

NOMOREBUTTS®



OUR ORGANISATION

No More Butts was registered in Australia in 2020, and has been advocating across globally to facilitate awareness and action on controlling the impacts of tobacco product waste, including cigarette butts.

DID YOU KNOW?

- Up to 4.5 trillion cigarette butts are littered each year in Australia
- Clean Up Australia reports that cigarette butts are up to 14% of all recorded litter in Australia
- Tobacco companies note that it can take up to 15 years for a cigarette butt to break down in water
- Discarded cigarette butts are a contributor to hundreds of fires each year
- Cigarette butt filters contain cellulose acetate, a fibrous plastic

OUR VISION

“A butt free environment”. We see a future where tobacco waste is not carelessly littered into the environment.

OUR MISSION

We encourage and deliver awareness campaigns on the impact of littering cigarette butts, with the aim to make people think twice before carelessly discarding their butts. We assist in the beautification and regeneration of our natural environment, through participation or coordination of clean-up events. We work with research institutes to investigate potential uses for cigarette butts and advocate for the ban of tobacco filters.

OUR APPROACH

- **Re-educate** - We *re-educate* people, businesses, governments and organisations on the importance of correct disposal, options for awareness programs and infrastructure and we advocate for the removal of tobacco filters, through a science-based approach.
- **Remove** - We *advocate for a ban on plastic tobacco filters to remove cigarette butts from the environment.*
- **Research** - We work across *research* institutes to identify potential recycling methods and investigate the environmental impact of novel products.
- **Retrieve** - We *retrieve* cigarette butts where they have been discarded. This promotes the preservation and recovery of the natural environment. We partner with other groups and organisations to coordinate events and we collect and share data.

OUR FOUNDER

After witnessing the devastating impact of discarded cigarette butts on beautiful locations around the world, Shannon Mead was inspired to resign his corporate role and dedicate himself to No More Butts.

OUR TEAM

We are comprised entirely of volunteers - from those that pick up butts and coordinate events, to those that manage social media and business engagements. Our Directors are also all volunteers.



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