



# Cigarette Bin

## SPONSOR DOCUMENT

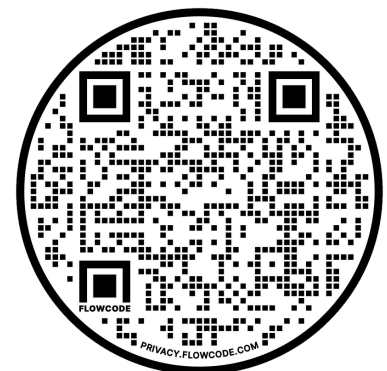


Source: [Plastic Pollution Coalition](#)

## WHAT IS THIS PROJECT?

The Cigarette Butt Bin project began in Salem, MA in 2014 with the installation of 50 bins around Salem. At that time, the Salem DPW was responsible for emptying all of the bins, with the help of a few Salem community members. In this revitalized version of the program, we are encouraging businesses and citizens to “sponsor a bin”, with the support of the Talking Trash 4 Clean Oceans Interns. The TT4CO team is working on strategies to ensure the program is running more efficiently and is accessible to as many people as possible, whether through better placement, project promotion, education on the impact of cigarette litter, etc. For starters, they have developed new stickers for all of the existing bins, and even designed and built many new butt bins for installation in Salem and Lynn.

**DO YOU WANT TO  
SPONSOR A BIN OR  
DO YOU NEED TO  
REACH OUT TO US?  
SCAN THE QR CODE!**



# WHY IS IT IMPORTANT TO HAVE BUTT BINS?



Source: [Keep Blount Beautiful](#)

Every year, 4.5 trillion cigarette butts pollute our global environment. For years, cigarette butts have been found at the top of the list for most littered items in our oceans, rivers, beaches, and streets.

People are often misinformed about the composition of cigarettes, which are NOT made of strictly paper, cotton, and tobacco. 99% of cigarettes are made of a human-made plastic fiber called cellulose acetate.



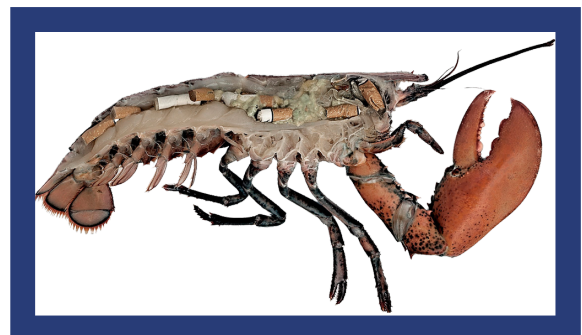
Source: [Waste Management Australia](#)



Source: [Audubon](#)

This can take up to 10 years to fully degrade and when it ends up in the ocean, it releases toxic chemicals into the aquatic environment. The leached chemicals last even longer than the lifetime of the cigarette.

Having butt bins in place provides the general public with an easy way to help their environment and decreases the number of butts that end up in our streets and waterways.



Source: [Waste Management Australia](#)

# THE BUTT BINS



Metal Bins



PVC Bins

Installing a new bin is \$50 each. Adopting an already existing bin is completely free!

# SPONSOR RESPONSIBILITIES

*sponsor may commit to all responsibilities or select which they are comfortable doing*

## Financial

- Help with funds for this project.
- If you would like to install a new bin, each bin is \$50.
- If you are not installing a new bin but would like to assist financially, any donations made towards our project will be put towards helping citizens or businesses install a bin if they are unable to provide the money themselves, materials for bins, etc.

## Empty Bins

- The metal bins will have a lock and key. To empty these, you may take your key, unlock the bins, and empty the cigarette waste into a container.
- The PVC bins will have a bottom that can be removed. To empty these, you may simply twist the cap off, and empty the cigarette waste into a container.

## Terracycle Duty

- Further instructions on the following page.

## Promotion

- Encouraging people to use the bins.
- Posting on social media.
- Spreading awareness through daily interactions or your business.
- Promotion in any way you think is effective!

## Condition Check

- Is the bin intact?
- Does the bin need new stickers?
- Is the bin recognizable as a cigarette butt bin?
- Is the bin clean?
- Is the pole covered in things that can distract from the bin?

## Stay Updated

- Is the bin being used?
- How often is the bin getting emptied?
- Is there possibly a better location for the bin?

# HOW TO RECYCLE YOUR BUTTS



## What is it?

“With funding from Santa Fe Natural Tobacco Company, the waste collected through this program is recycled into a variety of industrial products, such as plastic pallets, and any remaining tobacco is recycled as compost. For every pound of cigarette waste collected, Santa Fe Natural Tobacco Company donates \$1.00 towards the Keep America Beautiful Cigarette Litter Prevention Program.”  
*(terracycle.com)*

## How do I start participating?

Participating is easy and completely free! As long as you are 21 or older, you can create an account on the TerraCycle Recycling Program website and begin your participation. An account allows you to easily track your recycling and fundraising impact.

## Sending Your Collections

1. Sign up for a TerraCycle account or find someone with a TerraCycle account that is willing to send in your collections.
2. Collect waste.
3. Ensure your collections are dry and as odorless as possible. If they are leaking or smell too strongly, shipping companies can turn your package away.
4. Do not dump waste directly into the shipping box. Additionally, do not use paper bags to collect waste. Instead, collect waste using sturdy plastic containers or bags.
5. Print the shipping label from your TerraCycle account.
6. Send in your collections!

# FAQs

part 1

## What if my bins are vandalized or tattered?

Please contact us at [hello@talkingtrash4cleanoceans.org](mailto:hello@talkingtrash4cleanoceans.org) or voice your concern through the [Butt Bin Inquiry Form](#).

## Does my shipment have to weigh a certain amount?

We encourage larger shipments because that would be more eco-friendly, but your shipment can be any size.

## What if my bin goes missing?

Please contact us at [hello@talkingtrash4cleanoceans.org](mailto:hello@talkingtrash4cleanoceans.org) or voice your concern through the [Butt Bin Inquiry Form](#).

## What if I'm unable to empty my bin (something is wrong with it)?

Please contact us at [hello@talkingtrash4cleanoceans.org](mailto:hello@talkingtrash4cleanoceans.org) or voice your concern through the [Butt Bin Inquiry Form](#).

## What if I am unable to send my waste to Terracycle?

During your sponsorship, you will likely come across multiple factors that affect your ability to send waste to Terracycle. This could be the inability to properly dry your waste, the strong odor, or even finding the extra steps too much of a hassle. We recognize this is a challenge and are avidly working on setting up a more accessible way for sponsors to easily ship their waste. We also recognize that shipping waste isn't for everyone! Bagging your collections and placing it into your garbage is just as appreciated!

## How do I reduce the odor of my collected waste?

Store waste in airtight containers or odor-resistant/scented bags. Baking soda or charcoal briquettes can also help absorb the odor. When discarding cigarettes, make sure to remove as much tobacco as possible because that is the main source of the odor. Finally, make sure your waste is as dry as possible because moisture increases odor.

# FAQs

part 2

## How do I dry my collected waste?

You can dry your collected waste by simply leaving it out in the open to air dry or by leaving it in the sun. It does not need to be completely dry, though the dryer the better. As long as it is not soaking wet, shipping should not be a problem.

## Do I need to clean the waste before I send it in?

You are not required to clean the waste but please ensure the cigarettes are completely extinguished and the waste is dry before shipping. UPS will not accept dripping packages.

## How do I ensure that my waste is fully extinguished?

Extinguishing your bin's waste should not be a huge issue during your sponsorship. According to TerraCycle, cigarette butts will naturally extinguish in a few minutes once in the bin. It is highly unlikely that they will cause any fire so we recommend that you do not pour any water into your bin.

## What happens to my waste?

Once collected, cigarettes and packaging are separated by composition and melted into hard plastic that can be remolded to make new recycled industrial products. The ash and tobacco are separated and composted in a specialized process.

## What can be sent in through Terracycle?

Extinguished cigarettes, cigarette filters, loose tobacco pouches, rolling paper, inner foil packaging, outer plastic packaging, ash. TerraCycle does NOT accept paperboard packaging of a cigarette box.




Source: [Empower LA](#)


# ABOUT US


Salem Sound Coastwatch is a non-profit environmental organization located in Salem, MA dedicated to making the coastal waters and marine habitats of Salem Sound clean and safe. Often found working with students in classrooms, leading beach cleanups, and researching and sharing information with the public, this organization includes a group of interns titled the Talking Trash Teens. Focusing specifically on marine environments in the Salem Sound area, they are dedicated to “talking trash” to advocate for the health of our marine life. The interns are presently working on three projects--CoastSmart Restaurants, Composting 101, and Cigarette Butt Bins--to help their communities become more environmentally friendly.




## CONTACT INFO & SOCIAL MEDIA

 [hello@talkingtrash4cleanoceans.org](mailto:hello@talkingtrash4cleanoceans.org)

 [talkingtrash4cleanoceans.org](http://talkingtrash4cleanoceans.org)

 [@salemsoundcoastwatch](https://www.instagram.com/salemsoundcoastwatch)

 [Salem Sound Coastwatch](https://www.facebook.com/SalemSoundCoastwatch)

