



AYUNTAMIENTO DE TEGUISE  
LANZAROTE

---

GABINETE DE ALCALDÍA

**MAYOR'S CABINET**

Dear Madam Director General,

In response to your reasonable concern and that of the signatory groups, I would like to clarify that "La Graciosa, Libre de Humo" is a community and participatory project to promote good healthy habits and environmental education.

The health effects of tobacco and its complications derived from tobacco consumption are already known to all, and that it is the prolonged and continuous action of the different substances that make up cigarettes on the human body that triggers the development of severe pathologies such as tumors, cardiovascular and respiratory problems.

In this regard, the project "La Graciosa, Libre de Humo" was designed under the Certification Protocol "Culture Free of Smoke", complementary to the current legislation on smoking.

That is why the main objective of the Tegüise City Council in its effort to comply with the "Smoke Free Culture" protocols has always been to comply with the requirements that such a distinction demands through its Citizen Participation tools, for which it was carried out carry out an action plan aimed at promoting habits always in accordance with the guidelines of the Ministry of Health.

This is a path in which institutions, companies, citizens and tourists of the island of La Graciosa went hand in hand to achieve a culture and an ecosystem free from cigarette smoke and to actively contribute to raising public awareness about the harm caused by cigarette smoking. adult smokers and society.

Therefore, to achieve this distinction from the independent company TÚV Austria, the City Council carried out a series of activities following the corresponding administrative procedure, including its approval by the plenary session of the municipal corporation and the supervision of the municipal intervention throughout all its execution, in particular with regard to providing transparency to the existence and content of the collaboration agreement of Philip Morris (PMS), a company that did not make any payment to the City Council or to any entity, natural person or legal entity related to it.

In accordance with the provisions of the regulations on transparency, access to public information and good governance, the agreement in full by all political groups and published on the City Council website ended months ago.

Furthermore, the actions carried out by the City Council have never implied the promotion of said company or any company in its group and / or its brands and products.

In this sense, the City Council undertook not to mention, display or refer -directly or indirectly- to any PMS product or brand and not to take any action that could be understood as advertising or promotion thereof.

These milestones and recognitions seek to protect and conserve one of the most scenic enclaves on the planet. One of the few places in Europe where there are still no asphalt roads.

In the basic framework of the Smoke Free Culture policy we want to give visibility to organizations and legal entities that wish to partner with tangible actions, implementation plans and measurable objectives to avoid the consumption of cigarettes in their facilities, as well as during activities or events that are organized.

In this context, the Tegui City Council, in its commitment to execute a plan that pivots on the aforementioned pillars, with the aspiration of turning La Graciosa into a smoke-free island, has all the groups that represent and defend good habits.

Therefore, we remain at your entire disposal to achieve this milestone that will mark a path towards sustainability and towards the health of all, and we ratify the end of the collaboration with PM for months and of any dissemination channel, such as the enabled web, which is already out of order.

Sincerely,

Tegui, 30 de noviembre de 2021.  
**EL ALCALDE-PRESIDENTE**  
Oswaldo Betancort García.



**Note:** This is a Google translation of the [original letter](#)