

Innovation as Europe's Competitive Advantage

How Smart Regulation Unleashes Market Solutions to Public Health Challenges

The innovation economy offers Europe a stark choice: harness new technologies within smart regulatory frameworks or watch prohibition drive both innovation and tax revenue to more welcoming shores. The contrast between Czechia's seven-point decline in smoking and the EU's one-point stagnation illustrates what is at stake. Nations embracing innovation are winning the public health race while fostering dynamic markets led by European small and medium-sized enterprises (SMEs).

The Swedish experience demonstrates that innovation and regulation can coexist without being adversaries. By creating clear frameworks that differentiate products by risk, Sweden has fostered a competitive marketplace where companies strive to develop increasingly safer alternatives. This is smart governance that harnesses market forces for the public good. When Greek policymakers reversed their prohibitionist stance, they not only improved health outcomes but also created opportunities for entrepreneurship and innovation.

Traditional tobacco control has reached its limits. The next phase requires embracing the technologies and business models that can accelerate change. European SMEs are already developing next-generation products that could revolutionize public health—if regulatory frameworks allow. The choice is between capturing this innovation dividend domestically or watching it flourish elsewhere while our smoking rates stagnate.

We Are Innovation and Path to Smoke-free's Briefing Paper **“The EU Case for Innovative Nicotine Products”** demonstrates how Sweden, Czechia, and Greece have turned innovation into a competitive advantage by creating smart regulatory frameworks that harness market solutions for public health challenges. The evidence shows that embracing technological innovation can become a powerful driver of both economic growth and health outcomes rather than regulatory stagnation. We invite you to review how these forward-thinking approaches have positioned pioneering European nations as global leaders in both public health achievement and innovation-friendly governance.

PATH TO SMOKE-FREE

Path to Smoke-Free is a comprehensive analytical platform developed by We Are Innovation that reveals how countries can harness innovation to defeat smoking and accelerate their journey toward smoke-free status. Drawing from Sweden's remarkable success in dramatically reducing smoking rates far below global averages—we identified three key elements: Accessibility, Acceptability, and Affordability of innovative nicotine products. Our platform combines comprehensive policy data with real insights from Swedish ex-smokers, offering interactive tools to compare how countries are harnessing innovation to defeat smoking. The platform features powerful forecasting charts that project smoking prevalence and when countries will reach smoke-free status under three scenarios: current policy trajectories, outcomes if countries matched Sweden's success rate, or results following the combined pace of leading nations. Policymakers, researchers, and health professionals can explore evidence-based strategies that could help their countries reach smoke-free targets faster, guided by proven success stories. Discover how your country could accelerate its journey to smoke-free status at <https://pathtosmokefree.global/>.

WE ARE INNOVATION

We Are Innovation is a dynamic network of individuals and institutions who deeply believe in innovation's power to drive progress and solve the world's most pressing problems. With 50 think tanks, foundations, and NGOs based worldwide, We Are Innovation represents the diverse voices of a global civil society committed to advancing human creativity, adopting new technologies, and promoting innovative solutions. Through our collaborative approach and cutting-edge expertise, we are driving global transformative change. To learn more about our work, visit us at <https://weareinnovation.global/>.

We Are Innovation
The Future Is Calling. And We Are Ready to Answer

