



Department  
for Environment  
Food & Rural Affairs

**Rebecca Pow MP**  
Parliamentary Under Secretary of State

Seacole Building  
2 Marsham Street  
London  
SW1P 4DF

T 03459 335577  
defra.helpline@defra.gov.uk  
[www.gov.uk/defra](http://www.gov.uk/defra)

Mr Charlie Cunningham-Reid  
Corporate Affairs & Communications Vice President  
JTI

Our ref: PO2020/15214//JB

20 July 2020

Dear Charlie,

Thank you for your letter of 15 June about smoking related litter.

In the 2017 Litter Strategy we set our ambition to clean up the country within a generation. Smoking related litter is a particularly persistent and widespread problem and I had hoped to see the Tobacco Manufacturers' Association and the companies it represents work more pro-actively to deliver on the commitment it gave during the 2015 select committee inquiry on litter and fly-tipping.

As I mentioned at the recent Tidy Britain APPG meeting, the Government is prepared to extend the offer of a roundtable discussion between various stakeholders, including tobacco product manufacturers as well as Keep Britain Tidy, to discuss progress on the commitments the industry made. I will be writing to the relevant organisations to formally issue this invitation in due course. We must guarantee that any engagement adheres to the WHO's Framework Convention on Tobacco Control.

If we cannot progress this discussion at this roundtable, we will have to reflect on what steps the Government can take going forward to ensure that the tobacco industry takes increasing responsibility for the litter that its products create. The powers we are seeking in the Environment Bill would allow us to mandate an Extended Producer Responsibility scheme for tobacco filters. Such a scheme could go beyond what Keep Britain Tidy has proposed to the industry as a voluntary approach.

I welcome your sustained effort with the campaign on reducing cigarette butt littering, and encouraging the responsible disposal of them.

It remains the Government's vision to deliver the most ambitious environmental programme of any country on earth.

Thank you once again for taking the time to contact Defra about this important issue.

**REBECCA POW MP**