



# CIGARETTE RECYCLING PROGRAM



# MUNICIPAL

## —Litter Prevention—

Although it's one of the smallest pieces of litter, communities report that cigarette butts, including cigar tips, are the top item collected during local cleanups. Without recycling, anti-litter messaging is typically viewed as negative; as it focuses on the toxic and pervasive nature of butts as litter. Further, this type of messaging is not novel, thus making it less effective.

In contrast, recycling is new and positive. It can create buzz around a program that drives engagement and reduces litter by encouraging proper disposal through recycling. Recycling strengthens anti-litter messaging and it has been proven to drive litter reduction.

## —Incentive—

TerraCycle® will donate one dollar for every pound of cigarette waste collected to the Keep America Beautiful organization.

**1LB=\$1**

**KEEP AMERICA  
BEAUTIFUL**  
KAB.ORG

## how to get involved



### 1 sign up

Collecting agencies can sign up for the cigarette recycling program at [www.terracycle.com](http://www.terracycle.com).



### 2 collect

Participants collect the cigarette waste with designated cigarette receptacles or any available container.



### 3 download & ship

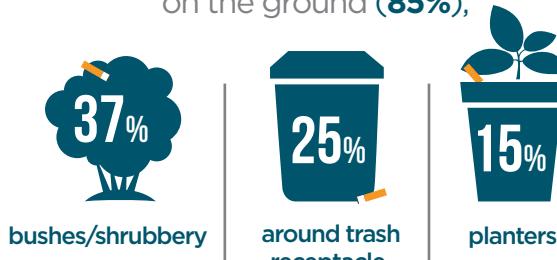
When the container is full, the participant downloads a prepaid shipping label, affixes it to the shipping box and ships it to TerraCycle for recycling.

## —Quick Facts—

**65%** of all cigarette butts are littered. Tobacco products make up **38%** of all roadway litter.

For every additional ash receptacle, the littering rate for cigarette butts decreases by... **9%**

Most cigarette butts are littered on the ground (**85%**),



**41.8%** smokers who work, report that they do not have receptacles for cigarette butts at their work location.

## —Success Stories—

### New Orleans, LA -

TerraCycle partnered with the City of New Orleans to launch the first city-wide cigarette recycling program in the USA. After the first year of the program, the total cigarette litter was reduced by 13%.



Receptacles on Canal Street, located adjacent to large hotels and street fronts, had a 75-95% fill rate. The city has now recycled over 500,000 cigarette butts that would otherwise be littered on the streets.

### Pittsburgh, PA -

TerraCycle partnered with Pittsburgh Downtown Partnership to launch their cigarette recycling program in August of 2015. With over 100 receptacles installed around the downtown area, more than 75,000 packs worth of cigarettes have been recycled. Leigh White, vice president of marketing and communications for the PDP explained that cigarette butts had been collected for four or five years before TerraCycle partnership, but they were merely thrown in with the rest of the trash; however, now all of the butts are sent to TerraCycle to be recycled.