



RECYCLE YOUR VAPE

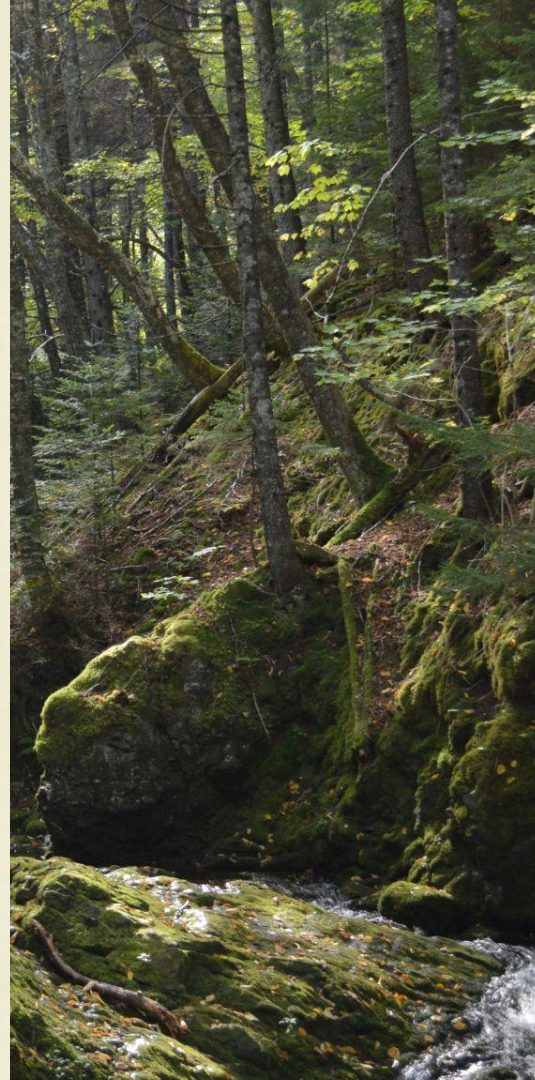
*Help Us Keep Toxic Waste
Out of Landfills!*



RECAP REPORT | 2025



**RECYCLE
YOUR VAPE**



REPORT OVERVIEW

A. The Issues

B. Pilot Overview

C. Marketing

D. Collection Methods and Results



THE ISSUES

THE ISSUES

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 about 1 in 13 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



5.7 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

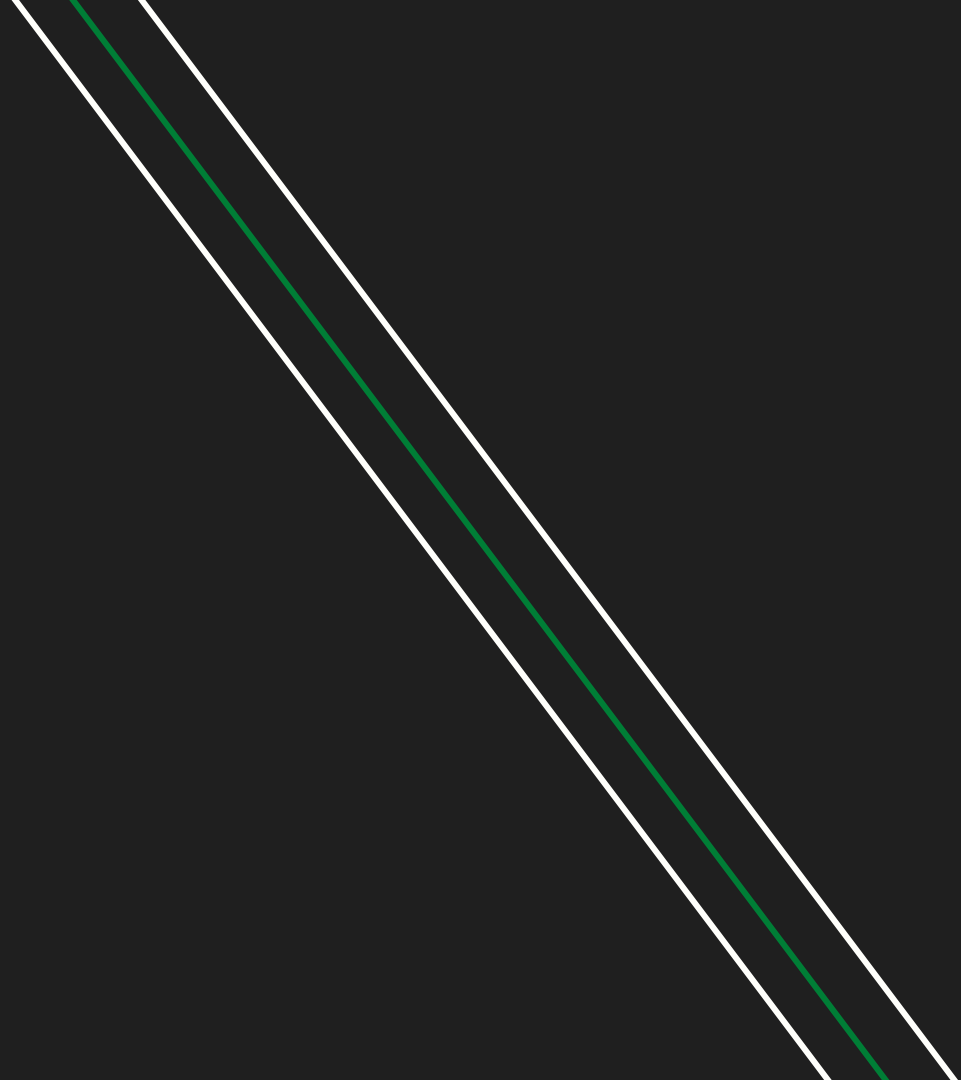
Through stakeholder mapping and interviews, review of national programs, national and local data and analysis, we developed a strategy aimed at addressing the vape crisis focusing on waste.

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.

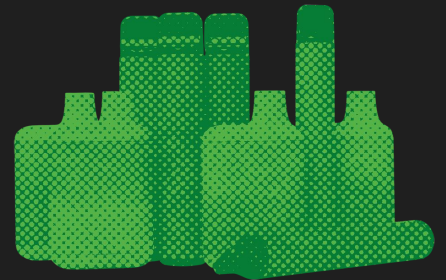


Three parallel diagonal lines running from the top-left towards the bottom-right. The outer lines are white, and the middle line is green.

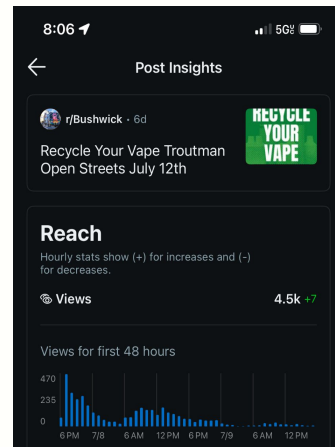
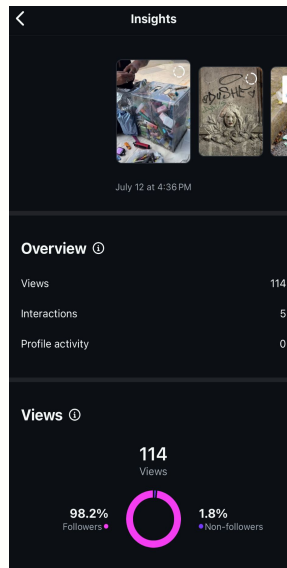
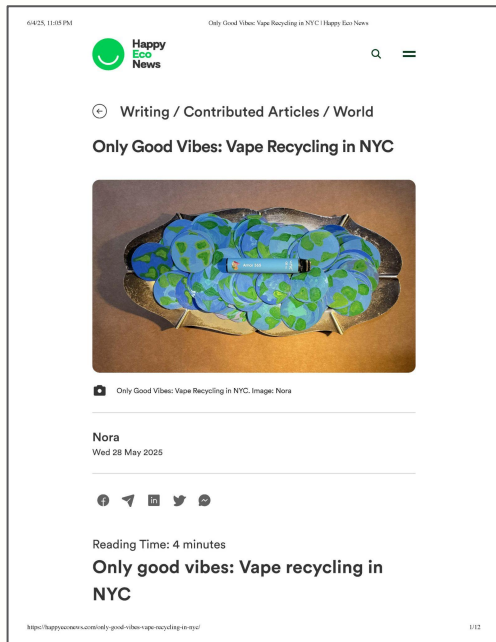
MARKETING

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



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

Three parallel diagonal lines running from the bottom-left towards the top-right of the slide. The middle line is white, and the two lines on either side are black.

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

Research, strategy, and report authored by Damian Ashton.

Produced in support of the 2025 Recycle Your Vape Pilot, a collaboration between Recycle Your Vape, the Vape Waste Project, and We Are Atlas.

You can read more about the initiative [here](#)