



“Are you going to tell me what to do?”: Small actions that can help reduce fire risks

The campaign reminds people that, in dry and hot weather, small acts of negligence – including carelessly disposed cigarette butts – can lead to serious consequences.

Sofia, 1 July 2026 – At the beginning of the summer season, the campaign “Are you going to tell me what to do?” once again draws attention to the importance of responsible behaviour in preventing fire risks – including the proper disposal of cigarette butts – especially during the dry and hot months, when the danger of fires is higher

The topic is particularly relevant against the backdrop of official data on fires in the country. According to the Executive Forest Agency, only around 5% of fires are caused by natural factors, while in most cases the cause is linked to human negligence, action or inaction.* Data from the National Statistical Institute for 2024 also shows that fires involving material damage, fatalities or injuries accounted for the largest share of crisis events in the country – 50.2%.**These figures underline the need for continuous public awareness and collective responsibility when it comes to fire prevention.

This is why the campaign uses a direct and slightly provocative tone to remind people that sometimes the simplest messages are the most important. In conditions of increased fire risk, even a small careless action may have serious consequences – including a cigarette butt that has not been properly extinguished or disposed of.

With messages such as **“Just saying, one cigarette that has not been properly extinguished can set an entire forest on fire”** the initiative aims to provoke attention, spark conversation and, above all, encourage more responsible behaviour and proper disposal habits among adult consumers.

“When we talk about fire prevention, we often think of large-scale measures and complex solutions. But the truth is that many risky situations begin with everyday acts of negligence – from careless behaviour outdoors to products that are not properly extinguished or disposed of. With the ‘Are you going to tell me what to do?’ campaign, we want to remind people of this in a way they can hear, remember and recognise in their everyday lives, while encouraging responsible

*Executive Forest Agency; **National Statistical Institute, “Disasters, Accidents, Incidents and Crises Occurred in 2024”, final data.



behaviour and proper disposal habits,” said Dimitar Naydenov, Corporate Affairs and Communications Manager at JTI.

The campaign will run throughout July in partnership with radio ENERGY and will focus on the risk that carelessly discarded cigarette butts can pose to nature.

About the campaign

“Are you going to tell me what to do?” is an information campaign that encourages responsible behaviour and the proper disposal of cigarette butts. If citizens notice a fire in forest or agricultural areas, they should immediately report it by calling 112 to ensure a rapid response and help limit the damage.

For more information:

Gergana Boneva
Corporate Affairs & Communication
Tel.: +359 878 998 879
E-mail: gergana.boneva@jti.com

JTI

JTI, part of the JT Group, is a modern and dynamic international company focused on quality and innovation. The company offers its products in more than 130 markets worldwide, aiming to provide outstanding tobacco and nicotine experiences to adult consumers. JTI is the global owner of the Winston and Camel brands – the second and third largest combustible tobacco brands in the world. Other company brands include MEVIUS, LD, and Sobranie. JTI is also present in the reduced-risk product category through its Ploom brand, the Logic vaping brand, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, JTI employs over 46,000 people and was awarded *Global Top Employer* for the 12th consecutive year in 2026. For more information, please visit www.jti.com.