

Good riddance to cigarette litter with ButtsOut - now available at Budgens and Londis

One of the biggest headaches for local authorities across the country is the estimated £663 million clean up bill to rid the UK streets of litter. Cigarette litter is the biggest problem, accounting for over two thirds of all the rubbish. A staggering 122 tonnes is dropped daily, and 98% of town and city centres cite it as a major issue.

Now, a new personal ashtray, ButtsOut™, is available from Budgens and Londis stores throughout the UK to provide a simple solution to this growing local community and environmental problem.

ButtsOut is a quirkily designed box for cigarette ends that fits ergonomically in the hand and snugly in the pocket for use outside when an ashtray is not to hand. It's readily affordable (suggested retail 99 pence), it's fire resistant, easy to use and truly personal. When a lit cigarette is placed inside, it's immediately extinguished and when full, the container is easy to empty and clean, ready for use again.

Uptake of ButtsOut in the UK looks very positive. A four-week pilot scheme with Colchester City Council introduced the ButtsOut concept alongside outdoor cigarette bins and a public information programme. The initiative resulted in an outstanding 86.6% drop in cigarette litter.



ButtsOut is already proven worldwide to have a dramatic effect on the reduction of cigarette litter. More than 500 successful ButtsOut campaigns have run in 16 different countries, partnering with local councils, retailers, corporates and environmental groups.

Paul Bettison, Chairman of the Local Government Association Environment Board comments: "The most successful cigarette litter campaigns are those that combine education and the provision of disposal alternatives in the form of cigarette bins and portable ashtrays. Local authorities working in partnership with businesses and the wider community is vital and we welcome all initiatives that address this major litter problem effectively."

Dickie Felton, spokesperson for Keep Britain Tidy said: "Cigarette litter has doubled over the last year and we welcome all moves and partnerships working together to try and tackle this problem. Smokers need to start disposing of their cigarette butts responsibly and be aware that they could be fined £80 for dropping this litter. Businesses can also help by providing ashtrays outside their premises."

Simon Clark, Director of smokers' lobby group, Forest comments: "There are over 10 million smokers in the UK and part of Forest's mission is to encourage smokers to be considerate to those around them. Using a personal ashtray is an excellent way of demonstrating responsible smoking."

Charles Hamshaw-Thomas, Principal of CSR Solutions and the driving force behind ButtsOut's UK launch concludes: "Our objective is to change what smokers do with their



litter. Making personal ashtrays available everywhere that cigarettes are sold is integral to achieving that change. If we're to rid the UK's streets of cigarette litter, they need to become part of the public's psyche."

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Ends

Notes to Editor:

ButtsOut is distributed by CSR Solutions, a Bath based corporate social responsibility (CSR) consultancy set up in 2006 to help businesses and other organisations develop and implement CSR led strategic and business solutions in a range of areas including environmental litter.

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