

Letter to The European Commission / DG Environment

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www.kippex.com

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To
Commissioner Janez Potočnik
The European Commission / DG Environment /
janez.potocnik@ec.europa.eu

Subject: EU-environmental-directive on cigarette packs:
the "ecofriendly-cigarette-pack" with "**integrated-litter-bin**"

Dear Mr Commissioner Potočnik,

in view of the current discussion on an "EU-wide standard for cigarette packs" I would like to invite you to take the initiative concerning an "EU-environmental directive" to introduce an "integrated-litter-bin" aiming *a sustainable prevention of "cigarette butt litter"*.

⇒ "**EU environmental directive**" as part of future "EU-directives for cigarette packs"

⇒ "ecofriendly-cigarette-pack" with "integrated-litter-bin"

- cigarette butts are toxic bombs for our environment (more than 1000 pollutants → newspaper-report on www.kippex.at)
- cigarette butts account for more than 50 % of all litter (→ study of an Austrian magazine FORMAT/No 48/Dec/2005 / www.kippex.at)

As the tobacco industry earns billions of euros through cigarettes sales it seems reasonable, that they contribute to the prevention of littering the environment by cigarette butts.

⇒ Cigarette-Butt-Litter-Management by the tobacco industry

With an "integrated-litter-bin"* in each cigarette pack the tobacco industry should create conditions**, enabling everybody to avoid littering cigarette butts *in a sustainable, autonomous and eco-friendly way*.

⇒ "**ecofriendly-cigarette-pack**" with "integrated-litter-bin"

I remain with kind regards,

Anton Leitner

For further information please visit www.kippex.com .

* refractory, space saving, integrated side compartment with odour and dust tight cap

** The "litter-bin" ready-at-hand at all times:

With an "ecofriendly-cigarette-pack" smokers have their litter bin always at hand, and thus the chance, to avoid littering cigarette butts *in a sustainable, autonomous and eco-friendly way*.