

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

February 22, 2015



Sheila White and CCO's Marcus Paul announce the Conservation Council of Ontario's Green Business Leader partnership.

Annual litter report offers food for thought

At a press conference Friday the Litter Prevention Program released its second annual report, "Ontario's litter problem: In whose hands does it rest?" That led to a 20-minute chat and call-in segment on Toronto's largest talk radio station, CFRB NewsTalk1010. Hamilton's CHCH TV gave coverage to our concerns about littering and costly cleanup during and after July's PanAm Games in southern Ontario.

Photo right: The banner stood proudly. The Conservation Council of Ontario promotes its green business directory, awards and website, WeConserveTV.ca



How this fits with litter

Ontario companies can earn a merit certificate by collecting points under the new Green Business Leader initiative from CCO. Litter prevention is included on the list of sustainable practices for which a business can win the CCO award.

Green Leader program launched for businesses

Also unveiled Friday, the Green Business Leader Assessment awards program from the Conservation Council of Ontario to encourage Ontario businesses to boost and boast about their green credentials and be recognized for it by CCO.

Love Essex is loving the results

Teamwork has paid off in spades for the Love Essex campaign. Early results show fast food litter is down 41 per cent across the county in monitored areas as a result of the co-operative effort among 75 Dominos, McDonald's and KFC restaurants, 15 local authorities in Essex, including Basildon. The Highways Agency and RP2Media rounded out the team.

Drumming up litter interest in Toronto

The Beer Store is helping us serve up a rousing workshop on litter on Thurs., Feb. 26 at 215 Spadina Avenue, First Floor, 6-8pm. Enjoy a few hours of fun, information, networking and refreshments with Sheila White and the Conservation Council of Ontario. RSVP to CCO at 416-533-1635. \$5. Seniors/students \$2.

DID YOU KNOW?

To educate students about a statewide anti-litter campaign New Jersey Clean Communities has produced a video, "The History of Trash". You'll find it at www.njclean.org/history-of-trash.html

HEADLINE LITTER GRABBERS (FEB 15 - 22)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Gravesham wants to get tougher on litterers (2/14)

Gravesham is piloting a two-officer patrol five days a week on the lookout for litter louts to fine. Town Council will decide Tuesday whether to buy 28 solar-powered, compacting bins that send an email when they need emptying.

Jakarta's Ragunan Zoo prizes litter in captivity (2/20)

Indonesian imagination: If you throw trash in the bin at Ragunan Zoo you could win a prize. That small step has reduced litter markedly, zoo officials report.

Rome mayor to sue over Piazza di Spana rampage (2/20)

Rome's mayor says he will sue the Netherlands or the EU over damage downtown caused by Dutch soccer fans following a Europa League match Feb. 19, Roma v Feyenoord. Fans of Feyenoord caused mayhem on the city's Spanish steps, clashed with police, damaged the newly restored Barcaccia Fountain, threw flares and other objects, and left beer bottles and cans and litter behind.

Estate agent hit with £4,000 bill (2/17)

Ignoring a Lichfield Council £100 fine for failing to clean up its Stonnall Estate lands has cost London-based Weingreen Limited court-imposed fines totaling £4,346. The law requires monthly property inspections and litter clearing.