

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 7, 2014



GIVE A HOOT, DON'T POLLUTE!

This Great Horned Owl made a personal, six-hour appearance last month at our Toronto location, obviously approving of our efforts at litter prevention.

*"Our Pope also wants us to protect our environment."
- Manila Archbishop Luis Antonio Cardinal Tagle*

Just what you don't want to see!
When that bag you let go of ends up in a tree . .



Company using its noodle to support Ghana

Ghana's noodle making kingpin, Indomie Noodles, has boiled over with support for National Sanitation Day, an initiative of the President of Ghana that deems the first Saturday of every month a nationwide cleanup day for public and private spaces. The campaign began last month. Through its subsidiary, Multi-Pro Private Ltd., bins are being supplied to schools, car parks, universities, hospitals and markets. Corporate teams will make visits to discourage littering and promote a healthy competition among cities.

Angus goes full throttle with help from Zero Waste Scotland

Residents from Angus who demanded action on a "litter pandemic" last June now have their wish. An exciting, three-phase, funded program will attempt to create a community that is entirely devoid of litter. The Littering and Fly-tipping Innovation Fund from Zero Waste Scotland has provided financial aid until March 2015 when building blocks for the program will be in place. An audit, analysis and education will be conducted to carry the effort forward to a hoped-for ultimate result of zero litter in the West Links area of town Abroath.

DID YOU KNOW?

California Assemblymember Mark Stone (D-Monterey Bay) has tabled Bill 48, legislation that proposes to ban cigarette filters. Despite the state's tough stance on littering, filters are littered at five times the rate of general litter. Cleaning them up costs the state highway department \$41 million annually. Cities and towns spend tens of millions more - \$6 million a year for San Francisco city and county alone.

HEADLINE LITTER GRABBERS (NOV 30 - DEC 7)

Some of what made our News Reel this week

litterpreventionprogram.com/news-reel.html

Latest Keep Britain Tidy report sums up costs (12/3)

Litter contributes £328 million to the cost of crime each year, says a report for Keep Britain Tidy by Eumonia Research & Consulting. The report also documents litter's economic drag on railways, livestock - even housing prices. The broad impact assessment was able to equate rubbish in rundown areas to the occurrence of criminal activity.

Auckland's volcano cones soon a no-go zone? (12/2)

Ecologically fragile volcano cones in Auckland have suffered environmental damage from litter and human traffic to the point where NZ authorities hope to ban cars, cyclists and mountain bikes from the natural site by next April.

Politicians told to keep it clean during papal visit (12/2)

Forget about political campaigning during Pope Francis's visit to Manila, says Archbishop Luis Antonio Cardinal Tagle. He wants a garbage-free event - no electioneering, no pamphleteering. He said people's reckless littering mars too many events: this one will attract millions.

Afro-jazz musician sets the beat with book (12/1)

Zimbabwe's noted musician Dereck Mpofu has penned a debut book for children, "Little Green Ambassadors". Mpofu is Harare's emissary for its Water Conservation and Zero Littering campaigns. The book launched November 28.