

The background of the entire image is a close-up, high-angle shot of numerous discarded cigarette butts scattered across a dark, textured surface, likely asphalt. The butts are in various states of being smoked, with some showing ash and others being just the filter. Brands like 'Parliament', 'Benson & Hedges', and 'Rajah' are visible on some of the filters. The overall tone is dark and gritty, emphasizing the problem of litter.

STRATEGIC LITTER PREVENTION PLAN

2025–2035

NOMOREBUTTS

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GLOSSARY

TERM	DEFINITION
ACNC	The Australian Charities and Not-for-profits Commission
ALM / AusLM	Australian Litter Measure
CLG	Company Limited by Guarantee
DEFRA	Department for Environment, Food, and Rural Affairs (UK)
DGR1	Deductible Gift Recipient Status 1 (with Australian Tax Office)
EPA	Environmental Protection Agency
EPR	Extended Producer Responsibility
INC	Intergovernmental Negotiating Committee
ISJO	Illawarra Shoalhaven Joint Organisation
KAB	Keep Australia Beautiful
KPI	Key Performance Indicator
NGO	Non-Governmental Organisation
NMB	No More Butts Ltd
NSW	New South Wales, State of Australia
OIAA	Own It and Act
PMI	Philip Morris International
Project	NMB is working with a landowner or land manager to support the delivery of interventions to reduce tobacco related litter in a defined location
RMIT	Royal Melbourne Institute of Technology
SDG	Sustainable Development Goal, as set by United Nations
Site	Falls within a project's location, where the density of tobacco related litter has been established and where on ground interventions will be measured and reported. There could be multiple sites within one project location.
TRL	Tobacco Related Litter
UK	United Kingdom of Great Britain and Northern Ireland
UNEP	United Nations Environment Programme
WHO	World Health Organisation
WWF	World Wide Fund for Nature

EXECUTIVE SUMMARY

Tobacco related litter (TRL) is one of the most pervasive forms of litter, with cigarette butts being the most discarded item globally. **No More Butts (NMB)** was founded in 2020 to lead efforts in addressing this environmental challenge, driven by a clear vision: *A World Without Tobacco Related Litter*.

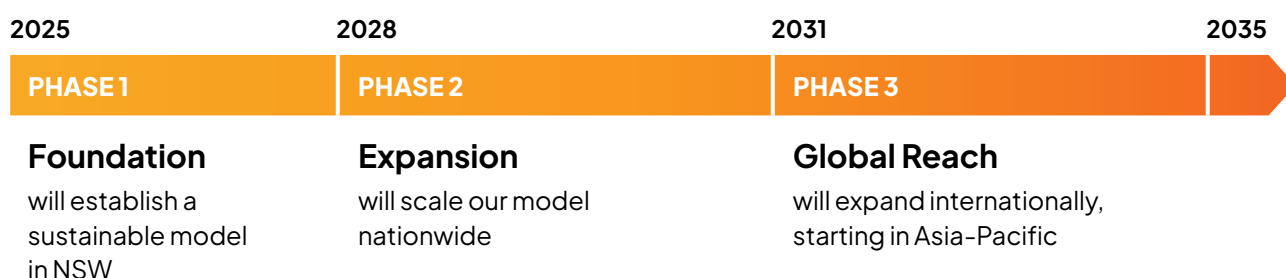
As a leading voice in TRL prevention, NMB has built a strong reputation through advocacy, clean-up initiatives, industry engagement, and policy influence. However, as a volunteer-run organisation, we recognise the need to expand our efforts and transition into a financially sustainable entity with dedicated staff.

To position NMB for long-term success, we aim to:

- Strengthen internal capacity to support scalable programs.
- Diversify funding sources and secure stable financial resources.
- Reduce reliance on volunteers by adding paid roles, and through strategic partnerships.
- Create a scalable model that can be replicated across regions.

By 2035, NMB aims to work with landowners and land managers to reduce TRL by 50% at 100 sites. This 10-year plan focuses on partnerships, policy influence, and innovative solutions, with a phased approach for growth.

To measure progress, we will employ a range of tools and methodologies to track our impact and effectiveness.



We will implement a comprehensive action plan that outlines how our staged approach will be realised. There are four strategic directions, each with several initiatives.

1. Partnering for Impact and Systemic Change 	
NSW EPA Partnership Pilot	TRL Prevention Innovation Hub
Commence delivery of our scalable model of support services with the NSW EPA, providing targeted support for land managers to implement best-practice TRL prevention models.	Establish a collaborative knowledge-sharing platform where partners can exchange ideas, pilot new interventions, and co-develop scalable solutions.
Impact Measurement and Reporting Framework	Changemaker Collective
Build a comprehensive, real-time TRL tracking system, using data analytics and citizen science to map, measure, and report TRL trends across different regions to support evidence-based policy and investment decisions.	Develop and implement the Changemaker Collective membership model, with exclusive access to resources, events, and networking opportunities, while also offering support for on-the-ground issues and solutions, empowering our changemakers to act.
Australian Partnership Expansion	Global Partnership Expansion Plan
Leveraging insights from NSW's success, form partnerships with other Australian states and territories to implement best-practice TRL prevention models.	Leveraging insights from Australia's success, form partnerships with leading environmental organisations, research institutions, and policymakers worldwide.
2. A Strong & Trusted Reputation 	
NMB Ambassadors Program	Brand Awareness, Community and Industry Activation
Recruit and train high-profile advocates, industry leaders, and grassroots champions to amplify NMB's mission.	Develop and implement a multi-channel campaign to educate, engage, and shift public perceptions on TRL and drive action. Review annually.
Thought Leadership and Research Collaboration	Community-Led Action Fund Activation
Partner with universities and research institutions to produce groundbreaking reports and policy recommendations on TRL.	Develop a crowdfunding campaign to enable community-led actions using micro-grants to fund initiatives.
3. Operational and Governance Efficacy 	
Governance and Compliance Strengthening Program	Sustainable Funding and Revenue Diversification Activation
Implement best-practice governance structures, audit mechanisms, and accountability frameworks to enhance transparency and credibility.	Develop and implement a long-term financial sustainability plan.
Scalable Digital Infrastructure Project	Capacity Building and Leadership Development
Upgrade internal systems, digital tools, and operational processes to support NMB's growth and expansion.	Invest in staff training, leadership programs, and succession planning to strengthen NMB's internal capabilities.
4. Shaping Regulatory Conversations 	
National and International Policy Engagement Strategy	Stakeholder Mobilisation and Industry Engagement
Actively participate in government inquiries, industry consultations, and regulatory forums to push for stronger TRL management policies.	Convene a coalition of environmental groups, policymakers, and corporate partners to advocate for aligned regulatory priorities.
Regulatory Research and Policy Recommendations	Harm Reduction and Innovation in Tobacco Product Design
Conduct and publish evidence-based research that informs best-practice regulatory approaches. Work with legal and environmental experts to propose practical, enforceable policy solutions.	Advocate for product design innovation that eliminates toxic and non-biodegradable cigarette filters. Partner with scientists, innovators, and policy experts to push for alternative materials and sustainable disposal solutions.

A photograph of a discarded cigarette butt lying on a patch of dry, sandy ground with some sparse green grass. The cigarette has a white filter with some text and a yellowish-brown end. The background is slightly blurred, showing more grass and soil.

CHAPTER 1

INTRODUCTION

NOMOREBUTTS

CHAPTER 1

Introduction

TRL is one of the most pervasive forms of litter, with cigarette butts being the most discarded item globally. No More Butts (NMB) was founded in 2020 to lead efforts in addressing this environmental challenge, driven by a clear vision:

A World Without Tobacco Related Litter.

Since NMB's inception, we have worked to raise awareness of the scale and impact of this issue. With up to 4.5 trillion cigarette butts discarded annually,ⁱ these toxic pollutants contaminate waterways, harm marine life, and contribute to plastic pollution. In New South Wales alone, 1.32 billion cigarette butts are littered each year, releasing thousands of microplastics and harmful chemicals into the environment.ⁱⁱ

As a leading voice in TRL prevention, NMB has built a strong reputation through advocacy, clean-up initiatives, industry engagement, and policy influence. However, as a volunteer-run organisation, we recognise the need to expand our efforts and transition into a financially sustainable entity with dedicated staff.

This ten-year strategic plan outlines our path forward: focusing on partnerships, policy influence, and innovative solutions to reduce TRL. By collaborating with government, landowners, land managers, and environmental leaders, we aim to create a scalable, impactful model for lasting change.

1.1 How We Developed this Plan

This Strategic Litter Prevention Plan (SLPP) was developed by the NMB Board through extensive consultation and collaboration with landowners, land managers, and the NSW EPA, and discussions with experts and stakeholders.



Led by a Steering Committee comprised of NMB Board members, NMB undertook an organisational capability review using the NSW EPA's Own It and Act (OIAA) framework. The identified goals are the foundation of this plan.

This Strategic Litter Prevention Plan reflects both qualitative and quantitative data captured.

The background of the entire page is a close-up, slightly blurred photograph of discarded cigarette butts and a portion of a cigarette pack. The butts are in various orientations, some showing the brown filter and others the white end. The pack, visible in the lower right, has a yellow and white striped design. The overall tone is muted and somber, emphasizing the theme of the campaign.

CHAPTER 2

NO MORE BUTTS – WHERE WE ARE NOW

NOMOREBUTTS

CHAPTER 2

No More Butts – Where we are NOW

2.1 Our Structure

NMB was founded in 2020 and is a Public Company, limited by guarantee.

We are an environmental charity, registered with ACNC and hold DGR1 status.

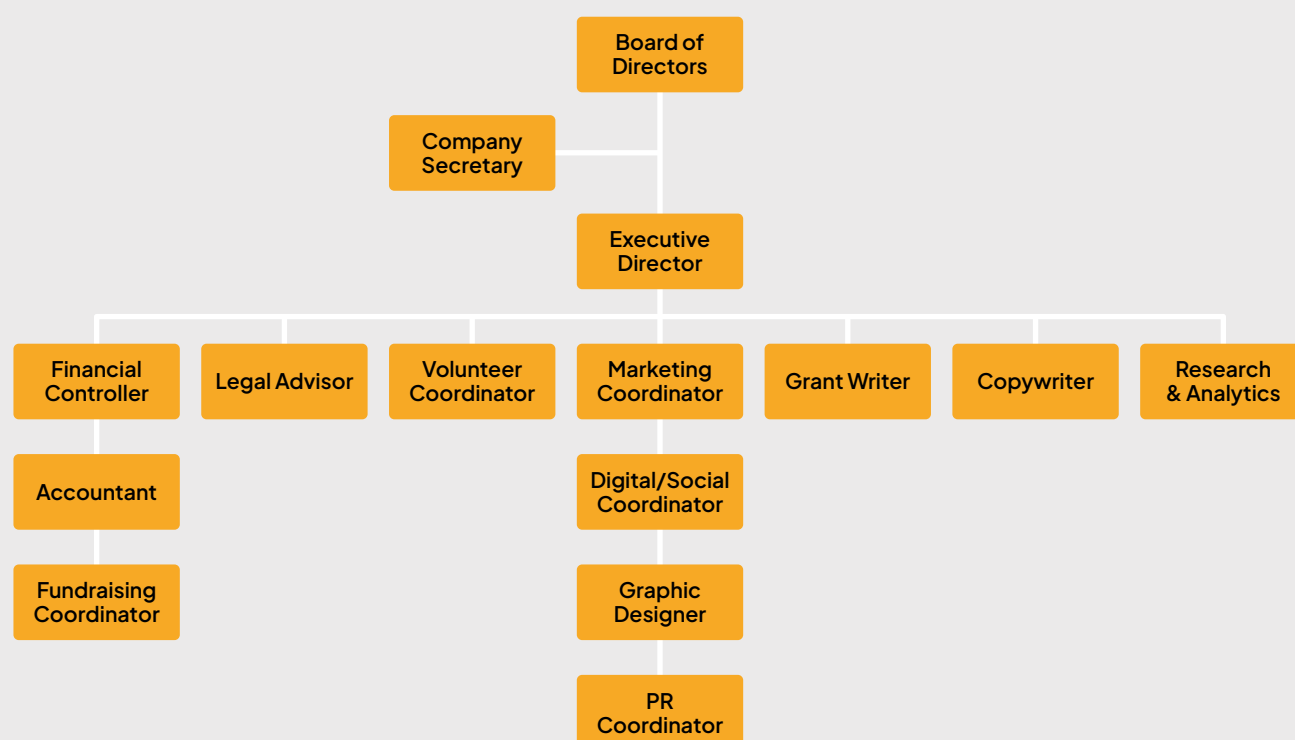
In 2023, we expanded our Board of Management to broaden our scope and develop a 10-year plan.

We have quarterly board meetings where we present finances, and the Executive Director

discusses key priorities for the coming months. We also hold fortnightly operational meetings, regularly attended by board members.

NMB is currently operated by volunteers at all levels. All funds received from donations and professional service cover operating costs and advocacy activities. Grants received to date have gone into programs, with little residual funding. Diagram 1 (below) outlines our current organisational structure.

DIAGRAM 1: NMB Organisational Structure 2025.





2.1.1 Membership

No More Butts (NMB) operates as a company limited by guarantee (CLG), a common legal structure for charities and not-for-profits in Australia. In a CLG, members' liability is limited to a predetermined amount they agree to contribute if the organisation is wound up. Unlike traditional companies, a CLG has no shareholders and, as the organisation is not designed to generate profit for individuals, members do not receive dividends. Instead, members provide governance oversight and financial support if required.

Since becoming a registered charity in 2020, NMB has welcomed 54 official members. Membership fees are only payable if the company is wound up and unable to meet its debts. However, 21 members have already contributed their maximum financial guarantee of \$10 upfront. In line with CLG regulations in Australia, all members have equal voting rights, ensuring democratic governance and collective decision-making.

Looking ahead, there is an opportunity to introduce a paid membership model linked to the services we provide. We may also review our membership structure to include different categories, such as non-voting membership, to better support our growth and engagement.

2.2 Our Revenue Streams

To date, the organisation has primarily relied on programmatic funding, secured through grants supporting various initiatives. While this funding has enabled impactful work, its inconsistency has led to a dependency on volunteer contributions.

Historically, NMB's financial resources have been derived from multiple sources, including:

REVENUE TYPE	DESCRIPTION
Grant Funding (Programs)	The organisation has received targeted funding from various government agencies and initiatives, including: • Keep Australia Beautiful Council (KABC) WA • Sustainability Victoria • Queensland Gives • EPA NSW • Cairns Regional Council
Donations	While donations from both organisations and individuals have been received, they have been nominal in scale. Contributors include Westfield and various individual donors. Expanding fundraising efforts and donor engagement will be a key focus moving forward.
Membership Fees	Currently, membership fees are maintained in a separate account and are not utilised for operational expenses. We aim to build a paid model tied to an agreed service level aimed at landowners and land managers. This will be separate to ordinary members as defined in the NMB constitution, as this membership type won't have voting rights.
Prize Funding	NMB has been fortunate to receive financial recognition through programs such as: • Westfield Local Heroes • Grill'd • Queensland Gives These awards have collectively contributed several thousand dollars to the organisation.
Fundraising Initiatives	To date, NMB has not engaged in significant fundraising activities beyond its participation in the Queensland Containers for Change charity program. Developing a robust fundraising approach will be a priority to diversify and strengthen revenue streams.
Fee-for-Service & Consulting	In previous years, NMB has engaged in fee-for-service arrangements, including consulting work for EPA NSW. Strengthening and formalising this service offering will be a key component of the organisation's financial sustainability. The aim is to provide consulting services to councils and businesses across New South Wales, with a strategic expansion into other Australian regions.
Pro Bono Contributions	A significant portion of NMB's impact has been delivered on a pro bono basis. Since its inception, the organisation has provided over \$100,000 worth of services to specific clients and contributed an estimated \$1 million in overall value to the cause.
Volunteer Contributions	Volunteers have been the cornerstone of NMB's operations. The organisation has benefited from the near full-time dedication of its Executive Director, as well as contributions from numerous volunteers offering their expertise on a weekly or monthly basis. Combined with the efforts of the Board of Management, NMB volunteers have collectively contributed over 12,000 hours to addressing TRL in Australia and internationally.

2.3 Our Marketing Approach

NMB is supported by a volunteer-based team of 11 dedicated individuals who contribute to various corporate functions, including marketing. While the organisation has a strong foundation of committed volunteers, the marketing strategy has remained somewhat ad-hoc due to its volunteer-driven nature. A subset team is actively working to deliver key areas, particularly in digital/social media marketing and public relations.

Social media plays a central role in NMB's outreach and engagement efforts. The organisation uses these platforms to keep followers informed and to build a community around its vision. The purpose of social media is to amplify NMB's message, create conversation, and foster engagement with both new and existing supporters. Content is shared to educate and inspire action, whether through updates, promotional campaigns, or calls to action. For social media to be most effective, it must be consistent, targeted, and engage users through authentic communication. Collaborations with other organisations, influencers, and media outlets help extend the organisation's reach, connecting it with new audiences and building credibility through partnerships. Social media will remain a cornerstone of our marketing efforts over the next decade.

The marketing strategy is built around the importance of creating a strong pipeline of influence and partnerships. By attending relevant conferences, forging relationships with land managers, and collaborating with other like-minded organisations, NMB fosters a network of influence that helps amplify its message. Cold calling targeted land managers is an essential component of this outreach plan, as it helps establish direct relationships with key stakeholders in the environmental and land management sectors. These partnerships, both formal and informal, play a vital role in increasing the organisation's visibility and ensuring that its message reaches the right audiences. Partnerships also create fee-for-service opportunities and are a critical part of the financial sustainability of our organisation.



NMB also uses its website as a central platform for information sharing and engagement. It serves as the hub for potential donors, volunteers, and those interested in learning more about the organisation's initiatives. Additionally, a regular newsletter is sent out to keep stakeholders informed of upcoming events, new projects, and successes.

The organisation's ability to balance traditional and digital marketing, while leveraging the influence of partners, is the foundation of our marketing approach to ensure that NMB remains visible and connected to the communities it serves.

2.4 Our Strategic Pillars

Efforts to achieve our vision currently fall within three strategic pillars:



Thought Leadership

We strive to be trusted experts in TRL, guiding and influencing change through knowledge sharing. By shaping discussions and offering solutions, we foster a strong community that drives innovation and meaningful action.



Evidence Driven Solutions

Our work is guided by facts, not opinion or emotion. Using objective data and rigorous analysis, we ensure our approaches are based on proven methods, delivering clear, actionable, and measurable outcomes.



Productive Partnerships

Collaboration is essential to achieving our vision. By working with partners, we leverage collective strengths, share expertise, and maximise impact, recognising that meaningful change is only possible together.

2.5 Our Track Record

This section outlines key efforts internationally and within Australia, and includes a detailed summary of success in NSW.



2.5.1 Our International Efforts

NMB may be small, but our vision is large. In that vein, NMB is an active member of the international community, advocating for the end to TRL.

TRACK RECORD:

- **Global Thought Leadership & Advocacy** – NMB actively engages in international discussions, shaping how TRL is understood and addressed. Through advocacy, we influence perceptions, drive impact, and lay the groundwork for meaningful change. Notably, we have participated in the United Nations Environment Programme (UNEP) Intergovernmental Negotiating Committee (INC) process to develop a legally binding instrument on plastic pollution.
- **Recognised Expertise** – Our work has been featured in the UNEP *Perspectives* series, highlighting the environmental impacts of TRL and reinforcing our role as a thought leader in this space.
- **Policy Influence** – NMB has played a key role in advocating for cigarette butts to be included in the list of controlled plastics, supporting a strong majority of countries in their efforts to address this issue.
- **International Engagement** – We advocate globally because recognising cigarette butts as controlled plastics is a crucial step toward securing international agreements and ensuring coordinated action to combat TRL.



2.5.2 Our Australian Efforts

While No More Butts (NMB) has a global presence, our strongest impact and track record are within Australia. We collaborate with a wide range of partners, all working to prevent TRL, aligning with the Partnership for the UN Sustainable Development Goals (SDGs). Our track record includes:



THOUGHT LEADERSHIP

- NMB regularly contributes to industry publications, such as *Waste Management Review* and *Inside Waste*, shaping discussions on TRL, end-of-life solutions, and the global plastics treaty.
- We draft and submit budget proposals and policy recommendations alongside partners such as Clean Up Australia, Boomerang Alliance, Doctors for the Environment Australia, and FORE Australia. Our ability to unite diverse, apolitical voices on this issue strengthens advocacy efforts.
- NMB Founder (Shannon Mead) joined the Queensland Environment Leaders group in 2025, working on joint environmental solutions for the state. In 2025, Shannon was the inaugural Company Secretary and also a Director for Queensland Environment Day Ltd. Shannon Mead is also the current (2025) Chairperson of the Boomerang Alliance Board of Management.



EVIDENCE-DRIVEN SOLUTIONS

- NMB collaborates with leading Australian researchers to develop evidence-based approaches to TRL. Our partnerships with Royal Melbourne Institute of Technology (RMIT) and James Cook University have produced innovative solutions for landfill diversion and circular economy initiatives.
- We led a pioneering program in Victoria with Sustainability Victoria and Fungi Solutions, collecting cigarette butts from high-litter areas and exploring mycology-based recycling methods.



PRODUCTIVE PARTNERSHIPS

NMB works with trusted partners to drive solutions and advance our mission, including:

- **Government & Policy:** NSW EPA, Sustainability Victoria, the South Australian Government, and the Commonwealth Department of Climate Change, Energy, Environment and Water (DCCEEW)
- **Advocacy & Community:** Boomerang Alliance, Sea Shepherd Marine Debris Campaign, Clean Up Australia, Doctors for the Environment, FORE Australia, and Queensland Environment Leaders
- **Research & Innovation:** RMIT, James Cook University, CSIRO
- **Local Government:** Cairns Regional Council, Byron Shire Council

Our work has been recognised nationwide through awards such as Cairns Volunteer of the Year, Westfield Local Hero, and Queensland Gives Environmental Philanthropist of the Year.

[Appendix 53](#) has a more detailed summary of our track record in Australia.



2.5.3 Our NSW Efforts



THOUGHT LEADERSHIP

- NMB provided expert consultation services, particularly through the NSW Cigarette Litter Prevention Program in collaboration with the NSW Environmental Protection Authority (EPA). Our insights, informed by global research and strategies, ensured evidence-based solutions that enhanced litter prevention efforts. (See *Table 2 for project highlights.*)
- We have presented at key industry events multiple times, including Keep Australia Beautiful (KAB), NSW Litter Congress, and the Waste Conference in Coffs Harbour. We were also invited to join Australian of the Year and Young Australian of the Year in a panel at the Ocean Lovers Festival in 2023.
- Our expertise has been featured in radio interviews on ABC Central Coast, ABC Wollongong, and ABC Sydney Drive, along with SBS Television in 2025, where we discussed TRL prevention and the global plastics treaty.
- In NSW, we provide expert consultation to the NSW EPA, delivering analysis and recommendations based on international best practices, to improve cigarette butt litter initiatives.



EVIDENCE DRIVEN SOLUTIONS

- NMB has supported councils in cigarette butt litter prevention, working with councils from Wollongong, Byron Bay, Randwick, and the NSW Northern Beaches on enforcement, smoke-free areas, infrastructure, and recycling initiatives.
- We assisted NSW businesses and organisations, including Sydney Airport, in developing TRL reduction strategies.
- We have begun to build expertise in Butt Litter Checks to position ourselves as the preferred resource for councils, industry, and EPA.
- We developed an online Butt Litter Check tool, streamlining data collection for councils and businesses, which we are planning to expand and make available to additional businesses and councils.



PRODUCTIVE PARTNERSHIPS

We collaborate with the NSW EPA at both macro and micro levels. NMB also runs and coordinates clean-up initiatives with partner organisations, focusing on specific hotspots to target high-traffic litter areas. This scalable approach maximises impact, serving as a capacity multiplier for the EPA's efforts to reduce cigarette butt waste at a local level.

[Appendix 54](#) has a detailed summary of our track record in New South Wales.

2.6 Organisational Capacity SWOT Analysis

The NSW EPA's Own It and Act (OIAA) framework is a capacity-building tool designed to help organisations integrate key litter prevention principles through four enablers: leadership, commitment, permission, and processes.

Using this framework, NMB conducted a SWOT analysis to assess our current organisational capacity and identify areas for growth.

2.6.1 Strengths

Industry Engagement and Networking

NMB actively attends key industry events to celebrate successes, share learnings, and promote improvements in TRL prevention practices.

Collaborative Partnerships

We work closely with local councils, NGOs, and community groups to extend the reach of our litter prevention initiatives beyond NMB's own capacity.

Data-Driven Approach

NMB systematically uses data to track, evaluate, and improve litter prevention efforts. Monitoring and evaluation (M&E) are integrated into our projects to ensure effectiveness and support continuous improvement.



2.6.2 Weaknesses

Lack of a Clear, Documented Role

NMB lacks a formal, documented description of its role in the litter prevention space, which creates confusion and limits alignment among key stakeholders. A clear, shared narrative is needed to strengthen understanding and consensus.

Limited Resources and Capacity

Our capacity to expand litter prevention efforts is hindered by limited resources. This restricts the sustainability and scalability of our initiatives, highlighting the need for a more structured, well-resourced approach.

Over-Reliance on Volunteers

While volunteers are invaluable, NMB is overly dependent on them. Expanding our volunteer base and introducing paid roles—such as a Litter Prevention Officer and Marketing Specialist—are essential for the long-term success and scalability of our programs.

2.6.3 Opportunities

Strategic Litter Prevention Plan

A comprehensive Strategic Litter Prevention Plan with a clear, achievable vision that can be implemented at international, national, and local levels.

Improved External Communication

A well-defined communications plan will help articulate NMB's role in litter prevention to external stakeholders, ensuring alignment and enhancing visibility.

Partnerships for TRL Prevention

By leveraging the knowledge and resources of key partners like the NSW EPA, NMB can strengthen its evidence-based approach to tackling cigarette butt litter.

Integration of TRL Prevention Targets

Define and integrate clear TRL prevention targets into policies and plans.

Financial Sustainability

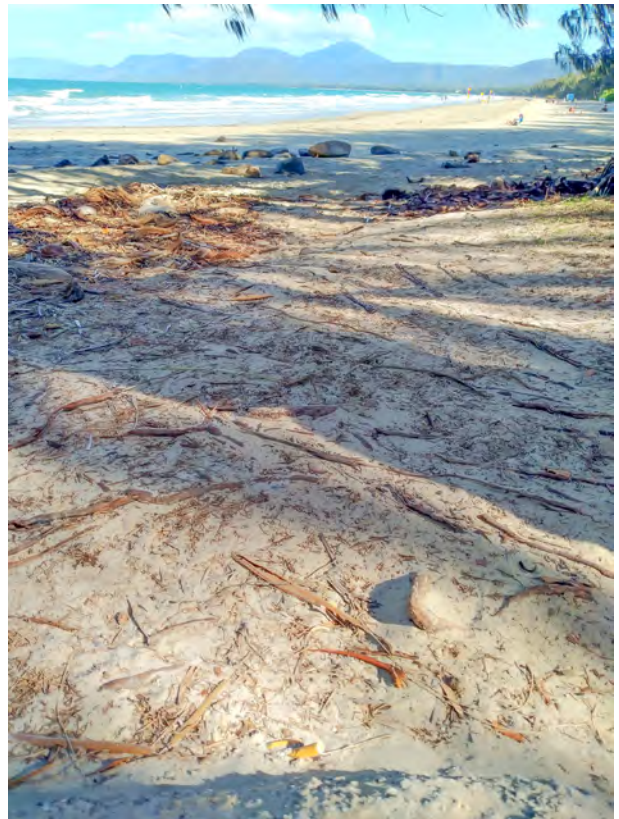
Developing a robust financial sustainability plan is crucial to securing NMB's long-term impact, which includes diversifying revenue streams to support ongoing initiatives.

Diversified Revenue Streams

Establishing multiple revenue streams - such as membership programs, service fees, and strategic partnerships - will ensure the continued viability of NMB's litter prevention efforts.

Enhanced Data Collection and Analysis

NMB has the potential to refine its data collection practices and use insights to gain a deeper understanding of litter prevention, beginning with a focus on NSW and collaborating closely with the NSW EPA.



2.6.4 Threats

Dependence on Grants

Over-reliance on grants presents a risk to the sustainability of NMB's initiatives. To ensure long-term financial stability, this dependency must be addressed by developing diversified revenue streams.

2.7 Key Lessons for Our Future Direction

By integrating key lessons into our ten-year Strategic Litter Prevention Plan (SLPP), NMB can better position itself to achieve its vision in TRL prevention and ensure long-term sustainability and growth.



CHAPTER 3

UNDERSTANDING THE TRL PROBLEM

NOMOREBUTTS

CHAPTER 3

Understanding the TRL Problem

There's no denying it: cigarette butts are the most littered item globally, with an estimated 4.5 trillion discarded annually.ⁱⁱⁱ In Australia, this number is about 8.9 billion^{iv}, and in NSW it's previously been estimated to be 1.32 billion^v. Regardless of the exact number, cigarette butts remain the most commonly littered item.

Despite a decline in smoking rates, population growth has kept the number of smokers – and therefore litterers – consistent. Illicit tobacco use, though not officially reported, continues at a similar rate and contributes to this issue.

The rise of vaping has introduced new environmental challenges. Aside from concerns about device composition and nicotine additives, improper disposal has become a significant problem. Vaping has also contributed to increased littering behaviour, as users often discard devices improperly.

This section provides a summary of key TRL issues.



3.1 Financial Cost of TRL

Currently, there is no globally consistent methodology for calculating the costs of TRL, making direct comparisons difficult. However, existing estimates and small-scale studies suggest that the clean-up of TRL imposes significant costs on municipal governments.

One of the first analyses was conducted in San Francisco. Based on street sweeping and sewage treatment plant filtration system costs, a 2011 study estimated the annual 'recoverable' cost of cigarette butt litter clean-up to be approximately USD 6.5 million (10.2 million AUD).^{vi}

A 2020 study of the 30 largest U.S. cities found clean-up costs ranged from USD 4.7 million to USD 90 million annually (7.4 - 141 million AUD).^{vii} The average cost per capita was USD 6.46, with the total cost for all 30 cities combined reaching USD 264.5 million per year (414 million AUD).^{viii}

Other cost estimates for cigarette butt clean-up include:

- £40 million (83 million AUD) in the United Kingdom^{ix}
- €225 million (400 million AUD) in Germany^x
- €100 million (178 million AUD) in France^{xi}
- An estimated 73 million AUD in Australia^{xii}

In 2021, Equilibrium Research suggested that 71 million AUD could be raised by levying 0.004 cents per cigarette sold to cover these annual clean-up costs.^{xiii} However, this estimate only accounted for clean-up costs and did not consider expenses related to awareness campaigns, program management, and waste management.

When factoring in willingness to pay, an Australian study performed by The Centre for International Economics (CIE) across three states (NSW, Victoria, and Queensland) found that respondents would be willing to contribute an additional AUD 119 million annually to address the issue of cigarette butts.^{xiv}

Cigarette butts are also a significant fire hazard. From 1976–77 to 1995–96, discarded cigarettes and matches caused an estimated 7% of all bushfires in Australia.^{xv} Despite regulations introduced in 2010 requiring reduced fire-risk cigarette designs, discarded cigarettes continue to ignite house fires, bushfires, and other fires.^{xvi} In 2014–15, cigarettes were responsible for 4,558 fires in Australia, costing an estimated AUD 80.8 million, excluding bushfire costs.^{xvii}

3.2 Environmental Cost of TRL



TRL, particularly cigarette butts, is a major environmental issue. These small pollutants degrade the environment, leaching harmful chemicals into waterways and oceans, and threatening wildlife. Despite their size, cigarette butts are often made of plastic filters that take up to 15 years to break down, creating long-term pollution.

- A survey found that 39% of smokers have discarded a cigarette butt down a drain, with 40% of cigarette butts ending up in oceans and waterways.^{xviii}
- Annually, 350,000 tons of plastic tobacco filters end up in waterways globally. After 15 years of accumulation, this could total up to 5.3 million tons.
- The chemicals in cigarette butts, including nicotine and arsenic, are toxic to aquatic life and can contaminate up to 40 litres of water per butt.^{xix}
- In NSW, cigarette butts pollute an estimated 17.4 billion litres of water each year.^{xx}

See [appendix 55](#) for more information.

3.3 Littering Behaviours

Littering behaviour varies widely and cannot be defined by age, ethnicity, or socio-economic status. People may litter in one place but not another, or with certain items. Focus group research on NSW suggests that the perceived acceptability of littering depends on size, messiness-factor, and degradability. Items like syringes and broken glass are seen as unacceptable, while **small or biodegradable items, like cigarette butts, are more likely to be discarded.**

Smokers dispose of butts differently, and the butt-littering rate varies in response to different environmental contexts associated with the different features of streamlined and hotspot smoking areas.

Key behaviour cues that influence littering include:



Knowledge

Awareness of litter's impact can reduce littering.



Cleanliness

Clean areas with maintained bins discourage littering.



Bins

Nearby, clean bins reduce littering.



Signs

Clear, consistent signage encourages proper disposal.



Place

People are more likely to litter in hidden or less maintained areas.



Item type

People often litter cigarette butts due to convenience or misperception that they are biodegradable.



Social influence

People are more likely to litter if others are doing the same.

3.4 Case Study NSW, Australia

The NSW Government, through the Environment Protection Authority (EPA), employs a range of programs designed to reduce butt litter. These include working with and funding councils, organisations, and businesses to provide improved cigarette butt disposal infrastructure (bins, signage etc.), and identifying the behavioural and attitudinal characteristics of smokers that lead to butt littering.

As part of its efforts to measure and track butt litter, smoker attitudes, and behaviour, the EPA has developed a tool called the Butt Litter Check (or BLC). The agency is now using this tool to deliver a Butt Litter Index (BLI), to provide robust evidence of longitudinal (i.e., time-based) changes in smoker behaviour and attitudes, along with butt littering rates.

2024 key behavioural findings include:

Cigarette butt littering rates were highest:

- Where there were no butt bins
- In so-called “hotspots” – i.e., areas not catering to the needs of smokers
- When smokers were in groups
- When bins were more than 2 metres away from where smokers stood
- Outside health facilities, transport hubs, and entertainment venues (and lowest outside office blocks)

Group size continues to be a contributor to butt litter – i.e. the larger the group, the more likely littering is to occur

- The existence of butt bins in a smoking area (i.e., as opposed to more general waste bins) continues to send a strong message of it being a “smoker-friendly” site
- “Flagrant fling” and “sneaky drop” disposal methods have declined sharply, with “drop and stomp” now representing almost three in five littering disposals

Signage, surveillance, and fear of fines appear to play lesser roles in lowering littering rates

- Perceived cleanliness does not rate highly as a differentiating factor in creating lower littering rates

CHAPTER 4

THE CURRENT POLICY CONTEXT



NOMOREBUTTS

CHAPTER 4

The Current Policy Context

Smoking is legal in all parts of the world. As an environmental charity, NMB is clear that it doesn't have a role to play in advocating the prohibition of smoking. Our role is to understand and influence government policy that will prevent TRL, and/or mitigate impacts.



4.1 International Policy and Strategic Context

The following is a snapshot of positive examples of international policy aimed to address TRL. For more information, refer to [appendix 56](#).

CLEANUP INITIATIVES:

- **San Francisco (USA):** Retailers and tobacco companies are charged for cigarette litter cleanup, with a \$1.75 per pack fee introduced in 2023.
- **Spain, Ireland, and Canada:** Announced plans to charge tobacco companies for cleanup costs.
- **Germany:** Imposes an €8.97 per kilogram tax on tobacco filters.

FILTER POLICY:

- **WHO (2022):** Determined there are no health benefits found in cigarette filters, leading to further scrutiny.
- **EU:** Introduced a "filter contains plastic" label to raise awareness about environmental impacts.
- **Santa Cruz (USA):** Will ban the sale of filtered cigarettes by 2027.
- **UNEP:** The Plastics Treaty is moving toward inclusion of cigarette filters, with broad support from over 100 countries.

PUBLIC SENTIMENT:

- **UK:** 94% of respondents support government action on cigarette butt litter.
- **France and Milan:** Implemented smoking bans in public places.
- **NSW:** Investigating Extended Producer Responsibility (EPR) for cigarette butts as part of the Plastics Action Plan.

IN AUSTRALIA:

- There is clear public willingness to pay for reduction in TRL.
- In 2023, South Australia proposed a bill to hold the tobacco industry accountable for cleanup, which has since passed the upper house and advocates for national coordination on TRL.



4.2 NSW Policy Context



4.2.1 Waste and Sustainable Materials Strategy 2041

The NSW EPA has set new targets under the Waste and Sustainable Materials Strategy 2041 (WaSM) and NSW Plastics Action Plan:

- 30% reduction in plastic litter by 2025
- 60% reduction in all litter by 2030
- **50% reduction in cigarette butt litter by 2030**

To support these targets, the NSW Government has allocated an additional \$38 million for local litter prevention programs from 2022–2027, funding councils and community groups to implement projects.

The NSW Plastics Action Plan outlines six actions to tackle plastics throughout their lifecycle:

- **Introduce legislation to reduce harmful plastics**
- Accelerate transition to better plastic products
- Support innovation
- **Tackle cigarette butt litter**
- Prevent nurdles from entering the environment
- Support plastics research

4.2.2 NSW Litter Prevention Strategy 2022–2030

The NSW Litter Prevention Strategy guides the EPA's efforts and investment to reduce litter and achieve targets. For NMB, specific actions include:

- **Grant funding for collaborative litter prevention** (NMB are recipients of a grant)
- **Community of practice to build stakeholder capacity** (NMB active participation)
- Partnerships and cross-sector engagement
- Streets to Sea Program focusing on stormwater infrastructure
- **Cigarette butt litter prevention resources** (NMB supporting development)
- Enforcement training and public reporting
- Operation Clean Sweep to reduce nurdle pollution
- Statewide education campaigns
- **Litter data framework for progress tracking** (BLI is key output being used by NMB)

4.2.3 OIAA Strategic Framework

The OIAA (Own It and Act) Strategic Framework encourages organisations to integrate litter prevention into their operations and build independence from grant funding.

4.2.4 Circular Economy Policy

The Circular Economy policy addresses TRL through:

- **Waste Reduction & Recycling:** Encourages solutions for proper cigarette butt disposal and recycling, as they contain non-biodegradable materials.
- **Extended Producer Responsibility (EPR):** Holds tobacco companies accountable for managing cigarette butt waste, including cleanup and recycling.
- **Product Stewardship:** Promotes redesigning cigarette products to reduce environmental harm.
- **Waste Management Infrastructure:** Supports better waste systems – including bins for cigarette butts – and public education.
- **Cross-Sector Collaboration:** Fosters partnerships to develop effective litter solutions.

Overall, the policy supports sustainable management of TRL by reducing waste, improving recycling, and holding producers accountable.

4.2.5 Plastics Reduction Act

- **Plastic Reduction:** Increased scrutiny on cigarette filters which contain plastic, may drive sustainable alternatives or redesign efforts.
- **Extended Producer Responsibility (EPR):** Tobacco companies could be held accountable for cigarette butt disposal, funding cleanup or take-back programs.
- **Waste Management Infrastructure:** Encourages improved collection and recycling systems, such as dedicated cigarette butt bins.
- **Public Awareness:** Highlights the environmental impact of cigarette butts, promoting responsible disposal.
- **Stricter Regulations:** May lead to bans on plastic-based filters or stricter fines for littering.

Overall, the Act supports sustainable TRL management, producer accountability, and improved public awareness.

4.2.6 Role of Local Government in Litter Management

Local councils play a crucial role in managing litter, including TRL, as land managers and community leaders. Despite the high costs and resource demands, they work to maintain clean and safe public spaces.

Councils are responsible for:

- **Cleanup & Collection** – Removing cigarette butts and other litter.
- **Infrastructure** – Installing and maintaining butt bins, signage, and disposal points.
- **Enforcement** – Issuing fines for littering offenses.
- **Litter Prevention Programs** – Implementing local initiatives tailored to community needs.

Through the Community Strategic Plan (CSP), councils set long-term environmental and amenity goals, which often include litter management. While approaches vary, many councils collaborate on prevention efforts, both within their jurisdictions and across regions.



CHAPTER 5

WHERE WE ARE GOING



NOMOREBUTTS

CHAPTER 5

Where We Are Going

5.1 Vision

A world without tobacco related litter



5.2 Mission Statement

To reduce the environmental impact of TRL through evidence-based interventions, local partnerships, and sustained behaviour change across communities. We work with councils, businesses, and community groups to halve cigarette butt litter in targeted areas and build lasting change at scale.



5.3 Our Strategic Pillars

Strategic pillars define the core areas of effort to ensure progress toward that vision. They reflect NMB's priorities, strengths, and guiding principles, and are action-oriented.



THOUGHT LEADERSHIP

We strive to be trusted experts in TRL, guiding and influencing change through knowledge sharing. By shaping discussions and offering solutions, we foster a strong community that drives innovation and meaningful action.



EVIDENCE-DRIVEN SOLUTIONS

Our work is guided by facts, not opinion or emotion. Using objective data and rigorous analysis, we ensure our approaches are based on proven methods, delivering clear, actionable, and measurable outcomes.



PRODUCTIVE PARTNERSHIPS

Collaboration is essential to achieving our vision. By working with partners, we leverage collective strengths, share expertise, and maximise impact, recognising that meaningful change is only possible together.



ORGANISATIONAL EXCELLENCE

We are committed to continuous improvement, strengthening our people, systems, and processes to enhance our impact.

5.4 Ten-Year Objectives

Over the next ten years, NMB will focus on the following objectives:



THOUGHT LEADERSHIP

Objectives

Position NMB as a trusted global authority in TRL prevention, driving discussions around responsible TRL management.

Establish and grow a global community of practice, sharing knowledge and experiences to inspire innovation and collective action in the field of TRL prevention.

Advocate for policy reforms that prioritise TRL prevention, emphasising the role of Extended Producer Responsibility (EPR) measures.

Inspire and engage industry, government, and community stakeholders to adopt TRL prevention practices based on expert insights and evidence.



EVIDENCE-DRIVEN SOLUTIONS

Objectives

Implement TRL prevention strategies that are rooted in proven methods and reliable evidence.

Ensure all NMB decisions, recommendations, and initiatives are based on objective data to ensure clarity, consistency, and impact.

Continuously evaluate and refine TRL prevention approaches through data-driven insights to improve effectiveness and drive measurable outcomes.

Foster transparency by sharing evidence and results from NMB's TRL prevention initiatives with stakeholders to build credibility and trust.



PRODUCTIVE PARTNERSHIPS

Objectives

Cultivate strong, long-term partnerships with key stakeholders – including land managers, businesses, government bodies, and environmental organisations – to achieve shared TRL prevention goals.

Collaborate to combine expertise and resources, ensuring that efforts to reduce TRL are synergistic and impactful.

Promote the importance of collective action by fostering a spirit of cooperation and shared responsibility within the TRL prevention community.

Leverage partnerships to expand NMB's reach, influence, and capacity to address TRL on a larger scale.

Strengthen project partners' organisational capacity for TRL prevention to be self-sustaining and independent.



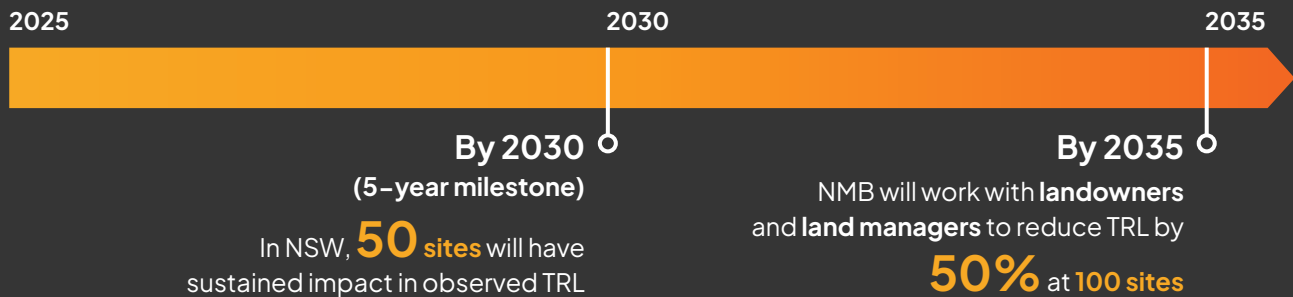
ORGANISATIONAL EXCELLENCE

Objectives

Ensure financial sustainability through diversified revenue streams that support long-term operational success.

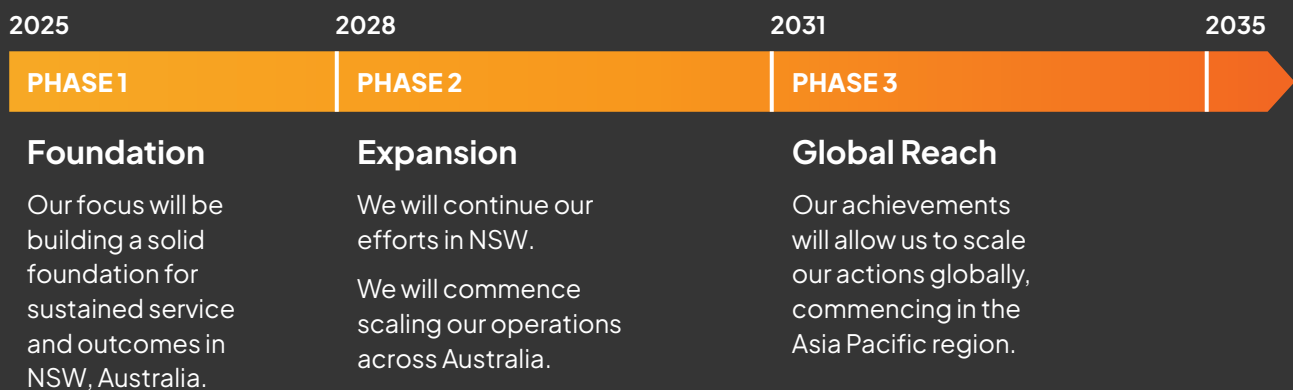
Robust internal processes to support the scaling and impact of TRL prevention efforts, including resource allocation, team development, and strategic planning.

5.5 Target



5.6 Timeline

This 10-year plan will be delivered in three distinct phases, ensuring a structured and strategic approach to achieving our objectives and target.



5.7 Strategic Directions

Over the next ten years, NMB will focus on four strategic directions as outlined below.



SD1:

Partnering for Impact and Systemic Change

Over the next decade, NMB will prioritise collaborative partnerships to drive sustainable solutions for TRL reduction. By working closely with public and private landowners and/or land managers, we will leverage our expertise to support stakeholders in preventing and managing TRL within their areas of influence.

Our approach is grounded in collective action and shared responsibility, fostering knowledge exchange to empower proactive solutions that are long term and self-sustaining. We will provide the tools, resources, and tailored support necessary to remove barriers to action, ensuring that interventions are both effective and sustainable. Through problem-solving and program customisation, we will help partners implement solutions that are adaptable to their unique challenges.

We will foster authentic relationships through industry engagement, networking, and research collaboration, positioning NMB as a leader in the field. By creating a dynamic community of practice, we will contribute to a global movement that drives meaningful change.

To ensure long-term success, we will prioritise data-driven insights and impact evaluation, along with tracking and reporting program effectiveness. This evidence-based approach will strengthen credibility, secure funding, and support ongoing improvements in TRL management. Through these partnerships, NMB will establish itself as a key knowledge leader in TRL prevention, demonstrating innovative, and scalable solutions that can inform global best practices.

We will begin with a productive partnership with the NSW EPA. We will then expand across Australia, building capacity and refining our approach. Within ten years, we aim to have the resources and framework to scale globally, delivering a replicable and scalable model for systemic change in TRL management.



SD2:

A Strong and Trusted Reputation

Over the next decade, NMB will establish itself as a highly credible and influential voice in TRL reduction by building a strong, trusted reputation. Through strategic engagement and clear communication, we will enhance our brand meaning and recognition, ensuring we connect effectively with our audience and inspire action.

We will foster authentic relationships through industry engagement, networking, and research collaboration, positioning NMB as a leader in the field. Our approach will be grounded in delivering on promises, demonstrating real impact, and using strategic communications to engage with media, public discourse, and key stakeholders.

A critical component of systemic change is community and public engagement. We will focus on educating and mobilising communities, volunteers, and advocacy groups to create a grassroots movement for change. By leveraging behaviour change strategies, we aim to shift public attitudes and behaviours around TRL disposal, fostering a culture of responsibility and accountability.

To reinforce our reputation, we will communicate with clarity and consistency, providing a clear call to action that mobilises partners and the public. Through these efforts, NMB will become the go-to organisation for tackling TRL, recognised for its expertise, credibility, and lasting impact.



SD3:

Operational and Governance Efficacy

Strengthening our operational and governance capacity is essential for NMB to achieve greater impact and organisational maturity. By enhancing governance, audit processes, and transparency, we will build trust and confidence among key partners, unlocking further support to drive our mission forward.

A strong operational foundation will enable us to build capacity, strengthen our people resources, and ensure financial sustainability. We will focus on developing scalable delivery models that allow us to expand our reach effectively, while maintaining high standards of accountability and efficiency.

By refining our internal processes, diversifying revenue streams, and investing in team development, we will ensure that NMB can scale its impact sustainably. Through these efforts, we will evolve into a resilient, well-governed, and financially sustainable organisation, positioned for long-term success in tackling TRL.



SD4: Shaping Regulatory Conversations

NMB is committed to driving long-term, systemic change by influencing policy and regulatory frameworks that address TRL at its source. Our focus is on litter prevention through the removal of harmful components in tobacco products before sale, and the development of effective national and international waste management schemes.

We will position ourselves as leaders in data collection and synthesis, using a rigorous, evidence-based approach to inform both public and private sector decision-making. Through strategic engagement, we will actively participate in regulatory and industry discussions, advocating for policies that integrate sustainable waste management solutions.

To achieve meaningful change, we will engage with policymakers and regulators, mobilise stakeholder support, and demonstrate real-world impact through case studies and research. To sustain this regulatory influence, we will strengthen our internal advocacy capacity, investing in expert resources, research capabilities, and long-term engagement strategies.

Our approach will be persistent and adaptive, ensuring that our advocacy efforts evolve alongside shifting regulatory landscapes and emerging environmental challenges. By staying at the forefront of policy and advocacy, NMB will play a crucial role in shaping the future of TRL regulation, both nationally and internationally.



CHAPTER 6

HOW WE WILL GET THERE

NOMOREBUTTS

CHAPTER 6

How We Will Get There

To achieve our vision, we have outlined a clear, phased approach that will guide our growth over the next decade.

- **Phase 1: Foundation (2025–2028)** will focus on implementing a strong, sustainable model in NSW, ensuring our approach delivers meaningful impact.
- **Phase 2: Expansion (2028–2031)** will see us scale our delivery model nationwide, broadening our reach and refining our operations.
- **Phase 3: Global Reach (2031–2035)**, we will leverage our successes to expand internationally, starting in the Asia-Pacific region.

6.1 Phase 1: Foundation

NMB's new delivery model will create a scalable, dynamic framework for addressing TRL, beginning with a targeted focus on NSW. Our framework must be able to be scaled to other states and territories of Australia, and to international jurisdictions.

Our new delivery model will leverage the incredible opportunity provided by the NSW Environment Protection Authority (EPA), which is making world-class investments in TRL prevention over the next five years. With the support of the EPA in areas like funding, systems, processes, and monitoring, NMB is poised to bring its expertise in TRL prevention to the table, ensuring that both NMB and the state of NSW can meet and exceed their cigarette butt litter reduction targets.

Core Components of the NMB Delivery Model to be trialled in NSW, Australia:

1. Always-On Activities and Lead Generation

The model begins with continuous, proactive engagement through 'always-on' activities. These activities are designed to generate both warm and hot leads, which could include local councils, businesses, or communities impacted by TRL. The EPA will also play a key role by providing leads to NMB, connecting stakeholders and organisations that are looking for solutions to their cigarette butt litter issues. This ensures a constant flow of opportunities for collaboration and problem-solving, establishing a pipeline of prospects for future action.

2. Qualification and Tailored Support

Once leads are generated, the next step is to qualify these opportunities. NMB will assess the needs and challenges faced by each lead, ensuring that the solutions proposed are relevant and impactful. At this stage, NMB's Litter Prevention Officer plays a key role. With expert knowledge, the Officer will help identify the best-fit solutions from a pre-curated menu of TRL prevention strategies, aligned with EPA strategies. This personalised support allows for targeted interventions, whether it is a straightforward cigarette butt litter issue, or a more complex challenge that requires additional resources or collaboration with the EPA.



3. Flexible Response and Referral System

The model incorporates a flexible approach in addressing opportunities. If a specific issue for a land manager can be solved without the need for financial support, NMB will address it directly with its own resources, drawing on its suite of established litter prevention strategies. However, if a more extensive response is required—such as a multi-faceted approach or a need for funding—NMB will refer the organisation to the EPA. NMB will continue to work with the organisation to provide the necessary resources, expertise, and support to ensure a comprehensive solution is identified and a grant application can be lodged. This dual approach allows for scalable responses depending on the complexity and needs of the TRL challenge. It also provides a formal mechanism to refer suitable organisations to the EPA Litter Prevention grant program.

4. Butt Litter Check (BLC) and 13-Step Approach

At the heart of the model is the integration of the BLC (Butt Litter Check) methodology, and the 13-step approach, which offers a structured framework for addressing TRL through comprehensive, evidence-based strategies. This ensures that NMB and its partners are always following a tried-and-tested process to optimise effectiveness. In addition, community activations and installations will raise awareness about TRL, galvanising the public to engage in prevention efforts and fostering a greater sense of environmental responsibility.

5. Growing Partnerships and Case Studies

The model anticipates the formation of strong partnerships with local councils, businesses, and other stakeholders. Initially, NMB aims to collaborate with at least 20 councils and businesses in its first year, delivering tangible results that can serve as case studies for wider adoption. These case studies will demonstrate the cost savings and benefits of TRL prevention, creating a foundation for scaling up and attracting additional partners. As the program demonstrates success, NMB will seek to expand its reach, building a portfolio of partners who can all benefit from proven strategies and insights.

6. Acceleration and Revenue-Generating Opportunities

Should the model prove successful in its first year, NMB will explore opportunities to accelerate the implementation of its plan, expanding the scope of its services and offering more tailored support to a broader audience. This could include charging for services such as consulting, or providing tailored TRL prevention plans to local councils and businesses. Revenue generated from these services will be reinvested into the program, helping to ensure its long-term sustainability and impact.

See [appendix 58](#) for a flow chart of the intended process.

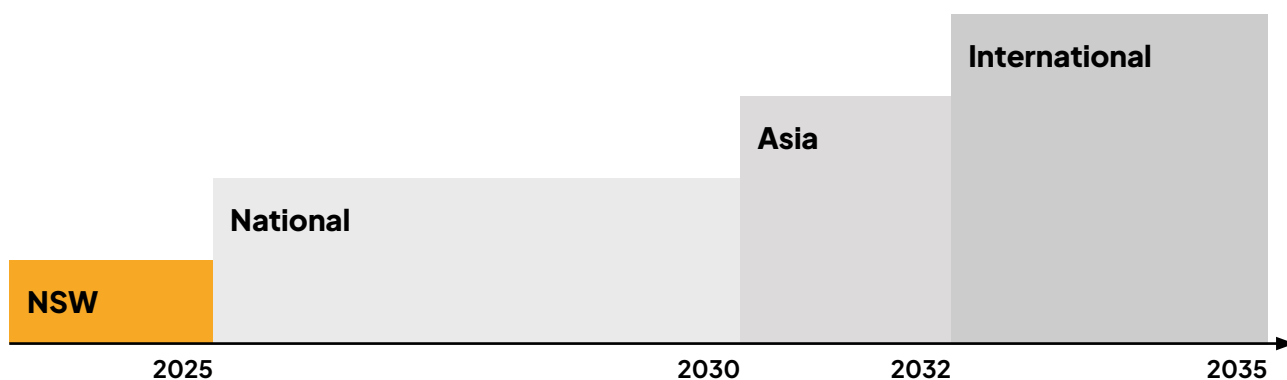
6.2 Phases 2 and 3 – Expansion and Global Reach

Expanding the Model Beyond NSW:

While the initial focus is on NSW, the scalability of this model is a key strength. Over time, the approach will be refined and adapted for other states and territories across Australia, based on the lessons learned in NSW. As the program matures and demonstrates impact, NMB will expand its reach internationally, adapting the model to suit different jurisdictions, regulatory environments, and cultural contexts.

This will enable NMB to create a truly global movement, uniting stakeholders from around the world in the effort to tackle TRL and its harmful environmental impact, refer to diagram 2 below.

DIAGRAM 2: Expansion timeline summary



6.3 Continuous Commitments

Across all phases, we will deliver across the four strategic directions outlined in section 5.6 above.

- Partnering for Impact and Systemic Change
- A Strong and Trusted Reputation
- Operational and Governance and Efficacy
- Shaping Regulatory Conversations

CHAPTER 7

ACTION PLAN

NOMOREBUTTS

CHAPTER 7

Action Plan

To ensure the successful achievement of our vision and objectives, we will implement a comprehensive action plan that outlines how our staged approach to our strategic directions will be realised. This plan will serve as a roadmap, with clear Key Performance Indicators (KPIs) to measure progress and success. Time-based initiatives are integrated into the action plan to ensure that milestones are met on schedule and that we maintain momentum throughout each phase. This structured approach will guide our efforts, keep us accountable, and help us deliver measurable, sustainable change across all areas of operation.



7.1 Strategic Direction 1

Partnering for Impact and Systemic Change



Objectives

- Inspire and engage industry, government, and community stakeholders to adopt TRL prevention practices based on expert insights and evidence.
- Implement TRL prevention strategies that are rooted in proven methods and reliable evidence.
- Continuously evaluate and refine TRL prevention approaches through data-driven insights to improve effectiveness and drive measurable outcomes.
- Establish and grow a global community of practice, sharing knowledge and experiences to inspire innovation and collective action in the field of TRL prevention.
- Foster transparency by sharing evidence and results from NMB's TRL prevention initiatives with stakeholders to build credibility and trust.
- Cultivate strong, long-term partnerships with key stakeholders – including land managers, businesses, government bodies, and environmental organisations – to achieve shared TRL prevention goals.
- Collaborate to combine expertise and resources, ensuring that efforts to reduce TRL are synergistic and impactful.
- Promote the importance of collective action by fostering a spirit of cooperation and shared responsibility within the TRL prevention community.
- Leverage partnerships to expand NMB's reach, influence, and capacity to address TRL on a larger scale.
- Strengthen project partners' organisational capacity for TRL prevention that is self-sustaining and independent.

Key Internal Drivers

- Executive Director

Key Performance Indicators

- Number of formalised partnerships established
- Number of land managers/owners working with NMB
- Number of tailored solutions implemented
- Number of solutions successfully replicated or adapted in other regions or countries
- Number of regions and areas engaged
- Number of knowledge sharing events organised by NMB and participation rates
- Partner satisfaction and retention rates
- Completion of an operational data tracking system
- Number of participants contributing TRL data to the system
- Number of partners trained or upskilled to implement TBR litter prevention strategies

Stakeholders:

- NSW EPA
- Relevant state/territory agencies across Australia
- Local Government
- Public land managers such as NPWS, Crown Lands, Dept Health
- Private commercial land managers and landowners
- Leading environmental organisations, research institutions, and policymakers worldwide.

Initiatives	Phase 1	Phase 2	Phase 3
Initiative 1.1. NSW EPA Partnership Pilot Commence delivery of our scalable model of support services with the NSW EPA, providing targeted support for land managers to implement best-practice TRL prevention models.	✓		
Initiative 1.2. TRL Innovation Hub (Community of Practice) Establish a collaborative knowledge-sharing community of practice where partners can exchange ideas, discuss new interventions, and co-develop scalable solutions.		✓	
Initiative 1.3 TRL Impact Measurement and Reporting Framework Establish a comprehensive impact evaluation system, including key performance indicators, public reporting, and third-party assessments. Build a comprehensive TBR litter tracking system using data analytics and citizen science to map, measure, and report TRL trends across different regions to support evidence-based policy and investment decisions.		✓	
Initiative 1.4 Changemaker Collective Develop and implement the Changemaker Collective membership model with exclusive access to resources, events, and networking opportunities, while also offering support for on-the-ground issues and solutions, empowering our changemakers to act.	✓		
Initiative 1.5 Australian Partnership Expansion Leveraging insights from NSW's success, form partnerships with other Australian state and territories to implement best-practice TRL prevention models.		✓	✓
Initiative 1.6. Global Partnership Expansion Plan Leveraging insights from Australia's success, form partnerships with leading environmental organisations, research institutions, and policymakers worldwide.			✓

7.2 Strategic Direction 2

A Strong and Trusted Reputation



Objectives

- Position NMB as a trusted global authority in TRL prevention, driving discussions around responsible TRL management.
- Inspire and engage industry, government, and community stakeholders to adopt TRL prevention practices based on expert insights and evidence.
- Foster transparency by sharing evidence and results from NMB's TRL prevention initiatives with stakeholders to build credibility and trust.
- Collaborate to combine expertise and resources, ensuring that efforts to reduce TRL are synergistic and impactful.
- Promote the importance of collective action by fostering a spirit of cooperation and shared responsibility within the TRL prevention community.
- Leverage partnerships to expand NMB's reach, influence, and capacity to address TRL on a larger scale.

Key Performance Indicators

- Revenue from fundraising & donations
- Corporate sponsorship & funding
- Website traffic and engagement
- Email campaign open rates and click-through rates
- Social media metrics – followers, likes, shares, comments and interaction across platforms
- Media mentions and coverage
- Number of engagements with policy makers (meetings, briefings, policy discussions)
- Number of endorsements from influential figures and organisations that support NMB objectives
- Number strategic partnerships established
- Collaborative research outputs

Key Internal Drivers

- Board
- Executive Director

Stakeholders:

- Local, state and national jurisdictions
- Media
- Private land managers and landowners
- Leading environmental organisations, research institutions, and policymakers worldwide.

Initiatives	Phase 1	Phase 2	Phase 3
Initiative 2.1. NMB Ambassadors Program Recruit and train high-profile advocates, industry leaders, and grassroots champions to amplify NMB's mission.		✓	
Initiative 2.2. Brand Awareness, Community and Industry Activation Develop and implement a multi-channel campaign to educate, engage, and shift public perceptions on TRL to drive action. Review annually.	✓	✓	✓
Initiative 2.3 Thought Leadership and Research Collaboration Partner with universities and research institutions to produce groundbreaking reports and policy recommendations on TRL.	✓	✓	✓
Initiative 2.4 Community-led Action Fund Develop a crowdfunding campaign to enable community led actions using micro-grants to fund initiatives.			✓

7.3 Strategic Direction 3

Operational and Governance Efficacy



Objectives

- Ensure financial sustainability through diversified revenue streams that support long-term operational success.
- Robust internal processes to support the scaling and impact of TRL prevention efforts, including resource allocation, team development, and strategic planning.

Key Performance Indicators

- Audit completion rate
- Board engagement and effectiveness – frequency and quality of meetings and involvement of Board in strategic decisions
- Frequency and quality of financial and operational reports shared with stakeholders
- Number of Board members and senior management who have completed governance, compliance, or best practices training
- Revenue growth and diversification of funding sources
- Financial reserves and liquidity
- Funding and sponsorship secured
- Geographic coverage and impact
- Impact goal achievement rate

Key Internal Drivers

- Board

Stakeholders:

- Board
- Staff
- Volunteers
- Sponsors and donors

Initiatives	Phase 1	Phase 2	Phase 3
Initiative 3.1. Governance and Compliance Strengthening Program Implement best-practice governance structures, audit mechanisms, and accountability frameworks to enhance transparency and credibility.	✓		
Initiative 3.2. Sustainable Funding and Revenue Diversification Develop and implement a long-term financial sustainability plan.	✓		
Initiative 3.3 Scalable Digital Infrastructure Project Upgrade internal systems, digital tools, and operational processes to support NMB's growth and expansion.		✓	
Initiative 3.4 Capacity Building and Leadership Development Invest in staff training, leadership programs, and succession planning to strengthen NMB's internal capabilities.	✓		

7.4 Strategic Direction 4 Shaping Regulatory Conversations



Objectives

- Position NMB as a trusted global authority in TRL prevention, driving discussions around responsible TRL management.
- Establish and grow a global community of practice, sharing knowledge and experiences to inspire innovation and collective action in the field of TRL prevention.
- Advocate for policy reforms that prioritise TRL prevention, emphasising the role of Extended Producer Responsibility (EPR) measures.
- Inspire and engage industry, government, and community stakeholders to adopt TRL prevention practices based on expert insights and evidence.
- Collaborate to combine expertise and resources, ensuring that efforts to reduce TRL are synergistic and impactful.
- Promote the importance of collective action by fostering a spirit of cooperation and shared responsibility within the TRL prevention community.
- Leverage partnerships to expand NMB's reach, influence, and capacity to address TRL on a larger scale.

Key Performance Indicators

- Number of policy recommendations adopted by government agencies
- Number of TRL policies influenced or introduced
- Participation in key regulatory discussions, working groups, and advisory panels
- Changes in tobacco product design (e.g. removal of harmful components) driven by advocacy efforts

Key Internal Drivers

- Board
- Staff

Stakeholders:

- Relevant state/territory agencies across Australia
- Leading environmental organisations, research institutions, and policymakers worldwide

Initiatives	Phase 1	Phase 2	Phase 3
Initiative 4.1. National and International Policy Engagement Strategy Actively participate in government inquiries, industry consultations, and regulatory forums to push for stronger TRL management policies.	✓	✓	✓
Initiative 4.2. Regulatory Research and Policy Recommendations Conduct and publish evidence-based research that informs best-practice regulatory approaches. Work with legal and environmental experts to propose practical, enforceable policy solutions.		✓	✓
Initiative 4.3 Stakeholder Mobilisation and Industry Engagement Convene a coalition of environmental groups, policymakers, and corporate partners to advocate for aligned regulatory priorities.			✓
Initiative 4.4 Harm Reduction and Innovation in Tobacco Product Design Advocate for product design innovation that eliminates toxic and non-biodegradable cigarette filters. Partner with scientists, innovators, and policy experts to push for alternative materials and sustainable disposal solutions.		✓	✓

CHAPTER 8

FUNDING AND RESOURCING

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waste 2023
...since 1996

NOMOREBUTTS



waste2023
The industry's leading waste
management conference

Opal Cove Resort
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CHAPTER 8

Funding and Resourcing

The shift from an over-reliance on volunteers to a model supported by paid staff is critical for enhancing our capacity to deliver and sustain long-term impact. Paid staff provide the professional expertise, accountability, and consistent availability that is necessary to effectively execute projects, drive income, and expand our operations. Unlike volunteers, who may have limited time and availability, paid staff can dedicate focused attention to strategic initiatives, ensuring projects are delivered efficiently and with a higher level of expertise.

The initial investment will be sought from EPA NSW – in the form of grants or fee for service – enabling NMB to significantly accelerate our ability to deliver immediate, tangible results in NSW, in collaboration with our project partners (land managers and landowners).

The expectation is that the always-on approach of awareness and partner engagement will see the development of funding streams across this period to become a self-sufficient model. Consultation services would be augmented by a membership model, as well as offering corporate clean-up events, and engaging on the speaking circuit, which would be supported by corporate and individual donations.

Over the next 10 years, NMB will continue to explore commercialisation opportunities with our research partners.



8.1 Funding

We will enter new states, territories, and global markets by seeking targeted funding to support dedicated Litter Prevention Officers (LPOs) in each region, initially funded through grants.

Target revenue is \$150,000/year per 'region' (state, territory that can be resourced by single LPO).

8.2 Resourcing

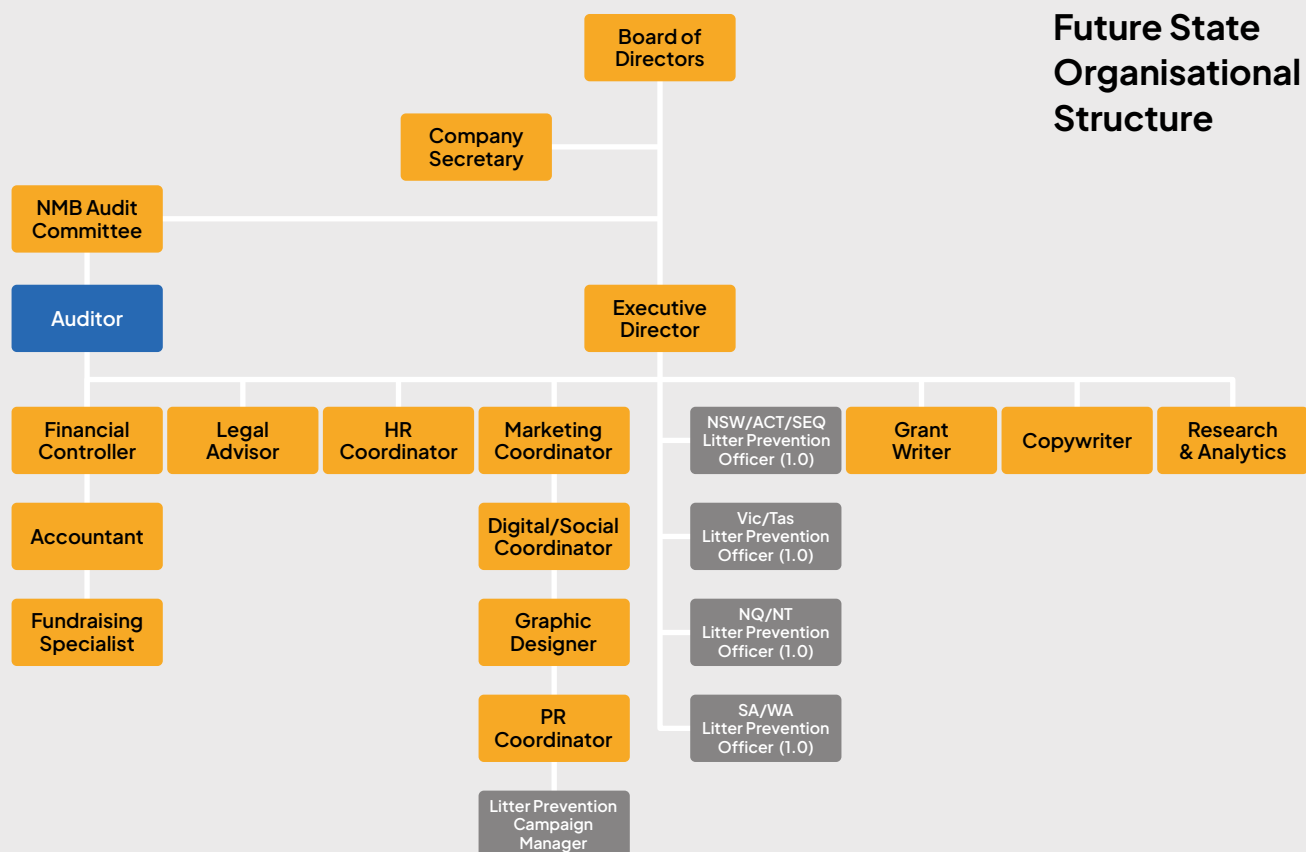
Each state or territory will have its own resource, enabling us to establish a strong local presence. To kickstart our efforts, we will seek seed funding of \$450,000 from the NSW EPA to employ a full-time LPO for three years, operating under a shared risk model. This approach will allow us to prove our value, convert partners into members, and create a pathway to sustainable revenue.

We will also invest in marketing resources to ensure widespread engagement.

Commencing in NSW, initially we would employ the positions of:

- **Litter Prevention Officer (1.0 FTE)**
 - This role would be responsible for implementing:
 - 'Always-on' activities and lead generation to gain participation in litter prevention actions
 - Qualification and tailored support
 - Flexible response and referral system to ensure participant can potentially access grant funding and support
 - Butt Litter Check (BLC) and 13-step approach with land managers
 - Growing partnerships and case studies
- **NSW TRL Prevention Marketing Coordinator (0.4 FTE)**
 - This person would report into the Litter Prevention Officer, and work within the marketing department.

DIAGRAM 3 below shows a future state organisational chart.



CHAPTER 9

MEASURING PROGRESS

NOMOREBUTTS

CHAPTER 9

Measuring Progress

Measuring our progress is essential to ensure the success and sustainability of our litter prevention efforts. To achieve this, we will employ a range of tools and methodologies to track our impact across various environments, from terrestrial to marine settings, and assess the effectiveness of our interventions.

Each of our strategic directions and initiatives will be measured using specific **Key Performance Indicators (KPIs)**, ensuring that we remain focused on outcomes and can track our success over time.

The **Australian Litter Measure (ALM)** will be used to evaluate cigarette butt littering rates in comparison to other littered items and within specific terrestrial environments. By tracking the reduction in both the percentage of total littered items and the total count of cigarette butts, we will benchmark success. While site-specific, these measurements will be invaluable in identifying trends and guiding our national efforts.

The **Key Littered Items Study (KLIS)** will focus on marine environments, working with partners like OzFish to augment data through surveys, butt litter checks, and clean-up events. These tools will provide a comprehensive view of our progress and inform our strategies. KPIs for these initiatives will include litter reduction rates, engagement levels, and the number of clean-ups conducted.



The **Butt Litter Index NSW** will offer precise data on littering behaviour by type and location, particularly focusing on high-cigarette butt count areas. This data will be instrumental in assessing the effectiveness of our direct interventions. KPIs for this index will include litter counts, behavioural shifts, and the number of targeted interventions conducted. Over time, we plan to expand this program to other states, incorporating digitisation for real-time reporting and monitoring.

NSW EPA's **Butt Litter Check** will be used to capture a range of data, most importantly the butt binning rate, which directly assesses smokers' disposal behaviour. Comparing results from data gathered from a project site before intervention (at baseline) and after interventions (impact) will be used to indicate effectiveness. The Butt Litter Check will also be used to assess contextual factors such as smokers' knowledge, attitudes and beliefs.

Internationally, we will track the implementation of Extended Producer Responsibility (EPR) measures, as well as the outcomes from global plastics treaties and national action plans to manage TRL. KPIs will include the number of countries implementing TRL measures, the adoption of our tools in new markets, and the success of global advocacy efforts. While we do not plan to create a global litter database, tools like the **Cost of Butt Litter** and a digitised **Butt Litter Audit** can be deployed in countries needing them, furthering our mission globally.

We will leverage external sources, such as the **Clean Up Australia Litter Report** and the **CSIRO/DCCEW Plastic Pollution Portal**, to compare our progress with broader litter trends and use this data for targeted awareness and advocacy with our partners and communities. These tools, along with the KPIs set for each strategic direction, will provide the framework for measuring our impact and ensuring we remain accountable to our mission.

Additionally, the **EPA's Own It and Act (OIAA) assessment tool** will allow us to measure changes in our organisational capacity to prevent litter, with status checks conducted annually in partnership with NSW EPA. Goals here will focus on improvements in our organisational capacity, volunteer engagement, and staff capacity to manage initiatives. We are committed to using the OIAA process and tools to review our capacity annually.

In terms of **financial viability**, we will focus on building a sustainable model, converting volunteer roles into paid positions only once we see tangible success both in the field and financially. KPIs for financial sustainability will include revenue growth from membership, donations, and fee-for-service models, as well as cost-savings from litter reduction efforts. The savings generated will be measured and communicated to demonstrate the return on investment in paid positions, ensuring long-term sustainability without prioritising commercialisation beyond mission-driven goals.



A photograph of a concrete curb with cigarette butts and leaves scattered along its base. The image is dark and moody, with the text overlaid in bright colors.

CHAPTER 10

APPENDICES

NOMOREBUTTS

CHAPTER 10

Appendices

10.1 Track Record

Our national track record

TITLE	YEAR	DESCRIPTION
Source control	2020–2025	• Collaboration with Boomerang Alliance taskforce on single-use plastics • Engage on phase out of single-use plastics with Commonwealth Department • Engage Doctors for the Environment Australia on research into single-use cigarette filters
Diversion to a circular economy	2021–2025	• 8 completed Capstone projects with RMIT for extending the useful life of cigarette butt waste • James Cook University collaboration and published paper around using biochar for environmental remediation • Butt Munchers: Program with KABC WA, diverting cigarette butts from landfill in a mycelium trial • CigCycle: Program with Sustainability Victoria to collect cigarette butts in participating industries (from hospitality, construction, and health care) and recycle these using mycology • Engagement with Department of Climate Change, Energy, the Environment and Water (DCCEEW), South Australian Government, and Queensland Governments on Product Stewardship and Extended Producer Responsibility schemes
Education, awareness and engagement	2021–2025	• Partnerships with Boomerang Alliance, Clean Up Australia, and Sea Shepherd Marine Debris team • Presentations at KAB NSW Litter Congress, Waste Conference (Coffs), Waste Expo (Melbourne), Waste Conference (WA), and Volvo Ocean Lovers Festival • Regular appearances on ABC Radio (national), interview on SBS Television (national) for cigarette butt litter, featured and reported in Inside Waste and Waste Management Review
Regulation and enforcement	2023–2025	• Offer the ability for consumers to report littering of cigarette butts to any state/territory peak body directly from our website
Infrastructure and clean-up	2020–2025	• Offer advice on infrastructure and host clean-up programs with councils including Cairns Regional Council, Cassowary Coast Regional Council, Mackay Regional Council, Whitsunday Regional Council, City of Stirling, Kingston City Council, and Perth City Council • North Queensland Big Butt Hunts: clean-up events taking place with communities across 5 LGAs in Northern Queensland, funded by Queensland Gives
Targeted programs to stop litter dispersal	2021–2025	• The Big Butt Hunt, The Great Butt Hunts, and the North Queensland Butt Hunts, in partnership with Clean Up Australia, Sea Shepherd, and local councils. • Video of impact of cigarette butt litter and installation of local artwork on cigarette butt poles, funded by a Cairns Sustainability Grant
Evaluation monitoring and research	2022–2025	• CSIRO National Plastics Pollution Portal foundation partner • Preparation of dashboard for CigCycle program, measuring hotspots

Showcase projects in New South Wales

TITLE	YEAR	DESCRIPTION
Great Butt Hunt	2024	Collaborating with Sea Shepherd Marine Debris Campaign on the Great Butt Hunt, held in Manly in November 2024, collecting thousands of cigarette butts in a clean-up event
Wollongong mycelium trial	2021–2022	Engaged with Wollongong Council to trial a cigarette butt collection program, diverting cigarette waste from landfill to further research into remediation of cigarette butts by mycelium, in an Australian-first trial
NSW Council advice	2021–2025	Engaging with councils such as Byron Shire, Wollongong, Manly, and Randwick, as well as the Illawarra Shoalhaven Joint Organisation (ISJO), on initiatives related to reducing cigarette butt litter
NSW EPA cigarette butt litter prevention program	2021–2025	- Engaging EPA NSW policy team on policy measures to address cigarette litter - Offer a facility for consumers to report littering to EPA NSW from our website - Heavily engaging with the NSW Cigarette Butt Litter Prevention program, initially as a consultant and recently assisting companies with EOLs and applications - In addition to delivering on-ground events, NMB is a Stream 2 recipient, building out a Strategic Litter Prevention Plan and Roadmap - Provide inputs into monitoring & evaluation framework for Butt Litter Index - Review BLC dashboard with Taverner - Understand various data sets and the flow of litter
Boomerang Alliance	2022–2025	Collaboration with Boomerang Alliance and their allies, through participation in monthly single-use plastic discussions
Sea Shepherd Marine Debris Campaign	2023–2025	Ongoing collaboration with Sea Shepherd Marine Debris team across the state, including the event in Manly in November 2024
Clean Up Australia	2021 – 2025	Engaging on multiple projects, including a partnership to tackle vaping disposal, through a co-branded web page
NSW Industry Engagement	2023–2025	- Engaging with businesses on litter prevention ideas for tobacco products The list of clients we have engaged with, on behalf of the EPA include: - Sydney Airport - International Convention Centre (ICC) - Westfield Sydney - McConnell Dowell - Laing O’Rourke - Sydney Transport - Greyhound
Research paper on vaping	2021	Researched and presented paper on the emerging threat of vaping to NSW Litter Prevention Unit
Conference presentation	2021–2025	KAB NSW Litter Congress x4, Waste Conference (Coffs) x4, Waste Expo, and Volvo Ocean Lovers Festival
Executive engagement	2023	Engagement at Minister’s Round Table in 2023

10.2 Research into the impact of TRL

- Estimates suggest that up to 4.5 trillion cigarette butts are discarded into the environment globally every year.^{xxi}
- Cigarette butts are easily carried in stormwater runoff through drainage systems and eventually to local streams, rivers, and waterways.^{xxii}
- A Local Environment Quality Survey of England 2017/18 showed that 52% of smokers who smoke every day thought putting a cigarette down the drain was acceptable, and 39% of smokers admitted to throwing a cigarette butt down a drain within the past month¹.
- Smokers who don't consider their cigarette butt to be litter are more than three times likely to litter it.^{xxiii}
- Globally, it has been reported that 40% of discarded cigarette butts make it into our oceans and waterways.^{xxiv}
- With a plastic filter made from cellulose acetate^{xxv}, cigarette butts are photodegradable, not biodegradable.^{xxvi}
- Tobacco producer, Philip Morris International, notes that it can take up to 15 years for a cigarette butt to break down.^{xxvii}
- During the process of photodegradation of a cigarette butt, thousands of plastic microfibers are created.^{xxviii}
- Using the littering rates and the average reported weight of a cigarette butt^{xxix}, it can be estimated that at least 350 thousand tons of plastic tobacco filters end up in waterways globally each year.
- With 15 years of litter accumulating, up to 5.3 million tons of cigarette butts could currently be in our waterways. According to Macedo et al., 2011 and Santos et al., 2005, cigarette butts could accidentally be ingested by some marine species (such as fish, birds, and whales) during feeding. There is research to suggest they enter our food stream.^{xxx}
- A World Health Organization (WHO) paper highlights research that has shown that harmful chemicals leached from discarded butts, which include nicotine, arsenic, and heavy metals, can be acutely toxic to aquatic organism.^{xxxi}
- With over 7,000 chemicals^{xxxii} and research showing that each butt can contaminate up to 40 litres of water^{xxxiii}, a study from a San Diego State University suggested that the chemicals leached from one smoked cigarette butt were capable of killing half of the fish present in a one litre bucket of water.^{xxxiv}
- In NSW, 1.32 billion cigarette butts are littered into the environment every year.^{xxxv}
- The impacts to our waterways and ocean are greater than just plastic pollution. Based on the amount expected to end up in our waterways, it is estimated that nearly 17.4 billion litres of water are polluted annually by toxic cigarette butts in NSW alone.
- The cost of cleaning up cigarette butt litter is estimated at \$73.3 million annually.^{xxxvi}
- Further environmental devastation is caused by the hundreds of fires attributed to cigarettes each year.^{xxxvii}

¹ <https://au.whales.org/2019/05/31/how-cigarette-butts-pollute-the-ocean-and-harm-whales-and-dolphins/>

10.3 International Policy Context

In **San Francisco** (USA) the city imposes a litter tax on retailers and charges tobacco companies for the costs of cleaning up cigarette litter. Retailers are also required to pay 1.75 USD (2.75 AUD) per cigarette pack sold, a cost ultimately passed on to consumers. This policy followed a court ruling that found tobacco companies responsible for cleanup costs. The fee increased from 1.50 USD to 1.75 USD in 2025.

In 2023, both **Spain** and **Ireland** announced plans to charge tobacco companies for the costs associated with cleaning up cigarette butts. **Canada** also plans to charge tobacco companies as producers of plastic items, highlighting a growing international effort to hold manufacturers accountable for the environmental impact of their products.

Germany has introduced a plastic tax, including on tobacco filters, at a rate of €8.97 (16 AUD) per kilogram, further supporting the global trend toward penalising tobacco companies for their role in plastic pollution.

Since 2022, the **World Health Organization** (WHO) has highlighted the lack of evidence to support any health benefits provided by cigarette filters. The Belgian Superior Health Council, commissioned by the Belgian Environment Minister, concluded that cigarette filters could have negative health impacts.

The **European Union** (EU) has introduced a “filter contains plastic” label on cigarette packaging, aiming to raise awareness about the environmental impact of cigarette butt littering. This initiative is part of broader actions that focus on Extended Producer Responsibility (EPR) schemes, reflecting the Polluter Pays Principle.

In **Santa Cruz County** (USA), a significant step forward was made with the approval of a ban on the sale of filtered cigarettes by 2027 to address the environmental issues tied to TRL.

The **United Nations** Environment Programme (UNEP) led the development of the *Plastics Treaty*, a legally binding instrument aimed at reducing plastic pollution, including within in marine environments. The treaty process, mandated by the UNEP’s 5/14 resolution, has seen meetings in **Uruguay, France, and Kenya**, with more scheduled for 2024, aiming for a conclusion by the end of the 2025. Annex X of Article 3 of the Chair’s Text for the Global Plastics Treaty includes “cigarette filters made with plastic.” The inclusion of this article has garnered support from approximately **100 member states** and will serve as the basis for final negotiations at the resumed session of the fifth session of the Intergovernmental Negotiating Committee (INC), in the second half of 2025.

Ahead of the latest meeting (INC-3) in **Nairobi**, a *Zero Draft* document and a *Synthesis Report* were prepared for discussion, with input solicited from parties. Among the submissions was a strong call for action on tobacco filters, supported by organisations such as NMB, the Global Alliance for Incinerator Alternatives, and the Microplastics Working Group.

During the INC-3 discussions in November 2023, member states and observers provided feedback, with **Palau** being the first to formally call for the inclusion of cigarette filters in the treaty. Palau emphasised that cigarette filters are the most littered items worldwide, causing harm to both land and marine ecosystems. They noted that filters are difficult to collect and break down into toxic microplastics. **Panama** echoed this position, while the WHO also supported a ban on tobacco filters as a key outcome of the Plastics Treaty.

In the **United Kingdom**, a consultation by the Department for Environment, Food, and Rural Affairs (DEFRA) found that 94% of respondents supported government action to tackle cigarette butt litter. This highlights significant public backing for regulatory measures on this issue.

In addition to these measures, **France and Milan** have implemented smoking bans in public places, further reinforcing global efforts to reduce the public health and environmental impacts of cigarette waste.

10.4 Australian Policy Context

The EPA Waste Delivery Plan has highlighted that the **NSW Government** will investigate extended producer responsibility (EPR) options for problematic wastes, beginning with cigarette butts. The proposed delivery plans include a consultation phase that was scheduled to start in September 2021, aiming to investigate EPR schemes for cigarette butts. Action 4 of the NSW Plastics Action Plan, released in June 2021, specifically targets cigarette butt litter. Additionally, the Plastics Reduction and Circular Economy Bill 2021 (No. 31), under Part 3, introduces Product Stewardship controls available to the Government, offering further encouragement for the ongoing consultation process.

The cost of cleaning up cigarette butt litter in **Australia** is estimated at \$73.3 million annually, which is currently borne by local councils and government agencies, with ratepayers footing the bill. A report from The Centre for International Economics has also identified that residents of NSW are willing to pay \$47 million annually to eliminate cigarette butt litter, reflecting strong public support for action on this issue.

Despite cigarette butts being the most littered item, most other Australian states have yet to take action on this issue in their single-use plastic plans. The only notable exception has been **South Australian** Greens MP Robert Simms, who proposed a cigarette butt waste amendment in February 2023. This proposal seeks to make the tobacco industry responsible for the costs associated with cigarette butt litter in the state.

In 2021, the **Australian Government's National Plastics Plan** included an action under its "Plastics in our Oceans and Waterways" initiative, focusing on cigarette butt litter. The plan proposed the creation of an **industry-led cross-sectoral stewardship taskforce** aimed at reducing cigarette butt litter and exploring potential stewardship schemes.

In Australia, submissions to the **2021–22 Commonwealth Minister for the Environment's product stewardship priority list** overwhelmingly called for federal action on cigarette butts. Despite this call and the planned actions, there has yet to be any concrete federal response.

Additionally, the ongoing **Inquiry into Plastic Pollution in Australia's Waterways and Oceans** has drawn attention to the significant presence of cigarette butts in coastal areas, further emphasising the need for urgent action.

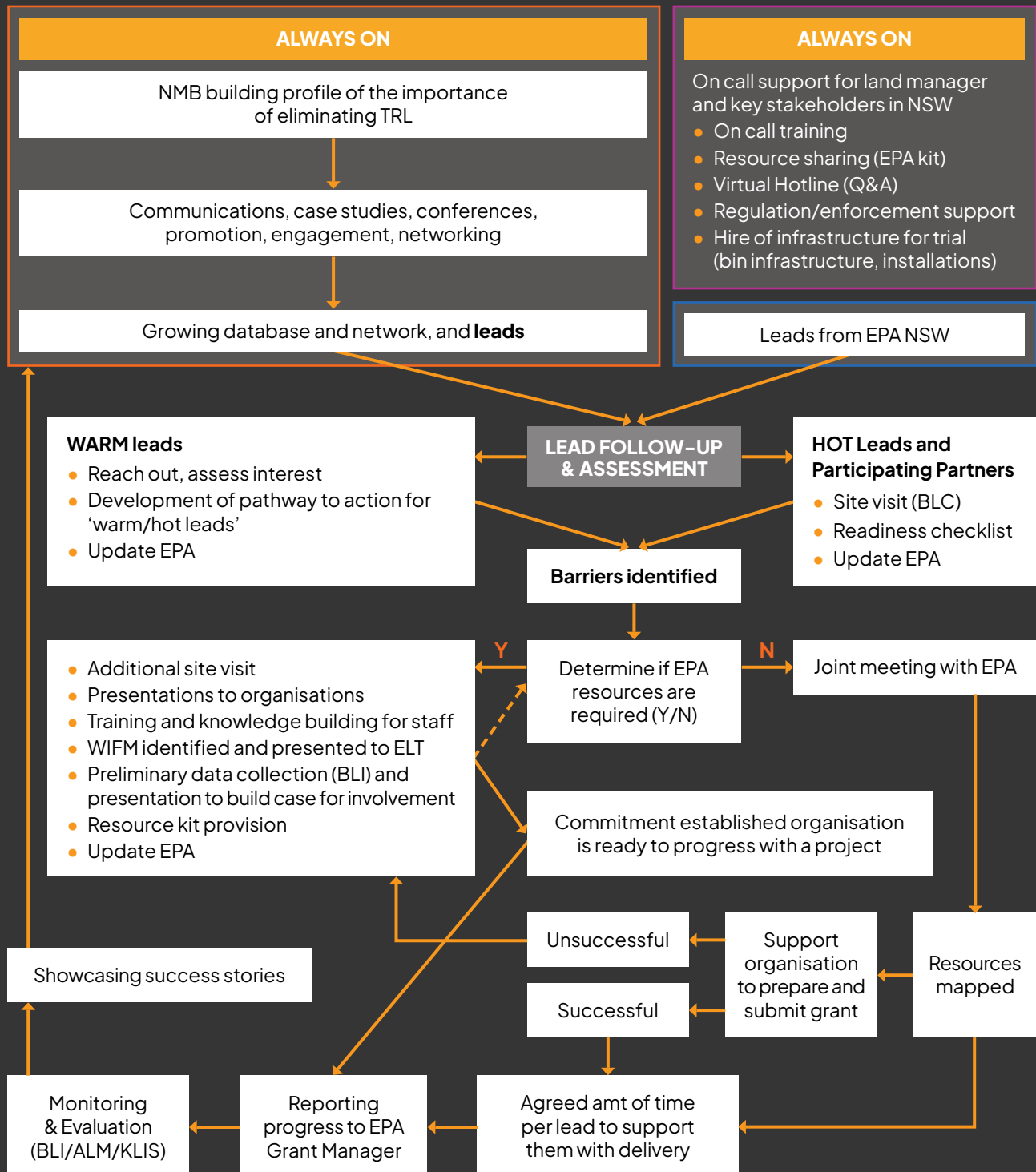
The **South Australian** Bill has passed the upper house, calling for action both at the state and federal levels. It has also been tabled for discussion at the Environment Ministers Meeting, pushing for national coordination on this issue.

10.5 Service Delivery Model

How NMB would work with NSW EPA

EPA TARGET: 50% reduction in cigarette butt littering behaviour by 2030, from the 2020 baseline of 64% butt littering rate, targeting a 32% butt littering rate by 2030.

NMB TARGET: 50 NSW sites to have a sustained impact in reduction of observed tobacco related litter by 2030.



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