



Guide to Running a Successful Cigarette Butt Litter Campaign

1. Identify the location for your cigarette butt litter initiatives. Sites could include busy footpath areas around shopping, public transport or local hospitality areas. It is important to consider whether these areas also have storm-water run-off drains that could potentially result in cigarette butts ending up in the sea or local waterways.
2. Consider whether existing cigarette butt litter receptacles are adequate for the number of smokers congregating in these areas. If not, there are many options available in a variety of sizes, and may be table-mounted, free-standing or wall mounted units.
3. Make sure cigarette butt litter receptacles are well positioned. Ideally they should be in sheltered areas and to avoid clutter and non-smoker discomfort, should be away from entry and exit points of buildings.
4. Plan who will empty, clean and service these cigarette butt litter receptacles to ensure smokers frequently utilise them to appropriately discard their cigarette butts.
5. Place public-notice signage that shows smokers where these cigarette butt litter receptacles are located. In addition, these receptacles have advertising space available on them that can be utilised for councils or businesses.
6. Utilise local publications to highlight the initiative and desire to keep our areas clean by encouraging smokers to use the bins rather than carelessly discarding their cigarette butts.
7. Effective monitoring is important to measure the success of this initiative. This can be simply done by cigarette butt counts in and around the cigarette butt receptacles, before, during and after the launch of this initiative.