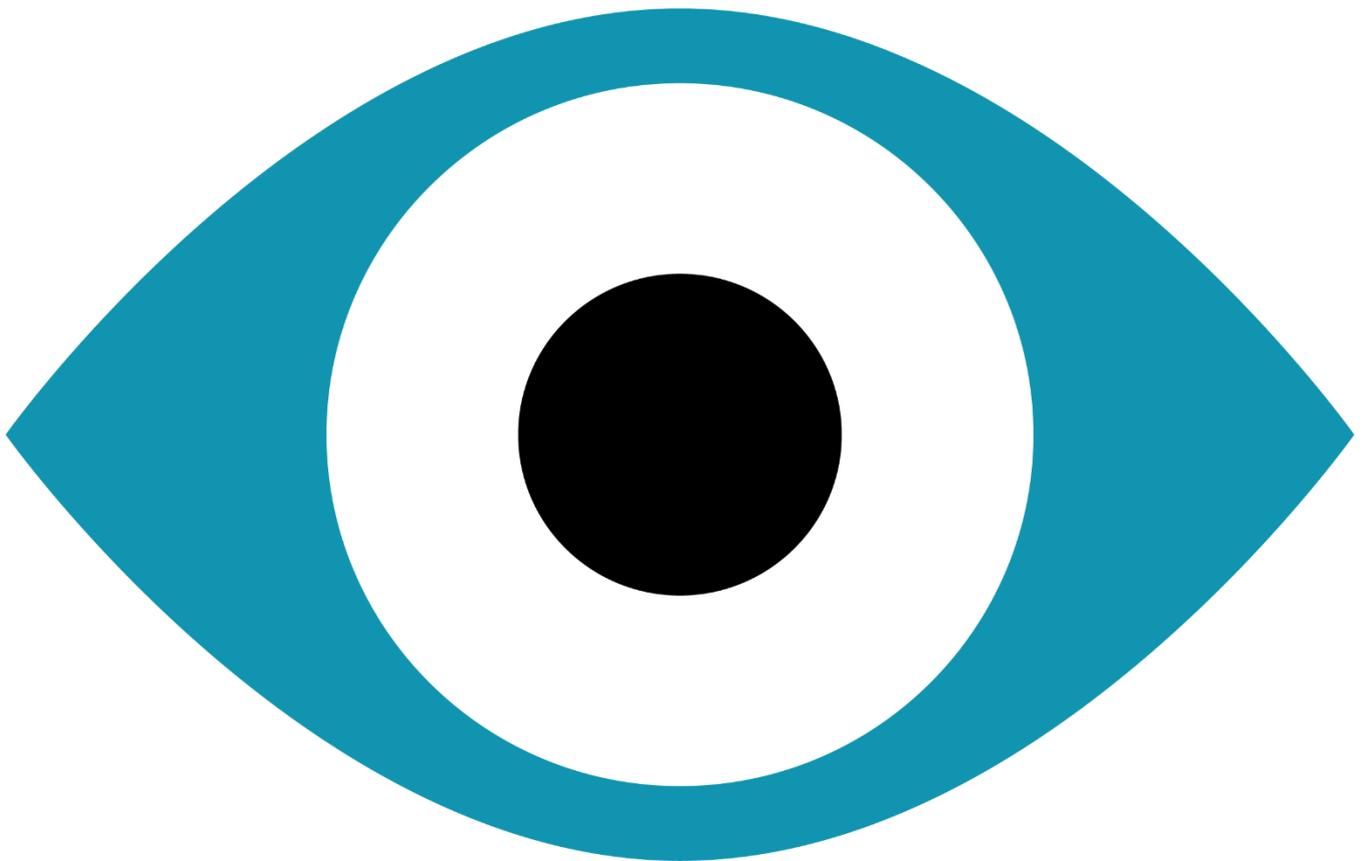


OxySuisse 2025 Annual Report



**Highlighting the influence
of the tobacco industry**

Table of Contents

A message from the president	4
A message from the director	5
Our mission	6
2025 in a few figures	7
2025 over the months	8
Our publications in 2025	9
A growing team	11
Communication and visibility	12
A strong network in Switzerland and internationally	14
Our outlook for 2026	17
Financial report / balance as of 31.12.2025	18
Acknowledgments	19

A message from the president

The year 2025 was marked by the launch of what I would call, with a wink, *OxySuisse 2.0*.

Our association took advantage of its 25th anniversary (it was founded on September 13, 2000) to get a fresh start and take a new step forward. This resulted in a new visual identity and a new website, the relocation of its headquarters from Geneva to Lausanne, accompanied by the move into new offices on Rue Enning, and above all, the strengthening of the team with the arrival of three new staff members: Tanja Heizmann, Sophie Lonchamp, and Quentin Landolt. These changes proved necessary to enable OxySuisse to best fulfill the “*Transparency and Truth*” mission entrusted to it by the Tobacco Prevention Fund.

These major administrative and branding changes in 2025 did not lead to a slowdown in operational activity; on the contrary, the team maintained, and even increased, its output while upholding a high standard of scientific and factual rigor and enhancing the communication and visibility of its work.

As this report shows, this output is particularly substantial. It should be noted that, in parallel, the team, and in particular its director, Michela Canevascini, devoted the entire year to a large-scale study on the links between Swiss universities and the tobacco industry, the results of which were published in February 2026.

The high standards the team and its director set for themselves placed them under considerable pressure. I would like to extend my warmest thanks and congratulations to them for rising to the many challenges that marked 2025, overcoming difficulties with determination and giving their very best.

OxySuisse 2.0 is now firmly established, and I am confident in its ability to fulfill the mission entrusted to it by the Fund with ever-greater efficiency—and even to go beyond it—by contributing to the denormalization of tobacco, nicotine, and the industry that produces and markets them. This will be achieved through close and cordial collaboration with our colleagues at the Fund as well as with our national and international partners.

Long live *OxySuisse 2.0*.



Pascal Diethelm, President of OxySuisse

A message from the director

Taking the reins of an association that has been driven for 25 years by Pascal Diethelm's almost exclusive dedication is no small task.

With perseverance and conviction, Pascal built an organization recognized far beyond Switzerland's borders and supported by a strong international network. From the Rylander case to the one at the University of Zurich, his actions have left a lasting mark on the media landscape. But above all, he developed what is now OxySuisse's hallmark: a remarkable ability to analyze and take action against the tobacco industry.

With patience, precision, foresight (and a healthy dose of humor!), Pascal planted seeds that are now bearing new fruit, particularly through the *Transparency and Truth* initiative, with the support of the Tobacco Prevention Fund.

When Pascal asked me to take over the leadership of OxySuisse, I accepted this responsibility with enthusiasm, while fully aware of the challenge of continuing the work accomplished so far.

In 2025, OxySuisse reached a new milestone. The team has grown and strengthened, enabling us to handle a sustained workload and tackle sometimes complex challenges. At the same time, we have forged new connections, particularly in German-speaking Switzerland. Gradually, our partners are getting to know us and joining us in a demanding mission: the denormalization of the tobacco and nicotine industry.

I would particularly like to highlight the central role of the team, whose commitment and skills are remarkable. It is thanks to them that OxySuisse is moving forward, growing stronger, and embodying its mission day after day.

Our commitment requires perseverance, courage, and patience. At times, we feel like David facing a sprawling, powerful Goliath. But let us remember one essential thing: it was David who ultimately won the battle!



Michela Canevascini, Director of OxySuisse

Our mission

For over 20 years, OxySuisse has been committed to a society free from tobacco and nicotine addiction. The major obstacle to this goal? The tobacco industry and its influence strategies. In 2025, once again, Switzerland ranks second-to-last in the global ranking of countries based on the level of tobacco industry interference.¹

Faced with this significant challenge, OxySuisse is committed to:



Understand: investigate and document the practices of the tobacco industry.



Communicate and inform: share this information with the public, the media, policymakers, and partner organizations, particularly through our websites transparencyandtruth.ch (in four languages) and oxysuisse.ch (in three languages).



Taking action: supporting political, legal, and scientific initiatives to protect public health and counter the tobacco industry's activities.

Since 2023, OxySuisse's work has primarily taken shape through the [Transparency and Truth](#) initiative, a mandate from the Tobacco Prevention Fund, whose goal is to shed light on the strategies and methods of influence used by the tobacco and nicotine industry in Switzerland.

Our goals? To deconstruct the industry's manipulation mechanisms, help denormalize its practices, and foster critical thinking among the public. By reducing its influence, we aim to promote the adoption of effective structural measures for tobacco prevention, in accordance with the [WHO Framework Convention on Tobacco Control](#).

¹ Global Tobacco Industry Interference Index 2025: <https://www.at-schweiz.ch/en/advocacy/tobacco-industry/global-tobacco-industry-interference-index/gti-2025/>

2025 in a few figures

In 2025, OxySuisse reached a decisive milestone.

3

New **reports** published on tobacco industry strategies



1

Relocation

24

LinkedIn and Instagram posts published



2

Completely redesigned **websites**, with nearly 70 pages and 300 resources

3

New **employees** hired, doubling the size of the original team

24

National and cantonal **partners** met

287

Contacts to whom the first **newsletter** was sent

1



International **webinar** on the tobacco industry's targeting of young people

2025 over the months

May

- [Publication](#) on World No Tobacco Day
- Quentin Landolt joins as administrative assistant
 - Move to new offices in Lausanne

July

- Launch of the new websites transparencyandtruth.ch and oxysuisse.ch
 - Initial contacts made with partners in German-speaking Switzerland

November

- Release of the episode “The temptation of forbidden fruit” from the *For adults only* series
- Participation in COP 11 and installation of the Death Clock in Geneva

February–March

- Hiring of two new research associates: Tanja Heizmann and Sophie Lonchamp

June

- Participation in the World Conference on Tobacco Control in Dublin
- Publication of the [“LGBTIQ+” report](#)

October

- Participation in the European Conference on Tobacco Control in Belgrade
- Release of the episode “Teens, the tobacco industry loves you!” from the [For adults only](#) series
- Participation in the EPFL Forum in Lausanne
- Publication of the [“Self-Regulation” report](#)

December

- Organization of the webinar on the tobacco industry’s targeting of young people
- Release of the episode “The marketing tools to attract young people” from the *For adults only* series

Our publications in 2025

LGBTIQ+: When Marketing Exploits a Cause



In June 2025, [we published a report](#) analyzing how [the tobacco industry exploits the LGBTIQ+ cause for image and marketing purposes.](#)

The tobacco industry readily presents itself as an ally of the LGBTIQ+ community by funding organizations and promoting messages of inclusion. However, this inclusive stance masks a far more ambivalent reality: for decades, [the industry has specifically targeted this community through advertising campaigns.](#) Furthermore, in Switzerland, the tobacco industry provides financial support to the UDC, a conservative party that systematically opposes the rights of LGBTIQ+ people.

Self-regulation: a smokescreen?

In October 2025, [we published a report](#) on *self-regulation*, a tactic often used by the industry to [avoid binding legislation.](#)

Under the guise of responsible engagement, the tobacco industry implements so-called voluntary measures, particularly regarding advertising. In reality, these actions are part of a lobbying strategy designed to prevent or weaken any binding government regulation.

This report demonstrates that these mechanisms, which are deliberately ineffective and non-binding, are not intended to reduce smoking but [rather to protect the commercial interests of tobacco manufacturers.](#)



“For adults only”: Young people in the industry’s crosshairs

In the fall of 2025, we launched a multi-episode series dedicated to [the tobacco industry’s strategies for luring young people](#). This series highlights a troubling reality: despite its official rhetoric claiming to want to protect minors, the industry views young people as a key target for ensuring the renewal of its consumer base. The first three episodes were published in 2025.



Episode 1

In this episode, we explain [why teenagers represent a major strategic target for the industry](#) and how the industry adapts its products and messaging to attract them.

Episode 2

When direct targeting becomes legally and ethically impossible, the industry circumvents the rules. [It exploits the codes, vulnerabilities, and aspirations unique to adolescence](#) to make its products appealing, while maintaining a semblance of respectability.



Episode 3

While mass tobacco advertising is largely a thing of the past, influence strategies haven't disappeared—they've adapted. Social media, influencer marketing, and visually appealing graphics: [the industry is infiltrating spaces frequented by young people and appropriating their cultural codes](#) to continue seducing them.



Choosing an episodic format allowed us to tackle a vast and complex subject in an accessible and dynamic way. Each post was accompanied [by a video shared on our social media channels](#), featuring a mother who discovered her 13-year-old son was using e-cigarettes. This powerful testimony helped ground our analysis in concrete reality and raise awareness among a wider audience about the issues surrounding marketing targeting young people.

A growing team

Thanks to the expanded mandate from the Tobacco Prevention Fund as part of the *Transparency and Truth* initiative, the OxySuisse team was able to bring on new members, effectively doubling in size. Motivated and dedicated, the team successfully organized itself and brought numerous projects to fruition, leveraging a wide range of skills.



Michela Canevascini, PhD

As Director of OxySuisse, Michela oversees strategy, research, and institutional management. With a PhD in anthropology, she closely monitors the links between universities and the tobacco industry. Committed to a scientific approach to prevention, she enjoys building bridges between research, public policy, and fieldwork, while maintaining a valuable connection to Italian-speaking Switzerland, where she is from.



Tanja Heizmann

Our Swiss-German asset. Tanja combines the pragmatism of an intensive care nurse—complemented by an MSc in Global Health—with the rigor of public administration, where she notably worked during the COVID crisis. Now serving as Deputy Director, she brings invaluable strength in strategy, diplomacy, and institutional management.



Pascal Diethelm

Founder of OxySuisse and the tireless driving force behind the project, Pascal also maintains numerous international connections. He never lets up in the legal arena, where he excels. A keen expert on the tobacco industry, he combines strategic vision with determination. As “true” retirement approaches, his expertise will undoubtedly continue to serve as a guiding compass for the team for a long time to come.



Hugo Molineaux

Hugo knows the tobacco industry inside and out: he has been dedicated to it since his history thesis at the University of Geneva. An excellent project manager, he conducts in-depth research on the tobacco industry, coordinates several of the organization’s activities, maintains ties with international partners, and creatively manages our social media channels.



Sophie Lonchamp, PhD

A true expert on the tobacco industry’s strategies, Sophie combines scientific rigor with a talent for popularization. With a master’s degree from EPFL, a Ph.D. in pharmacology, and a degree in journalism, she makes complex topics accessible. The *For adults only* series bears her signature. It is also thanks to her that Yumi, an adorable black Labrador, has become a loyal presence and the team’s mascot.



Quentin Landolt

A true jack-of-all-trades on the team, Quentin handles everything from accounting and administration to video editing and social media. Always reliable and efficient, he stays on course even during the busiest times. Also active in the music world as a performer and teacher, he can unfortunately only devote part of his time to OxySuisse.

Communication and visibility

New OxySuisse Website

In 2025, the OxySuisse website got a makeover: a new platform, available in three languages, showcases the association, its activities, and its key publications.



New *Transparency and Truth* website

In July 2025, we launched a new website in four languages, providing a modern and up-to-date showcase for *Transparency and Truth's* content, partners, and news about the tobacco industry.



Social Media

To reach a wider audience, OxySuisse launched *Transparency and Truth's* [Instagram](#) and [LinkedIn](#) accounts in the spring of 2025. The community continues to grow, and the content—now produced in-house—allows us to share our analyses and publications on social media.

Newsletter

To keep our partners informed of our latest news, we designed a newsletter in four languages, which was first sent out in November 2025. It is scheduled to be published quarterly.

Media

To get our messages across to the public, the team has taken a proactive approach by regularly pitching topics to journalists. Despite a year marked by fewer “major stories” than in 2024, several significant media mentions were secured:

[Secret collaborations between universities of applied sciences in French-speaking Switzerland and the tobacco industry](#)

RTS Info, September 30, 2025



[Universities of Applied Sciences in French-speaking Switzerland are quietly aligning themselves with the tobacco industry](#)

24heures, September 30, 2025



[Philip Morris's presence at the EPFL Forum sparks reaction](#)

24heures, October 7, 2025

[Unrestricted advertising at any cost?](#)

Le Courrier, October 17, 2025

[The issue of tobacco advertising has come up in connection with the relocation of the Caprices Festival](#)

RTS Info, 12/01/2025

[Much more than a Christmas gift](#)

Horizons, December 4, 2025

[Guest – Pascal Diethelm, founder of OxySuisse](#)

RTS Première, December 7, 2025



Figure 1 Pascal Diethelm, guest on the program “Les beaux parleurs” on RTS Première, on December 7, 2025

A strong network in Switzerland and internationally

In 2025, OxySuisse strengthened its partnerships in Switzerland and internationally. These partnerships are essential: they allow us to expand the reach of our work, share best practices, and strengthen the credibility of actions taken in Switzerland to protect public health. They also aim to encourage our partners to adopt our analyses and content, so that we can work together to denormalize the tobacco industry.

Strengthening ties beyond the Röstigraben

Throughout 2025, we strengthened our exchanges with national, regional, and cantonal stakeholders engaged in tobacco prevention. Starting in the summer, a targeted strategy allowed us to expand these contacts to all cantons. The objective was multifaceted: to meet with stakeholders working in the field, introduce them to *Transparency and Truth's* activities, gain a better understanding of their initiatives, and explore opportunities for collaboration.

This initiative helped raise *Transparency and Truth's* profile, particularly in German-speaking Switzerland, and led to several concrete collaborations. It also provided us with valuable feedback on our work, helping us refine our approach.

In June, the steering group meeting brought together some twenty partners for a discussion on *Transparency and Truth's* activities and future directions. This event marked an important step in dialogue and critical reflection: it highlighted that *Transparency and Truth's* objectives and activities are not yet widely known, nor fully understood or shared by all stakeholders.

Strong national collaborations

Throughout the year, we collaborated with several Swiss organizations active in tobacco prevention. Here are a few examples:

On [World No Tobacco Day](#) (May 31, 2025), OxySuisse collaborated with the Swiss Association for Tobacco Prevention (AT), at the initiative of the Tobacco Prevention Fund (FPT), to highlight the issue of [plain packaging](#). We developed a detailed fact sheet and compiled examples of plain packaging from six European countries. AT Switzerland, in collaboration with the agency Feinheit, developed visuals for a national mini-campaign. Together, we drafted a press release, co-signed by several partner organizations such as the Cancer League, the Lung League, and Addiction Switzerland. This joint effort raised awareness among the media and increased visibility for this public health measure.



Trouves-tu la Suisse ?

Figure 2 Visual developed with AT Switzerland for World No Tobacco Day 2025

As part of the annual meeting of tobacco prevention professionals in the Canton of Zurich, we led a workshop on the rhetoric of the tobacco industry. Our workshop offered concrete tools for analyzing these argumentative strategies and developing clear, concise, and science-based counter-narratives.



Figure 3 LinkedIn post by Prävention und Gesundheitsförderung Kanton Zürich during the workshop on rhetoric organized by OxySuisse.

An active presence on the international stage

The OxySuisse team is also well-integrated into the international tobacco control network. In June 2025, we participated in the [“World Conference on Tobacco Control” \(WCTC\) in Dublin](#), where three posters were presented on the topics of LGBTIQ+, sponsorship, and universities.

In October, we participated in the [“European Conference on Tobacco Control” in Belgrade](#), organized by the ENSP (European Network for Smoking and Tobacco Prevention), of which we are members. On this occasion, we gave two presentations focusing respectively on tobacco taxation issues and the concept of “harm reduction.”

We also participated [in COP11 of the WHO Framework Convention on Tobacco Control \(FCTC\)](#) in November 2025, strengthening our ties with international partners. On this occasion, OxySuisse launched a [“Death Clock”](#) showing the number of deaths linked to tobacco use since 1999, unveiled in the presence of the COP11 Presidency, representatives of the Global Alliance for Tobacco Control, and young international activists. OxySuisse also reserved the Place des Nations with the Swiss authorities for 16–17 November. This space enabled several international organizations to hold a demonstration, including a striking installation of a giant octopus symbolizing the tobacco industry.



Figure 4 - Unveiling of the Death Clock by Leslie Rae Ferrat, Executive Director of the Global Alliance for Tobacco Control (GATC), and Pascal Diethelm, President of OxySuisse, November 17, 2025. © Copyright World Health Organization (WHO), 2025.

In December, we organized an [international webinar](#) focused on the tobacco industry’s targeting of young people. The event brought together nearly 90 participants from around the world as well as from across Switzerland, with all regions represented. This strong national and international participation reflects the growing interest in this topic. [The program](#) featured presentations by experts committed to tobacco control, addressing key topics such as the industry’s marketing strategies, targeting via social media, audience segmentation techniques, and concrete examples of prevention projects. The discussions also highlighted key factors for improving the effectiveness of prevention efforts.

Our outlook for 2026

The first half of 2026 promises to be particularly busy for OxySuisse. Several major reports will be published by July 2026, notably on the following topics:

- Relationships between universities and the tobacco industry;
- The rhetoric of the tobacco industry;
- New tobacco products and the “harm reduction” narrative;
- The actual economic impact of the tobacco industry.

We will also continue our series on the targeting of young people by the tobacco industry and strengthen our presence in German-speaking Switzerland to broaden our audience and increase the impact of our work on a national scale.

At the same time, strategic work will be carried out in collaboration with the Tobacco Prevention Fund to prepare for the next phase of the *Transparency and Truth* mandate and to consolidate OxySuisse’s role as a national leader in analyzing and exposing the influence strategies used by the tobacco industry.

Our ambition remains clear: **to contribute to a Switzerland that is better informed, more transparent, and more resilient in the face of the tobacco industry’s influence strategies**, in the service of public health and the protection of younger generations.

Financial report / balance as of 31.12.2025

ASSETS	2025	2024
	CHF	CHF
Current assets		
Cash and cash equivalents	472,421.19	396,778.35
Prepaid expenses	19,086.90	0.00
Total current assets	491,508.09	396,778.35
Total assets	491,508.09	396,778.35
LIABILITIES	2025	2024
Short-term foreign assets		
Creditors, suppliers	69,286.95	7,709.55
Wages payable	10,403.30	10,403.30
VAT payable	22,843.00	34,132.88
Customer deposit	337,453.43	278,969.45
Accrued liabilities	5,000.00	10,500.00
Total short-term foreign assets	444,986.68	341,715.18
Equity		
Association's capital	55,063.17	11,290.65
Accounting result	-8,541.76	43,772.52
Total equity	46,521.41	55,063.17
Total liabilities	491,508.09	396,778.35
PROFIT AND LOSS STATEMENT	2025	2024
Operating revenue		
Revenue	611,516.02	414,653.00
Total operating revenue	611,516.02	414,653.00
Operating expenses		
Direct expenses	70,802.25	68,557.25
Task Force meeting allowances	1,706.00	948.60
Salaries and payroll taxes	463,793.82	263,523.64
Rent	13,946.10	2,400.00
Fees	4,260.00	6,127.65
Administrative expenses	46,847.63	12,240.18
Committee Expenses - AGM	383.25	712.25
Campaign Expenses	1,262.00	1,989.20
Conference, training, and travel expenses	17,144.93	7,324.75
Total operating expenses	620,145.98	363,823.52
Operating loss (profit)	-8,629.96	50,829.48
Non-operating income and expenses		
Extraordinary income	1,000.00	0.00
Financial result	-120.95	-56.66
Taxes	-790.85	-7,000.30
Total non-operating income and expenses	88.20	-7,056.96
Loss (Profit) for the year	-8,541.76	43,772.52

Acknowledgments

The OxySuisse association would like to express its sincere gratitude to all the individuals and institutions that have contributed, directly or indirectly, to the success of its activities over the past year.

First and foremost, we would like to thank the members of our board for their constant dedication and invaluable support: Pascal Diethelm, President; Jean-Paul Humair, Vice President; Werner Bill, Founding Member and Treasurer; Ode Billard, Secretary; and Luc Lebon.

We would also like to extend our heartfelt thanks to the members of the Task Force and the steering group for the *Transparency and Truth* project for their insightful guidance and sound advice.

Our gratitude also extends to all our partners in Switzerland and internationally; cantons, NGOs, and associations; whose collaboration, exchanges, and shared expertise help strengthen and enrich our work.

Finally, we express our deep gratitude to the **Tobacco Prevention Fund** for the trust it places in our association, for its constant support of our activities, and for funding the *Transparency and Truth* project, which enables the development and implementation of our initiatives.



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