

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Great Horned Owl, Nov. 8, 2014
Photo: Alex King

STATEN ISLAND HAS "TWO-FER TUESDAYS"

Radio station Q104.3 and Staten Island's borough president have teamed up to launch the yearlong Two-Fer Tuesday campaign. It calls on all to pick up and dispose of two pieces of litter every Tuesday. Prizes of concert tickets, apparel and CDs back up the promotion, geared to keeping city streets cleaner. Deem it commendable that a media outlet and city have paired in this way. Seems easy enough to do, and perhaps other jurisdictions will replicate the Two-Fer concept and propel a new global trend.

On Nov. 12, a transparent, plastic tower sculpture, measuring 12 ft. x 3.5 ft. and designed to receive and showcase litter, had its unveiling in front of Newbury Elementary School. UK litter artist Carol Baum spent two-and-a-half years pushing the project and working on it with students from three schools.

TOO MUCH INFORMATION

Would that we could spare you the details. Councillor Maura Hopkins, Dublin, posted this photo (right) wanting all to see why her frustration mounts over littering in parks. For the record, that's four soiled diapers, five juice and candy packets and an orphaned polyester garment caught in a single frame.



HEADLINE LITTER GRABBERS (NOV 16 - 23)

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

They don't want cigarette butts Down Under [11/16]

New South Wales, Australia has banned cigarettes from its 860 national parks. An official estimate pegs the number of littered butts at 7 billion per annum nationwide.

British government seems to have right idea [11/17]

A government committee document outlines Britain's moves to make littering as socially unacceptable as drinking and driving. From better empowering municipalities to pursuing tobacco companies for funds to spark a "cultural change", a packet of ideas is on the table for priority implementation.

Case of the missing shopping baskets solved [11/17]

A slew of shopping baskets vanished from Asda supermarkets in Dundee, Scotland. Customers started stealing them in droves rather than pay the newly imposed, national 5p fee for each plastic carrier bag, prompting the retailer to look at locking systems for the baskets.

Flooding in Harare blamed on drains [11/18]

The government in Harare has blamed citizens for the litter-clogged drains that caused recent severe flooding. This didn't sit well with locals, who say the city's street cleaning is poor.

Bank in Malawi puts bucks behind litter prevention [11/17]

NBS Bank presented a K2million cheque towards the Keep Blantyre Clean and Green initiative in Malawi, Africa this week.



If the goal is to have people not litter, attractive bins can help. People like clean bins. Pictured, left, is the 501B-Brunelleschi-premium bin for butts on top and trash below, part of a vast and alluring line of designer bins.

DID YOU KNOW?

Four hundred local councils in England and Wales want to chomp down hard on the chewing gum industry. They jointly called on manufacturers this week for financial help to offset the cost of cleaning up chewed gum, the world's second most highly littered item.