



A WASTE LESS, RECYCLE MORE INITIATIVE

Cigarette Butt Litter Prevention Grant Program

Round 1 Guidelines

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Program overview

Round 1 of the NSW Cigarette Butt Litter Prevention Grants offers a total of \$500,000 funding for partners to tackle cigarette butt litter across NSW

The NSW Government has opened the first round of funding for the Cigarette Butt Litter Prevention Grants Program with \$500,000 available. This document will guide the submission of applications for Round 1 funding.

Round 1 provides grant funding for:

- projects that reduce cigarette butt litter (CBL) and littering behaviour

Applications are due by **10am on Tuesday 28 July 2020**. They must be submitted by email to litter.prevention@epa.nsw.gov.au with the subject line 'Your Organisation's Name: Cigarette Butt Litter Prevention Grants Program Application'.

Late applications will not be accepted.

Program background

Cigarette butts are consistently the most littered item in NSW. Butts are made from plastic and they don't break down. They persist in the environment, cause damage to animals and plants, they cost authorities significant resources to clean up, and are of considerable concern to the NSW community.

- 1.32 billion butts are littered in NSW each year
- 60% littering rate for cigarette butts in NSW
- 39% of all littered items in NSW are cigarette butts.

The NSW Government has completed leading research that provides significant insight into the behavioural and contextual influences of cigarette disposal behaviour. In 2018, the NSW Litter Prevention Unit worked with 16 councils to trial different interventions at 40 smoking hotspots including transport hubs, shopping strips, parks, outside licensed venues and office blocks. This was the most comprehensive review of smoker behaviour ever conducted in Australia. The results showed an overall 53% improvement in binning rates. The report is available at epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/reducing-cigarette-butt-litter.

A Butt Litter Check tool has been developed to assist with understanding local cigarette butt behaviour and contextual factors and to evaluate interventions. This tool was used to undertake the quantitative research and to track smoker behaviours through the trial.

Program objective

The program seeks to reduce cigarette butt litter and littering behaviour in NSW.

The program seeks to support stakeholders to deliver local cigarette butt litter prevention projects that answer local needs and contribute to achieving NSW goals in long-term litter reduction.

How much funding is available?

- Round 1 has \$500,000 available for projects delivered from September 2020 to September 2021.
- The funding will be 100% contestable.
- A maximum of \$40,000 (excluding GST) in Round 1 funding is available to each successful applicant.

A clear business case must be made for funding at the higher end of the \$40,000 range. Proposals should use economies of scale and aim to increase reach per dollar of funding. As an illustration of this principle, at the lower end of the scale one or two locations may be covered with \$10,000 of funding, while at the upper end, eight to ten locations may be covered by \$40,000 of funding.

If applying for the maximum amount your application must set a clear case to justify the total spending in terms of value for money.

Who is eligible to apply?

This program is available to government, private and community sectors that can practically influence reductions in cigarette butt litter and littering behaviour using the NSW Government approach to effective cigarette butt litter prevention: [NSW EPA Guide to prevent cigarette butt littering \(draft\)](#).

Eligible groups include:

- NSW councils and regional waste groups
- State and Federal Government agencies – including hospitals, universities and Government departments
- community groups¹
- industry, including private businesses such as pubs and clubs or other business that may need to manage cigarette butt litter from staff or clients who smoke in publicly accessible areas.

All stakeholders must be able to implement strategies in NSW based on the 13-step approach (below) in agreement with the land manager (i.e. council, university, hospital etc.).

Figure 1 The 13-step approach to reduce cigarette butt littering



For more information on the 13-Step approach see [NSW EPA Guide to prevent cigarette butt littering \(draft\)](#).

Funding is not available to private individuals.

¹ Community groups must have their own constitution and be incorporated under the law of a state or territory as an incorporated association, company or cooperative society; and hold an Australian Business Number (ABN).

Timeframes

Table 1 Overall timeframe for Round 1 Cigarette Butt Litter Prevention Grant Program

11 March 2020	19 March 2020	28 July 2020	August 2020	1 September 2020	November 2020	September 2021
Round 1 applications open	Webinar to support applicants to develop and deliver projects, including guidance on the butt litter check.	Applications close	Successful applicants announced: <ol style="list-style-type: none"> Grant agreements signed Detailed work and safety plans for project site(s) 	Projects commence	State-wide cigarette butt litter reduction campaign – dates TBC – Ideally projects align on-ground activities.	Projects completed, and final reports submitted

Selection criteria

To be eligible for Round 1 funding, your proposed project must:

- ✓ be a cigarette butt litter reduction and/or prevention project
- ✓ follow the 13 key steps outlined in the approach below
- ✓ be site specific and developed in response to the evidence collected based on the *Butt Litter Check* results (rather than a general council-wide or regional campaign)
- ✓ use Butt Litter Checks on affected sites before the project starts and on completion of the project as a key measure of project effectiveness
- ✓ be conducted on council-owned and council managed public space or on other publicly used land with the support of the landholder
- ✓ be able to install or access a butt bin or similar butt receptacle
- ✓ include collaborative partnerships with key stakeholders such as internal council staff, adjoining public or private land managers, industry, business and community organisations
- ✓ show value for money in delivering the project outcomes
- ✓ use the designated campaign materials to educate and guide the community on the appropriate disposal behaviour. These are outlined in the supporting information and can be found at litterlibrary.epa.nsw.gov.au/.

Grant funding will be available for

- 100% of project costs but in-kind contributions and co-funding will be assessed favourably.
- a maximum of 40% of project costs for staff (including consultant costs) delivering the project. Applicants should demonstrate why salary funding is needed and disclose other funding sources and in-kind contributions.
- general litter bins, which may be funded if they support butt bin disposal. Maximum cost for general litter bins will be capped at 50% of project costs.

- servicing of any newly installed butt bins for one year.
- site beautification including landscaping, installation of seating and other infrastructure that respond to smokers' needs to create a clean, designated smoking area. Projects must demonstrate that such activities are responding to smoker needs. This will be capped at 20% of project costs.
- rangers to undertake litter enforcement. This will be capped at a maximum of 20% of project costs (not included as staff costs).

Grant funding will not be available for

- use of education materials other than approved campaign materials
- activities carried out before the grant is offered and accepted
- public place recycling bins.
- maintenance and servicing of existing bins or any new general litter bins
- servicing of new butt bins beyond the first year after installation
- play equipment, new paths, public amenity upgrades such as BBQs or shelters (excluding litter and butt bins), or landscaping unless the applicant can demonstrate that the project prevents cigarette butt litter and responds to the needs of smokers to create a degree of site ownership. Capped at 20% of project costs.
- projects that target anyone under the age of 18, nor any school programs
- salary costs (which can include project delivery) greater than 40% of the grant amount
- project management costs greater than 10% of the grant amount
- activities that directly encourage smoking or provide inducements to smoke
- projects with sites outside NSW.

Submitting an eligible application

To submit a valid grant application, please complete the following tasks. Late applications will not be accepted.

Task 1: Complete a litter assessment at your target site using the EPA's [Butt Litter Check](#).

- How-to videos and guidelines are available at epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/reducing-cigarette-butt-litter.
- Contact litter.prevention@epa.nsw.gov.au for support in undertaking a Butt Litter Check.
- Ideally you should complete all steps in Stage 1 of [NSW EPA Guide to prevent cigarette butt littering \(draft\)](#) to help develop your application.

Task 2: Complete a Round 1 project Application Form – attached below.

- Demonstrate in the application that the project meets the selection criteria (see above).
- Include the names and signatures of the General Manager/CEO, or appropriate delegate who can attest to the accuracy of the information in the application and who has delegated authority to sign the application.
- Provide the written consent of the landowner and any project partner organisations (or those that have nominated to provide in-kind support).

Task 3: Submit the application by 10am on Tuesday 28 July 2020

- Applications must be submitted by email to litter.prevention@epa.nsw.gov.au with the subject line 'Your Organisation's Name: Cigarette Butt Litter Prevention Grants Program Application'.

Completing a Butt Litter Check

The Butt Litter Check (BLC) is a central element of this program and must be completed before applying for Round 1 grant funding. The BLC will assist in identifying your cigarette butt problem, designing your project, and monitoring and evaluating your project.

The BLC can be found [here](#) and includes guidelines for use.

There are four key steps:

1. area inspection
2. observations
3. smoker surveys
4. litter counts

Ideally the project manager should complete the BLC, because it provides the best opportunity to understand first-hand what is working at the site and ideas for interventions. Support is available via litter.prevention@epa.nsw.gov.au to complete a BLC – either through direct support or training.

Grant conditions

Successful applicants must:

- prior to funding, sign and return the grant agreement, including risk analysis and work and public safety plan (if sites include waterways, roadsides or car parks)
- commence the project implementation from September 2020 and complete the project by September 2021
- hold appropriate insurance and public liability coverage
- submit a case study, final report and BLC by September 2021 (10% of the final grant amount will be held by the Department until these are submitted)
- complete all components of the BLC at the start and finish of the project
- acknowledge the support of the NSW Government on all publications, externally distributed reports, websites and publicity material including brochures, signage, advertising and invitations relating to the project with the following statement prominently displayed: *This project is a NSW Department of Planning, Industry and Environment, Waste Less Recycle More initiative.*

Grant payments will be provided in three instalments. Projects will need to be completed with final litter checks, case studies and reports submitted by September 2021.