

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

July 6, 2014

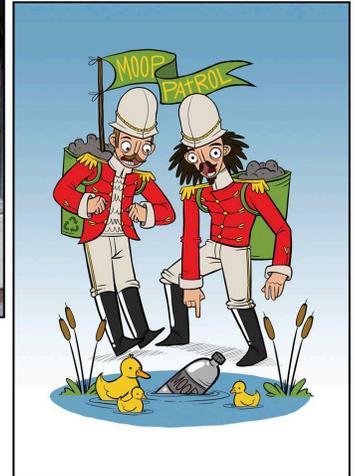
## ON A MISSION:

They dress in snazzy jackets and call themselves "Officers", but these two Australian gents are really educators and entertainers in the Lower Yarra Litter Strategy. They built a Facebook page, have posted some fetching YouTube videos and they tour around the Yarra River district spreading their unique MOOP messaging at events and cleanups.



Meet Officer Tait and Officer Jones. Together they are *The MOOP Patrol*, a comedic duo from Australia raising litter awareness in a most entertaining fashion. MOOP, another word for 'litter', is Matter Out Of Place, it's a matter that matters to the human race, they emphasize. (See story, left.)

## What Is MOOP?



ENVIROBANK IN SYDNEY

## HEADLINE LITTER GRABBERS (JUN 29-JUL 6)

Some of what made our News Reel this week [litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Envirobank - a litter bin that pays back (7/2)

What if you could collect points redeemable for prizes or merchandise every time you put an empty beverage container in a bin? That's the concept behind Envirobank, a reverse vending machine being tested in Sydney, AU. Rewards include chances at free meals and event tickets.

### Why Irish eyes are (mostly) smiling (6/30)

Just released, the National Litter Pollution Monitoring System Report from Ireland deems 12 per cent of areas surveyed are entirely litter free. That's the best tally since reporting began in 2001. Cigarette-related litter has grown, however. It accounted for 54% of all Irish litter in 2013, up ten percentage points since 2004. Most of Ireland's food-related litter (16%) was gum. Packaging, paper, sweet wrappers equaled 27% and dog fouling, 2%.

### Indian PM doesn't mess around on the job (7/3)

India's Prime Minister Narendra Modi is a rare politician. He actively polices bureaucrats in Delhi for messy lunchrooms, littering and the like, gaining compliance from employees with a mere comment or disapproving look during his regular strolls through ministry offices.

### Festival cleanup involves magnetic tractors (6/30)

Glastonbury Festival could benefit from a trash carry in, carry out policy judging from the mess left by 175,000 music fans. It takes a crew of 800 to clean up the farm fields, including scouring them using magnetic tractors.

## EUROPE DECIDES TO RECYCLE MORE

On July 2 the European Commission committed its members to target marine litter and reduce food waste, shooting for 70 per cent recycling of municipal waste and 80 per cent of packaging waste by 2030 and a ban on burying trash by 2025.

## DID YOU KNOW?

Finally - a recyclable paper coffee cup! British inventor, Martin Myerscough, the brain behind the "cardboard bottle" has introduced *Green Your Cup* to the marketplace. Rather than an inner wax coating, the cardboard cup is lined with a removable cellophane sleeve.