

"Speak clean, live clean!"
Public campaign for responsible waste disposal

May 8 – Today marked the launch of the educational campaign for responsible waste disposal **"Speak clean, live clean!"**, made by Comunicator Media, with the support of JTI România. The message of the campaign will be broadcasted for one month on radio stations Kiss FM, Magic FM, Național FM and Rock FM, as well as online on hotnews.ro, profit.ro, financialintelligence.ro and Amosnews.ro.

"By its apparently simple advice, the campaign aims at getting the attention of the general public. We hope that the tone used by actor Mihai Mălaimare entertains the public and the message makes the public think. If you correctly use the form and meaning of words, what you say is easier to understand and we manage to have a real communication. And "clean living" means paying attention to facts, gestures, as insignificant as they may seem, it means not to throw garbage out of the window, to employ common sense rules and to respect yourself and the others. Try to speak correctly and to live cleanly!", as Alexandru Lupu, director of Comunicator Media, explained, referring to the concept of this campaign.

„A grammar lesson is an effort to return from form to substance, to more meaningful communication and daily gestures. Lately, creating content without substance or speaking without saying anything goes hand in hand with ignoring the grammar rules. And there may be equivalence between how we speak and how we live - we speak clearly and meaningfully, and we live the same way. This educational campaign started from a requirement of the Single-use plastic directive, but it fits very well the projects and programs supported by JTI. From 1993, when JTI entered the Romanian market, we are a part of the society and we are constantly and consistently involved in solving real problems. We help those who are truly in need, we support educational projects and important cultural programs, we are partners of the authorities in fighting against cigarette smuggling. In the following years, we want to further develop our business in a sustainable environment, we want to invest, to be one of the top employers and to be involved in the community life", as Gilda Lazăr, Director Corporate Affairs & Communications JTI Romania, Moldova and Bulgaria specified.

Directive (EU) 2019/904 of the European Parliament and of the Council, on the reduction of the impact of certain plastic products on the environment, transposed by Government Emergency Ordinance no. 6/2021, provides awareness raising measures in order to stimulate a responsible behavior for appropriate disposal of the products containing plastic.

JTI has been supporting public information campaigns also regarding the negative effects of cigarette smuggling, starting from 2010, in partnership with the law enforcement authorities. JTI was the first tobacco company to sign a Protocol for fight against smuggling in 2005, first with the National Agency for Fiscal Administration, and afterwards with the National Customs Authority.

In 2023, JTI celebrates 30 years of activity in Romania. The company employs approximately 1,300 people in the factory, at its headquarters in Bucharest and in its over 30 sales offices throughout the country.

JTI started its activity in Romania in 1993 (under the name R.J. Reynolds) and, since then, it has been actively involved in the community: the company is a partner of Sibiu International Theatre Festival (FITS), of Transilvania International Film Festival (TIFF), of the series of music tours called "Fairytale Tours" (Turnee de poveste) in small cities, of the SoNoRo Festival, of the projects CoolSound and Aplauze pentru poet / A hand for the poet, and official sponsor of Gigi Căciuleanu Romania Dance Company. JTI was awarded by the Ministry of Foreign Affairs in Japan for promoting the Japanese culture in Romania. JTI supports the Japanese Garden in Herăstrău Park, the Tea House within the National Museum of Art and the Romanian-Japanese Studies Center within the Romanian-American University. "JTI Encounters", an event launched in 2000, has become a national cultural brand in contemporary dance. From 2000, the Company support JTI Scholarships for Journalists, being also a partner of Internship 2.0. JTI Seniors program has been taking place from 1998, being a program under which 45 senior citizens from Bucharest Sector 2 receive food and medicines daily, and, throughout the years, the company collaborated and continues to collaborate with Samusocial, Ateliere fără frontiere, ARC, SoSiSeSa and other non-governmental organizations, supporting social projects which help people from disadvantaged categories from different regions of the country. JTI is one of the largest worldwide manufacturers of tobacco and vaping products, operating in more than 130 countries. Having its headquarters in Geneva, Switzerland, JTI has over 48,000 employees, being a member of Japan Tobacco group. For more information, visit www.jti.com.