



Environment Protection Authority

Cigarette Butt Litter Prevention Grant Program

Guidelines



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ISBN 978 1 922778 91 8

EPA 2022P4198

November 2022

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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 statewide baseline butt littering rate of 64% in 2020 and set a target to reduce this rate by 50% by 2030.

This program provides research, resources and creative assets that communities and organisations can use to tackle cigarette butt litter in their local areas and beyond.

Program overview

The NSW Government's Waste and Sustainable Materials Strategy's Litter Prevention Grants Program has up to \$10 million available across three streams:

- **Stream 1:** Small-scale, on-ground projects (project duration 3 to 12 months)
- **Stream 2:** Strategic development and capacity building (3 to 12 months)
- **Stream 3:** *Own it and Act* strategic implementation (maximum 3 years).

Stream 1 includes a dedicated program to tackle cigarette butt litter. The Cigarette Butt Litter Prevention Grants Program offers each successful applicant a total of \$40,000 in funding to tackle cigarette butt litter across NSW.

This document will guide the submission of applications for funding. This program provides grant funding for projects that reduce cigarette butt litter and littering behaviour.

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, and is supported by a grants program with new creative assets such as 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 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.
- There is a 64% littering rate for cigarette butts in NSW.
- 41% of all littered items in NSW are cigarette butts.

NSW Butt Litter Index 2020 report

The EPA has conducted 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. This will be used to assess the performance of the **Cigarette Butt Litter Prevention Program** going forward.

Program objectives

The program seeks to:

- reduce cigarette butt litter and littering behaviour in NSW
- 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
- decrease the cigarette butt littering rate by 50% by 2030.

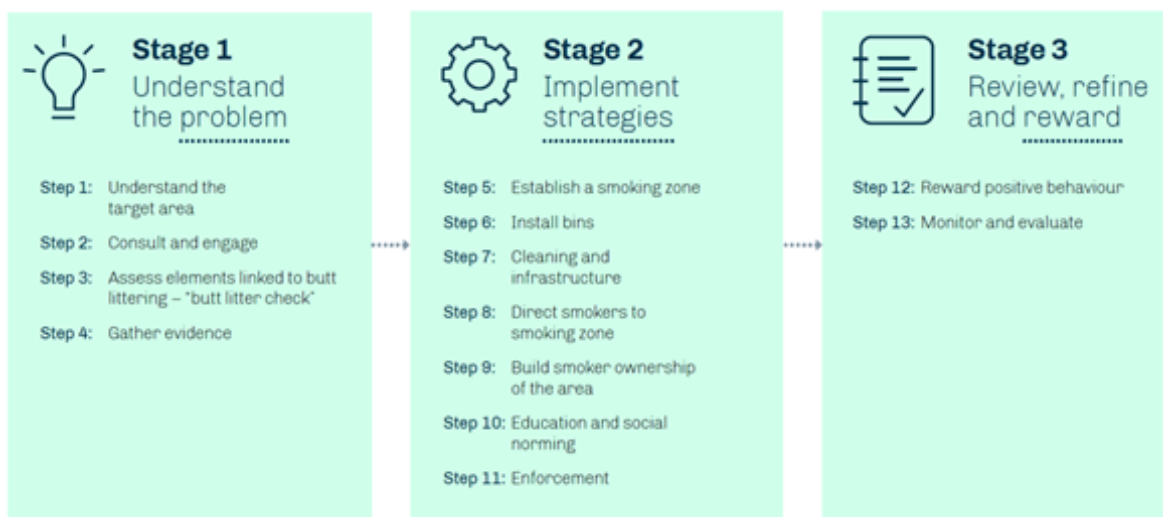
Program methodology

This section provides the key components for a strong project and grant application. The program resources section further down provides the full suite of resources.

1. Guide to prevent cigarette butt littering

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

The Butt Litter Check tool helps you understand local cigarette butt litter behaviour, contextual factors and how to evaluate interventions. It was used to undertake the quantitative research and to track smoker behaviours throughout 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, and 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 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 – through direct support or training.

How much funding is available for butt litter?

A total pool of \$10,000,000 is available for projects and initiatives across three streams over three intakes of funding to 2027. Applicants can only apply for one stream per round. You can apply for multiple projects within Stream 1. Applicants may apply for a higher stream in subsequent rounds.

Applicants can apply for a maximum of \$500,000 across multiple streams and rounds available until 30 June 2027.

Applicants can apply for up to \$40,000 for a cigarette butt litter prevention grant.

Proposals should use economies of scale and aim to increase reach per dollar of funding. For example, at the lower end of the scale two to four locations may be covered with \$10,000 of

funding, while at the upper end, 20 or more 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?

The butt litter 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, 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, that need to manage cigarette butt litter from staff or clients who smoke in public areas.

Time frames

Please see the EPA [Litter Prevention Grants](#) webpage for a timeline of submission dates for various expressions of interest, intakes 1 to 3, and when projects close.

Selection criteria

To be eligible for WASM Round 1 Butt Litter Prevention 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/.

What will be funded by the grants

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 project costs for staff delivering the project. Applicants should demonstrate why salary funding is needed and disclose other funding sources and in-kind contributions. Of the 50% of the grant total for staff, only 25% of the grant total can be used for consultant costs. (e.g. With 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 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 and create a sense of site ownership. 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).

What won't be funded

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.

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 to do a Butt Litter Check.
- Complete all steps in 'Stage 1: Understand the problem' of the [NSW EPA Guide to prevent cigarette butt littering](#).

Task 2: Submit application through [Smarty Grants](#).

- 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 the appropriate due date.

Grant conditions

Successful applicants must:

- prior to funding, sign and return the grant agreement, including risk analysis and a work and public safety plan (if the sites include waterways, roadsides or car parks)
- complete the project implementation within 12 months of funding
- hold appropriate insurance and public liability coverage
- submit a case study, final report and BLC within 12 months (10% of the final grant amount will be held by the EPA until these are submitted)
- 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 that 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 Environment Protection Authority Waste and Sustainable Materials Strategy initiative, funded from the waste levy.'*

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.

Table 1 **Template for a project enforcement plan**

Littering behaviour (From your BLC)	Activity (Activity should address the littering behaviour from the BLC)	Date and Stage of project	Evidence
<p>Examples:</p> <p><u>Entering the train station at Smith St</u> Dropping butts onto footpath</p> <p><u>At the Shelly beach next to the changeroom</u> Hiding butts in the sand</p> <p><u>Outside Victoria Hotel at night</u></p> <ul style="list-style-type: none"> • Dropping butts into garden bed • Flicking lit butts onto road 	<p><u>Soft enforcement</u></p> <ul style="list-style-type: none"> • 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 <p><u>Hard enforcement</u></p> <ul style="list-style-type: none"> • Fines • Warnings 	<p><u>Stages</u></p> <p>Before installation of bins</p> <p>Following education/ media campaign</p> <p>After soft enforcement campaign</p> <p>Fining smokers for littering</p>	<p><u>Mandatory evidence</u></p> <ul style="list-style-type: none"> • Schedule of soft and hard engagement activities • Dates/who conducted the enforcement • Conversation log • If applicable, fines handed out • Butt Litter Check results <p><u>Other examples</u></p> <ul style="list-style-type: none"> • Education materials distributed • Social media posts • Media releases • Follow up activities