

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Australians in Dubbo City don't mess about when it comes to talking to those who would toss trash. Transit vehicles carry the "Hey Tosser! You know it's wrong message" in a new campaign just launched with financial support from the state of New South Wales. Recent stats say NSW's roadside litter is on the rise.

HAPPY NEW YEAR!

Official litter messages preceded holiday cheer in the Philippines, Hong Kong and Taipei. All three places issued high-level pleas to the citizenry to not litter during Christmas and New Year festivities. Taipei gave away free hot drinks to those who brought their own mugs, ran quizzes, QR scans for prizes and all-night enviro-reminders. Ecowaste Coalition reported rampant holiday littering in Manila despite its push to promote the first Zero Waste Month, an initiative of President Benigno Aquino III, for January, 2015.

Blogs on Tap:

OUR NEW YEAR'S WISH FOR 2015

For the New Year, two new blogs at litterpreventionprogram.com waste no time in trying to get government wheels to move on littering. "Wynne and Tory second time around" argues that Ontario's premier and Toronto's mayor have roles to play.

ONTARIO'S LATEST SMOKING BAN A MOVE THAT INCREASES BUTT LITTER



A second blog calls for a strategy for butt litter to go with Ontario's tightening of outdoor smoking prohibitions Jan. 1.

DID YOU KNOW?

South Korean "Teen Top" boy band member, Niel, disguised himself to catch litterers in the act for an episode of "True Justice", which he co-hosts. It aired nationally January 1 on MBC. The teen star also used his social network to urge fans to bring him ten pieces of trash to exchange for his autograph.

HEADLINE LITTER GRABBERS (DEC 21 - JAN 4)

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

New first minister sets a shining example (12/22)

Scotland's new first minister Nicola Sturgeon became the fifty-thousandth person to sign on to Clean Up Scotland's *Keep Scotland Beautiful*, a leadership gesture that KSB's Derek Robertson hopes will encourage others to participate.

Picture book aims to color litter 'gone' (12/30)

Daviess County in Kentucky has produced an 8-page anti-littering coloring and activity book. One puzzle asks how many new words can be made from the word "litterbug".

Indian Prime Minister recruits celebrities to help (12/26)

The stars are out in India. Film, TV, sports and music stars are shining figureheads in PM Narendra Modi's "Clean India" initiative. His latest recruit is popular comedian Kapil Sharma.

UAE picnickers dropped more than a napkin (12/28)

Picnickers in United Arab Emirates took some blame from Emirates Environmental Group for much of the 98 tons of litter collected during the nine-day nationwide Clean Up UAE.

EPA Guyana to develop a National Litter Index (12/29)

Borrowing a page from Australia, Guyana will develop a Litter Index to classify, measure and target litter from year-to-year.

Enforcement reaps good news in Kathmandu (12/28)

Littering is down by half since July, Kathmandu City reports.