

Good practices in Hungary

37/2020

Title: Cigarette-end-free environment
Owner: Jövő Öko-Nemzedéke Alapítvány (JÖN Foundation)
Contact: <https://jonalapitvany.hu/fust-ol-illegalis-hulladekegetes-rossz/>

Good practice for: Recycling campaign, sensitisation, awareness raising, reduce waste

Description: With the Cigarette-Butt Free campaign in February 2019, the JÖN Foundation (story of the foundation is detailed under 6/2019) announced a month-long challenge as part of its attitude-forming program of the Smoke-Kills winter campaign.

Cigarette butts lie on the side of the roads, on the surface of pavements of cities, towns, parks and all around in the nature, demonstrably in the oceans. According to the latest studies, cigarette butts are more harmful to the environment than single use plastic straws. A discarded cigarette can contain up to 4,000 types of chemical compounds. Cigarette butt is the second most commonly discarded, single-use plastic garbage, from which only a single piece can contaminate 500 to 1,000 liters of water.

According to a non-representative survey, the majority of Hungarians are deeply disturbed by the sight of discarded cigarette butts. The most common waste found in waste collection campaigns organized by the Foundation were cigarette butts.

The purpose of the challenging Cigarette Butts Free event of the Foundation was to raise awareness of the serious environmental impact of cigarette butt and to raise awareness among the smoking population about its appropriate disposal.

The Cigarette Butt Free February event consisted of the following problem-solving suggestions: placing dedicated cigarette bins on the streets, publishing attitude-forming articles, spreading attention-grabbing videos, usage of #don't throw it and #cigarette butts free hashtags across social media. On the occasion of the Cigarette-Butt Free February, the organization aimed to draw the public's attention to the serious environmental damage caused by discarded cigarettes, hoping to raise awareness and that as few cigarettes as possible will be discarded.