

# THIS WEEK IN "LITTERLAND"

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

May 18, 2014

## Manitoba pops the cork

Canada's beverage industry is celebrating good numbers from its investment in Recycle Everywhere, a province-wide program of aggressive recapture in Manitoba, Canada. In three years, diversion of beverage cans, bottles and boxes shot from 42% to 61%, is on track to divert 75% by end-2016, industry group CBCRA is reporting. It says litter is less evident.



THE FUTURE IS IN OUR HANDS

## ONTARIO LITTER SURVEY PUT TO PARTY LEADERS

Political party leaders in Ontario, Canada are being polled on littering ahead of the June 12 provincial election. It is believed to be the first time a questionnaire on littering has been put to people running for office. Leaders of the Liberals, Conservatives, New Democrats and Greens have been asked to respond by June 4 to questions on issues such as litter taxes, enforcement, legislative changes and industry-funded recycling. Members of the public are encouraged to cast their votes and have their opinion counted.

<https://www.surveymonkey.com/s/S66FG7>

## UK FAST FOOD PACT UNWRAPPED

Powerhouses on the British sip and snack scene have signed an unprecedented pledge to tackle litter education as a new core corporate social responsibility. McDonald's, KFC, Domino's Pizza, Coca-Cola and Wrigley (UK) promise new litter-detering product designs, labeling and other behaviour influencers. Their new laser-like focus on litter was announced in the House of Commons on Thursday at a meeting of the Tidy Britain All Party Parliamentary Group.

## PACKAGERS DECLARE ALL-OUT WAR

The environmental research arm of Britain's packaging industry, INCPEN, sounded a war cry this week, calling on all sectors - individuals, banks, newspaper publishers, post offices, manufacturers and retailers - to stamp out litter in consort with government. In both initiatives, Keep Britain Tidy played a key advocacy, research and support role.

## DID YOU KNOW?

Travel lovers: Raspins Beach is Tasmania's cleanest. Australian Clean Beaches judging is now underway. In the running: Whyalla, Fingal Head, Nhulumbuy among the nation's beauty spots looking to rip the yearly title away from Currumbin for least littered, most pristine.

## HEADLINE LITTER GRABBERS (MAY 11 - 18)

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

### South Carolina dirtiest, says 2014 scorecard [5/13]

On this list, first is worst. The nonprofit National Anti-Litter Group 2014 Scorecard names South Carolina as the most littered US state. Nevada was ranked second trashiest.

### Shakespearean twist to a modern message [5/11]

On Green T Street in Jamaica Plain, MA, a litter sign grabs attention with its tad of old English. "Please do not discard cigarette butts or wrappers. We beseech you," it says.

### Litter gets academic respect in Nova Scotia [5/11]

Give Dalhousie University a diploma for including litter as a subject for May's student course work at the Faculty of Agriculture and Rural Studies (Course SPEC 4009). Funded by Fulbright Canada and led by Dr. Deborah Stiles, the project flows from a youth think tank, Changing Littering's Unkind Behaviour in the East River Valley (C.L.U.B. E.R.V.).

### Litter & Glitter a trendy new way to clean [5/15]

A cleanup idea is catching on in Toronto, a twice-yearly event where they roll out the red carpet and treat their volunteers like movie stars. Litter & Glitter, complete with its gourmet luncheon, live jazz and exotic prizes, may resurface as a new city competition backed by big sponsors later this year. The brainchild of Annex resident Neil Stephenson and powered by grassroots downtown neighbourhoods, this initiative remains on Litterland's "one to watch" list.