

THIS WEEK IN "LITTERLAND"

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November 9, 2014

South African city declares war on littering

The Municipality of Msunduzi is looking to have prisoners pick up litter as part of their rehabilitation. This is one of the measures being touted by Mayor Chris Ndlala, who is said to be leading a "crusade" for cleanliness in the capital of Kwa-Zulu Natal province. In declaring war on lawlessness, including littering, the city plans to step up enforcement and augment its daily street cleaning crews as well as consider using prison inmates.

Liberian street cleaners report shabby treatment

In Monrovia the job of street cleaner comes with harassment hallmarked by insults and disrespect from the public, workers complain. "The moment we get through sweeping, people will drink water and drop the plastic in the street," said one.

India launches national ad

The Clean India campaign isn't wasting any time relaying its message. Ad agency GREY Delhi is preparing to roll out a 60-second television commercial in ten languages on all major networks across the nation publicizing the Prime Ministers "Swacch Bharat" initiative, a five-year plan to make the country sanitary and clean. The Year One ads take the approach of shaming littering behaviours. Jeers are heard in the ad when littering is portrayed while cheers accompany the depictions of litter being corralled correctly.

Municipality jumps onboard

PM Narendra Modi's clean campaign received another boost this week. The Brihanmumbai Municipal Corporation announced it would begin suspending the licenses of restaurants and shops whose managers fail keep their store frontages free of litter.

DID YOU KNOW?

Manchester now goes after litter bugs seven days a week as part of a Council-orchestrated crackdown in response to residents' concerns. A dedicated team is on the lookout for litterers. Officers will hand out £80 on-the-spot fines. Anyone refusing to pay will have the matter taken to court.

SAYS IT ALL

At right: A sign sits on First Avenue in The Hill, in South Johannesburg. It is sponsored by Solid Developments, a real estate firm specializing in retail development.



HEADLINE LITTER GRABBERS (NOV 2 - 9)

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

Killer litter on the (high) rise {11/4}

Singapore's problem with those who hurl items from balconies is severe. An astounding 2,200 cases of high-rise littering were reported in the past year, new government figures reveal.

If littering smokers stop, they can shop {11/3}

In December Wandsworth, UK will pilot a program that will give littering smokers a £30 shopping voucher if they quit smoking.

Litter guru ad exec lends helping hand to Clinton {11/7}

The New York Times reports Hillary Rodham Clinton may get handcrafted presidential marketing help from longtime family friend, Roy Spence, the adman behind the iconic "Don't Mess With Texas" brand of cleanup campaign.

Parle Products funding litter education {11/3}

Snack maker Parle Products enters phase two of its corporate investment in litter education with a contest in West Bengal. Sixty jurisdictions in Hooghly will compete to be the most tidy for cash prizes from celebrities and litter-free signs for their area.

Smokers live to regret one day in Cebu, Philippines {11/6}

Cigarette puffers felt the heat in Cebu last Saturday. The city racked up 378 charges for littering, mostly for castoff butts.