

Four Tides Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Jack Kenyon	2028	Accounting & Economics
Member 2: Rex Zadrozny	2028	Marketing
Member 3: James Ciummo	2028	Finance

Advisor(s): Jeanne Girard

Topic Title: Protecting Life Below Water: Strategy for Greener Cigarettes for Philip Morris International

Audience: Philip Morris International Sustainability Department

Sustainable Development Goal

SDG # 14: Life Below Water: “Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.”

SDG # 13: Climate Action: “Take urgent action to combat climate change and its impacts.”

Executive Summary

Philip Morris International is a major cigarette manufacturer that ultimately determines which tobacco products enter the global market. With more than \$38 billion in net sales, it remains the largest tobacco company by revenue in 2025. Although the company emphasizes value and competitiveness, it has not fully accounted for the environmental consequences of its products, particularly cigarette filters, which are the most common form of marine pollution worldwide and contribute to approximately 20% of all marine litter. We believe that by investing in environmentally responsible product innovations, rather than focusing primarily on campaigns, such as improved systems for cigarette-butt disposal or a structured buyback program, Philip Morris International can position itself as a forward-thinking manufacturer in a market facing intensifying regulatory pressure. The market is rapidly evolving amid growing environmental momentum, and a close competitor, Reynolds, has already partnered with major sustainability organizations, including TerraCycle and Keep America Beautiful. These partnerships position Reynolds as a more environmentally proactive alternative at a time when cigarette markets are already declining due to health concerns, intensifying the competitive threat to Philip Morris International. Proactively adopting these “blueprints” in sustainable cigarette technologies would not only reduce future compliance costs but also open new opportunities for leadership in sustainability-driven product design.