

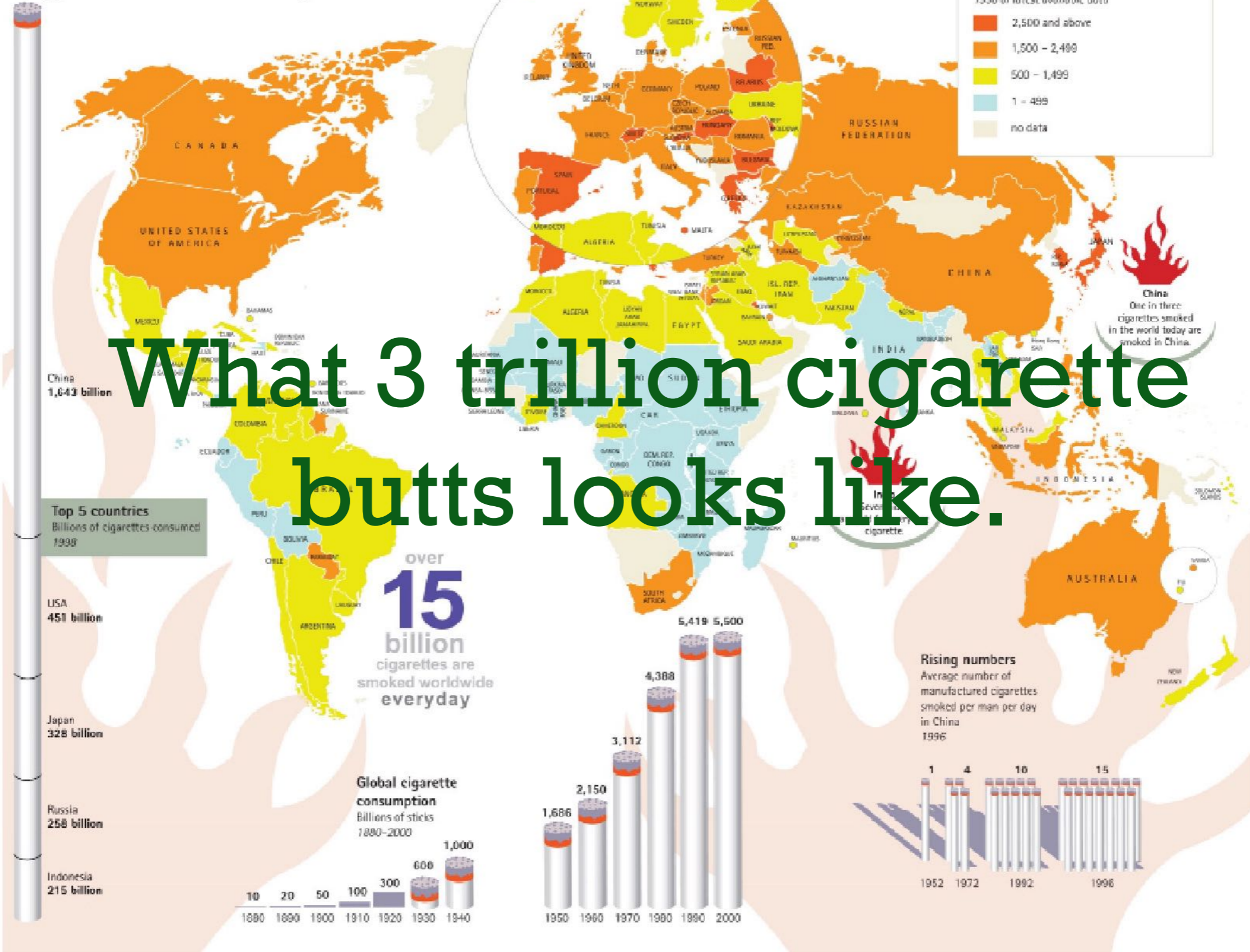
THE PROJECT:

DESIGN A GLOBAL CIGARETTE RECYCLING INITIATIVE

THE ISSUE: Cigarette litter has a detrimental effect on the environment and needs to be addressed. Over three trillion cigarettes are consumed and discarded every year around the world. That's over 8 billion toxic cigarettes entering our eco-system everyday putting humans and wildlife at risk.

THE IMPACT IDEA: Institute a global recycling initiative and team-up big tobacco with international recycling companies to develop a penny-back redemption program and educate the public through social and strategic media .

Cigarette Consumption



Cigarette butts are dangerous to the environment.

Mother Earth is being rained upon by huge quantities of new cigarette butts each day. Look closely at the ground at any intersection, on sidewalks, public gardens, parking lots, beaches, playgrounds, and public parks. They're everywhere.

Nearly all cigarette filters are composed of a bundle of 12,000 plastic-like cellulose acetate fibers. And unlike paper products, they are not biodegradable. It can take years, in some cases up to fifteen, for fibers to decay into a plastic powder that can't be seen. Smokers may not realize that their actions have such a lasting, negative impact on the environment.

This is what happens after a cigarette butt is discarded.

Several trillion cigarette butts are casually flicked onto streets, parking lots, sidewalks, nature trails, and beaches annually. Typically wind and rain carry these filters by way of ditches and sewer systems into the Earth's water supply. Aquatic life at the bottom of the food chain pays a deadly price, but so do the birds and fish who mistake them for food.

Cigarette butts affect our environment.

Let's look at what is contained in these filters:

Nicotine- the nicotine trapped inside 200 used filters is sufficient to kill an adult human (50-60 milligrams)

Tar- tar refers to the more than 3,500 chemical particles and 500 gases generated by each burning cigarette that included arsenic, vinyl chloride, acetone, mercury and lead. Modern filters trap roughly half the tar while capturing 1/3 of a cigarette's formaldehyde and 2/3 of its hydrogen cyanide. Pick up a few dozen butts and take a big whiff. That's hydrogen cyanide.

One cigarette butt seems harmless,
but with several trillion being discarded annually, the toxic chemicals add up.



Cigarette litter is a global environmental issue and effects all living creatures.

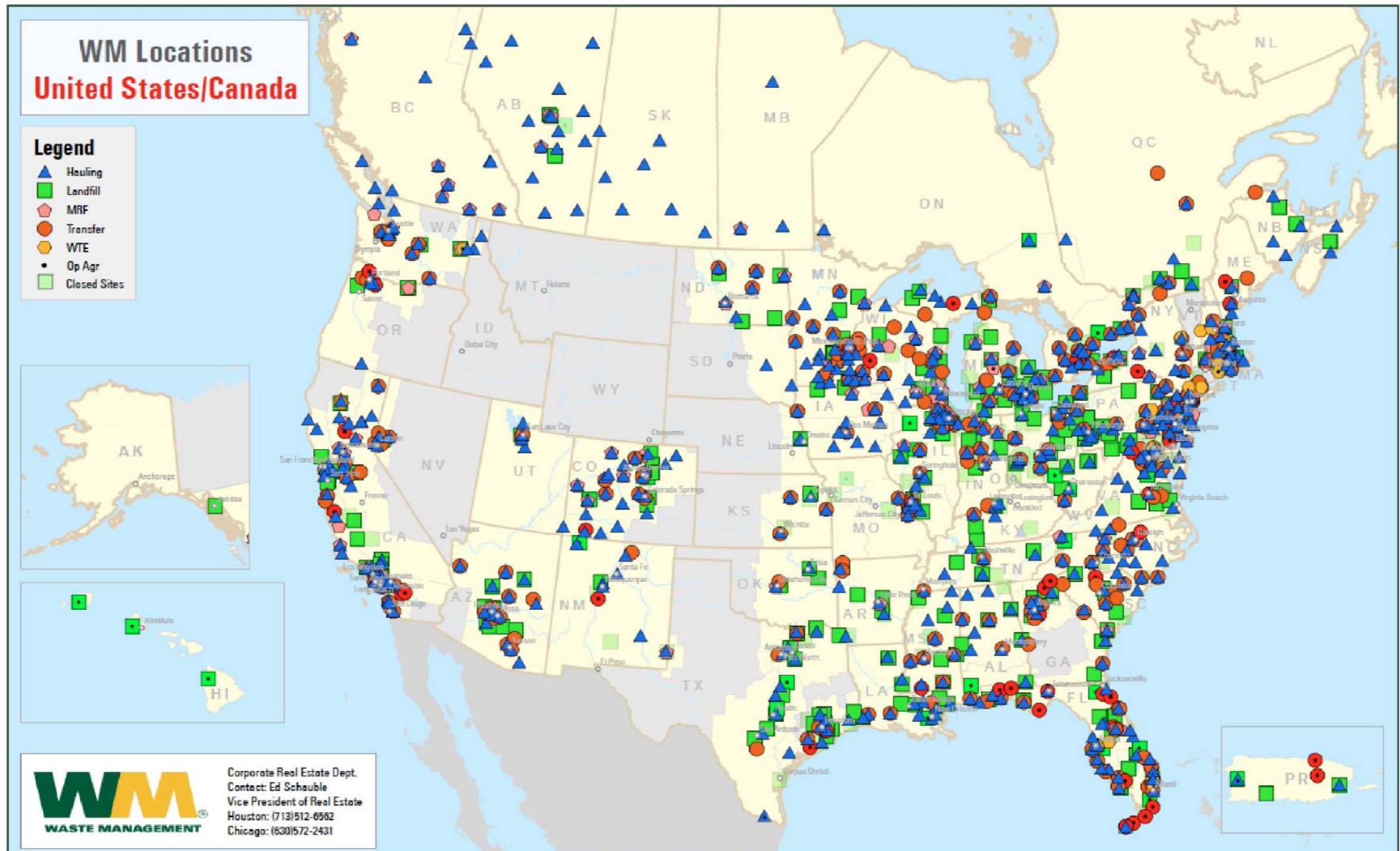


Why involve Waste Management?

Waste Management have taken a leadership role in promoting the recycling and reuse of materials that would otherwise end up in landfills. Waste Management, combined with its wholly owned subsidiary WM Recycle America, is North America's largest recycler. WM process 5.5 million tons of commodities each year, saving approximately 41 million trees through paper and cardboard recycling alone.



Waste Management Facilities in the U.S.



How to recycle cigarettes

The present invention relates generally to a process for recycling a paper containing by-product. More particularly, the present invention relates to a process and method for recycling cigarette butts.

According to sources, there are over 176,000,000 pounds of discarded cigarette butts in the United States each year. Each cigarette butt can take up to ten years to biodegrade. According to the Center for Marine Conservation, cigarette butt litter accounts for one in every five items collected on cleanups. A cigarette is often littered within ten feet of a permanent ashtray and now that most buildings do not allow smoking inside, the problem of discarded butts on sidewalks, entryways, and in courtyards is increasing.

Cigarette filters are composed of a bundle of 12,000 plastic-like cellulose acetate fibers. It can take years, for the fibers to decay into a plastic powder that can't be seen. The nicotine trapped inside 200 used filters is sufficient to kill an adult human (about 50 to 60 milligrams). Young children sometimes ingest cigarette butts that are discarded on the ground and become ill. The chemicals left behind in a cigarette butt can leak into water and sewer systems.

The present invention is directed to a process and method for recycling cigarette butts. Once the processed cigarette butts have hardened or cured the material may be formed into useful objects with no leaching of chemicals upon contact with water.

may be re-used for the subsequent treatment of other batches of ground cigarette butts. Heat may be added to speed in the drying process.

The filter portions of cigarette butts are separated from the other material that is typically left with a cigarette butt. This other material may be compressed and used as an ignition or kindling source. A solvent is added to the filters until solubilized. Any solvent known in the art may be used. Preferably, acetone is used as the solvent. The resulting mixture is filtered through a bag or cone to remove the residual solids. The liquefied collection is placed into a container and may be used as an adhesive, a sealer or an additive to any exterior coating application of finished goods.

To allow for a more pure and consistent end product, the filters of cigarette butts are removed from the other material (paper, tobacco and other impurities). The filters are ground and a solvent is added until saturation. Any solvent known in the art may be used. Preferably, acetone is used as the solvent. The saturated mixture is then mixed with VM&P Naptha™ or mineral spirits until a semisolid is formed. The semi-solid material may then be added to a form or a mold. Unevaporated solvent mixture may be reclaimed upon compression or subjecting the material to the action of a centrifuge. Heat may then be added to force dry the mold or form or the mold or form may be dried at ambient temperature until a solid state is achieved.

recycleyourbutt.org

Recycling Opportunity



Recycling is the best way for us to take care of this waste.

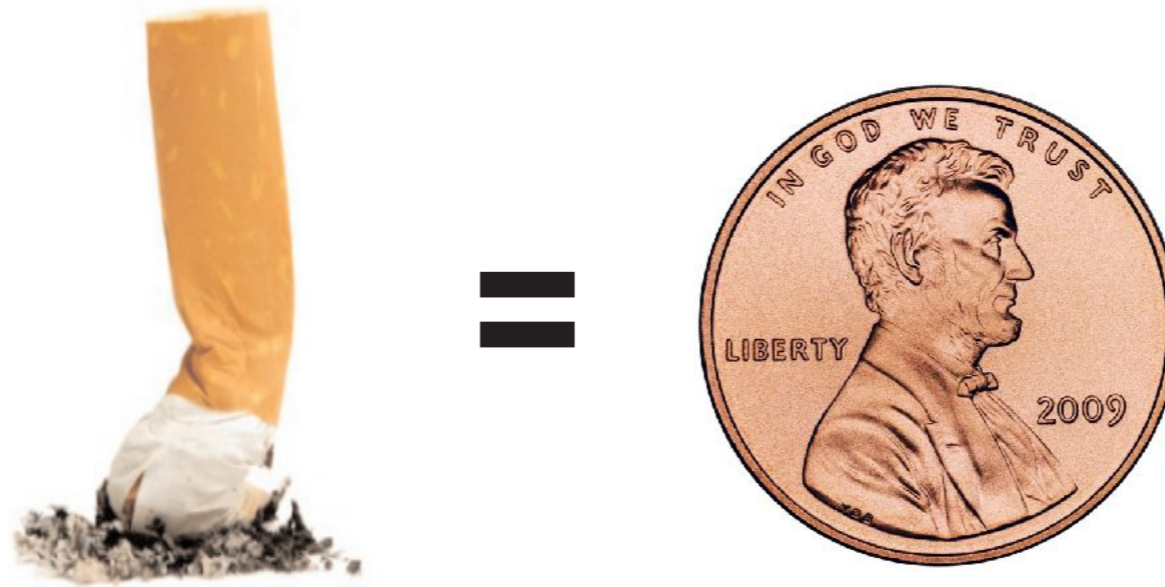
By recycling, we not only reduce our waste disposal problems, but we also keep from depleting our natural resources.

Recycling is everyone's job.

recycleyourbutt.org

The smartest way to motivate people is to be paid for their efforts. As seen in the bottling industry, a redemption program benefits all. It's a win-win.

- Consumer makes money
- Cleans up the environment
- Enhances existing brand image



Introduce global “pennyback”
recycle initiative



CANADA



CHINA



EUROPE



MEXICO



These are cigarette butts.



If you saw a penny on the curb, would you pick it up?
Well, next time you see a cigarette butt on the ground,
you're looking at a penny.

Waste Management and RJ Reynolds have teamed together to
create the Recycle Your Butt Pennyback Initiative. Learn more at:

recycleyourbutt.org



educational content

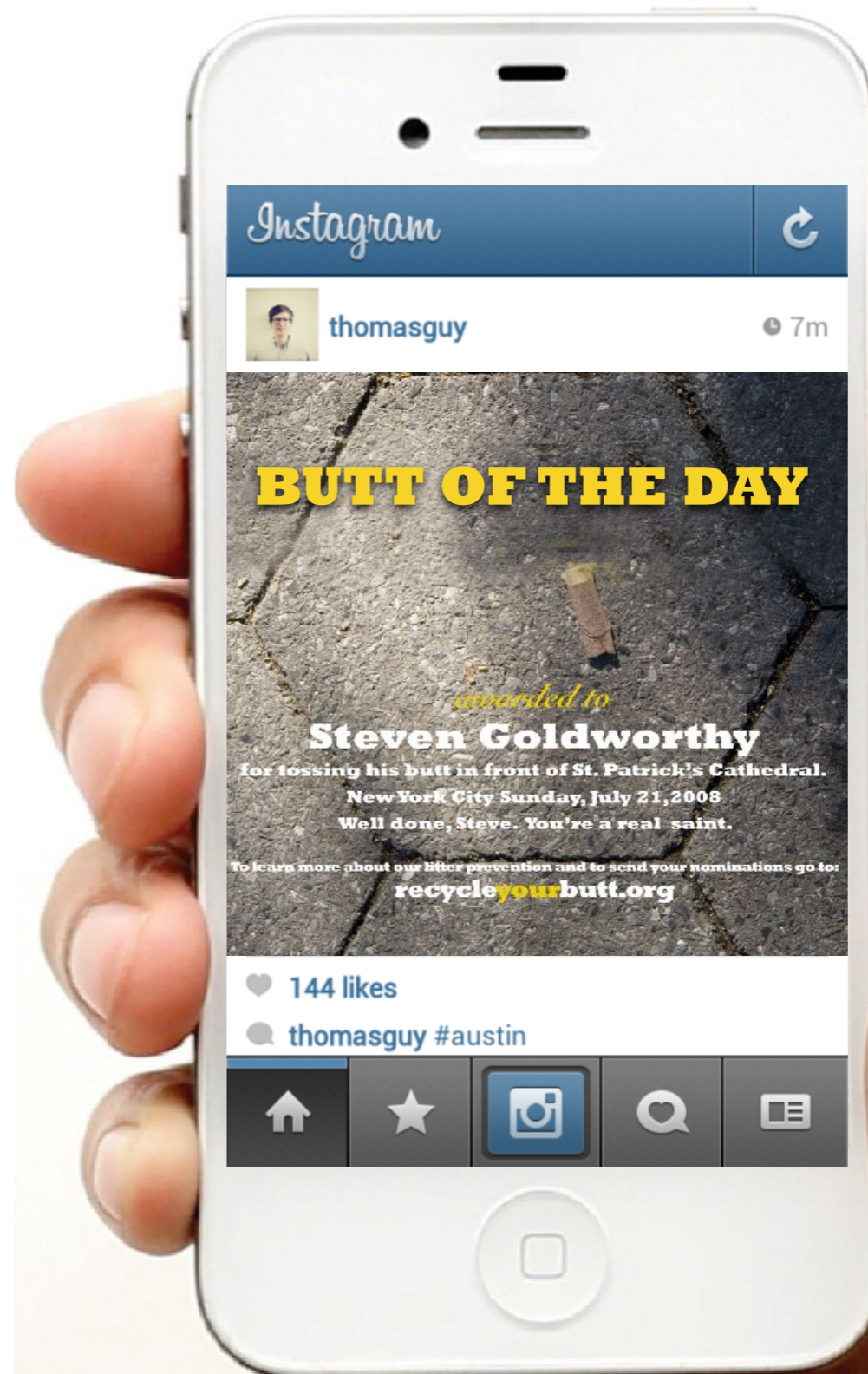
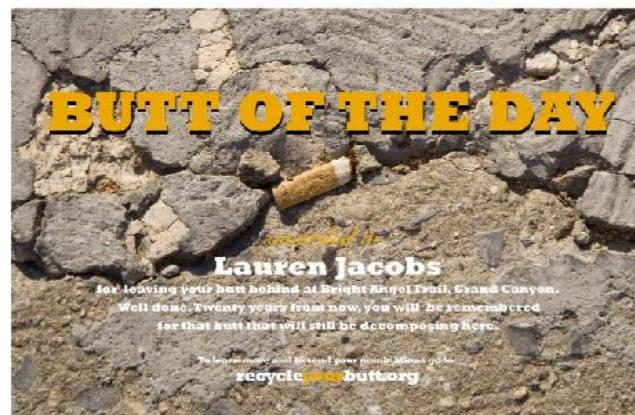


highway campaign



street campaign

Social media: Instagram real-time posts



THE PROJECT:

SPONSOR A COMPETITION TO DESIGN CIGARETTE “BUTT STATIONS”

Create the buzz in the design community with an industrial design competition to create “ButtStations.” A safe and socially-responsible design to extinguish cigarettes in public.

Work with Google, Wallpaper, Dwell, Metropolis, or other eco-socially relevant companies.

Winners will be paid \$50,000. That should feel good about being eco-responsible.



dwell

AT HOME IN THE MODERN WORLD

A Bold New Look
for a 1950s Gem
in Washington, DC

10 INCREDIBLE
RESIDENCES
ACROSS THE GLOBE

Designers at Home

SAN FRANCISCO:
AN INDUSTRIAL
DESIGNER'S
URBAN OASIS

+
A RENOVATED
LOFT IN BELGIUM

A ONETIME PENCIL
FACTORY IN
DENMARK

A FINNISH FORTRESS

CREATIVE
TYPES:
Fresh Ideas from
Tomorrow's
Design Generation

dwell.com
September 2013



Design a better mouse trap... actually a better butt trap.

Here's your opportunity to do something great for the environment as well as for your career. WasteManagement is looking to select five designs for their Million ButtStation Recycle Program. If you win, you will receive \$5000 and have your design produced, which will help curb cigarette littering in America.

If you care about the environment enter. If you care about your career enter. Either way, you're thinking about the future. And that's a much better place to live.

Good luck.

recycleyourbutt.org/design





No ifs, ands, or butts.



recycleyourbutt.org

Now, there is no excuse for cigarette trash in front of your establishment.

At Waste Mangement, we urge your patrons to properly discard their cigarettes. That's why we are donating over a million ButtStations, like this, around the country. Just call 1-800-332-5595 ext.112 and we'll send you one free.

Do it today for a cleaner tomorrow.



This doesn't take an Act of Congress.



recycleyourbutt.org

Just a phone call.

At Waste Mangement, we urge all Americans to properly discard their cigarettes. That's why we are donating over a million ButtStations, like this, around the country. Just call 1-800-332-5595 ext.112 and we'll discuss your needs. Whether they are for the steps of the Federal Courthouse, a museum entrance or a public park, we will help you and your local governmental needs.

You care about the environment, so do we. Please call us today.

THE PROJECT:

CIGARETTE PACKAGE DESIGN INNOVATION

By redesigning the packaging and create a reverse flip-top storage system, cigarette butts can be properly extinguished and later recycled.

Another opportunity to engage big tobacco and be the champion of eco-friendly based initiatives.



EXISTING PACKAGE



NEW PACKAGE DESIGN
with "flip drawer"
fire-proof cigarette butt
storage compartment

recycleyourbutt.org

thank you

BRANDCAUSE

we do good