



Reduce post-consumer waste

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Proportion of PMI smoke-free devices with an eco-design certification

KPI description

To integrate sustainability principles into our design process, we endeavor to embed eco-design in the product development process. Accordingly, we are seeking an eco-design certification for our smoke-free devices.

Our interpretation of the term “eco-certification” is the achievement of an externally recognized sustainably designed product certification. This achievement can be obtained through a Type 1, Type 2, or Type 3 environmental statement, as defined by ISO 14020:2022.

To meet PMI's 2025 goal, we will use a Type 2 self-declared environmental statements and/or Type 3 Environmental Product Declaration (EPD).

The product is considered to have eco-certification when:

- At least one self-declared environmental statement (Type 2) is communicated after external verification by an independent third-party, and/or
- An Environmental Product Declaration (EPD (Type 3) is created, externally verified, and published on the website of a Type 3 program operator.

Definitions

Environmental statement (ISO 14020:2022) Information on one or more environmental aspects or environmental impacts of a product, which aims to inform an intended audience and to influence the market of this product. The ISO 14020:2022 standards define three types of product environmental statements:

- **Type 1: Environmental labels and declarations** are awarded by a third-party accrediting body based on best-in-class performance among the product category. A product category is a standardized set of performance-oriented criteria for a defined scope of products, according to which product sustainability information is assessed, evaluated, and partly disclosed by an accredited body. Type 1 certification currently is not possible for smoke-free electronic devices due to the lack of established product category ruling for this product category.
- **Type 2: Self-declared environmental claims** refer to self-declared and externally verified adherence to an internally developed standard, communicated through a statement, symbol, graphic, or text.
- **Type 3: Environmental Product Declaration (EPD)**. Product Category Ruling (PCR) to execute a life-cycle assessment (LCA) for a defined product category. Based on these standards, an LCA can be conducted. The EPD verifier evaluates product performance against a set of indicators, allowing for comparability between products within the same category. This type of eco-design certification prescribes guidelines for similar products to disclose product information, mainly focusing on transparency and accuracy.

Scope

Included Electronic smoke-free devices designed by PMI, both HNB devices (holder and charger) and e-vapor devices (holder only).

Excluded Disposable devices, device accessories, and electronic smoke-free devices designed by third-party manufacturers and commercialized by PMI, limited-edition devices, products that are not part of commercial deployment, launches of existing product versions in new markets.

Calculation methodology

The KPI measures eco-certified product launches at the end of 2025:

$$= \left(\frac{\text{Total number of PMI smoke-free electronic devices launched as of Q4 2025 that are eco-certified}}{\text{Total number of PMI smoke-free electronic devices launched by Q4 2025}} \right) \times 100\%$$

Data management

Smoke-free electronic devices launched in 2025 that have Type 2 and/or Type 3 certification as of Q4 2025 will be in scope of the KPI.

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](#)