



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**

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ashtray to retailers and smokers. Imperial Tobacco UK corporate affairs manager Steve Stotesbury says: "While litter is a matter of individual responsibility, we see personal ashtrays as an important part of the answer in promoting considerate and responsible behaviour in the disposal of cigarettes."

The move has been widely welcomed by councils and Keep Britain Tidy and is also likely to be welcomed by retailers, especially when they learn that they can make a 60% mark-up on the rrp of 99p.

Personal ashtrays aren't the only ways in which manufacturers are working to make their products greener, though. BAT (which also produces a personal ashtray) has started replacing the foil in some of its cigarette packs with paper. The product is better for the environment as it is recyclable, but it also takes less energy to produce.

And in a world first, rolling paper brand Rizla has recently become Forest Stewardship Council (FSC) certified. Rizla brand manager Alison Williams comments: "Responsible management of the world's forest is very important. Adult smokers will be able to purchase FSC certified Rizla rolling papers and be confident that the product has been independently certified to ensure it comes from forest sources that are managed to meet the social, economic and ecological needs of present and future generations".



Personal ashtrays are seen as a good way to prevent cigarette butts causing a litter problem

“With more than 122 tonnes of cigarette litter now dropped daily onto the UK's streets - more than double the levels seen before the ban - the issue is fast becoming a serious one for tobacco manufacturers”

Environmental concerns are even being extended to the tobacco itself. Henri Wintermans owner Scandinavian Tobacco is set to launch a new chemical-free brand of RYO tobacco called Crossroad.

The recipe uses honey to retain

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## Innovation and design



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