

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

June 11, 2017

What's S-A-O-I-E? by Paul Cusack

Often we are looking for an immediate action, or perhaps a couple of measures that can fix a litter issue or manage it so we can move onto the next problem on your list.

The Size, Age, Origin, Impact & Effort analysis (S-A-O-I-E) is a method for looking at litter that will tell you much of what you need to know which in turn helps when deciding what types of actions (efforts) are required to fix the problem.

A quick summary of the S-A-O-I-E:

- **Size** – how big is the litter? If it is visible from 10 metres, it is large, if not its small.
- **Age** – there are only two options, fresh, within the last three to five days or mature, anything older.
- **Origin** – what routes did the litter take to get where it is.
- **Impact** – is understanding how harmful the litter is to business, people, the environment and behaviours.
- **Effort** – What's it going to take to manage the current litter and reduce future incidents of littering at and around the site.

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Seagull damage behind a Subway

We call this 'gull-duggery', the scene behind a Subway restaurant in Bath, UK. Poorly constructed bins and errant disposal practices gave seagulls the opportunity to attack and ravage, leaving this expensive, ugly mess.

Zilch's way is better, cheaper

Zilch UK claims to have a better way to beat back the daily blight of improperly discarded cigarettes and gum+. Group founder Quentin Brodie Cooper reports stellar results from the micro-bin, an inexpensive device he touts for rescuing cigarette butts and chewed gum before they hit the street, curb or footpath. Tried in Glasgow, micro-bins cut this type of litter by 80 percent. See details [here](#).

Cafés trade up to paper straws

A simple idea from [Beach Patrol](#) in Melbourne has made heroes out of ten local cafes that accepted the group's free offer to exchange their plastic straws for paper straws. Group leader Ross Headifen says the three-month trial aims to keep commonly littered plastic straws off the beach and out of the ocean, and customers applaud the move.

World Oceans Day prompts tour

Greenpeace ship Rainbow Warrior will embark on a multi-country tour, "Less Plastic, More Mediterranean", to draw eyes to its latest study reporting that 96 percent of that sea's litter is plastic. An onboard team will engage in education, political lobbying and research, stopping at several ports in Spain, Italy, Croatia, Greece and Bulgaria.

DID YOU KNOW?

Announced on Friday, Sustainable Coastlines Charitable Trust will receive \$261,250 from the New Zealand government to undertake a one-year [independent review](#) of public litter and littering interventions.

HEADLINE LITTER GRABBERS (JUN 3 - 10)

Some of what made our News Reel this week

Hollywood helps choose short film winner (6/9)

Student moviemaker Carson Strassman, 14, narrowly edged out Hershey Liss, 13, to take top prize in Sea Shepherd Conservation Society's short film contest for World Oceans Day in LA. "Oceans" was picked as Sea Shepherd's new public service ad. The competition paired a cinematic arts middle school in Sherman Oaks with a judging panel of Hollywood industry cream. The top two will have their entries professionally produced.

Paralympic Games hosts litter pickup contest (6/6)

To promote the 2020 Olympic/Paralympic buzz a litter collection competition, "Sports Gomi Hiroi", took over part of downtown Tokyo on World Environment Day, June 5. Twenty 5-person teams of athletes, sponsors and others raced to pick up the most litter, with points weighted according to the type of litter collected.

Tennessee's campaign fresh out of the gate (6/6)

Launched this week, [Nobody Trashes Tennessee](#) is a fresh, research-based campaign from the state DOT. Statistics show littering among women 18-34 is up.

From makeup artist to Indian movie maker (6/5)

After Indian movie makeup artist A V Ratheesh saw actor Dulquer Salman picking up and disposing of plastic litter on the set he decided to make a film about careless littering of plastic. His 15-minute piece had its release Monday. It stars famed child actor Ilhan Laviq.



YOUR SPACE

Experts share their insights and tricks of the trade

“Size – Age – Origin – Impact – Effort, a technique for litter analysis”

by Paul Cusack

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A quick summary of the S-A-O-I-E;

A significant amount of litter is made up of small pieces like cigarette butts and chewing gum; it's the larger more visible bits of litter that create the eyesore. They are the bits that everyone can see, that's what people primarily judge the place by. Managing those larger pieces of litter promptly has a significant impact on people's perceptions.

If, when you visit a site and see a whole bunch of old and ageing litter but minimal fresh litter you don't have a littering problem, you have a cleaning problem. The good news is it's an easy fix, clean up, monitor and maintain. Finding a combination of fresh and mature litter indicates longer-term issues and you can plan appropriately.

The concept of origin is not so much where did the litter come from, but also what route did it travel to get here. It is about understanding the; purchase – transport – consumption and disposal points.' With that knowledge, you can insert bins, signs, cleaner's other education messages that encourage better disposals. They are known as 'efforts', if a person is consuming a drink as they walk and notice a cleaner, a bin and perhaps a sign then are far more likely to do the right thing.

Getting these different interventions or opportunities in front of people is why you look for the origin of litter. It's not about getting all of them at once, but identifying where one or some of them will make a difference.

The impacts of litter often depend on your point of view, some see it as environmental, others visually and even the economic damage it creates. My recommendation is to look at litter from a financial aspect if its impacting businesses then you have severe local problems. The other outcome from fixing litter that is impacting your local businesses is you will have a whole bunch of grateful people to work with into the future. When business's, their employees and your organisation are lined up and working together you generate results.

And finally the effort, this is where knowledge of your organisation will improve your outcomes.

There will be no silver bullet to solve a litter problem. It's going to take multiple efforts that all add up to an improvement you can be proud of. One sign about litter won't stop it but it can reinforce the importance of litter to everyone who reads it, and they behave in the future. Little efforts build upon each other.

The analysis of litter can be as complex or simple as you make it, this S-A-O-I-E concept is designed to get you to decisions faster. Applying a clean-up to a bunch of old litter is great, litterbins work for ongoing litter, and enforcement can work for a new location with only fresh litter. Looking at litter will lead to decisions, all that's left is for you to apply the right one.

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