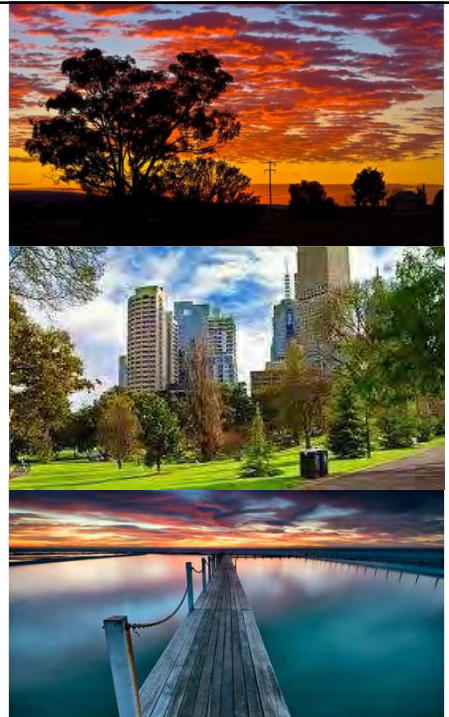


# The National Cigarette Butt Litter Taskforce and A Clean Country

Guiding the delivery of a product stewardship response to tackle cigarette butts in the Australian environment



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Adaptation  
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## Setting the scene

Product stewardship in a highly regulated environment



### The problem

- Cigarette butts are plastic and contribute to global plastic pollution.
- Butts are commonly reported to be the number one litter issue, numerically by litter count.
- Clean-up costs are significant.
- Littered butts release toxins in the environment and are often linked to causing bush fires.

### The challenges

- Product stewardship calls on relevant parties to share responsibility in reducing the environmental impacts through all stages of a its life cycle.
- A tobacco industry product stewardship arrangement will not be recognised or accredited by the Australian Government due to competing legislation and other barriers.
- Australian Government will not endorse, support, form partnerships with or participate in activities of the tobacco industry described as socially responsible, citing Article 5.3 of the WHO Framework Convention on Tobacco Control.
- Total ban on any form of tobacco industry communication.
- Stakeholder engagement opportunities can be somewhat limited.
- Rise in contraband/counterfeit tobacco products.
- Butt littering behaviour needs to be corrected not just cleaned up.



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## Introducing the Cigarette Butt Litter Taskforce

A collaboration of responsible parties and leading experts in delivering litter avoidance and community engagement programs



4 companies that for legal reasons cannot be publicly recognised in this forum

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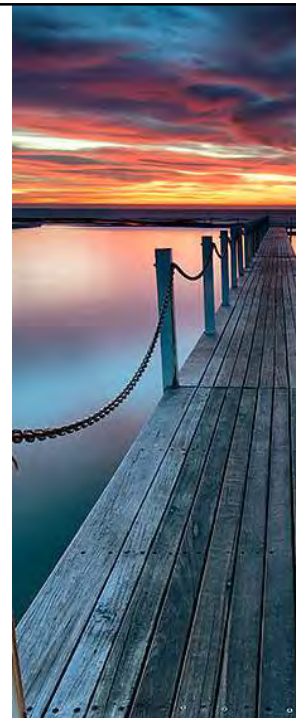
## Our Vision

To live in a clean country free of cigarette butt and plastic litter

We aim to do this by sharing knowledge on where and why cigarette butt and plastic litter occurs, to communicate the environmental impact and to implement effective programs to eliminate it at the source.

We will achieve success by being pragmatic and maintaining a committed team of leading experts to guide the best solutions.

We are focused on addressing the negative impacts cigarette butt and plastic litter has on the natural environment and in working collaboratively to improve the environmental health of our country.



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A Clean Country

Home About Programs Resources Knowledge Base Contact Members

# Welcome to A Clean Country

*rains. I love her for horizons, I love her jewel-sea, Her Beauty and her terror – The wide brown land fo*  
*— Dorothea Mackellar*


Cigarette butt litter is a major contributor to global plastic pollution. Cigarette butts are commonly reported to be the number one litter issue, numerically by litter count, and littered butts are frequently singled out for causing environmental harm, including links to bush fires.

Many people are unaware that cigarette filters are cellulose acetate, a form of plastic that persists in our environment. The butts also contain toxins that are harmful to the environment, particularly when carried through stormwater runoff to waterways.

Solving the problem needs innovative programs delivered through strategic and open collaborations.

A Clean Country brings together the responsible parties with a team of leading experts to deliver initiatives to avoid the environmental harm caused by cigarette butts and plastic litter.

We hope you will join our mission.



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# What are you looking for?

Get help straight from our team...

Search for answers...

### Effects of Cigarette Butt Litter

2 articles

- Can cigarette butts cause fires in bins?
- Can littered cigarette butts cause bush fires?

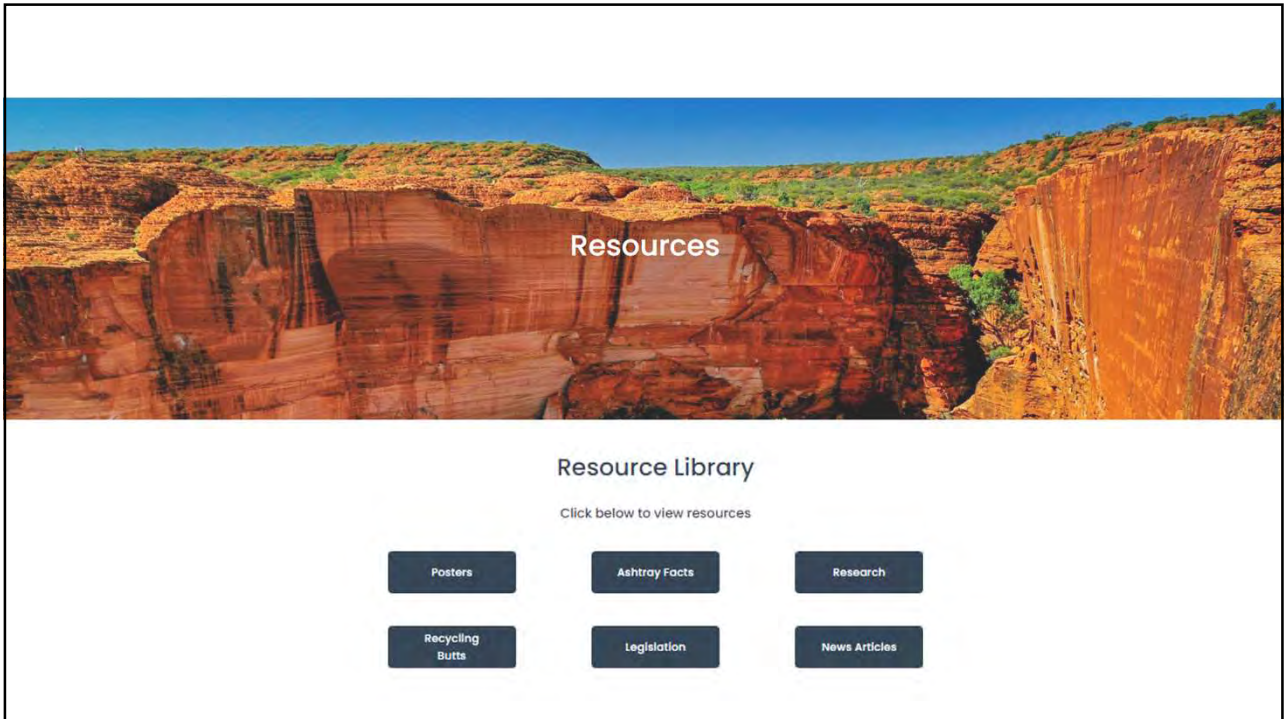
### Facts and Figures

5 articles

- How many cigarette butts become litter in Australia each year?
- How much of the tax on cigarettes goes to

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## Retailer poster campaign

**The posters will use positive imagery which depicts the vision of our goals**

- Shock and scare campaigns only have your attention for a very short time.
- They often result in the audience turning away with limited behavioural change occurring.
- We want the posters to get the attention of smokers and relay the anti-littering message.

**Priority areas include**

1. Clean Roads
2. Clean Parks
3. Clean Pubs and Clubs
4. Clean Beaches
5. Clean Shops
6. Clean Events
7. Clean Public Transport Hub
8. Clean City
9. Clean Community

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### Exploring other opportunities for smoker education

Introduce the concept of including some graphic on-pack messaging to help smokers understand that butts are plastic and have significant negative impacts on the health of our environment.

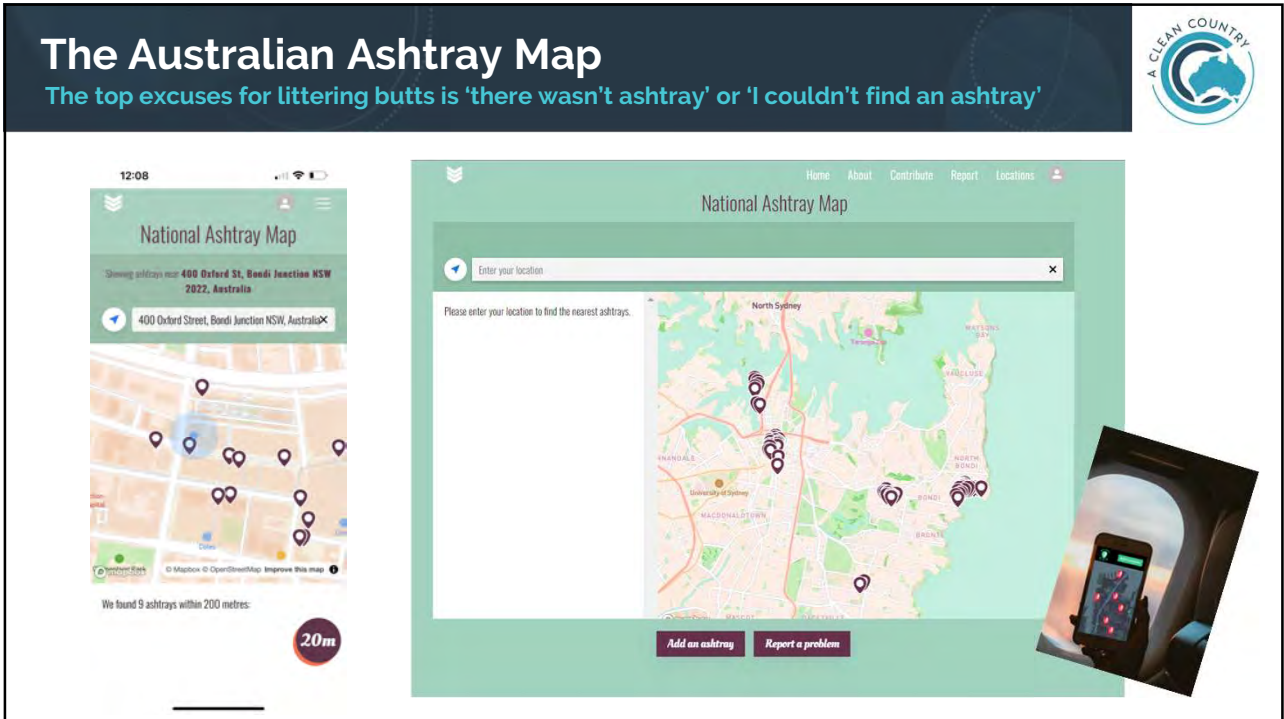
Whilst the philosophy of A Clean Country is to engage smokers via positive imagery of clean environments, on-pack messages should show shocking imagery of polluted environments similar to health warnings.



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# The Australian Ashtray Map

The top excuses for littering butts is 'there wasn't ashtray' or 'I couldn't find an ashtray'



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# Link to the Ashtray Map through signage and posters

Now piloting



Please only smoke in our designated smoking areas and dispose of your cigarette butts in the ashtrays provided. Cheers

Beer inside, smoking outside and butts in an ashtray please. It's a simple way to help keep our environment clean.

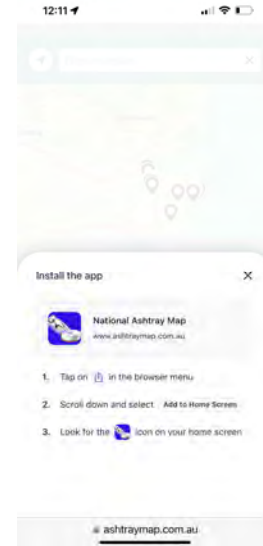
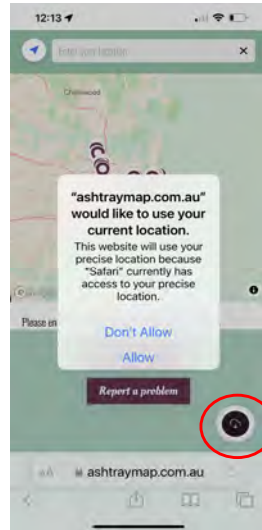
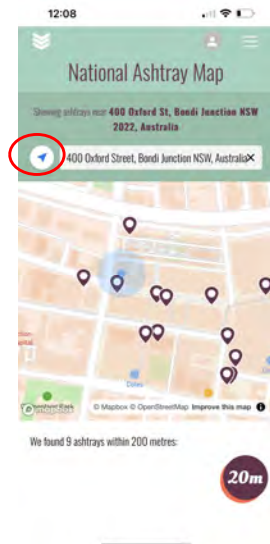
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# Try it out

[www.ashtraymap.com.au](http://www.ashtraymap.com.au)



1. Use on phone
2. Enter address or allow location
3. Install to home screen



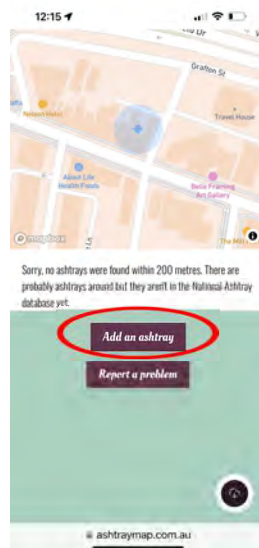
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# Try it out

[www.ashtraymap.com.au](http://www.ashtraymap.com.au)



Or add some ashtrays!



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THANK YOU

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