



The ban on smoking in public places has created a huge rise in the amount of cigarette litter on the UK's streets

Environment

The environment is not usually the first thing that retailers and smokers would associate with the tobacco industry, but manufacturers are working increasingly hard to change this.

The advent of the smoking ban in July 2007 meant that cigarettes are no longer visible inside pubs clubs and workplaces, but are twice as visible outside, where a lack of ashtrays forces many smokers to discard their used butts on the pavement.

With more than 122 tonnes of cigarette litter now dropped daily onto the UK's streets – more than



Rizla has become Forest Stewardship Council certified, to reassure consumers that its papers are made from products that come from managed forests

double the levels seen before the ban – the issue is fast becoming a serious one for local government, environmental groups and the tobacco manufacturers themselves.

August saw the launch of a new partnership between Imperial Tobacco and CSR Solutions to promote the ButtsOut personal

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Get the most from tobacco

Imperial Tobacco has announced a new partnership with CSR Solutions to promote the ButtsOut personal... The partnership aims to reduce cigarette litter and improve the environmental credentials of the tobacco industry. This is part of a broader commitment to sustainability and responsible business practices. The company is working closely with environmental groups and local authorities to ensure that the ban on smoking in public places does not lead to an increase in litter. The new initiative will involve providing smokers with a personal ashtray to use in public places, thereby reducing the amount of cigarette litter that ends up on the streets. This is a significant step towards addressing the environmental impact of the tobacco industry and ensuring that the industry remains a responsible and sustainable part of the economy.



