



ENSP

European Network
for Smoking and Tobacco Prevention

Alliance pour une
**société sans
tabac**

Alliantie voor een
**rookvrije
samenleving**



next
ENSP
Fighting Tobacco Use
in Europe

New EU Implementing Regulation on environmental markings on Tobacco Products with Plastic Filters

Europe needs to move from an economy based on fossil fuels to a decarbonised and zero-pollution society - the new European Green Deal.

The environmental and climate emergencies are major threats to public health.

70% of Europeans want the EU to do more actions for health, according to a recent Eurobarometer survey.

Implementing Regulation:

Commission Implementing Regulation (EU) 2020/2151 of 17 December 2020 laying down rules on harmonised marking specifications on single-use plastic products listed in Part D of the Annex to Directive (EU) 2019/904 of the European Parliament and of the Council on the reduction of the impact of certain plastic products on the environment¹.



Responding to increasing public concern about plastic in the seas, the European Commission proposed new³ rules in May 2018 to tackle marine litter at its source, targeting the ten plastic products most often found on European beaches, as well as abandoned fishing gear, which together is estimated to make up 70% of all marine litter. Tobacco filters containing plastic is one of the categories tackled by this Single-Use Plastics (SUP) Directive, which aims to reduce plastic pollution by setting tough new restrictions on certain single-use plastic products.

The new measures take a variety of forms, from a ban for the likes of plastic cotton bud sticks, straws and drink stirrers as well as products made from oxo-degradable plastic and certain items made from expanded polystyrene, to measures to reduce the consumption of other single-use plastic products.

Tobacco product filters containing plastic are the second most found single-use plastic items on beaches in the European Union. The huge environmental impact caused by post-consumption waste of tobacco products with filters containing plastic, discarded directly into the environment, needs to be reduced.

“Member States have until 3 July 2021 to transpose the SUP Directive into national law”

The SUP Directive introduces extended producer responsibility (EPR) schemes, including for tobacco producers, making them responsible financially for the share of litter resulting from tobacco products with filters containing plastic. For example, tobacco producers would cover the costs of cigarette butts. The introduction of EPR should also encourage innovation leading to the development of sustainable alternatives to tobacco product filters containing plastic².



The SUP directive also introduces an environmental marking to inform consumers that cigarette filters contain plastics, the impact on the environment of littering those filters and to inform the consumer about the appropriate waste management option for cigarette butts.

New environmental marking on tobacco products with filters

In the European Union, a new requirement shall apply from July 3, 2021, to require an environmental message on packages of tobacco products with plastic in filters (this would apply mainly to cigarettes, but some cigars, mostly little cigars, and perhaps some other tobacco products).

New regulations on tobacco products with filters will boost the efficiency of the Zero Pollution action plan aiming to increase the prevention, monitoring and accountability on pollution. Tobacco products with plastic filters represent the most found waste on EU beaches and is a part of the majority of all marine litter.

COMMISSION IMPLEMENTING REGULATION (EU) 2020/2151

Date of document: 17/12/2020;

Date of adoption: 07/01/2021;
Entry into force Date pub. +20 See Art 4

Date of effect: 03/07/2021; Application See Art 4

Date of end of validity: No end date



Tobacco products with filters:

For filters marketed for use in combination with tobacco products

- The message would be required to appear on the back of the unit packet is less than 65 cm², the minimum size of the marking shall be 1,4 cm by 2,8 cm (3,92 cm²). In all other cases, the marking shall cover at least 6 % of the surface area on which it is placed. The maximum required size of the marking shall be 3 cm by 6 cm (18 cm²). And it is the same for the external front or top surface of the packaging¹.
- Where the package surface is more than 65 cm², the size of the message is to be 6% in size of the surface (this would apply in the case of many cartons, for example).

- The message would also be required with filters containing plastic marketed for use in the consumption of tobacco products.
- Where the area of the external front or top surface of the packaging on which the marking is placed is less than 65 cm², the minimum size of the marking shall be 1,4 cm by 2,8 cm (3,92 cm²). In all other cases, the marking shall cover at least 6 % of the surface area on which it is placed. The maximum required size of the marking shall be 3 cm by 6 cm (18 cm²)¹.



The marking shall not obstruct in any way the visibility of the health warnings required by Directive 2014/40/EU.

Design of the marking:

Design of the marking⁵:

- The boxes of the marking shall not be separated.
- The marking shall not obstruct in any way the visibility of the health warnings required by Directive 2014/40/EU.
- The marking shall not be totally or partially covered by other labels or stamps.
- When opening the unit packet and of the outside packaging in accordance with any instructions, the marking should not be torn or made illegible.
- The information text 'PLASTIC IN FILTER' shall be in upper case and in Helvetica Bold font. The font size shall be a minimum of 5 pt and a maximum of 14 pt, and same for the translated text.
- The marking shall be reproduced at a minimum resolution of 300 dots per inch when printed in actual size.
- The marking shall be bordered by a thin white line.



¹ https://eur-lex.europa.eu/eli/reg_impl/2020/2151/oj

² <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32019L0904>

³ European Commission proposal for an EU directive on the reduction of the impact of certain plastic products on the environment.

⁴ European Commission Impact Assessment, "Reducing Marine Litter: action on single use plastics and fishing gear", Accompanying the Proposal for a Directive on the reduction of the impact of certain plastic products on the environment, 28 May 2018

⁵ https://eur-lex.europa.eu/eli/reg_impl/2020/2151/oj

