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WASTE MANAGEMENT
IN TOURIST CITIES



Pocket boxes and ashtrays against litter

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Pocket boxes and ashtrays against litter

What is the measure about?

Description and scope of the measure

Cigarette butts represent an important source of visual and environmental pollution in urban and natural areas, causing significant damages to the marine environment. Besides, smoking bans has lead in some countries to an increase of cigarette butts litter in front of establishments like restaurants and bars, train stations, etc.

To avoid this type of litter, small boxes or pocket ashtrays can be a solution as they can be used to temporarily store pieces of litter such as cigarette butts or chewing gums. Thus, distributing these small containers to tourists is a way both to raise awareness on littering and its effects and give them a concrete solution to handle litter. The most relevant areas to do so are the areas less or not equipped with street bins, such as beaches or natural parks, historical urban areas, and the areas the most impacted by littering.

Integration in a waste management plan

This measure can be part of an action plan on litter and integrated to the municipal or local waste management plan.

How to implement this measure?

Economic aspects to consider and potential solutions for the financing of the measure

Costs

- Depending on the provider of the boxes or ashtrays, the cost would vary. For instance, in the « 2017 Cigarette Litter Prevention Program » report from the organization « Keep America Beautiful » the cost is indicated as 3 USD per ashtray¹.

Costs savings

- The municipal waste management authority or company would save up costs related to the street cleaning, which in some cases can be elevated. For instance, the City of London states that every year they spend around £3.8 million in cleaning their streets of cigarette butts litter².

Revenues

- The organizer of the campaign could sell the portable boxes or ashtrays in order to obtain economic benefits. However, this is likely to reduce the impact of the awareness campaign itself.

Financing options

- Pilot partner can involve tourism establishment in this action. These establishments will be then responsible to distribute the boxes/ashtrays to their clients. They could take over the production costs and include their logo within the final products.
- Moreover, pilot partners could involve artists/designers in the design of the pocket boxes ashtrays. These company can act as private sponsor and in this case, their logo will then be included in the boxes/ashtrays giving visibility to the company.
- Boxes/ashtrays can be provided by pilot cities- paid by the URBANWASTE project- making use of the visual identity of the URBANWASTE project. Pilot cities can provide tourism establishments with a certain number of boxes with the Project's stamp, and communication tools to promote the action.
- Implementing a penalty fine system to finance littering related initiatives. Some EU countries are enacting laws against cigarette butts littering, where most of them include

¹ Source : <https://www.kab.org/sites/default/files/program-resources/2017%20Cigarette%20Litter%20Prevention%20Program%20Toolkit.pdf>

² Source : <https://www.cityoflondon.gov.uk/services/transport-and-streets/clean-streets/Pages/smoking-related-litter.aspx>

penalty fines for the person responsible. In 2015, the Italian government approved a such a law and it involved fines of up to 300€³.

- An extended producer responsibility (EPR) scheme for tobacco producer companies would contribute to fund the collection and recycling infrastructure, as well as public initiatives to avoid littering of cigarette butts.

Type of stakeholders to involve to implement the measure

- Municipal government
- Waste management department of local authorities
- Waste management company/public authority in charge of municipal waste collection and street sweeping

In collaboration with the following stakeholders:

- Environment protection associations
- Beaches managers
- Restaurants, bars, etc. managers
- Airport and train stations managers
- Tourist offices

Description of the operational steps to follow for the implementation of the measure

This measure can be initiated by a municipality or the local authority or waste management company in charge of waste collection and street sweeping if not the municipality. The preliminary steps before the distribution of the pocket boxes or ashtrays are:

- identification of the areas the most impacted by littering
- quantification of the number of boxes to distribute
- establishment of partnerships for financing and distributing the boxes and raising awareness on litter
- organization of the distribution and awareness campaign: where and when
- purchase and distribution of the material
- creating a map of all the distributing points of boxes/ashtrays to provide to the tourist establishments

³ Source : <https://www.thelocal.it/20151223/italy-launches-300-fines-for-tossing-cigarettes>

Examples of good practices

- As part of the summer initiatives to keep Copenhagen clean, tourists can borrow ashtray at the beach to avoid the littering of cigarette butts in the sand. Moreover, pocket ashtrays are distributed by local shops within the city, to avoid littering in the street. To motivate citizens and visitors to participate and make efforts to keep the city clean, the City of Copenhagen launched a competition which consists in sharing pictures of oneself helping cleaning the streets of Copenhagen.⁴
- In Gijón (Spain), EMULSA (the municipal structure in charge of the urban environment services) launched a special plan of cleaning on beaches and tourist zones during the summer 2017. Besides, as part of EMULSA's citizen environmental awareness campaign, an informative campaign among beach users was organized to raise awareness about littering from cigarette butts and the use of recycling bins for the waste generated by the beach users. The smokers were given promotional beach ashtray during this campaign.⁵
- To avoid littering from cigarette butts, the city of Paris distributed 50,000 pockets ashtrays in five of the main train stations of the city, in partnership with the French National Railway Corporation (SNCF). Stations' square are particularly subject to cigarette butts littering. Not only this action aimed at reducing litter by providing smokers with a practical solution, it also aimed at raising awareness among smokers on the negative effects of cigarette butts on the environment.⁶

⁴ Summer initiatives to keep Copenhagen clean (<http://www.urban-waste.eu/summer-initiatives-keep-copenhagen-clean/>)

⁵ Butts to the ashtrays, also on the beaches of Gijón
<http://cuidadoambiental.gijon.es/noticias/show/36451-las-colillas-a-los-ceniceros-tambien-en-las-playas>

⁶ 50,000 pocket ashtrays distributed in front of Parisian train stations (<https://presse.paris.fr/agenda/mardi-prochain-50-000-cendriers-de-poche-distribues-devant-les-gares-parisiennes/>)

Guidance for setting up monitoring indicators

The quantification of the impacts of this type of measure is rather complex. The following indicators can be used to quantitatively monitor the measure:

- Number of distributed boxes/ashtrays [**Number**]
- Quantity of waste from street sweeping in the selected areas at the same period BEFORE/AFTER the distribution (for instance with monthly data from the year before the action) [**Kg or ton**]
- Composition of street sweeping waste to notice any changes such as the decrease of cigarette butts (percentage per waste fraction) [%]

Another way to qualitatively evaluate this measure could be:

- Organisation of satisfaction surveys at the end of the implementation [**Satisfaction level**] and [**Number of surveys**]

Time frame

It is recommended to start the monitoring at least one month before the starting phase to assess the effect of the measure.

Gender considerations:

- Gender sensitivity of publicity / communication? [yes-no]

Lessons learnt from the implementation phase and fine tuning

Pocket boxes and ashtrays against litter have not been implemented in any URBAN-WASTE pilot cases.