

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

November 24, 2013

TORONTO PLOWS AHEAD WITH MORE ATTENTION TO LITTER

A city committee has OK'd the start-up of a working group to look at what more can be done to reduce litter in Toronto, a result of advocacy spurred by the Litter Prevention Program last March. On Wednesday the committee also called for a further report from staff to examine various litter-ridding campaign strategies. Downtown Toronto's vibrant Annex neighbourhood took matters into its own hands Saturday when a mass of residents took part in "Litter and Glitter Clean Up and Gala". After clearing litter participants walked the red carpet at the locally iconic Bloor Street Cinema and celebrated.

Litter and poop summit: NI

TIDY Northern Ireland brought together councils across the region for a Litter Summit, Nov. 13 at Mossley Mill. Littering and dog fouling topped the agenda because they cost councils £40-million a year to clean up. In 2012 councils issued 4106 fixed penalty notices. NI Environment minister Mark Durkhan urged council reps to be even tougher on offenders. Delegates shared ideas on effective enforcement, education, media campaigns and public engagement.



Photo, right, UK town's litter experiment on Bishopsgate to illustrate what happens in 24 hours of a city not clearing litter from this side of the street.

DID YOU KNOW?

One week after Vancouver launched a pilot program to collect and recycle cigarette butts from new receptacles in its downtown, Toronto is deliberating whether a large-scale tobacco filter recycling program could work in TO.

OUR PRESS CONFERENCE MAKES WAVES



A wave of media attention followed Friday's release of "Litter Control In Ontario: No Time To Waste", the first annual progress report on the status of littering in Canada's largest province. (It's on our site!) Author Sheila White used the occasion to showcase new bins that the national beverage industry arm, CBCRA, proposes to fund in Ontario. Coverage of her Queen's Park press conference travelled well beyond Toronto via Canadian Press, Huffington Post, the city's largest radio stations, newspapers from St. John's to Vancouver and yahoo.com.

Pictured left, SHEILA WHITE and CBCRA Chair JOHN CHALLINOR promote 'Recycle Everywhere.'

HEADLINE LITTER GRABBERS (NOV 17 - 24)

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

Sign of the times in Townsville (11/17)

Welcome to Townsville, AU, where Cllr Gary Eddiehausen has a sign you can't miss: "Littering is a Crime: Rub Out Rubbish. Litter isn't just ugly. It kills our environment and costs us money. Bin it where it belongs." There they have a \$220 fine in force.

Mayor dumped after dumping charges (11/16)

Facing dumping charges from the Ministry of Natural Resources, Georgina, ON Mayor Robert Grossi was removed from his post as chair of Lake Simcoe Region Conservation Authority this week.

Singapore cited as model for Durban anti-litter drive (11/19)

Durban has picked Singapore as its model for a coming crackdown on litter in the South African city. Municipal manager S'bu Sithole has promised fines or jail time for people caught littering or urinating in the streets in metropolitan eThekweni. The city will also start an education drive, Sithole told The Mercury newspaper.

Enlightened idea for city's parade (11/19)

Fort Worth has ignited a bright idea for its Parade of Lights Nov. 29 to ensure people bin their waste or take it home. "Help the Reverse Litter campaign make it the Cleanest Parade in America," the promotion reads. Volunteers are offered a VIP ticket in return for handing out litterbags to all parade goers, educating and ensuring a tidy site.