



STOP AUX DÉCHETS SAUVAGES

CIGARETTE ENDS WORKSHOP



CIGARETTE ENDS IN PARIS



Available Data

- **47,5 billion cigarettes sold in France in 2013**
 - **1,6 billion in Paris**
 - **Low estimate (workers, tourists, etc...)**
- **350 tons of cigarette ends picked up each year in Paris**

Sanctions & Solutions

- **Throwing cigarette end in public**
 - **68€** fine
- **30.000 “Bagatelle” bins with ashtrays installed in Paris**
 - **6.800** cleaning agents
 - **2.900 km** of pavement
- **On average: 1 bin every 100 m**
- **Easy alternative**
- **Strong message to users:**
“The city now provides you adapted equipment to help you adopt a clean stance with your cigarette ends. It is now up to you to act.”



May 2015 awareness campaign



STOP AUX DÉCHETS SAUVAGES

GESTES PROPRES – Vacances Propres



Vacances Propres becomes GESTES PROPRES – Vacances Propres

Broadening of our activity

- Not only during holidays (vacances), but everywhere, the whole year !

GESTES PROPRES (literally « Clean Gesture ») expresses the solution against litter



Communication campaign

Remind consumers and smokers the lasting negative impact of their carelessness



Évin law

- **Prevent any form of advertising around cigarettes, whatever the goal**
- **Prevent tobacco industrials from participating in any communication campaign**
- **Tobacco industrials effectively can't finance communication efforts against cigarette ends**

New study from the Ministère de la Transition écologique et solidaire (ecology)

- **Obtain an exemption from the Ministry of Health**
- **Creation of a fund financed by tobacco industrials to finance communication campaign against cigarette ends**