



THIS WEEK IN “LITTERLAND”

www.litterpreventionprogram.com

June 29, 2014



The Litter Letter Project Makes You Think

A brilliant idea, bold structures contain an alphabet soup of litter

Artist sends a clear message

You cannot miss the words popping up in Louisiana these days. Artist Rachael Hatley has hit on a sure winner for opening eyes to the littering problem. The British-born transplant came up with the Litter Letter Project after enrolling in art school at York College, which heartily backs her idea along with Keep America Beautiful and others. Teams fashion oversized letters from wire and plastic to spell words like “CARE”, “PRIDE” and “CHANGE”. They are filled with litter collected locally and placed on display (photos, left). We would not be surprised to see other places pick up on this concept.



A Reminder!!

Wise words from Grace Fu, Second Minister of the Environment and Water Resources, as Singapore toys with adding naming and shaming to its range of tactics against litterers: It is important to target the action, not the individual, she said during a government-led consultation.

HEADLINE LITTER GRABBERS (JUN 22 – 29)

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

Jamaica launches Clean Coasts Project (6/27)

A tidy sum of \$34-million in public funds will go to Jamaica Environment Trust for a one-year Clean Coasts Project.

Boxer caught peeing in public must pay (6/24)

An inspector in Cebu caught Filipino boxing star Rey “Boom-Boom” Bautista urinating on a public roadway.

Under City Litter Ordinance 1361 the former WBO featherweight champ will face court action if he doesn’t pay the (no pun intended) P500 fine in seven days.

Site has all the ins and outs of butt litter (6/25)

Tired of nagging your friend, the littering smoker? Link that person to Legacy Foundation’s website. This heavily funded US agency wants to stamp out tobacco litter one flick at a time. www.legacyforhealth.org

Birds to blame for litter this time (6/23)

Seagulls have driven traders in Broadstairs, Kent to squawk for overnight trash pickup to foil the messy pickers.

Clean sweep meant to keep vendors in line (6/23)

In Roxas City, Philippines, brooms are part of city council’s battle to have market vendors comply with solid waste rules. Offenders must sweep up litter around the Teodoro Arcenas Trade Center instead of paying the fine,

DID YOU KNOW?

East Lindsey District Council this week embarked on a Responsible People campaign, a parcel of newspaper ads and poster messages aimed at putting a stop to wanton dog messes, littering and dumping. Each year the council receives 2900 complaints about dog fouling and illegal waste issues.

On July 1, have a Happy, No Littering Canada Day



Manitoba set green goals, worked with industry, set up a Recycle Everywhere program, sparking a jump in diversion to 61% today from 42% in 2011. While Ontario dithers, Manitoba has charted real results.

Oh-Oh, O Canada

Canadian News

Promoters of Amnesia RockFest in tiny Montebello, Quebec heard complaints about litter, leading them to promise more cans next year. With a name like that, let's hope they don't forget.

St. John's, Newfoundland has opted to green-light \$53,165 for work crews to tidy its most notoriously littered areas despite the province's refusal to partner with the capital city.

Ontario has a new Minister of the Environment: Glen Murray. We urge this former Winnipeg mayor to adopt an activist stance like in Manitoba where diversion rates are shooting up and litter is measurably less.

Judging from their cute and clever posters, Susan King's Grades 2/3 students at Burnham School in Cobourg want to colour butt litter gone.



Above, the ECan, a sensor-equipped garbage can. At right, a litter boom and trap in Cooks River, AU - heavy artillery for the fight against littering.

What if not littering trash could earn you cash? That's the concept behind ECan (right). It senses, detects and then rewards for deposited items with Emrals, the term coined for this virtual currency, the 'Bitcoin' of litter prevention. The idea being fleshed out is to create an incentive for not littering by having a system to exchange Emrals for products or cash. Three of these cans are set up as a game in Brooklyn, NY.



Summer Schedule

Happy Canada Day, July 1. Litter never takes a holiday, and *Litterland* will be dogging its telling, global trail throughout the summer. Please note, however, that both the website and news magazine are on flexible timetables during the months of July and August.