

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 11, 2014

Human litter discovered at deepest depths of the oceans
 Europe's oceans are in deep trouble due to littering, says a new international study of the Mediterranean, Arctic and Atlantic sea floors. Evidence of "human litter" was well documented by experts from 15 organizations led by the University of Azores and funded in part by the EU. Plastic – bottles, bags, and fishing gear – dominates. Glass, metal, wood, pottery, paper, cardboard, etc., are also in the mix. Litter accumulation resembling "garbage dumps" has reached the most remote areas of underwater terrain well before humans have arrived to explore. The study collaborated with Plymouth University's 'Mapping the Deep' project.

Entertaining ash pole rewards smokers

Shown at right, this unusual ash receptacle plays music and runs a colorful display of flashing LED lights each time a cigarette butt is correctly deposited in it. It's the Fumo smoke pole – launched May 1 for public spaces by the three-person design firm loglo from Hilversum, The Netherlands and Istanbul, Turkey.



www.loglo.com

Killer Litter

Rare birds, Australia's cassowaries, are being lured to their deaths on the roads by food waste that people have tossed from cars.



HEADLINE LITTER GRABBERS (MAY 4 - 11)

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

- ← **Camden makes good on promise to crack down** (5/6)
 True to its word to show zero tolerance for littering and dog fouling, Camden, UK has registered 600 fines and 30 courts summonses for those offences in five months = £48,000.
- Zimbabwean songster and Earth Queen dig nature** (5/7)
 Recording star Sabastian Magacha and Miss Earth Queen Zimbabwe Samantha Dika tour schools as local celebrities against litter who want to be environmental role models.
- Trash in fashion – "junk couture" hits N. Ireland** (5/7)
 The Big Spring Clean event in Northern Ireland aims to attract 100,000 student volunteers. Some of them, already into the spirit, paraded down a catwalk modeling "junk couture" – high fashion apparel made from littered items.
- Bank donates garbage trucks to Jakarta** (5/4)
 In Jakarta, corporate help with litter fighting has more currency with government than monetary donations. Bank of Mandiri donated three state-of-the-art garbage trucks as an act of goodwill. Jakarta's deputy governor is voicing frustration over the slow pace of behavioural change around littering.
- Innisfil looks to toughen up its anti-littering stance** (5/8)
 On May 8 the town council of Innisfil, Ontario requested its staff to review a no-litter law and the idea of signs to deter littering.



camdenlabour.org.uk

DID YOU KNOW?

Stars are aligning June 1 to kick-off Pickin' Up Tennessee, one month of music, scenic photography and community cleanups. A 20-stop concert tour and soundtrack, online video and social media presence will send home non-profit Scenic Tennessee's anti-littering campaign theme: "Love the land. Lose the litter." www.PickinUpTN.org