

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Swiss change tactics, not so polite

They tried to be nice about it, they really did. But now the Swiss town of Porrentruy has taken a hard line turn over littering after kinder, gentler methods during the past two years failed to control the problem. They even gave away pouches hoping to dissuade children from littering gum. "Now we're getting serious," the tagline warns of the town's new campaign introducing fines. Whether a jeté (throw) or laissé (left behind), such actions by adults with trash will draw a fine of 100 Swiss francs (€93).



Columbia studying New York trash

Pairing academia with the Big Apple may lead to answers to New York City's waste woes. Columbia University will take on a research project July 1 to September 30 for the Department of Environmental Protection, tracking how and what street trash winds up in city waterways. A data collection smart phone app is being developed, all part of a civic goal, OneNYC, of zero waste to landfill by 2030.

Above and right, two of the Porrentruy posters. Four in all, for gum, cigarettes, take-away food wrappers, and a plate, knife and fork reminding that a fine that size could purchase a gratifying candlelight dinner.



'Put your butt here,' Toronto told

With little fanfare, transit shelter boards went up in Toronto this week asking smokers to use the special opening in the city's Astral bins for disposing of their finished smokes. It's a drive to cut the number of cigarette butts flung to the street. The campaign runs until mid-July. One of posters is stationed outside the front doors of Toronto City Hall.



HEADLINE LITTER GRABBERS (JUN 12 - 19)

Some of what made our News Reel this week

Word of the week goes to Leith's ad man (6/15)

"Crapitalism": coined by Leithers Don't Litter co-founder Gerry Farrell in an Edinburgh Evening News op-ed.

Paris to step up with uniformed brigade (6/14)

Paris mayor Anne Hidalgo announced a new anti-civility squad of 1,900 will be in full force by September to police littering, fly-tipping and irresponsible dog owners.

Betting with butts on England's fate at Euro (6/13)

Swale's kick at curbing litter during Euro 2016 included installing six voting ashtrays, an increasingly popular concept from Hubbub UK. Smokers get to vote on topical soccer questions by depositing their cigarette butts appropriately in the slot that matches their answer.

Beach cleans are good for you: research (6/17)

Picking up shoreline litter isn't just good to do, it's good for you, says breaking research from Plymouth University. *Can Beach Cleans Do More Than Clean-Up Litter? Comparing Beach Cleans to Other Coastal Activities* studied three nature-inclined pastimes: beach cleans, rock pooling and hiking. University fellow Dr Kayleigh Wyles and her team found added benefits to participating in beach cleaning in particular compared to the others, i.e. most meaningful, most educational and affirming, greatest likelihood of long-term commitment and highest degree of well-being.

DID YOU KNOW?

A [California transportation survey](#) (Caltrans) reveals a rate of wilful littering and dumping officials did not expect to see. Nearly half the California motorists surveyed said they sometimes littered state highways. Roughly one in five said they had deliberately dumped trash such as tires and refrigerators by the roadside.