

# THIS WEEK IN "LITTERLAND"

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

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PHOTO: WALMART CANADA

## Does your Walmart Canada store have one of these? If not, just ask!

A unique partnership in Canada between a retailing giant and the makers of Ziploc bags aims to capture plastic bags and film for recycling before they end up as litter or landfill. Walmart Canada welcomed in SC Johnson and the Canadian Plastics Industry Association to "re-energize" the chain's seven-year-old, in-store collection drive, said Walmart spokesperson Andrew Telfer. All plastic bags, not just Ziploc products, are acceptable in the newly branded bins slated for all but three Walmart locations across Canada (Yellowknife, Whitehorse and Labrador City). As the first "baby steps", Jennifer Daniel, project lead for SC Johnson, says field teams have pinpointed 50 of 400 stores where bins are missing or broken and need replacing. Provided plastic and film are reasonably clean and dry, customers can return bags used for carrots, bread, sandwiches, dry cleaning and shopping, and excess cellophane wrap and packaging. No bin in your local Walmart? Speak to the store manager, Telfer advises. SC Johnson's audits later this year will contribute to the body of research on recycling habits, levels of participation, reclamation and recapture rates.

## HEADLINE LITTER GRABBERS (AUG 31 - SEP 7)

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

### An app that locates dustbins!



A free, interactive app that helps map and find trash receptacles is now at your disposal via [amazon.com](http://amazon.com). Inventor, Muhammad Babar, 24, an Android framework engineer in Rawalpindi,

Pakistan, told *Litterland* he wanted to invent something to help humanity. He came across a dustbin and the idea hit him that by creating a GPS locator for trash and recycling bins, the app would encourage people to identify, find and use them, and be rewarded with points and medals. Babar hopes to go global with his device.

## DID YOU KNOW?

The well-meaning, do-good app mentioned above is worth promoting. Maybe it will become universal. Search for the free download: Applab Studios "Dustbin Finder" on [amazon.com](http://amazon.com).

### Western Canadians loathe littering most (3/9)

A new Insights West poll on irksome illegal behaviours reports that 92 per cent of Albertans and 94 per cent of British Columbians see littering as the most upsetting one from a list of 14, including smoking marijuana, jaywalking and illegitimate use of disabled parking spaces. Company VP, Marcus Canseco, says a national poll would be worthwhile.

### Hong Kong takes dim view of lighting lanterns (6/9)

Mindful of China's littering problem, the government of Hong Kong issued a call to all not to burn candles or fly sky lanterns during this year's traditional Lantern Festival.

### London launches a giant butt litter campaign (3/9)

Keep Britain Tidy has fuelled London City's monstrously theatrical series of eye-arresting ads and stunts geared to curtailing cigarette butt littering. Giant-sized, replica cigarette filters, some with lipstick, are seen to be marring locations ranging from a monument to a pub entrance. Across the ocean "Butt It and Bin It" was the theme of Keep Australia Beautiful Week, which just concluded.

### Egad! E-litter makes an unwanted debut (4/9)

A new type of litter has surfaced. Paraphernalia related to electronic cigarettes is now being officially documented as a category for the first time.