NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

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| **1.** | **Notifying Member:** Lithuania  **If applicable, name of local government involved (Article 3.2 and 7.2):** |
| **2.** | **Agency responsible:**  Ministry of Health of the Republic of Lithuania, Vilniaus str. 33, LT-01506 Vilnius, Lithuania, tel. +370 5 2661402, e-mail [ministerija@sam.lt](mailto:ministerija@sam.lt), <http://sam.lrv.lt/>  **Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:**  EC TBT Enquiry Point: [ec-tbt@cec.eu.int](mailto:ec-tbt@cec.eu.int)  National TBT Enquiry Point: [enquiry@lsd.lt](mailto:enquiry@lsd.lt) |
| **3.** | **Notified under Article 2.9.2 [X], 2.10.1 [ ], 5.6.2 [ ], 5.7.1 [ ], other:** |
| **4.** | **Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):** Food products in general (ICS 67.040), Non-alcoholic beverages (ICS 67.160.20), Toys (ICS 97.200.50). |
| **5.** | **Title, number of pages and language(s) of the notified document:** Draft Law on Alcohol Control of the Republic of Lithuania No. I-857 on Amendment of Article 28, No. XIIIP-1666(2) (1 page(s), in English; 1 page(s), in Lithuanian) |
| **6.** | **Description of content:** It is prohibited in Republic of Lithuania for undertakings, European legal persons and their affiliates in the Republic of Lithuania to produce and/or sell food products, toys and other goods for children and adolescents whose designs imitate alcoholic beverages and/or their packaging.  According to Art. 2 of the Law on Alcohol Control of the Republic of Lithuania:  14. *European legal person* means a legal person or any other organisation established in a party to the Agreement on the European Economic Area (except the Republic of Lithuania).  15. *Undertaking* means a legal person established in the Republic of Lithuania, a branch of a foreign legal person established in the Republic of Lithuania in accordance with the procedure laid down by the law. |
| **7.** | **Objective and rationale, including the nature of urgent problems where applicable:** Aim of the regulation is:  Studies show that alcohol advertising generates a favourable attitude of children towards alcohol consumption, strengthens the intention to consume alcohol in adolescents, encourages young people to consume alcohol more often and in larger quantities, significantly increases the consumption of adolescents and the harm caused. Products on the market targeted directly for children and adolescents in shape of alcoholic beverages and their packaging promote a culture of alcohol consumption, normalize/socialize behaviour of alcohol consumption. Minister of health, prof. and psychiatrist Aurelijus Veryga says: "Children's champagne" is a drink that forms the tradition that celebrating is usually accompanied by using of alcoholic beverages". At the same time, the state has to invest money and human resources in various alcohol prevention and harm reduction programs.  The proposed regulation is analogous to the prohibition of the production and sale of sweets, snacks, toys or any other objects in the form of tobacco products which appeal to minors, which is set out by the World Health Organization Framework Convention on Tobacco Control (Art. 16, 1(c) and which is successfully applied by many parties to the Convention (including Lithuania) for several years.  According to international studies HBSC, ESPAD, Lithuanian children are among earliest to begin drinking alcohol, according OECD report "Lithuania. Health Profile 2017", fifteen year olds' harmful drinking in Lithuania is particularly high among other countries and is important challenge to be tackled in Lithuania.  The proposed regulation neither imposes significant restrictions on business or impedes the free movement of goods, since the market share of such goods is insignificant to business, but is a step towards development of a socially responsible business and is proportionate to its aim of protecting the health of the particularly vulnerable part of society - children and young people, thus is contributing to development of the country's social and economic well-being. |
| **8.** | **Relevant documents:**   * <https://e-seimas.lrs.lt/portal/legalAct/lt/TAD/a46265d0752211e8a76a9c274644efa9?jfwid=iwhzpt9a9> |
| **9.** | **Proposed date of adoption:**Not specified  **Proposed date of entry into force:** Proposed date of entry into force 1 May 2019 |
| **10.** | **Final date for comments:** 60 days from notification |
| **11.** | **Texts available from: National enquiry point [****X] or address, telephone and fax numbers and email and website addresses, if available, of other body:**  [enquiry@lsd.lt](mailto:enquiry@lsd.lt)  <https://members.wto.org/crnattachments/2018/TBT/LTU/18_6468_00_e.pdf>  <https://members.wto.org/crnattachments/2018/TBT/LTU/18_6468_00_x.pdf> |