

# NOMOREBUTTS



## OUR ORGANISATION

No More Butts is a registered business name of NO MORE BUTTS LTD, a registered Australian charity founded in 2020 to facilitate global awareness and action on cigarette butt waste. We are a Deductible Gift Recipient, having been registered with the REO.

## DID YOU KNOW?

- The WWF estimates that 8 billion cigarette butts are littered in each year in Australia.
- Clean Up Australia reports that cigarette butts are over 20% of all recorded litter in Australia.
- Research shows it can take up to 15 years for a cigarette butt to break down in sea water.
- Discarded cigarette butts are a contributor to hundreds of fires in Australia each year.
- Cigarette butt filters contain cellulose acetate, a fibrous plastic, that can be recycled.

## OUR VISION

“A butt free environment”. We see a future where cigarette butts are recycled, with the products created having a further positive impact on the community.

## OUR MISSION

We will run national awareness campaigns on the impact of littering and recycling options, 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 will scale national recycling programs and research alternative solutions whilst challenging industry to identify more environmentally friendly materials for cigarette butt filters.

## OUR APPROACH

- **Re-educate** - We *re-educate* people, businesses, governments and organisations on the importance of the correct disposal, options for awareness programs and infrastructure and on the ability to recycle.
- **Retrieve** - We *retrieve* cigarette butts where they have been discarded, promoting the preservation and recovery of the natural environment. We partner with groups and run our own events.
- **Recycle** - We promote existing *recycling* options and intend to scale these into as many communities and workplaces as possible.
- **Research** – We work across *research* foundations and engage industry to identify alternative recycling methods, commercialise products made from the recycled materials and progress research into alternative materials for filters.
- **Reward** - We plan to pilot *rewards* schemes, with support from companies and governments, to drive a step-change in awareness and mindset.

## 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 volunteers.



#nomorebutts  
@NoMoreButtsAU

contact@nomorebutts.org | 0411 868 275 | ABN: 48 641 916 903

