



“Hold on to Your Butt” program

/ Municipality of Mykonos



Description of the good practice

“Hold on to Your Butt” program has one ambitious goal: to end cigarette litter so we never have to see those butts again.

With volunteers and representatives of the Municipality of Mykonos involved in the project we will survey smokers and handing out pocket ashtrays. Smokers are overwhelmingly grateful to receive the pocket ashtray and most have never seen one before. The results of the survey will inform behavior-changing strategies. Then, the interested parties will take those strategies and put them into action by working with the members of the BLUEISLANDS project to develop messages that will raise awareness and encourage behavior change.

At the same time, the Municipality and the involved parties of the island will focus on providing butt cans, especially in crowded places and spots on the island.

Everyone needs trash cans to dispose of their regular trash. Smokers do need butt cans to do the same and avoid throwing them on the sand or around the streets. The Municipality of Mykonos is now planning to install butt cans in cigarette “hotspots”, where high concentrations of cigarette butts are identified and monitor their use during the summer period. The Municipality of Mykonos is also planning to conduct cigarette litter audits in coastal areas and crowded beaches in order to establish a baseline and identify the impact of this specific action.

Furthermore, volunteers will now install signs at the main entrances of the beaches to inform visitors and tourists about the actions and the new “rules” on the island of Mykonos. Through infrastructure and behavior change, the Municipality of Mykonos aims to keep cigarette butts out of our waterways and safeguard our Marine Protected Areas.

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Results

The program aims to bring awareness to the environmental impact of the cigarette flick. Reduce cigarette litter.

Type of waste

Cigarette litter.

Location

All crowded beaches on the island.