

NOMOREBUTTS



OUR ORGANISATION

No More Butts is the brand and a trading name of No Butts About It (International) Ltd, a registered Australian charity founded in 2020 to facilitate global awareness and action on cigarette butt waste.

DID YOU KNOW?

- The WWF estimates that 8 billion cigarette butts are littered in each year in Australia.
- Clean Up Australia reports that cigarette butts are over 20% of all recorded litter in Australia.
- Research shows it can take up to 15 years for a cigarette butt to break down in sea water.
- Discarded cigarette butts are a contributor to hundreds of fires in Australia each year.
- Cigarette butt filters contain cellulose acetate, a fibrous plastic, that can be recycled.
- It takes 2,000 butts to produce 1kg of plastic. 200,000 is enough to make a park bench.

OUR VISION

We see a future where cigarette butts are recycled, with the products created having a further positive impact on the community. We believe we can be “butt free by '23.”

OUR MISSION

We aim to be the major national group to arrange butt clean-up events, assisting in the beautification and regeneration of our natural environment. We will run national awareness campaigns on the impact of littering and recycling options, with the aim to make people think twice before carelessly discarding their butts. We plan to scale national recycling programs.

OUR APPROACH

- **Re-educate** - We will *re-educate* households on the importance of the correct disposal and the ability to recycle cigarette butts.
- **Retrieve** - We will *retrieve* cigarette butts from where they have been discarded. This action promotes the preservation and recovery of the natural environment.
- **Recycle** - We will promote existing *recycling* options and investigate how to scale this into as many communities and workplaces as possible.
- **Reward** - We plan to pilot *rewards* schemes, with support from companies and governments, to drive a step-change in awareness and mindset.
- **Research** - Our aim is to work across *research* foundations and with manufacturers to introduce additional items that can be made from the recycled materials.

OUR FOUNDER

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

OUR TEAM

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



#nomorebutts
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