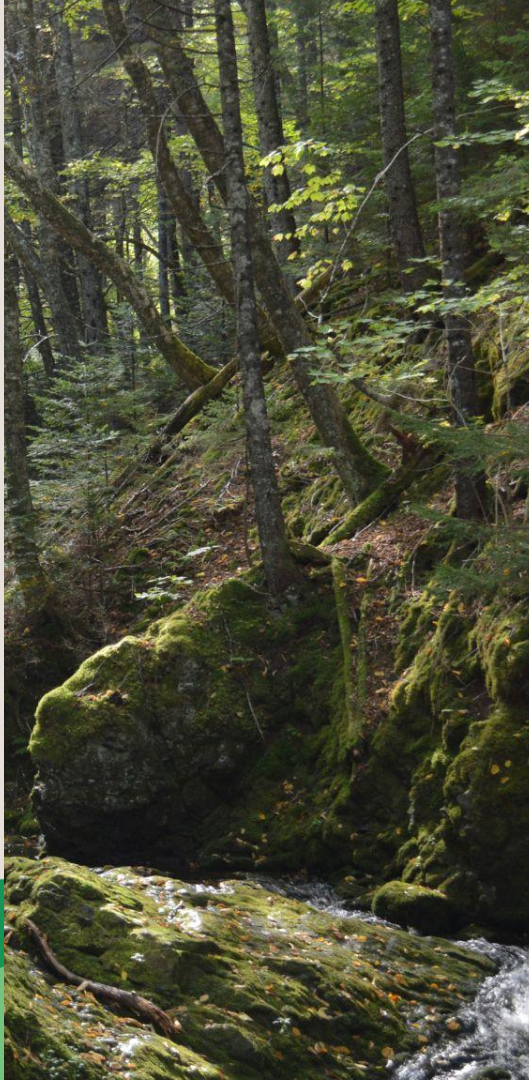




# RECYCLE YOUR VAPE



2025 PILOT REPORT



# REPORT OVERVIEW

**A.** The Issues

**B.** Pilot Overview

**C.** Marketing

**D.** Collection Methods and Results



# THE ISSUES

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In 2020, the FDA banned flavored cartridge-based vapes, such as JUUL. The policy was intended to curb youth vaping by restricting the fruity and mint flavors that public health professionals identified as a key driver of teen use and addiction. However, by limiting the ban to cartridge-based devices, the policy created a loophole that allowed a new market of flavored disposable vapes to rapidly expand across the country. As a result, policy enforcement challenges persist, public health concerns- particularly among teens- continue to grow, and a new waste problem has emerged from a product with no clear disposal or recycling pathway.



# THE ISSUES: POLICY



New York State has banned all flavored vape devices but there is little to no enforcement



Senate Bill S3063 - to single use vape waste- has been stuck in committee since the 2023/2024 legislative cycle

# THE ISSUES: PUBLIC HEALTH



In 2024, a report showed that 1 in 5 high school students reported using a vape, addicting a new generation



Daily nicotine vaping nearly doubled, rising from 15% in 2020 to 29% in 2024



87.6% to 89.4% of youth vapers use flavored e-cigarettes, with fruit and mint being the most popular

# THE ISSUES: WASTE



4.5 disposable vapes are discarded every second



In New York City, the Department of Sanitation reported over 500 tons of vape pens in the city's waste system in 2022



Some of the materials in vapes include plastic, metal, lithium batteries, and liquid nicotine, which the EPA designates as 'acute hazardous waste'

# PILOT OVERVIEW

# PILOT OVERVIEW: INQUIRY

How might we intercept harmful disposable vape waste from entering our waste systems and natural environments while raising awareness of the issues, supporting stronger policy action, and providing resources about related public health concerns?



# PILOT OVERVIEW: RESEARCH

Through stakeholder mapping and interviews, review of national programs, national and local data and analysis, we developed a strategy aimed at addressing the vape crisis focusing on waste.

# PILOT OVERVIEW: APPROACH

Recycle Your Vape is a drop off event series, hosted by [We Are Atlas](#) and the [Vape Waste Project](#). The first event took place on World No Tobacco Day at the McCarren Parkhouse in Williamsburg, NY, followed by two additional collection events during the warmer months. In addition to these events, We Are Atlas installed more than ten stationary collection boxes in locations such as neighborhood bars, stores and vape shops. Community members were encouraged to bring used vape devices to be dropped off, while leveraging the events to raise awareness through marketing.

The goal of the events was to collect vape waste, discuss public health concerns with people publicly, encourage policy activation, and raise awareness.

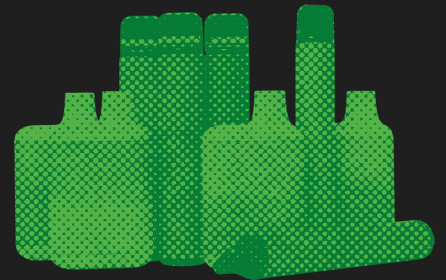




**MARKETING**

# MARKETING

A central goal of the collection events was to use them as a platform to raise awareness about vape waste, highlight related policy and public health concerns, and engage the public with the issues. For each event, the marketing strategy included social media promotion, printed flyers distributed in surrounding neighborhoods, press outreach to local media, and direct outreach to city and state officials such as city council members, state representatives and community based organizations.



# MARKETING: PR, REDDIT, INSTAGRAM, POSTERS


6/4/25, 11:03 PM

Only Good Vibes: Vape Recycling in NYC / Happy Eco News

Happy Eco News

Writing / Contributed Articles / World

## Only Good Vibes: Vape Recycling in NYC



Only Good Vibes: Vape Recycling in NYC. Image: Nora

Nora  
Wed 28 May 2025

Reading Time: 4 minutes


### Only good vibes: Vape recycling in NYC

<https://www.happyecoworld.com/only-good-vibes-vape-recycling-in-nyc/>

1/2



### Insights



July 12 at 4:36 PM

#### Overview

Views 114  
Interactions 5  
Profile activity 0


#### Views

114 Views

98.2% Followers  
1.8% Non-followers


8:06 56%

### Post Insights



r/Bushwick · 6d

## Recycle Your Vape Troutman Open Streets July 12th

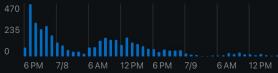


#### Reach

Hourly stats show (+) for increases and (-) for decreases.

Views 4.5k +7

#### Views for first 48 hours



# MARKETING: RESULTS



Over 70 posters placed at stores and around neighborhoods



Outreached to over 20 press outlets resulting in 5 online articles and an interview on 1010 WINS



24 posts on Instagram and Reddit, yielding 30,316 impressions



Social media posts generated 214 post interactions

# COLLECTIONS METHODS & RESULTS

The background is a solid green color. In the top right corner, there are three parallel diagonal lines extending from the bottom left towards the top right. The outermost lines are black, and the middle line is white.

# COLLECTION METHODS

The collection campaign combined the onsite collection box initiative, launched by We Are Atlas, with a vape drop-off tabling event program. The strategy behind the drop-off events was simple: leverage a mobile event series to intercept vape waste while launching a broader visibility campaign through social media, press outreach, community engagement, and guerrilla postering. The collection events, held in Brooklyn at McCarren Park, Troutman Open Streets, and Saratoga Park, together with the stationary drop-off boxes, yielded over 210 pounds- around 5,000 disposable vapes- of vape waste collected.

# COLLECTION: EVENTS AND DROP BOXES



# COLLECTION: EVENTS AND DROP BOXES



# COLLECTION ENGAGEMENT



**Total Vapes Collected:**

**210 lbs / ~ 5,000 Vapes**



**Collected- Drop-Off Events:**

**75 lbs / 1,500 Vapes**



**Collected- Drop-Off Boxes:**

**135 lbs / ~ 3,500**



**Vape Event Impressions\***

**850**



**Vape Event Interactions\***

**150**

\*Approximate

# PARTNER CONTACT



**RECYCLE  
YOUR VAPE**

**EMAIL**



**WEBSITE**



**WEBSITE**