Grand Valley Cigarette Butt Recycling Initiative

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Inspiration!
The Butt Problem

4.5 Trillion Butts Littered Each Year.
Grand Valley’s Grounds Crew is responsible.
  - Entire crew spends 40 hours each week.
  - Average pay of $9/hour equals about $360/week.
  - Student employment.
Map of Current Locations

Current locations of the cigarette butlers at Grand Valley.
Recycling Process: Grand Valley

● Continue to collect cigarette butts as usual
● Collected cigarette butts are stored in separate container.
● Ship cigarette butts to Terracycle via prepaid shipping.
Recycling Process: TerraCycle

- Exposure to gamma radiation
- Cigarette butts are shredded and sorted
  - Organic and inorganic material.
  - Non-food compost and plastic pellets
Our Community Partner

- Reached out to campus community to help with the implementation of our proposed program:
  - Human Resources - Lindsey DesArmo
  - Facilities Department - Janet Aubil
  - TerraCycle - Stephanie Tsang
Next Steps Towards Implementation

- placing recycling stickers
- contacting Terra Cycle for partnership
- send the collected cigarette butts for recycling.
Growing Awareness

- In order to successfully get this program off the ground will require us to bring attention to the issue.
- realizing and identifying the problem
Future Potential

- Ideally this project will be self sustaining much in the same sense that the zero waste football games have become.
- Goal of implementation of a similar program at the Pew campus once this one is off the ground.