

Dirty Secrets

How Big Tobacco Destroys the Environment & Hides it.

Global Pollution

4.5 TRILLION CIGARETTES are discarded per year worldwide, making them **the most littered item on Earth and the most common item of litter on beaches.**



Water Supply

EVERY YEAR OVER 22 BILLION CUBIC METERS OF WATER (enough to fill about **15 MILLION Olympic-sized swimming pools**)

are used to grow tobacco, often in countries where the water supply is already stressed.



Water Poisoning

E-cigarette waste is a potentially more dangerous problem than cigarette butts,

CONTAMINATING WATERWAYS

and soil and endangering wildlife with

plastic, nicotine salts, heavy metals, lead, mercury, and flammable lithium-ion batteries.



Greenwashing its Dirty Image

Greenwashing is a tactic used by harmful industries to appear socially responsible, while, in reality, their products and business practices are destroying the environment. The tobacco industry dumps toxic waste into communities and depletes natural resources. There is nothing "green" about it. But the industry pretends it's transforming by greenwashing its image to build influence with policymakers, especially in low- and middle-income countries, and sway policies to help tobacco companies' profits. Greenwashing is deceptive and can distract from serious efforts to protect the planet, but when the tobacco industry does it, it also violates a global health treaty.

5 Ways the Industry

Covers Up its Harms

Brazil

British American Tobacco (BAT) is involved with environmental associations and the Ministry of the Environment for the preservation of forests in southern Brazil. Meanwhile, this is BAT's largest area

of operation worldwide, where tobacco is one of the top contributors to deforestation, reducing Brazil's native forest cover to 2% of its original size.

India

Imperial Brands funds education, sanitation and health programs, including environmental education in India. However, attempts to mask the company's image do not outweigh the structural, ecological and financial harms tobacco causes these communities.

Bangladesh

British American Tobacco Bangladesh received the "Prime Minister's Afforestation Award" five times since its afforestation project began in 1980. Yet tobacco growing and curing are both direct causes of deforestation, including in Bangladesh, where tobacco cultivation contributes to massive-scale deforestation and loss of soil and water quality.

Mexico

Philip Morris International (PMI) is running an initiative in Mexico to collect lighters to "stop the fire"—aiming at litter clean-ups and pushing "smoke-free" messaging to market its IQOS product. Yet as the world's largest transnational tobacco company, PMI knows this so-called corporate social responsibility (CSR) attempt pales in comparison to the 1.69 billion pounds of toxic trash tobacco-use generates each year.

Philippines

In 2019, PMFTC, the Philippine affiliate of PMI, donated 30 trash bins to the Armed Forces at Camp Servillano Aquino, Tarlac City, to help sort waste and reduce litter. This meager attempt at environmental conservation pales in comparison to the fact that tobacco accounts for 2 million tons of solid waste worldwide, every year.

Learn more about how the tobacco industry not only hides the devastating harms it causes to the environment but tries to sell itself as an environmental and sustainability ally.