

PMI Supports Objectives of EU Single-Use Plastics Directive

Lausanne, December 19, 2018 – Philip Morris International (PMI) supports the objectives of the EU Single-Use Plastics Directive to prevent and reduce the environmental impact of certain plastic products, including bio-based plastic tobacco filters. We look forward to discussions that will help ensure an effective and timely transposition of the directive.

We are aware of the negative impacts cigarette butt littering has on the environment, and are committed to contributing to littering reduction. We believe that the best way to reduce littering – and cigarette butt littering in particular – is to encourage and enable proper disposal of consumer waste and drive consumer behavior change. To achieve this, PMI believes collaboration between parties involved is needed and can help create solutions, raise awareness, and give visibility to the issue, and thus help reduce littering.

In this context, the general concept of Extended Producer Responsibility can play a role in reducing the littering problem in an economically and environmentally efficient, as well as socially acceptable manner. For PMI, this includes significantly expanding and strengthening our anti-littering campaigns to encourage and enable smokers to dispose properly of their cigarette butts.

As PMI is transforming towards a smoke-free future, the company is actively working on innovative solutions to reduce post-consumer waste from its smoke-free products. Heated tobacco units do not involve combustion, are not contaminated by smoke, they do not need to be extinguished after use and have much less odor than combustible cigarette butts. As a result, consumers more readily keep used sticks for later disposal and they are more suitable to play a role for a circular economy.

You will find additional information under the [sustainability section of our website](#).

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