

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 11, 2016

## The latest from Ireland: Bin It Your Way in this pop-up Litter Lounge



Gum chewers, those who spit, stick or throw their chewed gum in the UK -- relax, put your feet up and enjoy disposing of your gum litter in a funky, pop-up Litter Lounge - the latest brainchild of [Chewing Gum Action Group](#), a government-industry hybrid. The travelling street display is the latest spark from [Bin It Your Way](#), the national effort for getting folks to shed their gum-littering habits. The display cleverly links the idea of not littering the street to not littering one's living room. Shown at left, is the pop up installed on an East London street.

### WESTERN AUSTRALIA TRIAL

Four months and \$185,000 will tell litter luminaries in Western Australia whether their [new Roadside Litter Prevention Project](#) works or not. "WA Naturally Thanks You" targets three highway litter hot spots and partners with six roadhouses along the route. They dispense free litter bags and encourage patrons to dispose of trash properly. Printing on the bags points to a website that leads to a quiz and helpful how-to information. Travellers on the Brand Highway, the Great Eastern Highway and the Forrest Highway will see promotional road signs as they go. The state-funded trial runs until December. If successful, it will be introduced to other highways in WA, roadsides being the largest generators of litter, according to Australia's 2015-16 National Litter Index.

**fyi:** Twenty giant [bottle crushers](#) are coming to 12 railway stations in India, part of the Clean India mission. Pitch in a plastic bottle, the machines will pay back in coupons or sweets.

### DID YOU KNOW?

The cultural practice of idol immersion on special days in Visakhapatnam, India is causing a huge worry about marine litter. Ganesh, an occasion at the seashore that attracts huge crowds coming to douse their idols, has led to an influx of garbage being washed into the sea, the [Deccan Chronicle reported](#) on Friday.

### HEADLINE LITTER GRABBERS (SEP 4 - 11)

Some of what made our News Reel this week

#### Ireland's new numbers show progress (9/5)

The annual Irish Business Against Litter survey has been released and it's mostly good news. [Kilkenny](#) once again topped the list as cleanest, but the real bright spot is the overall trend of towns being tidier, the IBAL survey numbers reveal. More than 90 per cent of the 25 cities and towns surveyed were deemed 'clean', half of them cleaner than the European norm. Cork (Farranree) and Limerick (Galvone) scored poorly as did inner city locales. Dublin had its best showing ever. Litter black spots and "disadvantaged areas" are where councils should turn their attention now, the findings say.

#### Singapore trains its ambassadors (9/5)

Don't just pick up, speak up! That's the message in training delivered to Singapore's Litter Ambassadors. The volunteer scouts assisting regular cleaners are told to interact with the public as they work, and educate people about recycling and waste disposal.

#### Woman petitions for improvements (9/8)

Colleen Voudren-McKusick won a laurel from her local paper in Greenfield, MA for starting a petition for trash bins at a popular swimming spot: 200 signed in a week.

#### For environmentally responsible smokers (9/10)

In Virginia a group has an online pledge for smokers who are ready to promise not to litter cigarette butts. Find it at [www.askhrgreen.org](http://www.askhrgreen.org)