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

5 Ways the Industry Covers Up its Harms

Brazil
British American Tobacco (BAT) is involved with environmental associations and is working with the preservation of forests in southeastern Brazil, but the company’s partnership with Operation Woodpecker, where bats are killed and sold for use in medicine, is a cause for concern.

India
Imperial Brands funds education, sustainability and health programs, including environmental education in India. However, the company’s role in various industries that lead to deforestation for non-forestry purposes, such as agriculture and urbanization, is not acknowledged by the company.

Bangladesh
British American Tobacco Bangladesh received the “Forest Stewardship Council” certification for its tobacco, which contributes to the reduction of deforestation and water pollution.

Mexico
Philip Morris International (PMI) is vowing to eliminate tobacco-related carbon emissions by 2030. However, the company’s product development strategy is heavily focused on reducing the health impact of cigarettes, rather than transitioning to non-tobacco products.

Philippines
In 2019, BAT’s Philippine subsidiary was accused of failing to disclose the location of its tobacco waste disposal site.

Learn more about how the tobacco industry enlists recursos and marketing strategies to both minimize its environmental and sustainability impact. ExploreTobacco.org WHS.org