

# THIS WEEK IN “LITTERLAND”

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

June 1, 2014

## Toyota is in the driver's seat

Malaysia has reason to be revved up over a litter education program. Auto giant Toyota jumped behind the steering wheel 14 years ago. UMW Toyota Motor president Datuk Ismet Suki touts Toyota's eight rules of problem solving, used by the company worldwide, for finding litter solutions. The automaker issued a challenge in February to 16 schools and the Toyota Eco Youth program will award cash prizes for the best ideas.

Using the 8-Step Problem-Solving Methodology, one identifies a problem, understands the situation, sets targets, analyzes the cause and effect, drafts and implements countermeasures, checks the results and standardizes control.



**SPREAD THE BLUE!**

Now clean up groups the world over can see the impact of their efforts on the environment in real time and have it count for something. One+One is a global litter-tracking app from California creator David Boulanger. It itemizes, weighs, records and tracks cleanup tallies, helping to chart progress and formulate metrics from everyone's hard work. Interested in testing the recently launched Beta Version of One+One? Boulanger can be reached via [www.oneplusoneco.com](http://www.oneplusoneco.com)

## DID YOU KNOW?

This week the government of Guyana announced a delay of unspecified length in its move to ban polystyrene packaging. Meanwhile, the ECHO Green Ambassador Program in Guyana to reduce littering by 25 per cent among youth kicked off too.

## Is Scotland Succeeding?

Results of Scotland's 18-month mission to attack litter drew fierce fire from government opposition critics, who describe the effort as lackluster. Environment Secretary **Richard Lochhead** finds himself on the hot seat after promising to create a



litter-free legacy in honour Scotland's hosting of the Commonwealth Games, Ryder Cup and yearlong Homecoming 2014 tourist push. Eyeing from abroad, *Litterland* sees nothing but hope for a country that leads with an intention to

address litter and has already raised the fine universally to £80. This week Scotland approved a nationwide fee on carrier bags and will release a National Litter Strategy and ad blitz in June. Too late, say political opponents. About time, we counter.

## HEADLINE LITTER GRABBERS (MAY 25 – JUN 1)

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

### Entrepreneur pays in pennies to protest littering fine (5/27)

A murder mystery theatre presenter paid his €150 "litter pollution" fine under protest in one and two cent coins at Galway City Hall. Entrepreneur Bruce Henry was nailed for putting up a poster advertising his "Murder on the Menu" show. Clutching a weighty bag of coins, he argued his action was no different from politicians' election signs plastering the town.

### This litter contest has staying power (28/5)

Sustainable, durable, Pennsylvania's Lens on Litter photo contest has been around for 30 years and leads authorities to all the hot spots needing action. Top prize this year is \$1000.

### Amazing Race centers on litter and waste (5/25)

Alberta Environment Week wrapped up yesterday in tandem with the finish of an innovative Amazing Waste Race, in which schools competed to best the rest in recycling collection and litter reduction. At press time, Timberlea School had a commanding lead in point totals.

### Both bears and people at risk due to littering (5/30)

Reports of bears interacting with litter surfaced in Calgary, AB and Revelstoke, BC this week. Rangers warn littering endangers bears by drawing them away from natural food and habitats, and puts humans at risk as well because they foolishly exit their vehicles with their children to take photographs.