



Tobacco Product Plastic Filter Group

Strategic Plan 2023-2027

The Tobacco Product Plastic Filter Group (TPPFG), which is the national tobacco filter products containing plastic scheme, has developed a strategic plan for the period 2023-2027, in accordance with Section 3.5 of the *Code of Corporate Governance for Compliance Schemes*. The plan is designed to ensure that the key conditions of the scheme's five-year approval which was issued (23.12.2022) by the Minister for the Environment, Climate and Communications (MECC) are fully met. Membership of TPPFG ensures compliance with the EU (Extended Producer Responsibility) Tobacco Filters Containing Plastic Regulations 2022 (SI 609 of 2022), the Single Use Product Directive (2019/904) and European Union (Single Use Plastics) (No. 2) Regulations 2021.

Overarching Objectives

The overarching objectives of TPPFG are to:

- Provide an effective and efficient method of compliance with SI 609 of 2022 for tobacco filter producers supplying onto the Irish market;
- Recoup financial resources from producers members to cover the costs of the company administration, contingency fund, awareness raising measures, clean-up, disposal and treatment of tobacco filters containing plastic and plastic filters marketed for use in combination with tobacco products as outlined in the condition of its approval; and
- Support improvements in the reduction of littering of tobacco filters/products containing plastic in public areas.

Vision

TPPFG's vision is to be recognised by stakeholders as an entity that funds the reduction of the littering of tobacco filters/products containing plastic in public spaces in Ireland.

Mission Statement

- We cover the cost of the clean-up, transport and treatment of these tobacco products with filters containing plastic and plastic filters for use in combination with tobacco products that are disposed of in public spaces.
- We cover the cost of the disposal the litter of tobacco filters/products containing plastic by delivering the most cost effective and efficient scheme in accordance with the conditions of our approval.
- Membership of TPPFG ensures compliance with the Tobacco Filters Containing Plastic regulations (SI 609 of 2022).

Values

We approach our purpose with our core values of integrity, professionalism and trust. These values are demonstrated through highly competent, open and transparent interaction with all its stakeholders.

Identifying Key Scheme Objectives:

The key scheme objectives for the coming five-year period have been identified as follows:

1. Provide effective compliance with SI 609 of 2022 for tobacco filter producers supplying on to the Irish market.
2. To ensure that producer members provide sufficient funding to cover the following costs:
 - a) The cost of awareness raising measures,
 - b) The costs of cleaning up litter and the subsequent transport and treatment of that waste
 - c) The costs of data gathering and reporting
 - d) The cost of waste collection for relevant products that are discarded in public collection systems, including the infrastructure and its operation and subsequent transport and treatment of that waste. The cost of infrastructure may include the setting up of specific infrastructure for waste collection, including waste receptacles in common litter hotspots.
 - (e) The cost of building up and maintaining an appropriate contingency reserve.
3. Support awareness increasing efforts to encourage the responsible disposal of tobacco filters in public places.
4. Adhere to highest standard of corporate governance.
5. Ensure accurate and verifiable reporting of relevant data.
6. Ensure appropriate Membership interaction.

Achieving Key Scheme Objectives

1. To Provide Effective Compliance for Tobacco Filter Producers Supplying on to the Irish Market.

This will be achieved for the coming period by:

- Ensuring that all the minimum requirements for EPR schemes as outlined in the Waste Directive Regulations of 2020 obligations for the scheme as outlined in SI 609 of 2022 are fully met.
- Ensuring that compliance is open to all tobacco filter producers supplying onto the Irish market regardless of origin or size.
- Ensuring that financial contributions paid by members are based on the weight of product place on the market.
- Ensuring that financial contributions paid by members do not exceed the necessary costs to provide waste management services in a cost-effective way.
- Liaising with both the tobacco industry and the regulatory authorities to highlight to tobacco filter producers the legal necessity to become members of the scheme.
- Support the Environmental Protection Agency in its role enforcement of producers.

2. Ensuring that Producer Members Provide Sufficient Funding to Cover the Costs of Running the Scheme

TPPFG will engage with our members to provide the financial resources to cover the costs of the commitments as outlined in the condition of its approval. Membership of TPPFG ensures compliance with the Tobacco Filters Containing Plastic regulations (SI 609 of 2022).

This will be achieved each year by:

- Providing funding which will cover the costs of clean-up, disposal and treatment of tobacco filters containing plastic, the administration of the company, the contingency fund and funding an awareness campaign which will educate the public on how to dispose of their cigarette butts correctly.
- We are committed to use of an agreed formula to calculate fees until guidance is issued from the European Commission.
- Pass the financial resources by June each year to MECC who in turn will use the resources as outlined in SI 609 of 2022.

3. Support Awareness Increasing Efforts to Encourage the Responsible Disposal of Tobacco Filter Waste in Public Places

TPPFG is committed to funding an effective awareness campaign, whose target audience is smokers.

Funding is gathered from our members each year which will then be passed onto MECC, who in turn will use this money to fund an awareness campaign. We will work with partners such as retailers, producers and the nominated body by the Minister to implement the campaign. We are mindful of the legal prohibition on advertising tobacco products and will ensure, as much as we can, that any awareness campaign is directed only at smokers and will not be attractive to non-smokers or minors.

We are committed to:

- 15% of our budget is used to support awareness on how to dispose of cigarette butts correctly.
- We will share knowledge and best practice on how to inform people on how to dispose of cigarette butts correctly.
- We will conduct consumer habits surveys to monitor people's behaviour.

4. Adhere to Highest Standard of Corporate Governance

TPPFG is committed to ensuring that it adheres to the highest standards of corporate governance, which is central to how the scheme operates, specifically:

- Board members will not accept corporate gifts, hospitality, preferential treatment or benefits from any party (or other member) which might impact or appear to impact their independent judgment in terms of them acting in the best interests of TPPFG.
- Board members commit to acting ethically and honestly in all their engagements and dealings within and on behalf of TPPFG.
- In all circumstances where Board members have a role, the conduct of purchasing or contracting goods and services and oversight of same will be in accordance with best practice.
- Board members claiming expenses from TPPFG will ensure that their claims are honest and verifiable and in accordance with good practice.
- Board members commit not to acquire information or business secrets either for or from TPPFG by improper means.
- Board members will not speak to the media on behalf of the TPPFG unless authorised to do so by the Board.

Our priorities for the coming period to include:

- Implementation of the DECC's Code of Corporate Governance for Compliance Schemes.
- Ensuring that the board exerts full control over the operations of the scheme.
- Ensuring the board is representative of key stakeholder (the tobacco industry and appropriate independent directors).
- Ensuring TPPFG establishes and operates appropriate sub- committees (finance & audit, remuneration and nominations) to assist the board in its work.
- Ensuring that the board prepares, adopts and reviews strategic plans every five years.
- Ensuring that TPPFG produces accurate annual operational reports and audited accounts.
- Ensuring that the scheme keeps the Minister for Environment informed of all major developments in relation to the performance of the scheme.

5. Ensuring Accurate and Verifiable Reporting of Relevant Data

TPPFG will ensure for the period ahead the accurate and verifiable reporting of relevant data through:

- Provision of data from its members to a third-party auditor each year on the number of tobacco filters with plastic placed on the market.
- Verification of data by an auditor.
- Data on market share and members contribution is calculated by a third-party auditor.
- Oversight of the process by independent directors.
- Agree data analysis and determinations with the Environmental Protection Agency.

6. Ensure Appropriate Membership Interaction

TPPFG will ensure that there is appropriate interaction with its members for the coming period through implementing the following:

- Publication of Annual operational report and audited accounts on our website.
- Holding Annual General Meetings.
- Maintenance of a public website and a member only section on the website.
- Email / written communications with members regarding any key developments in relation to the scheme.
- Making board minutes available to members.

Implementation and Review

Implementation of the plan by management shall be supported by an annual planning and budgeting cycle. The board of TPPFG shall approve the annual plan and budget, with reference to target objectives as set out in the plan. This is a live document and is reviewed annually or when necessary.