

The background of the entire page is a close-up, high-angle photograph of numerous discarded cigarette butts. The butts are piled together, showing the yellowish-brown filter, the brown paper of the cigarette, and the grey ash. The lighting is bright, highlighting the textures of the paper and the uneven surface of the ash.

## ZERO CIGARETTE BUT LENS

With this collaboration, InterContinental Bordeaux – Le Grand Hotel tackles one of the biggest plagues when it comes to environment.

Every second, 137 000 cigarette butts are thrown to the ground, that is 4,300 billion a year.

An appalling report as one cigarette butt is likely to pollute 500 liters of water making it unclear for consumption.

In view of these alarming figures, Intercontinental Bordeaux - Le Grand Hotel has decided to make friends with a company that proposes innovative solutions to the height of this global issue that concerns us all.

This company develops 100% French made ashtrays fabricated by a local insertion project which allow long term unemployed people to get back in the work life.

Cigarette butts are then collected by bike decreasing to maximum the carbon footprint.

Since 2018, the company has used a research & development pathway in order to find a way of depolluting 100% of cigarette butts.

To do so, every cigarette butt that will be collected by us will be used to test and develop this unique and innovative solution.