



Lilia Olefir

Director, Smoke Free Partnership, Belgium

Biography

Lilia Olefir is Director of the Smoke Free Partnership (SFP) and GATC Coordinator for the Euro region since 2022. SFP is a coalition of over 50 NGOs working on policy analysis and advocacy to implement the WHO Framework Convention on Tobacco Control at European level. Prior to joining the SFP team she worked as Executive Director of the tobacco control NGO Advocacy Center “LIFE” in Kyiv, Ukraine in 2017-2021. In 2019-2021 Lilia was a consultant on tobacco control policy to the Member of Parliament of Ukraine and served as Board Member of the Coalition Reanimation Package of Reforms.

Lilia and Advocacy Center “LIFE” team conducted two successful advocacy tobacco tax campaigns: in 2017 supporting the Government in the development and passage of the 7-year plan to increase taxes on tobacco products by 20% annually and in 2019-2021 working with the Parliament to pass the law on 4-fold excise increase on heated tobacco products and on taxing ENDS. In 2021 Lilia and “LIFE” team successfully advocated for the adoption of the comprehensive bill on EU TPD measures, 100% smoke-free policies and harmonising legislation of heated tobacco products and electronic cigarettes. Lilia holds a master degree in Management of Organizations (in public health).