



# DMUN Foundation

Office of the Observer of the DMUN Foundation to the United Nations  
Office at Geneva and Other Intergovernmental Organizations at Geneva

## Secretariat of the Foundation

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## Statement of the DMUN Foundation

WHO-FCTC COP11 Side Event

Youth-led advocacy: Unmasking the tobacco and nicotine industry narrative to advance tobacco-free generations to achieve a tobacco-free generation by 2040

11th Conference of the Parties of the World Health Organization Framework Convention on Tobacco Control

17 November 2025

Ms. Daniela Saffie Budnik,

Observer of the DMUN Foundation to the United Nations Office at Geneva and Other Intergovernmental Organizations at Geneva

### **SEUL LE TEXTE PRONONCÉ FAIT FOI - CHECK AGAINST DELIVERY**

- Thank you for the floor.
- My name is Daniela Saffie Budnik, and I serve as the Observer of the DMUN Foundation to the United Nations Office at Geneva.
- I have the honour to speak on behalf of the Foundation's 26,000 members.
- My delegation first expresses its appreciation to the Organizers of this event for convening an event on such timely and urgent issues.



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- Distinguished colleagues, despite decades of evidence on the harms of tobacco and nicotine products, the nicotine and tobacco industry continues to deploy sophisticated strategies of misinformation, targeted marketing, and regulatory evasion that place children and youth at the center of risk.
- These practices threaten the implementation of the WHO Framework Convention on Tobacco Control and constitute a direct challenge to the human right to health and to the collective aspiration of achieving a tobacco-free generation by 2040.
- In light of these challenges, my delegation wishes to highlight the urgent need for states parties to resolutely repudiate the narratives propagated by the tobacco and nicotine industries.
- The positioning of harmful products, such as e-cigarettes or nicotine pouches, as “safer alternatives,” the exploitation of regulatory gaps, and the co-opting of youth-oriented spaces and digital platforms are deliberate strategies intended to erode public confidence and circumvent established controls.
- We urge all Parties to strengthen regulatory frameworks, enhance transparency, and fully uphold the principles of Article 5.3.



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- In line with the Secretary-General's Our Common Future agenda and the Pact for the Future, we also urge delegations of state parties, intergovernmental organizations, and other observers of the Convention to meaningfully include children and youth individuals in their delegation to the Framework Convention meetings, providing them with opportunities to actively co-combat the harm of tobacco.
- **Excellencies, dear colleagues, children, and youth deserve the right to a safe and healthy future.**
- Unless the Convention fully suppresses the manipulative and egregiously harmful tactics of such industries, this generation is failing in our mandate to nurture and protect the future.
- We thank you.

END OF STATEMENT