

Voting Ashtrays

GOPA

Reduce the littering of cigarette butts

ΨΗΦΙΣΕ ΜΕ ΤΗ ΓΟΠΑ ΣΟΥ

- 1 Σβήσε το τσιγάρο σου
- 2 Ψήφισε
- 3 Ανακύκλωσέ το

Clean Blue Promise

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Vote with your cigarette butt





Welcome to the Cigarette Voting Ashtray Pack

Cigarette butts contain plastic and harmful toxins and just one can pollute up to 1,000 litres of water. By installing 'voting ashtrays', you can radically reduce the amount of cigarette butts littering your area.

What's more, there's an exciting opportunity for funding for this project: in 2023, the introduction of Extended Producer Responsibility (EPR) schemes will make producers of tobacco waste legally responsible for the cost of waste management.

Just one cigarette butt can pollute up to 1,000 litres of water.



Contents

This toolkit contains:

Case Study.

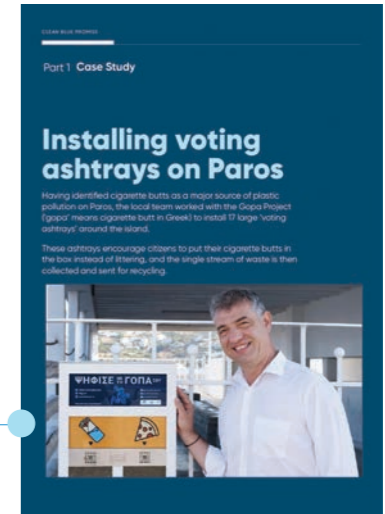
Use this to understand how the intervention works, and to convince others to support your project.

How To.

Including information and advice on accessing funding. Use this to set up your project and secure long-term funding.

What you'll need:

1. **GOPA ashtrays**
2. **Design files**
3. **Municipal vehicle**
4. **Employees**
5. **Installation Equipment**



Case Study

Installing voting ashtrays on Paros

Having identified cigarette butts as a major source of plastic pollution on Paros, the local team worked with the Gopa Project ('gopa' means cigarette butt in Greek) to install 17 large 'voting ashtrays' around the island.

These ashtrays encourage citizens to put their cigarette butts in the box instead of littering, and the single stream of waste is then collected and sent for recycling.



Problem

We have surveyed close to 60,000 square meters of Paros' coastline and collected, sorted and recorded over 18,500 pieces of waste. Cigarette butts are the most polluting item, accounting for almost 20% of all items recorded (by quantity rather than weight).

Many people are surprised to learn that although small, cigarette butts are really harmful. They contain plastic and other harmful materials, and they don't biodegrade naturally. Because of this, when these butts end up on beaches and in the sea, they pose a risk to humans (particularly children) and wildlife.

This littering behaviour is a result of both a lack of ashtrays and the accepted habit of cigarette littering.

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Solution

Having learned about the Gopa Project, we secured permission from Paros municipality to install 17 voting ashtrays.

The Gopa Project sent us the ashtrays and, with the help of municipality employees, we installed them in popular locations around the island - by beaches, ports and at the airport.

When a smoker uses the ashtray, they extinguish their cigarette using the designated area and then 'vote' by disposing of the butt into one of two see through containers. As the ashtrays fill up, the competition between the two options increases! (See fig. 1)

We used our knowledge of Paros to create questions that would appeal to locals, such as asking people to 'vote' for their favourite athletic activities and popular food and drink options.

When an ashtray is full, the cigarette butts are collected by Paros' roadside waste collectors and sent to the Gopa Project in Athens. They're then sent to MeGO!, a cigarette butt recycling company in France. MeGO! recycles this waste into secondary raw plastic that can be used to manufacture new objects, such as ashtrays.



Outcome

The Gopa Project on Paros is in its early days but is already proving successful: 1,500 cigarette butts were collected from the ashtray at the airport in just 10 days. Every time all 17 ashtrays are emptied, it's the equivalent of the safe disposal of 25,500 cigarette butts.



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“

The ashtray at Paros Airport, containing 1,500 cigarette butts, was full in just 10 days. We see that people are ready to engage when provided with the right solutions, and we think this is very encouraging.”

Alekos Liapis,
Founder of the 'GOPA' project, Athens



How To

Install voting ashtrays in your coastal community

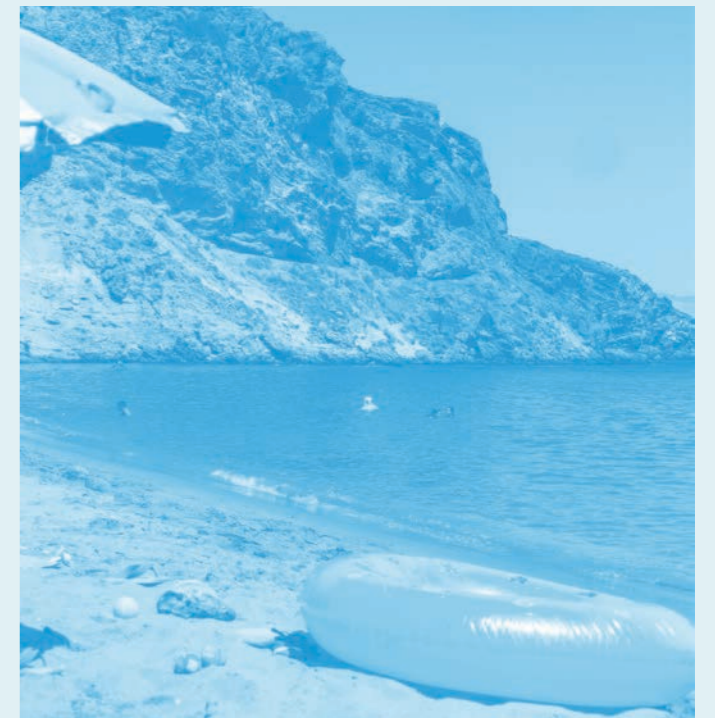


1. Establish whether cigarette butt littering is a problem.

You can do this by conducting a Marine Litter Audit, speaking to your area's waste management team or simply by walking around and looking for yourself!

2. Choose how many ashtrays you want

Choose how many ashtrays you want, and where they're going to go. Selecting the right locations can make a huge difference to how successful you are.



Selecting the right locations can make a huge difference to how successful you are.



Here are a few things we've learned:



Popular beaches are a good idea, as long as they're not already serviced by beach bars.



Easy and safe access to the ashtrays is important.



If possible, put a bin next to any beach ashtrays you install. As smokers get up from their towel to vote with their cigarette, they can then dispose of any other litter.



Don't place the ashtrays close to trees on the beach. The shade from trees is rare, and nobody wants to sit next to an ashtray.



Good locations include ports, airports, bus stops, KTEL terminals, taxi ranks and anywhere close to banks and the municipal building itself. Playgrounds can also be suitable.



Think about who is visiting each ashtray location and why – this will help you choose engaging questions for the 'vote'.



Don't worry if you choose the wrong location for your ashtrays – you can easily move them if no-one is using them!

3. Create a budget for this project

The amount you need to budget for this project depends on whether you choose a low service or full-service option from Gopa.

Option One: Low Service

In this scenario, you buy the ashtrays and manage their installation and maintenance. You are also responsible for collecting the ashtray's waste and shipping it to the Gopa Project in Athens.

For this option, you will pay the Gopa Project €330+VAT per ashtray upfront.

This includes:

- **One ashtray** (excluding transportation cost)
- **Recycling of cigarette butts** (excluding cost of shipping the cigarette butts)
- **Support in the running of the project**

There are some additional ongoing costs you will have to budget for to make the project work:

- Cost of time for coordination, copy and design of an ashtray. We used about four hours per ashtray per year.
- Cost of installation and maintenance of each ashtray, plus collection of butts. This took around 55 hours per ashtray per year
- Cost to send collected cigarette butts to the Gopa Project. This is about €26 per kg (one ashtray can hold 0.5kg of cigarette butts).

Example Budget

for scenario 1

Let's say you want to buy 10 ashtrays and opt for the low service option; your budget will work out as:

YEAR ONE

Description	Price
Upfront Cost	
10 Ashtrays - €410 (€330 + VAT)	€4100
TOTAL UPFRONT COST	€4100
Running Cost	
Coordination, copy and design per year - 10 ashtrays x 4 hours x €4 p/h	€160
Sending butts to the Gopa Project: 12 months x €130 (Cost per month: 10 ashtrays x 0.5kg butts x €26 transport = €130)	€1560
TOTAL RUNNING COST	€1720
YEAR ONE COST	€5820

YEAR TWO

Description	Price
Running Cost	
Coordination, copy and design per year - 10 ashtrays x 4 hours x €4 p/h	€160
Sending butts to the Gopa Project: 12 months x €130 (Cost per month: 10 ashtrays x 0.5kg butts x €26 transport = €130)	€1560
TOTAL RUNNING COST	€1720
YEAR TWO COST	€1720

Option Two: Full Service

In this scenario, you buy the ashtrays and pay the Gopa Project to manage their installation and maintenance, as well as the ongoing collection of waste.

The full-service option costs €600 per ashtray for the first year, and €400 per year thereafter.

This includes:

- One ashtray
- The transportation and installation of the ashtray
- The creation and design of voting questions
- One metal plate "Vote with your Cigarette Butt" and three metal plates with polls
- Photoshoot of the ashtrays
- Communication of the project on social media
- Emptying of the ashtray
- Transportation, storage, and recycling of the cigarette butts
- Maintenance and cleaning of the ashtrays
- Repositioning of ashtrays for maximum exposure and impact

Example Budget	
for scenario 2	
Let's say you go for 10 ashtrays and the full-service option, your budget will equal:	
YEAR ONE	
Description	Price
Upfront Cost	
10 Ashtrays - €410 (€330 + VAT)	€4100
TOTAL UPFRONT COST	€4100
Running Cost	
Service charge - 10 ashtrays x €270	€2700
TOTAL RUNNING COST	€2700
YEAR ONE COST	€6800
YEAR TWO	
Description	Price
Running Cost	
Service charge - 10 ashtrays x €400	€4000
TOTAL RUNNING COST	€4000
YEAR TWO COST	€4000

Please note: the full-service option is only available in certain locations, including the mainland and several nearby islands. We recommend contacting the Gopa Project about this via email to find the right solution for your needs (see contact details in step 6).

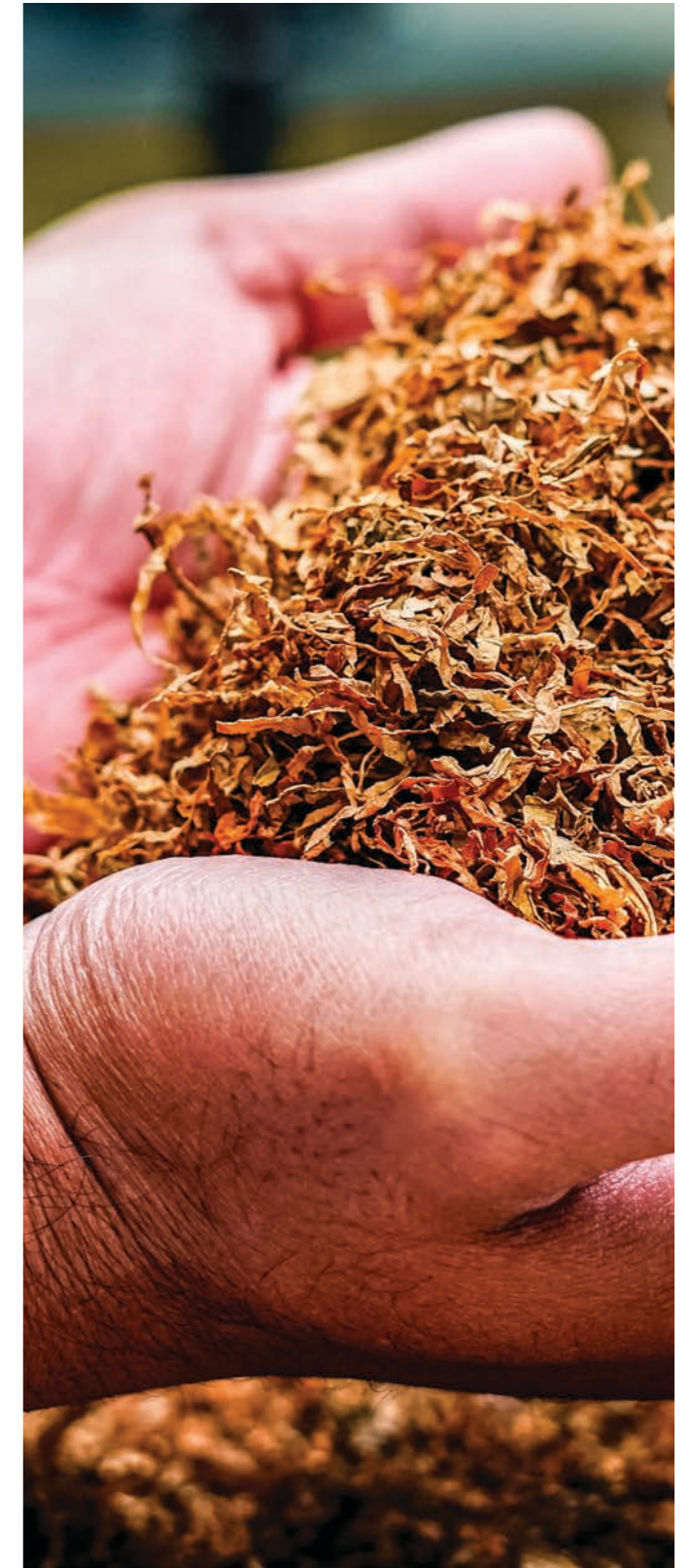
4. Secure funding

Your municipality may well be able to provide funding, particularly if they're already spending money on clearing up cigarette butt litter.

Another option is to request funding from a tobacco firm. By January 5th, 2023, the introduction of Extended Producer Responsibility schemes in Greece will make producers of tobacco waste legally responsible for the cost of:

- Awareness campaigns to reduce littering of their products
- The waste management of cigarette butts
- The clean-up of cigarette butt littering
- The transportation and processing of cigarette waste

Request funding from a tobacco firm



5. Create your questions!

The more engaging your questions, the more likely people are to use your ashtrays!

We have created a suite of [voting designs](#) that will help you overcome any language barriers and engage every citizen and visitor in your region.

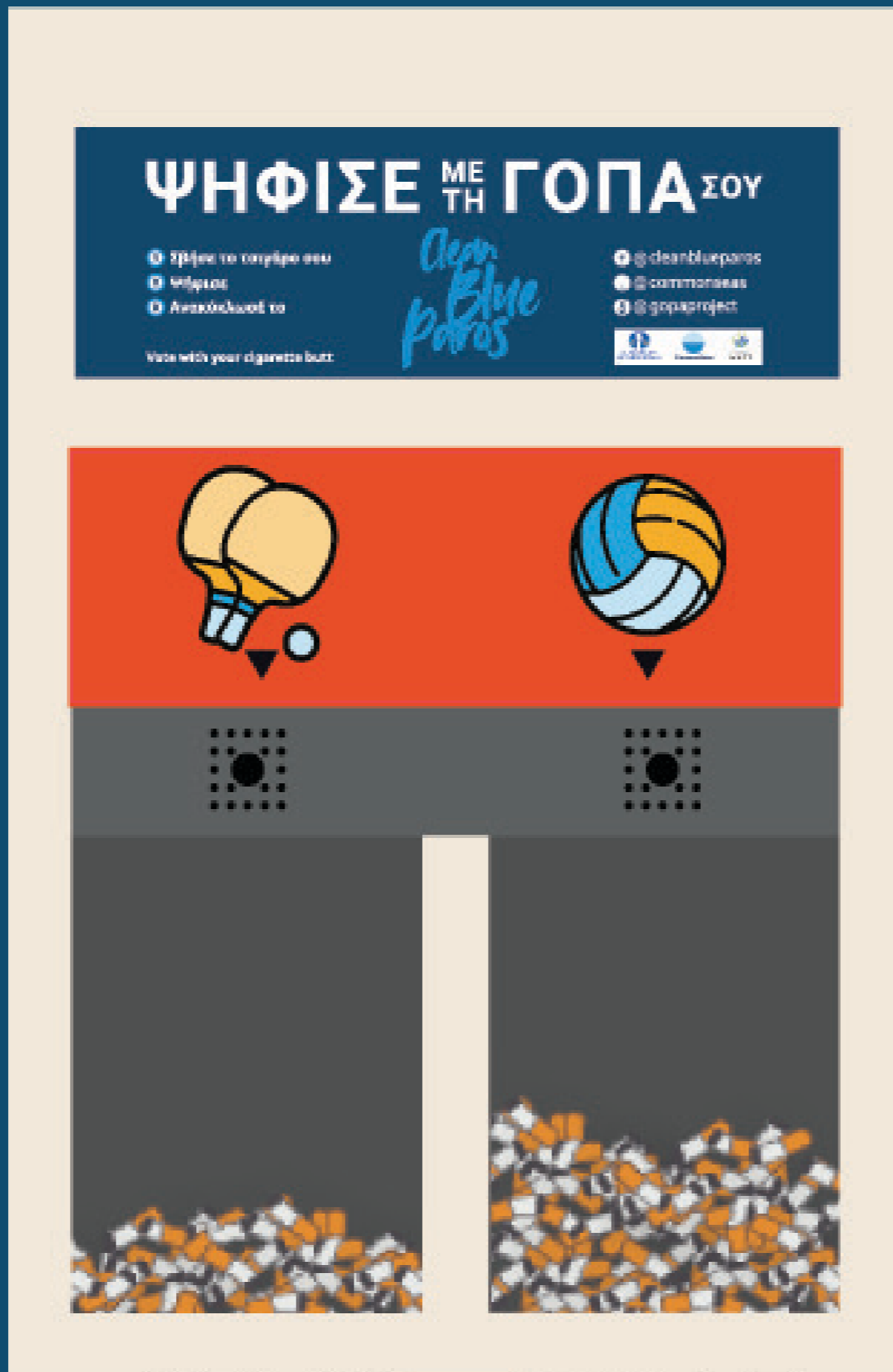
Alternatively, create the questions you want to ask, making sure they are relevant to your location, and perhaps to the time of year.

We recommend you add your municipality's logo when emailing your final design to the Gopa Project. They will print the designs and add them to your voting ashtrays.

6. Place your order

You can place an order by emailing gopa@commonseas.com.

The Gopa Project will guide you through what you need to send them to make your first order, but it will at least include: a decision on which service level you want, the number of ashtrays you want, the questions you'd like printed for each ashtray and your municipality or organisation's logo to include in the design.



7. Install your ashtrays

Once you receive your ashtrays, you'll need to figure out **which base to use for each one**. The Gopa Project will provide you with guidelines for doing this, as well as metal 'straps' for certain installation types.

- Existing pole or public metal fence
- On the beach – Custom made base to be submerged in the sand
- Busy 'urban' area – Custom made metal base and pole

8. Ongoing management

If you've chosen the fully serviced option, your ashtrays will be installed, monitored and emptied by the Gopa Project.

If you're on the lower-serviced option, assign workers from your municipality (e.g. from the technical services department, the waste management department or the roadside waste collectors) to collect cigarette butt waste from each ashtray each month.

You also need to assign responsibility for the 'keys' that come with each ashtray. This is what you'll use to open and empty the ashtrays.

The Gopa Project will provide you with collection bags for the ashtrays you empty. You will need a place to store these until you send to GOPA for recycling.

Make sure you (or someone in your team) is regularly checking on the ashtrays for cleaning and maintenance.

A few tips

This project is very media-friendly! Make sure you let your mayor know they can expect positive press coverage from it.

KEEPING TRACK

Keep track of roughly how many cigarette butts you've prevented from littering – this will be great for attracting media attention and will help ensure ongoing funding.

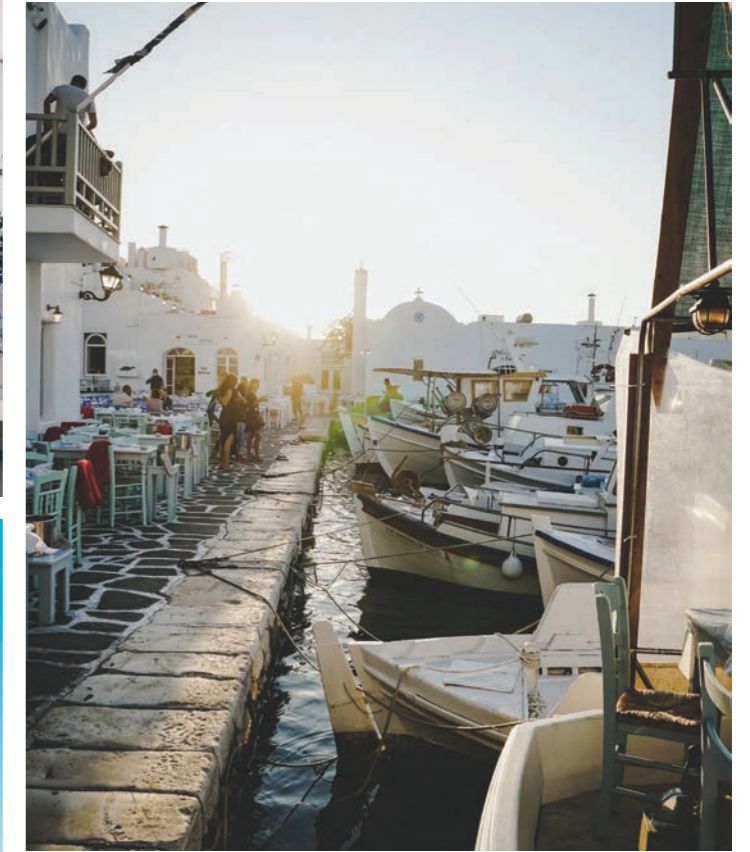
INFORMING OF THE DANGER

You might want to put information on your ashtrays about the damage that cigarette butts cause – many people aren't aware their littering behaviour is harmful!

CHANGE THE QUESTIONS

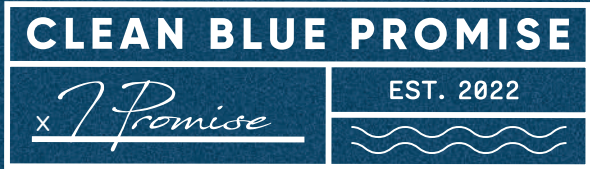
Change the questions on the ashtrays from time to time – it keeps people interested and can generate further press coverage.

You could even ask for ideas from your local community. Host past polls on your website to give people the option to select their favourites and vote for new ideas



9. Celebrate working towards keeping your coastal community clean!





Thank you

