Combating cigarette litter

Keep Britain Tidy has recently estimated that litter from discarded cigarettes has doubled since the smoking ban was introduced in 2007, making cigarette butts one of the major contributors to litter alongside chewing gum, confectionery, soft drinks and fast food.

Imperial Tobacco is committed to finding a workable solution, especially for those who have been forced outdoors by smoking bans, often making it difficult for them to dispose of their litter properly.

Encouraging individual responsibility is vital. We place the Tidyman symbol on our packaging to encourage the responsible use and disposal of tobacco products and we believe that personal ashtrays can be another important element to support the smoker in finding a workable solution. This is why in 2009 we were pleased to add the ButtsOut personal ashtray from CSR Solutions to our price list.

Steve Stotesbury, Head of UK corporate affairs, Imperial Tobacco UK

More generally, we take our wider environmental responsibilities seriously and have a policy in place to help minimise the environmental impact of our activities through effective environmental management. Indeed, we monitor our waste, implement waste minimisation programmes, segregate waste and dispose of each component appropriately, set reduction targets and choose recycling wherever possible over landfill disposal or incineration.

Source: Nielsen Market Track, *Based on buying at Q5 and selling at RRP

- ButtsOut personal ashtrays were added to the Imperial Tobacco recommended retail price list last year.
- We want to encourage adult smokers to be responsible with their litter.
- ButtsOut personal ashtrays carry a RRP of 99p and generate margins of almost 100%* for retailers.

Let's Keep It Tidy!

"We urge smokers to act responsibly, get a personal ashtray or use a bin. We're therefore delighted to see Imperial Tobacco taking action".

Phil Barton, Chief Executive of Keep Britain Tidy

www.keepbritaintidy.org