



## Reduce post-consumer waste

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### Proportion of shipment volume covered by markets with anti-littering programs in place for combustible cigarettes

#### KPI description

To address the issue of cigarette butt littering, PMI has established global guidelines harmonizing the deployment of anti-littering (AL) programs in the markets where it operates. These programs are driven and implemented by our affiliates and focus on driving behavior change through awareness-raising initiatives. While we have set minimum criteria for a market to be considered as having a program in place, our guidelines also accommodate differences between markets, socioeconomic and cultural realities, consumer norms, and regulatory environments.

For a market to be counted for as having an AL program in place, it must deploy at a minimum one "Reach" activity and one "Impact" activity per year, defined as follows:

#### Reach

Communication activities with a meaningful reach, delivering a littering prevention message directly to legal-age smokers (LAS) and/or point of sales (POS). Accepted activities include on-pack messaging, limited pack editions, anti-littering communications which can be accessed by links printed on the pack, digital trade engagement campaigns, and placement of POS materials.

#### Impact

Corporate campaigns and partnerships aimed at making littering socially unacceptable. They could be deployed nationally or focus on key areas clearly identified as priority, to support behavior change and/or provide concrete solutions. Examples of Impact activities, involving events and partnerships raising awareness of the issue, include analyses to identify cigarette butt littering hotspots, and local or global partnerships or initiatives.

## Definitions

**Littering** Inadequate behavior by consumers which consists of carelessly or inadvertently discarding waste into the environment and other outdoor places in the public domain instead of disposal in appropriate waste receptacles such as ashtrays or waste bins.

**Reach activity** Communication activity aiming to make awareness for the LAS, which are available on/in the product directly or at POS or digital trade engagement.

**Impact activity** Activity aiming to raise awareness for the LAS via events, partnerships, and any other communication campaigns.

#### Scope

**Included** All markets in which PMI commercializes cigarettes. Additionally, China, where we have a strategic cooperation agreement with China National Tobacco Corporation (CNTC), is included in scope.

**Excluded** PMI Global Travel Retail markets.

#### Calculation methodology

Proportion of PMI shipment volume covered by AL programs is calculated as:

$$= \left( \frac{\text{Full-year shipment volume (billion stick equiv.) of combustible cigarettes for markets which have a program "in place"}}{\text{Total PMI full-year shipment volume of combustible cigarettes (billion stick equiv.)}} \right) \times 100\%$$

**Estimates and assumptions** Markets are evaluated for compliance with the requirements of PMI's AL guidelines, considering all activities deployed between January 1 and December 31 of the respective year.

This evaluation is performed in January of the following calendar year. For simplicity, when calculating the proportion of shipment volumes covered by AL programs, the full-year shipment volumes are considered.

#### Data management

For each market, the AL plans are reviewed and implemented, and AL programs are evaluated, documented, and approved by the regional teams on a rolling 12-month basis. Each calendar year starts with collection of the activity plans from the markets, followed by a mid-year health check to review AL program status versus plans, and year-end consolidation and reporting period. The program results are consolidated and checked centrally to report on the global shipment volume covered by markets with an AL program in place for the respective year.

**Data verification** The KPI, as published in [PMI's Value Report 2025](#), has been assured by PwC (limited assurance).

[See the independent practitioner's limited assurance report](#)