

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

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**AN ARRESTING Louisiana poster, pictured at left, conveys the message: "Hold on to your litter. Use a bag or face the law."**

## Amsterdam program pays alcoholic litter pickers in beer

The Rainbow Group, a private, Dutch-funded agency in Amsterdam, blends harm reduction and litter reduction into a progressive cocktail for alcoholics who take jobs picking up litter. Workers get paid in beer. Twenty alcoholics work 9am to 3pm and receive extended beer and smoke breaks and a hot lunch free.

## IRELAND LISTS ITS CLEANEST AND DIRTIEST

IBAL, Irish Businesses Against Litter, has crowned its cleanest and revealed its dirtiest cities and towns. The Anti-Litter League crown went to Kilkenny for a second straight year, the first town to achieve that feat since the awards came to be in 2002. Cavan placed second, Tramore, third. After Monday's ceremony local papers crowed about good standings or lamented where rankings slid like in Galway. In all, 19 towns were cleaner than European norms, 16 met the standard and seven failed to make the grade: Tallaght, Dublin Airport environs, Mullingar, Tipperary, Portlaoise, Castlebar, and Dublin Inner City North, a "litter black spot" and the worst of 42 sites.

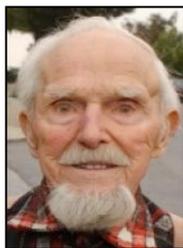


## RETURN OF THE WOMBLES

Mark 2015 for a modern remake of The Wombles on Britain's Channel Five. The popular animated TV series about pointy-nosed, litter picking critters from Elisabeth Beresford's 1968 book will again involve musician Mike Batt, whose original Wombles songs became UK

## He was New York's Mr. Clean

German immigrant toymaker Carl Berner left a legacy of litter-less living upon his passing Monday at age 110. In 1938 Berner founded a civic group in New York's Middle Village that continues today as Juniper Park. In 2006 Mayor Michael Bloomberg and the NY Sanitation Department paid tribute to Berner, whose trademark became the trashcan and broom he carried with him for scouring his community. New York Daily News gave nod to Berner's anti-litter efforts the day following his death. Reportedly he ate oatmeal every morning through to his ripe old age.



## HEADLINE LITTER GRABBERS (JAN 5 - 12)

Some of what made our News Reel this week [litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Plastic Weekend in Brunei could be stretched (1/8)

NGOs call for a plastic ban, at the very least an extension of Brunei's Plastic Weekend, a supermarket-based reduction drive that eco-groups say should be ongoing.

### Jordan launches anti-littering campaign (1/8)

At Mayor Aqel Biltaji's launch of Jordan's latest litter-fighting plan British Ambassador Peter Millett honed in on the pocketbook benefits of a clean city. "Tourists prefer to see a country that looks after its beauty spots."

### Littering religiously not part of this plan (1/9)

Twelve million devotees virtually ensure every year that the nine-day feast of Black Nazarene is grossly littered. This year the Archdiocese in Manila had 100 church volunteers out dealing with the litter deluge. Pleas from authorities beforehand tried to stem the flow.

### This Indian railway rails against station litter (1/11)

India's south central railway reports 50,668 have been fined for littering, spitting or urinating in its stations during the first nine months of 2013.

### Litter pickers get wheels in motion (1/11)

Norman Whittaker, local government minister in Kaieeteur, surprised litter pickers at the Haags Bosch landfill site with a gift of new bicycles for their efforts.

## DID YOU KNOW?

Roanoke County, West Virginia, has created a new mandatory minimum of ten hours of community service for individuals caught littering. *[SB 1166 (2013)]*

Signs across the county will advertise the penalty and the introduction of a real-time website reporting program for littering.