

Montreal now recycles cigarette butts as part of the *Mégot Zéro* pilot project!



MONTRÉAL, July 18, 2016. Cigarette butts represent 30% of urban waste found in public areas. The nicotine and carcinogenic found in the stubs end up in our soil throughout rainfall which produces an undeniable source of pollution for our streams and ecosystems.

Regarding this issue, **SAESEM** (Montreal's environmental society for action, education and awareness), partnering with the City of Montreal, has developed the pilot project **Mégot Zéro**, a project enabling the recycling of cigarette butts.

The paper, tobacco and ashes are recycled as compost, whereas the plastic material used for the filter is reused to make urban furniture!

The cigarette stubs are collected from urban ash trays situated in certain areas of Montreal. Two sectors are concerned by the presence of these

receptacles: **The Gay Village**, on the pedestrian part of **Saint-Catherine Street**, and **Old Montreal**, in **Jacques Cartier Square** and its surroundings.

It has now been a month since the collecting has started, and *SAESEM* has therefore enabled the **recycling of over 56,000 cigarette butts!**

Vancouver and Toronto are currently carrying out similar pilot projects. Montreal is following the path, being the third large city to take such a green initiative.

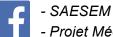


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ABOUT SAESEM

SAESEM is a non-profit organization whose mission is to set up environmental projects. Since 2010, the organization has been managing the **Éco-quartier** programme, in the **Peter-McGill** district. In 2013, SAESEM finalised a project called *Quartier 21 - Peter-McGill*, which was an award winner at the Environmental Acknowledgment Gala as well as the *Phénix de l'environnement* circle.

Follow all of SAESEM's initiatives by visiting their Facebook page as well as the *Projet Mégot Zéro* page.



- Projet Mégot Zéro

CONTACT

Cyrielle VALADE - Communications officer, 514 641-2606 / communication@saesem.org

Website: saesem.org/fr/projets-en-cours/megots-zero/

