

## 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.



– 30 –

### 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.



- SAESEM

- *Projet Mégot Zéro*

### CONTACT

**Cyrielle VALADE** – Communications officer, 514 641-2606 / [communication@saesem.org](mailto:communication@saesem.org)

**Website :** [saesem.org/fr/projets-en-cours/megots-zero/](http://saesem.org/fr/projets-en-cours/megots-zero/)