



# Butts Out box offers a solution to organisers

EVENT organisers have been offered a solution to cleaning up cigarette litter left behind at events – the ButtsOut box.

The fire-resistant box has been launched in the UK by social responsibility consultancy CSR Solutions Limited. Charles Hamshaw-Thomas, principal of CSR Solutions, said: "We want to change what smokers do with their litter. We believe responsibility is key, and the ButtsOut is integral to our approach."

"It's recognised as the global leader in butt litter reduction and the fact that consumers love ButtsOut makes it commercial sense for businesses and organisations across the community to support. We want all sections of the community to work with us – only then can we change littering behaviour."

Research from Keep Britain Tidy shows that 120 tonnes of smoking-related litter are dropped on Britain's streets every day – it's thought that this figure has increased 43 per cent since last year's smoking ban.

Charles believes the problem can be solved, but with an integrated approach – raising awareness of the

problem and offering positive solutions. The ButtsOut experience – over 500 campaigns in 16 different countries with governments, environmental groups, businesses and other organisations – has shown that smokers will respond and take responsibility for their litter.

He added: "They need to be made aware and have the means of disposal. Enforcement of fines can then legitimately follow."

In July, WOMAD worked with the ButtsOut team for their 25th anniversary festival in Wiltshire.

Claire Wrightson, WOMAD's commercial director, said: "Our primary aim was to leave the beautiful Charlton Park in the condition in which we found it and we were delighted to introduce ButtsOut to reduce cigarette litter and as part of our practice to adopt as many environmentally intelligent practices as possible."

An extensive communication campaign was put together and over 4000 ButtsOut were snapped up over the two-day festival.

