



The tobacco industry is making profit by destroying the environment and needs to be held accountable for the environmental destruction and made to pay for the waste and damages, including to recover the cost of collecting these wastes.

The tobacco industry is “greenwashing” its reputation and products by marketing themselves as environmentally friendly. With an annual greenhouse gas contribution of 84 megatons carbon

dioxide equivalent, the tobacco industry contributes to climate change and reduces climate resilience, wasting resources and damaging ecosystems.

Around 3.5 million hectares of land are destroyed for tobacco growing each year. Growing tobacco contributes to deforestation, especially in the developing world. Deforestation for tobacco plantations promotes soil degradation and “failing yields” or the capacity for the land to support the growth of any other crops or vegetation.

The environmental burden falls on countries least able to cope with it, the profits are made by transnational tobacco companies that are based in higher-income countries. With about 90% of all tobacco production concentrated in the developing world, tobacco has an immensely uneven impact on different socioeconomic groups. In low- and middle-income countries, many farmers and government officials see tobacco as a cash crop that can generate economic growth, however, the short-term cash benefits of the crop are offset by the long-term consequences of increased food insecurity, frequent sustained farmers’ debt, illness and poverty among farm workers, and widespread environmental damage in low- and middle-income countries.

The tobacco industry has also invested heavily to “greenwash” their environmentally damaging practices by reporting environmental impact and funding environmental corporate social responsibility projects and organizations. Their smoke screen is only able to work due to lack of objective data as well as limited and inconsistent legislation at international and local levels.

Make the tobacco industry clean up their mess

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