

A 'Greenprint' for Sustainable Vaping

The UKVIA has consulted with a range of different stakeholders regarding the development of a greenprint for sustainable vaping including government, regulators, the waste industry, consumer behaviour experts and vape manufacturers and retailers.

The greenprint for proposed environmental actions is set out below:

|  | Retail |  | Consumer |
|---|---|---|--|
| | <ul style="list-style-type: none">• Point-of-sale posters informing customers that used devices should be recycled and not thrown away.• Better training for retail staff so they can properly advise customers about recycling options.• Retailers should inform vapers that refillable, multi-use devices are more cost-effective and environmentally friendly than single use systems.• Retailers must provide in-store collection points for all used vape devices brought in for disposal (not just those products purchased from their particular store) and encourage people to use them.• In-store collection points must be prominently located with no obligations for those dropping off devices to buy more. | | <ul style="list-style-type: none">• Industry to stop referring to single-use products as disposable devices to discourage consumers from believing it is ok for them to throw them away after use. A better alternative would be to call them recyclable products instead.• Offer incentives to customers for recycling used devices such as discounts on future purchases or free gifts such as environmentally friendly reusable water bottles.• Develop consumer advertising campaigns to normalise recycling so that there is social shame and peer pressure in throwing them away.• Use smartphone technology so vapers can download an app to find the recycling points closest to them.• Vape manufacturers and retailers to incorporate recycling guidance and messages in future advertising campaigns. |



Product Design

- Packaging should be redesigned to better highlight to consumers that vape devices **must be recycled** and not thrown away. Words such as 'Recyclable' or 'Recycle Me' to be considered.
- Explore how products used for starter single use vapes **could be re-engineered for future use**.
- Vape manufacturers to visit waste processing plants so they can understand material flow and build this factor into the design of their products to facilitate the recycling process.
- The industry to look at more environmentally **friendly power sources than lithium batteries**.



Waste Infrastructure

- Make it as easy as possible for consumers to recycle used products by **setting up recycling collection facilities** at point of use and not just point of sale (for example pubs, clubs, transport hubs and offices)
- The vape industry and waste providers should work closely together to find a **viable, long-term solution for disposing of and recycling products**.
- Design simple and easy-to-use **vape recycling containers**.



Regulation and Policy

- All relevant vape businesses need to be compliant with the Waste Electrical and Electronic Equipment Regulations 2013 (WEEE regulations); the Producer Responsibility Obligations (Packaging Waste) Regulations 2007 and the Packaging Waste (Data Reporting) Regulations 2023.
- Producers must either **register with an environmental regulator or join a Producer Compliance Scheme** (depending on product volumes)
- There is a need for proportionate regulation to ensure that manufacturers are **environmentally responsible** but without **detering smokers from switching to vaping**.
- The regulatory framework should not only punish transgressors but should **reward producers** for their environmental performances.
- Revise legislation to increase maximum tank sizes from 2ml to 10ml to **drastically reduce waste**.