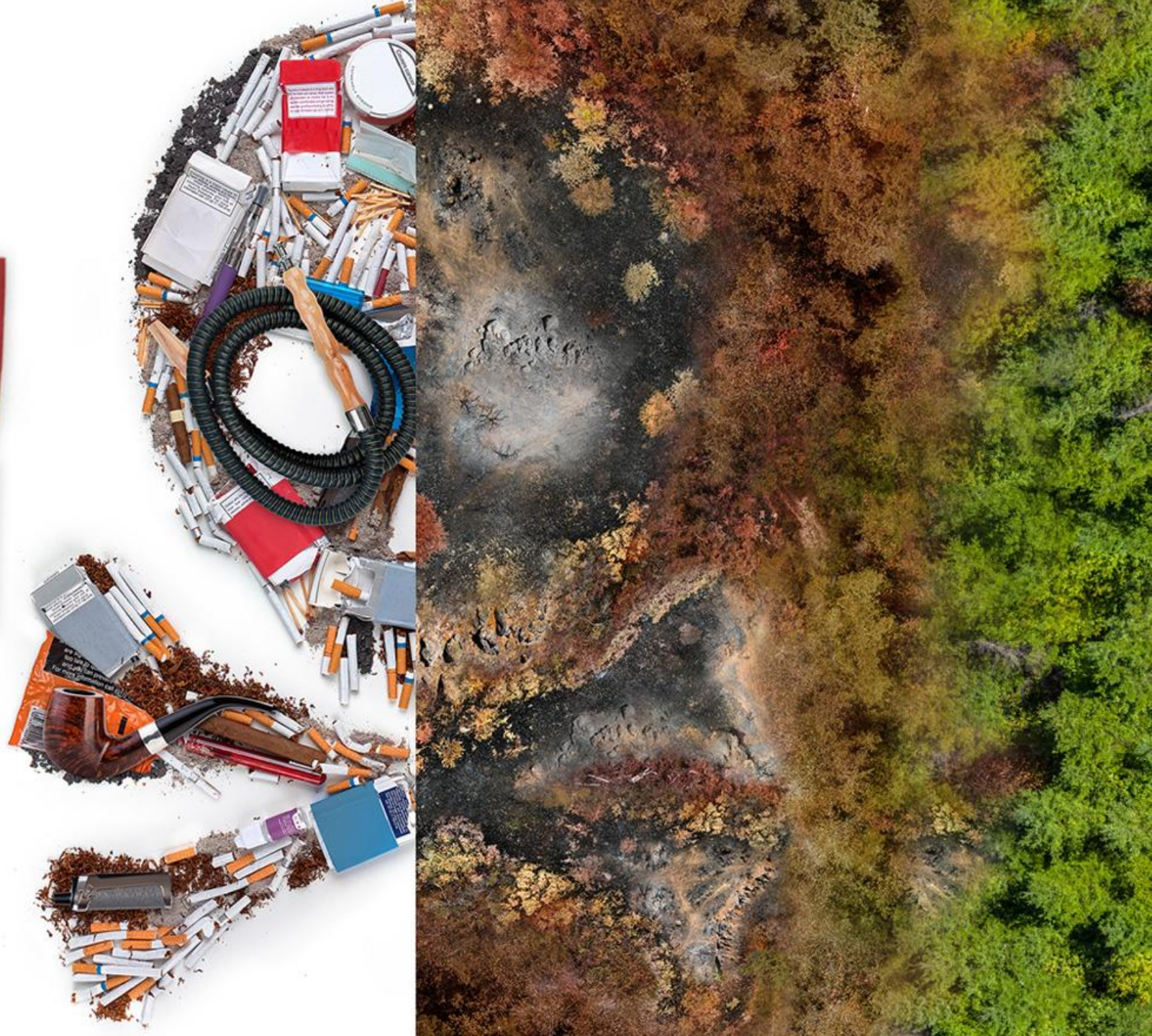


# POISONING OUR PLANET

#TobaccoExposed

Throughout its lifecycle, tobacco pollutes the planet & damages the health of all people.







# Tobacco is not just poisoning people; it is poisoning our planet.

The tobacco industry damages the environment in ways that go far beyond the effects of the smoke that cigarettes put into the air.

Tobacco can no longer be categorized simply as a health threat – **it is a threat to human development as a whole.**

# Talking Trash: the tobacco industry's environmental footprint



# Campaign objectives

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- Give tobacco users one extra reason to quit;
- Raise awareness about the environmental impact of tobacco;
- Expose tobacco industry tactics efforts to “greenwash” its reputation and products;
- Encourage policy makers to apply the Extended Producer Responsibility policy principle;
- Urge governments to implement supply and demand reduction tobacco control measures to minimize the environmental impact of tobacco.





Campaign material



# Water Supply

**EVERY YEAR OVER  
22 BILLION TONNES OF WATER  
(enough to fill about 8.8 MILLION  
Olympic-sized swimming pools)**

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





# 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 Poisoning

E-cigarette waste is dangerous,

**CONTAMINATING WATERWAYS**

and soil and endangering wildlife with **plastic, nicotine salts, heavy metals, lead, mercury and flammable lithium-ion batteries.**





**200 000 ha**



**of land cleared annually  
for tobacco agriculture & curing**



**3.7 litres of water used  
to make only 1 cigarette**



**84 MILLION TONNES OF CO<sub>2</sub>**

**emissions from  
tobacco production**

**That's Equivalent to**

**280,000 ROCKET LAUNCHES**

**to outer space**



**10 years**

**for a butt to decompose,**

**leaching 4000 chemicals into the soil**



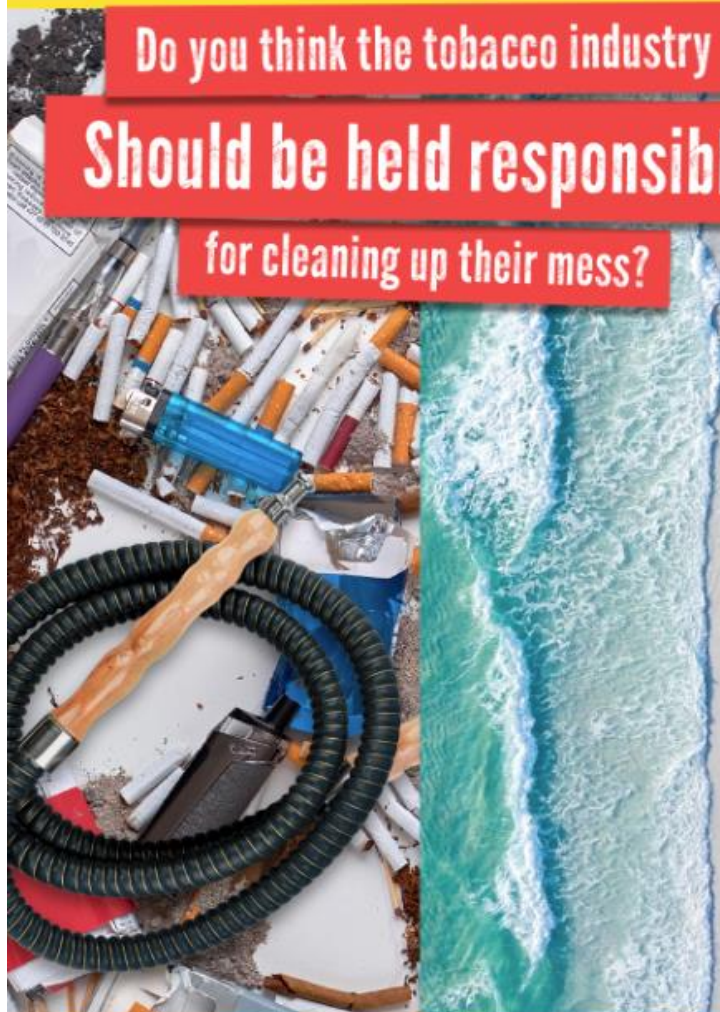


**Tobacco is the most  
littered item on the planet**

**Do you think the tobacco industry**

**Should be held responsible**

**for cleaning up their mess?**



**Estimates of Tobacco Product Waste (TPW) in five countries representing  
each World Health Organization (WHO) region (2021 US\$)**

	[1] Estimated APW Costs (a)	[2] Estimated TPW Proportion (%) (b)	[3] Estimated TPW Costs (c)
Brazil (d)	US\$ 1 323 319 752	15.32%	US\$ 202 725 322
China (d)	US\$ 9 299 458 021	28.13%	US\$ 2 615 524 146
Germany	US\$ 891 774 234	26.33%	US\$ 234 806 889
India (d)	US\$ 8 000 741 086	9.57%	US\$ 766 043 508
Jordan	US\$ 137 045 668	41.65%	US\$ 57 079 188
South Africa	US\$ 482 288 286	24.30%	US\$ 117 175 276

*Notes:* (a) based on published literature and reports, except for Brazil, China, and India, which are imputed based on an estimated average per capita APW cost of US\$ 7.85 per capita; (b) based on the global average of data compiled annually as part of the Ocean Conservancy International Coastal Cleanup (ICC); calculated as the percent of APW that is TPW and weighted by WHO smoking prevalence in each country; (c) based on multiplying APW x TPW proportion; (d) for Brazil and India, we were not able to identify public sources of data on APW costs; thus, we for these countries we impute an APW cost per capita based on an average of other middle-income countries (US\$ 7.85; see also note a above).



# Webinars

## Talking Trash

Behind the tobacco industry's "green" public relations

World No Tobacco Day Webinar



THURSDAY 12 MAY 2022  
13:00-14:30 CET



World Health Organization



A GLOBAL TOBACCO INDUSTRY WATCHDOG



WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL SECRETARIAT

Talking Trash: Behind the tobacco industry's "green" public relations  
Joint webinar with WHO FCTC Secretariat and STOP partnership  
12 May

Fighting tobacco product waste: Holding the tobacco industry accountable for its environmental footprint  
Joint webinar with WHO FCTC Secretariat and UNEP  
2 June



## Fighting tobacco product waste

Holding the tobacco industry accountable for its environmental footprint

World No Tobacco Day Webinar

THURSDAY 2 JUNE 2022  
13:00-14:30 CET



World Health Organization



environment programme 1972-2022



WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL SECRETARIAT



# Links

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## **Campaign site**

<https://www.who.int/campaigns/world-no-tobacco-day/2022>

## **WHO Report - Tobacco: Poisoning our planet**

<https://www.who.int/publications/i/item/9789240051287>

## **Content repository**

<https://trello.com/b/xvGNpeta/wntd-2022>

## **WNTD Q&A**

<https://www.who.int/news-room/questions-and-answers/item/q-a-world-no-tobacco-day-2022>

## **WNTD press release**

<https://www.who.int/news/item/13-12-2021-protect-the-environment-world-no-tobacco-day-2022-will-give-you-one-more-reason-to-quit>



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