleased to let you know that you have clearly been recognized across the WHO European Region, including by the WHO Regional Office for Europe, for your important role in tobacco control.

The process towards adoption of the new Tobacco Products Directive by the European Union was mired by controversy and unprecedented tobacco industry interference. From the initial public consultation, when an astonishing 85,000 submissions were received to the record-breaking 1,300 amendments submitted by Members of the European Parliament, you, as the European Union Health Commissioner, consistently and effectively demonstrated your overwhelming commitment to tobacco control and to the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC).

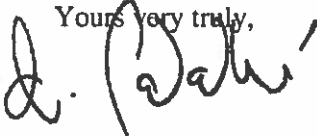
The combination of your political experience and strong commitment to European health constitutes one of the most important factors in the success of the new Directive which, in particular, introduces 65% warnings on both sides of cigarette packaging, a ban on characterising flavours including menthol and stricter tracking and tracing requirements in all 28 Member States of the European Union and its 500,000 million people.

The adoption of the new Directive would have been unimaginable without your continuing support. You not only released the European Commission's legislative proposal ahead of schedule, you also continually advocated for strong tobacco control measures both in the European Parliament and in the Council of the European Union. Your role during the Directive negotiations was fundamental in ensuring that the adoption of the Directive was not delayed and was the strongest possible outcome for tobacco control in the European Union.

You strongly stood up against tobacco industry interference and unfounded arguments in support of evidence-based tobacco control measures that truly protect Europe's children and young people from the harm caused by tobacco. You successfully used your experience to build support for a strong Directive, and consequently secured its adoption in March 2014. You have clearly made an exceptional contribution to tobacco control at the European level by leading the fight against tobacco and saving lives of your citizens.

We thank you and wish you a very successful World No Tobacco Day 2014 and the very best in your continued fight against tobacco.

Yours very truly,

A handwritten signature in black ink, appearing to read 'Z. Jakab', written in a cursive style.

Zsuzsanna Jakab
Regional Director