

# THIS WEEK IN "LITTERLAND"

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

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## MEET MANGETSU MAN

He is current the darling of do-gooders in Tokyo. Lavender-suited Mangetsu Man is Japan's mascot of conscience, a yellow-headed clean freak frequently seen tidying streets, mingling and posing for photos. Countries like India envy Japan's culture of cleanliness and the citizens' personal responsibility regarding litter. As India strives to deliver on a five-year "Clean India" plan, now in its sixth week, indianexpress.com columnist Saritha Rai notes the keys to Japan's success include early training and ingraining littering as a social taboo starting at a young age. Garbage crews carry status.

"In many countries, school kids run after ice-cream trucks. In Tokyo, children run after the garbage trucks."  
- Takanobu Iwasaki, Tokyo Dept of Environment

## HEADLINE LITTER GRABBERS (NOV 9 - 16)

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

## WINNER'S CIRCLE

Roanoke County in West Virginia can rightfully crow about outcomes after Year One of its litter prevention strategy. Riding high on winning the regional Summit Award for public relations in America – the best green program for a modest budget – county folks hope their program will spread across the Valley. Their blended formula, a mix of billboards, warning letters from police and maybe a small fine resulted in a significant drop in litter accumulation.

## DID YOU KNOW?

Sydney, Australia's one-year trial of reverse vending machines rang up impressive numbers in its first three months. Two units raked in 40,000 cans and bottles since July, exchanging containers for food truck vouchers, donations to charity or a chance at tickets to a coveted New Year's Eve bash. One in five participants chose to donate to charity.

**Heaping on shame as a way to bring change** [11/12]  
Barnsley Council feels no shame in naming people who befoul the environs. Get caught littering as much as a cigarette butt and one could find one's name published in the local newspaper after a guilty finding in court. Four litter louts were named this week for sullyng Barnsley town centre.

**In-ground "rice cooker" bin attracts usage** [11/13]  
A new kind of giant, lidded bin built into a Taiyuan street in Shanxi Province can't help but attract attention. Nicknamed the "rice cooker", the recessed plastic tub –1.9 meters in diameter and 2.8 meters deep – is proving popular.

**Trick-or-treat trash may bag bigger fines** [11/12]  
Halloween candy wrappers are the last straw for Fine Gael Senator Catherine Noone. She hopes high fines will spook people into being more responsible with treat trash.

**Prime Minister of Georgia following through** [11/10]  
Georgian PM Irakli Garibashvili said fines for garbage infractions are about to increase dramatically, declaring littering his nation's priority problem, News Georgia reported.

**Top review for chewing gum movie – 'two gums up'** [11/9]  
Dark Side of The Chew, a Canadian documentary on chewing gum, will debut on TVO in 2015. "Wads of good information attractively packaged in deliciously digestible bits."