

**Let's all work together to encourage smokers to
clean up their act ...**

Pavements and streets throughout the UK have become peppered with cigarette butts since the introduction of the smoking ban in July 2007. 10 million smokers are outdoors - puffing on average 17 cigarettes a day each - and both logic and observation suggest this is generating a substantial increase in the 120 tonnes of butts and related litter that is dropped every day.

So the release this month of Policy Exchange and Campaign to Protect Rural England's (CPRE) report *Litter Bugs How to deal with the problem of littering* is timely. It's welcomed by CSR Solutions, a corporate social responsibility consultancy with extensive experience on environmental litter.

Our work is focused on cigarette butts - identified in the report as the UK's no1 source of litter. We believe an integrated approach - raising awareness of the problem and offering positive easy to use disposal alternatives - is vital. Thereafter enforcement of littering fines can legitimately follow and behavioural change achieved.

In his foreword Bill Bryson, President of CPRE, identifies each of those issues - education, bins and enforcement - and their importance in delivering two simple goals; stopping litter being dropped in the first place and making sure that litter that is dropped gets picked up.

We hail the recommendations set out in the report - particularly the calls for co-ordination of anti-littering initiatives, the development of an educational campaign with a consistent message and the provision of bins and ashtrays in strategic sites.

Our belief is that a rounded, national solution to the UK's biggest litter problem is possible. As evidence already shows, a combined approach - involving government, local authorities, manufacturers and retailers - can encourage smokers to clean up their act.

We fervently hope that the findings and recommendations of this report will galvanise stakeholders into action, to work together in ridding our pavements and streets of cigarette butts.

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