

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 27, 2016

Bottle Battle Brewing

Wherever talk of deposit fees on beverage containers is floated, expect to see industry pushback with proposals it says will do the most to conquer rampant littering of bottles and cans. The fee debate popped up last week in NSW, Australia, [Great Britain](#) and in Montreal, Canada. In each case the consortium of drink manufacturers poured out offers to fund robust recycling and widely available bins instead. Environmentalists favour a cash incentive: a built-in deposit fee added at the point of purchase and reverse vending machines for paybacks. Beverage makers generally spurn deposit-return in favour of working within existing recycling programs. On March 23 [TheAustralian.com](#) reported on a new industry argument against deposit fees, warning that residential bin-raiding will increase and claiming scavengers on the hunt leave trash scattered about as they search. Containers for Cash proponents, the not-for-profit Boomerang Alliance, wanted to blow the lid off that line of thinking, dismissing such claims as scare tactics.



Above, the Reward and Recycle machine at Heriot Watt University in Edinburgh. The Marine Conservation Society on Tuesday [called for a 10-20p bottle fee](#) in the UK to stop litter. The charity says a rubbish truck worth of waste ends up in the oceans every minute. In Illawara, AU, the Australian Food and Grocery Council is touting "[Thirst For Good](#)": Two thousand extra bins, 100 litter collectors zeroing in on hot spots and 100 reverse vending machines that turn containers into cash - plus an industry-funded Cash for Communities program.

Finding religion in the rubbish

Hoping for Easter holiday magic, better still - a miracle, the solid waste soldiers of EcoWaste Coalition in the Philippines came away sorely disappointed. Again this year the Holy Week pilgrimages were besieged by an endless trail of pilgrims' trash despite EcoWaste's pleas in advance of the mammoth annual treks to Antipolo City. [A joint press conference](#) beforehand with tobacco control advocate, FPAC, implored smokers not to toss butts and eaters-on-the-go to contain their trash. Clearly, the message failed to register with the faithful. If not for round-the-clock city cleaners, the route would be buried under trash, said an EcoWaste spokesman. Turning to a religious argument, the group reminded Catholics that Pope Francis included environmental cleanliness as a new imperative in his 2015 encyclical.

DID YOU KNOW?

Kirchham, Austria, population 1,800, affixes large, [swooshing yellow arrows](#) on the surface of the approach road leading into town. Locals are using the giant arrows to target the activities of litter louts. Each arrow marks a spot where litter has landed after having been tossed from a passing vehicle. They placed 300 arrows on a 0.6 km stretch of roadway and needed 100 more. The council of Kirchham says one cigarette butt can pollute 50 L (10 gallons) of groundwater. And fragments of metal and glass do end up in livestock's feed with deadly consequences.

HEADLINE LITTER GRABBERS (MAR 20 - 27)

Some of what made our News Reel this week

Someone put this senior in jail (3/22)

A senior, 75, in Kakogawa, Japan told police he choked a six-year-old boy who scolded him for littering a cigarette butt. The elder went after four boys who were playing as a group near home. The other three first-to-fourth-graders were able to run away.

The devil in dirty Dublin's details (3/23)

Dublin spent €669,676 in 2015 to pick up dumped bags of garbage, equal to five percent of all litter in the city. March 26 was billed as its biggest ever cleanup.

Kerry keeps its Irish eyes on the prize (3/22)

Four tonnes less litter needing collection in Kerry, IE in 2015: that's the good news for a place that's put a lot of eggs in the litter prevention basket. But for all its efforts -- three full-time litter wardens and seven traffic wardens investigating 787 littering cases -- 57 on the spot fines of €150 and eight court prosecutions were the result. Meanwhile, councillors say dumping on country roads appears to be getting worse.

Inmates chauffeured around in litter van (3/23)

In Itawamba County, MS inmates pick up litter. They ride to and from the job in a dedicated vehicle called "The Litter Critter". The sheriff says work details have been increased in light of a hike in roadside litter.