

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

January 18, 2015

Plymouth out to obliterate litter

Let's Obliterate Litter, #LOLplymouth, has received £20,000 worth of national funding to try to reduce littering among the challenging age 18-25 group. Trash Tag Teams will roam Plymouth City Centre looking to reward people seen using bins correctly. The awareness-raising partnership with Clean Up Britain, backed by national celebrities, is an experiment to address a growing litter problem.

A feel-good message from Fermanagh

Young Elise Breen, front and center in the photo below, created the winning entry out of 400 received in Fermanagh Council's anti-litter poster competition. The Enniskillen Integrated Primary School student will see her offering installed as a mural at Irvinestown Household Waste Recycling Centre. The council hopes to shave some of its £1m annual cleaning costs by stressing litter's impact through children.



DID YOU KNOW?

Douala 1 municipal council in Cameroon just wrapped up a cleanest area competition that had 90 different groups vying to do the best job. Top prizes of cash, a motorcycle and work materials went to "Bali" neighbourhood, the Mboppi market, Bonateki and Bonantoné.

"Spies in the skies" tower over canal

Upgraded CCTV cameras atop poles along Grantham Canal's path are poised to catch litterers in the act and relay those images directly to South Kesteven District Council. The solar and wind powered cameras sit taller and capture a wider view to be even more effective.



LITTERING IS NO PICNIC. Photo (above) from a public park in Singapore exposes picnic litter.

HEADLINE LITTER GRABBERS (JAN 11 - 18)

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

Georgia DOT picks before it mows [1/12]

Georgia's litter prevention protocol includes picking up roadside litter before cutting the grass along state highways. Officials admit their efforts cannot keep pace with demand.

Resolve to not litter, UK volunteer group urges [1/12]

Bicester Green Gym exercised its environmental voice by calling on people to make not littering their New Year's resolution and to do outdoor work like cleanups for fitness.

Who's pitching in for PITCH-IN Canada? [1/15]

Registration for Canada's national spring cleanup launched January 15. This year www.pitch-in.ca advises that bags are not being supplied due to the lack of a corporate sponsor.

Hoping to clean up with a Guinness Record [1/13]

Plans are still sketchy, but it looks like Coimbatore, India will try to land its next civic cleanup in the Guinness world record book for highest volunteer participation at a themed event.

Player complains about littering in online game [1/13]

A gamer going by the user name VanguardCharge took to the chat room of Bioware, makers of Dragon Age games, to complain about one of the animated characters, his "inquisitor", littering health potion flasks along the way. He said he plans to boycott the game until the flaw is remedied.