



SMOKING-RELATED LITTER

Keep Britain Tidy is an independent charity with three goals: to eradicate litter and reduce waste; improve the quality of public space and help people live more sustainably.

What does Keep Britain Tidy want to achieve?

Keep Britain Tidy wants to see action taken by government, the tobacco and vape industries and individuals to eliminate all smoking-related litter (both tobacco¹- and vape²-related litter) by 2035, with a significant reduction by 2025.

What will Keep Britain Tidy do?

Keep Britain Tidy will continue to work with government, leading agencies, academics and industry to develop a comprehensive evidence base, monitor the location and prevalence of all smoking-related litter, understand its impact on the environment and develop effective solutions to tackle this litter as well as campaigns to promote responsible disposal.

Keep Britain Tidy will continue to lobby for the inclusion of smoking-related litter in Extended Producer Responsibility (EPR) payments so that, under the polluter pays principle, the manufacturers, as the producers, are liable for the costs of managing smoking-related litter. This should include: education of smokers and vapers; prevention; provision of bins; management of binned filters and other

¹ The term **tobacco-related litter** is used to describe cigarette butts, other tobacco products and associated packaging and lighting materials. Cigarette butts are by far the most littered item in the country; making up two-thirds of all litter items found in England and found littered on over 70% of sites surveyed, according to our research.

² **Vape-related litter** includes component parts of electronic vaping devices, single-use and reusable, which comprise a small lithium battery, chambers

containing remnant e-liquid that can contain up to 2% nicotine, as well as a hard plastic case, and associated packaging materials, as well as other similar products such as nicotine pouches and heated tobacco devices. Since 2020, Keep Britain Tidy surveyors report a marked increase in vape-related litter. To date, there is no information on the ecotoxicological impacts of littered e-cigarettes.

How can other organisations help?

Government

We want the **Government** to develop policy introducing the concept of EPR for the smoking industry, requiring the manufacturers, as the producers, to cover the costs for managing smoking-related litter.

We want the **Government** to investigate seriously the implications of a ban on cellulose acetate filters, which cause substantial environmental damage. However, the impact of any alternatives must also be considered.

We want the **Government** to work with land managers to identify areas where smoking litter does the most harm, such as near watercourses and on beaches, and consider making available legislation to allow restrictions on smoking and vaping within those areas.

We want the **Government** to investigate the impact of vape-related litter on the environment and to take measures to tackle this emerging problem area.

We want the **Government** to work with the water industry to investigate the movement of smoking-related litter through the national water network (water treatment, canals and rivers) to understand the travel

of butts and the impact of the leachate on water quality.

Industry

We want the **tobacco and vape industry** to fund schemes and campaigns aimed at preventing smoking-related litter.

We want **vape manufacturers** to stop producing single-use items where possible and, instead, work to minimise waste within refillable devices.

We want the **tobacco and vape industry** to invest more money into packaging design solutions to reduce littering.

Local authorities & land managers

We want **all managers of land** to identify smoking litter 'hot-spots' and roll out designated smoking zones in these areas, with adequate bin provision.

When investing in new bin stock, **local authorities** should consider procuring dedicated smoking litter bins or general litter bins with secure and separate compartments for smoking litter.

We encourage **all local authorities** to have effective education, engagement and enforcement strategies in place for littering of all smoking materials.