

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

October 5, 2014

GOING ALL THE WAY IN BATHURST, AU

Charles Sturt University and Bathurst Regional Council have forged a unique bond over litter eradication, helped by a \$93,000 environment grant from New South Wales. Until June 2015, students, faculty, council and staff will be devoted to "Hey Tosser! Bathurst" programs and promo.

Getting the message out



Above, Chesham's campaign poster. What about a global contest and a prize for the best of class?

DID YOU KNOW?

The website mashable.com took a close look this week at ongoing democracy protests in Hong Kong from the vantage point of tidiness, giving organizers top marks for ensuring a scrupulously pristine scene – no littering, no alcohol, no graffiti. Protesters are inspired by Ghandi's teachings.

INDIA CLEANING UP FOR GHANDI

Prime Minister Narendra Modi pledged Thursday to do his active best to clean up India by October 2, 2019, the 150th birthday of the revered spiritual leader, Mahatma Ghandi. The PM signed a pledge to spend 100 hours cleaning up litter and promised to persuade 100 people to stop littering for good. He called on all 1.25 billion Indians to do the same in the name of Ghandi's goal of cleanliness. Modi's initiative has serious funding behind it, and has an added plus - spurring cabinet ministers to grab brooms, engage in surprise workplace inspections and preach the litter prevention message. *Litterland* believes Modi's push to be unprecedented among world leaders. Can India show up the rest of the world? We hope so.



PM NARENDRA MODI

HEADLINE LITTER GRABBERS (SEP 28 - OCT 5)

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

Newfoundland's capital might make waves (9/30)

St. John's Council will vote this week on a motion to move more quickly against businesses that defy anti-litter laws.

A crisp, sweet deal from cracker company Parle (9/30) Indian biscuit and sweets maker Parle Products will launch a litter-free campaign during the nine-day Navratri festival.

Philly cleans up, but not in the fine department (9/30) Philadelphia's SWEEP program reports \$26 million in litter-related fines were collected since 2009, but \$70 million more are outstanding over the same period.

Crabby over ad depicting littering in Australia (10/1) Mobile phone maker Telstra rang up controversy and a formal complaint with its latest ad depicting a man littering a beach with cellophane and cardboard packaging from his newly opened device. The ad's last frame shows a hermit crab living in the littered box on the sand.

Rah, rah, Westwood High, for Litter-free Games (10/3)

A Westwood High student-run program whose endgame is to make the South Carolina campus a litter-free zone kicks off at an October 10 football match. Each fan entering the stadium will be met by a student and given a bag expressly for carrying out remnant personal trash. Litter prevention group PalmettoPride backs the effort.