

## **The Terramar Project and the Oceanic Global Foundation Partner to Eliminate a Driving, yet Lesser-known Cause of Plastic Pollution: Cigarette Butts**

*Global NGOs Create “Best Practices” for Hard-to-Navigate Recycling of Cigarette Butts*

- 2.3 MILLION CIGARETTE BUTTS ARE LITTERED AROUND THE WORLD EVERY MINUTE
- CIGARETTE BUTTS COMPRISE UP TO 50% OF URBAN LITTER, AND ARE THE MOST LITTERED ITEM IN THE WORLD
- CIGARETTE BUTTS ARE NOT BIODEGRADABLE, TAKING BETWEEN 18 MONTHS - 10 YEARS TO DEGRADE, AND ARE ONLY RECYCLABLE THROUGH RARE AND HYPER-SPECIFIED RECYCLING STREAMS
- 80% OF CIGARETTES PRODUCED ARE LITTERED

[The TerraMar Project](#) and [Oceanic Global](#) have joined forces to guide smokers and the global coastal tourism industry in reducing their plastic footprint by implementing the proper recycling of cigarette butts. The two global NGOs are teaming up to promote their #NoMoreButts campaign as well as The Oceanic Standard, a toolkit for sustainable solutions, in a never-before-seen movement to offer recycling solutions for coastal businesses.

#NoMoreButts provides tools such as customizable curbside recycling receptacles, sealed pocket ashtrays, and access to rare recycling facilities with the capacity to break down cigarette butts that otherwise make their way into landfills and our oceans. TerraMar, leading on the coordination of businesses with sustainable vendors, is also providing free educational posters and shipping labels for businesses to easily send back their collected cigarette butts to be properly discarded. In turn, the Oceanic Standard toolkit, created by Oceanic Global Foundation, provides marketing incentives and insight into additional sustainable practices that allow businesses to benefit from their environmental initiatives.

“When we hear that by 2050 we’re projected to have more plastic in our oceans than fish, we know that the current state of the ocean is dire. Taking responsibility to reduce our waste and properly recycle popularly consumed items such as a cigarette butts, is an easy first step that we can all take to be a part of the solution.” - Lea D’Auriol, Founder of Oceanic Global Foundation

“4.5 trillion cigarettes are discarded annually. What most people don’t know is that cigarette butts are composed largely of plastic, and are a driving problem behind our global plastic pollution crisis. We’re thrilled to be working with Oceanic Global to implement guidelines for smokers and coastal businesses to lessen their footprints for the health of our oceans and us all.” - Brian Yurasits, Director of Development at The TerraMar Project

Unlike most recyclable plastics, cigarette butts can only be recycled through rare and hyper-specified recycling streams such as [TerraCycle](#), which is a partner of the #NoMoreButts campaign and a solution-oriented vendor outlined in the Oceanic Standard.

Solutions and partner vendors such as Terracycle and more are outlined in Oceanic Global's *The Oceanic Standard: Coastal Tourism Edition*. *The Oceanic Standard* (TOS) provides a comprehensive industry-specific guide for adopting sustainable practices that meet both business and environmental needs. While the original version of TOS has a heavy focus on single-use plastics, the *Coastal Tourism Edition* emphasizes cigarette butt recycling as a primary action business operators can take towards adopting proper waste management practices.

Please find more information on how to participate in the campaign or how to adopt these solutions [here](#), and more information on The Oceanic Standard [here](#).

The TerraMar Project:

*The TerraMar Project is a global community of ocean citizens dedicated to taking local actions to promote conservation. Begun in 2011, TerraMar focuses on campaigns that have an outstanding impact on the ocean. TerraMar helped spearhead the campaign to have the oceans included in the United Nations Sustainability Development Goals (2015). TerraMar offers free education lessons, has a free digital newspaper that covers oceans and rivers world-wide, and supports local citizen science efforts - it takes a global voice to support and call for change.*

Oceanic Global Foundation:

*The Oceanic Global Foundation is a non-profit that taps into the universal passions of art, music and emerging tech to educate individuals and businesses on issues impacting our ocean and provide them with solutions for driving positive change. Oceanic creates immersive experiences that: engage local communities, generate measurable impact, amplify the efforts of synergistic groups, and ignite global action. For more information, visit Oceanic's website [here](#).*