



Environment Protection Authority

# Cigarette Butt Litter Prevention grant program

Round 2 Guidelines



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ISBN 978 1 922447 78 4

EPA 2021P3310

October 2021

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The NSW Government has developed a **Cigarette Butt Litter Prevention program** to reduce cigarette butt littering behaviour. The EPA established a state-wide baseline butt littering rate of 64% in 2020<sup>1</sup> and set a program goal to reduce this rate by 50% by 2030.

This program provides research and resources for communities and organisations to tackle cigarette butt litter in their local areas and beyond, including this grant round and accompanying creative assets.

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<sup>1</sup> Butt Litter Index Report 2020: The state-wide baseline for butt littering in NSW. Research on Cigarette Disposal Behaviour for the NSW Environment Protection Authority –April 2021

[Butt Litter Index 2020 – Research on Cigarette Disposal Behaviour for the NSW Environment Protection Authority – April 2021](#)

# Program overview

## Round 2 of the NSW Cigarette Butt Litter Prevention grants program offers a total of \$500,000 in funding

The NSW Environment Protection Authority (EPA) has opened the second round of funding for the Cigarette Butt Litter Prevention Grants Program. Funding of \$500,000 is available as part of a **Transition Round** of funding under the EPA Litter Prevention Grants Program.

These guidelines will assist with the submission of applications for Round 2 funding. Round 2 provides grant funding for projects that reduce cigarette butt litter and littering behaviour.

Applications are to be submitted using the Smarty Grants platform here <https://epa.smartygrants.com.au/buttsround2>

You will receive a confirmation email once your application form has been successfully submitted. Ensure the Smarty Grants online application is submitted by the due date. Late applications will not be accepted.

## Program background

The NSW Government has developed a **Cigarette Butt Litter Prevention program** to reduce cigarette butt littering behaviour. The program includes guidelines and resources for stakeholders to tackle local cigarette butt litter hotspots, supported by a grants program with new creative assets including new stencils, signage and messaging to be used by land managers on-site.

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, 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
- 64% littering rate for cigarette butts in NSW
- 41% of all littered items in NSW are cigarette butts.

## NSW Butt Litter Index 2020 report ([click here to follow link](#))

The EPA has recently completed a Butt Litter Index (BLI) across NSW. The BLI applies the validated Butt Litter Check (BLC) across the state to track and report on the cigarette butt littering rate and observe the reasons why people bin or litter their butts.

The BLI established a cigarette butt littering rate of 64% across NSW in 2020 and this will be used to assess the performance of **Cigarette Butt Litter Prevention program** going forward.

## 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.

The Program aims to decrease cigarette butt littering rate by 50% by 2030.

## Program methodology

This section provides the key components to developing a strong project and grant application. The Program resources section further down provides the full suite of resources available.

### 1. Guide to prevent cigarette butt littering ([Click here to follow link](#))

This guide lists 13 proven steps to prevent cigarette butt litter across three key stages. All applicants 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



### 2. Completing a Butt Litter Check ([click here to follow link](#))

A Butt Litter Check tool has been developed to assist with understanding local cigarette butt litter 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.

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

There are four key steps:

1. [Area inspection](#)
2. [Observations](#)
3. [Smoker surveys](#)
4. [Litter counts](#)

The project manager should complete the BLC to provide 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](mailto:litter_prevention@epa.nsw.gov.au) to complete a BLC – either through direct support or training.

## How much funding is available?

Round 2 has \$500,000 available for projects delivered from January 2022 to February 2023.

The funding will be 100% contestable.

A maximum of \$50,000 (excluding GST) funding is available to each successful applicant under Round 2.

A clear business case must be made for funding at the higher end of the \$50,000 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 two to four locations may be covered with \$10,000 of funding, while at the upper end, twenty or more locations may be covered by \$50,000 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.

This funding is part of the \$2,000,000 Litter Prevention Grants Program **Transition Round** across four litter prevention grant programs. You may be eligible to apply for other Transition Round funding. All applicants under the Transition Round can apply for a maximum of \$150,000 (excluding GST). For example, a council may apply for:

- \$50,000 for Cigarette Butts Litter Prevention grant
- \$50,000 for a Stream 1 – On-Ground Council Litter Prevention grant
- \$50,000 for Stream 2 – Own it and Act Council Litter Prevention grant.

## Who is eligible to apply?

This program is available to government, private and community sectors that can reduce cigarette butt litter and littering behaviour using the program methodology. **Funding is not available to private individuals.**

Eligible groups include:

- NSW councils and regional waste groups
- Australian Government agencies – e.g. hospitals, universities/TAFE and Government departments
- community groups (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))
- 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 public areas.

## Selection criteria

To be eligible for Round 2 funding, your proposed project must:

- ✓ be a cigarette butt litter reduction and/or prevention project
- ✓ follow the 13 key steps outlined in the approach above
- ✓ 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 NSW 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 an enforcement plan using the attached template
- ✓ 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/](http://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 50% of the grant amount sought for staff delivering the project. Applicants should demonstrate why salary funding is needed and disclose other funding sources and in-kind contributions.
- out of the 50% of the grant total for staff, only 25% of the grant total can be used for consultant costs. (i.e. out of a \$10,000 grant, a maximum of \$5,000 can be spent on staff, **out of which** only \$2,500 can be spent on consultants)
- general litter bins, which may be funded if they support butt bin disposal. Maximum cost for general litter bins will be capped at 40% of the grant amount sought.
- servicing of any newly installed butt bins for one year. (After one year, ensure you can support servicing through your budget or come to an agreement with the land-owner/manager.)
- 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 and create a sense of site ownership. This will be capped at 20% of the grant amount sought.
- rangers to undertake litter enforcement. This will be capped at a maximum of 20% of the grant amount sought (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
- projects that target anyone under the age of 18, nor any school programs
- 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.

## 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 1 January 2022 and complete the project by 1 February 2023
- hold appropriate insurance and public liability coverage
- complete all components of the BLC at the start and finish of the project
- implement an approved EPA enforcement plan using the attached template
- obtain prior approval and make a clear case to the EPA for the development of engagement materials/artwork for the project, which are paid for by grant funding
- obtain prior approval from the EPA for the content of each media release announcing or promoting this grant
- provide a case study from one of your sites in the final report
- acknowledge the NSW Government's contribution in any public statements about the project or written material regarding 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 Environmental Protection Authority, Waste Less Recycle More initiative.'
- to acquit the grant you must submit a case study, final report and BLC by February 2023 (10% of the final grant amount will be held by the EPA until these are submitted)
- Grant payments will be provided in three instalments. Projects will need to be completed with final litter checks, case studies and reports submitted by February 2023.

## 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](https://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](mailto:litter.prevention@epa.nsw.gov.au) for support in undertaking a Butt Litter Check.
- Complete all steps in 'Stage 1: understand the problem' of the [NSW EPA Guide to prevent cigarette butt littering](#) to help develop your application.

**Task 2:** Complete a Round 2 project application on Smarty Grants.

- The application can be started here: <https://epa.smartygrants.com.au/buttsround2>
- 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).

## Program resources

EPA Litter Prevention Website

<https://www.epa.nsw.gov.au/your-environment/litter-and-illegal-dumping/epa-work-prevent-litter/reducing-cigarette-butt-litter>

Butt Litter Index Report 2020: The state-wide baseline for butt littering in NSW

[Butt Litter Index 2020 - Research on Cigarette Disposal Behaviour for the NSW Environment Protection Authority - April 2021](#)

Trial Report: Identifying effective strategies to reduce cigarette butt litter

[Identifying effective strategies to reduce cigarette butt litter \(nsw.gov.au\)](#)

13 Step approach to prevent cigarette butt litter

[EPA Litter Prevention Kit Part 4 - Butt Litter Check Guidelines \(nsw.gov.au\)](#)

Butt Litter Check (BLC) Methodology

[EPA Litter Prevention Kit Part 4 - Butt Litter Check Guidelines \(nsw.gov.au\)](#)

Community Impact Survey: Research to measure the community impact of interventions funded by round one of the Butt Litter Prevention Grants, including any unintended or negative impacts.

[Cigarette Butt Prevention Program Community Impact Research Report - 8 July 2021 \(nsw.gov.au\)](#)

Butt-littering behaviour in context: The first major component of research undertaken to help understand cigarette butt littering behaviour

[cigarette-butt-littering-behaviour-in-nsw-quantitative-research-and-baseline-report-community-change.pdf](#)

Qualitative Research of Cigarette Disposal Behaviour: A deeper understanding of barriers and drivers to appropriate cigarette butt disposal

[Qualitative report: Qualitative research of cigarette disposal behaviour \(August 2017; PDF 1.02MB\)](#)

## Attachment 1: Butt litter prevention project enforcement plan

Please submit a draft enforcement plan using this template and include it in your grant application.

Littering behaviour (From your BLC)	Activity (Activity should address the littering behaviour from the BLC)	Date and stage of project	Evidence
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### Examples:

#### Entering the train station at Smith St

- dropping butts onto the footpath

#### At Shelly beach, next to the changeroom

- hiding butts in the sand

#### Outside Victoria Hotel at night

- dropping butts into the garden bed
- flicking lit butts onto the road

#### Soft enforcement

- Conversations
- Explain the grant project
- Explain environmental impacts
- Point out bins
- Point out signage
- Discuss enforcement schedule
- Point out fine amounts
- Explain fines for smoking/littering
- Hand out mini butt bins

#### Hard enforcement

- Fines
- Warnings

#### Stages

- Before installation of bins
- Following education/media campaign
- After soft enforcement campaign
- Fining smokers for littering

#### Mandatory evidence

- Schedule of soft and hard engagement activities**
- Dates / who conducted the enforcement**
- Conversation log**
- If applicable, fines handed out**
- Butt Litter Check results**

#### Other examples

- Education materials distributed
- Social media posts
- Media releases
- Follow up activities