

Press release

Watch out for the environment! - BVTE sensitises consumers to dispose of waste responsibly / Almost a quarter of a million pocket ashtrays distributed.

(Berlin, 16 September 2022) On the occasion of World Cleanup Day on 17 September, BVTE renews its appeal to protect the environment. Every year on this day, numerous voluntary initiatives and private individuals are committed to a clean environment in more than 160 countries around the world.

Almost two years ago, the BVTE launched its "Pay attention to the environment" campaign and has since distributed almost a quarter of a million pocket ashtrays free of charge. Thus, on the beaches of the German Baltic Sea, beach visitors are provided with a handy BVTE ashtray when they rent a beach chair. Thanks to the support of the Landesverband der Strandkorbvermietungen Schleswig-Holstein (Schleswig-Holstein Beach Chair Rental Association), numerous beach chair rental companies participate in the campaign and thus contribute to cleanliness on the beaches. But the reusable ashtrays are also used at festivals, city festivals and many clean-up campaigns throughout Germany, from the Baltic Sea to the Allgäu region.

The common concern and background of the cooperation between all participants is environmental protection and keeping nature clean. Unfortunately, not all smokers dispose of their cigarette waste properly in litter bins and household waste. Waste of any kind, whether chewing gum, cigarette butts or fast food packaging, is a global problem that affects the whole of society. Even if a large part of the population disposes of its waste correctly, too much still ends up in the environment.

Within the framework of its campaign and with the website www.achteaufdieumwelt.de, the BVTE wants to sensitise consumers for a responsible handling of waste in general and to encourage more mindfulness for a clean environment. With ashtrays, different poster motifs, a prevention flyer, videos as well as a lot of information on littering and cigarette waste in particular and interesting facts about the filter on the campaign website, consumers are comprehensively informed. In addition, cigarette-look collection bins will be sponsored for particularly affected hot spots to create even more awareness of the problem of cigarette litter on a selective basis.

"Our initiative is primarily aimed at our consumers and wants to help prevent thoughtless environmental pollution," says Jan Mücke, Chief Executive Officer of BVTE. Even though there will be no quick fix and individual measures will not solve the problem, it is important to raise awareness for mindful environmental protection, he said. "Only the combination of many instruments will ensure better environmental protection in the medium and long term, and only together can the

problem of littering be changed in the long term. Manufacturers, consumers, politicians and municipalities have a joint responsibility here."

In the future, manufacturers of disposable plastic products, which also include cigarette filters, are to assume more responsibility and contribute to cleaning costs for public spaces. The tobacco industry will bear its share of responsibility and is committed to finding a cost-effective solution to the littering problem. In addition to contributing to the cleaning costs, it is campaigning for greater awareness of the problem among consumers. Cigarette litter should not end up in nature or water - it must be disposed of properly. Only a change in consumer behaviour will lead to a cleaner environment.

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