

# THIS WEEK IN "LITTERLAND"

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

March 1, 2015

One of the best awareness visuals we've seen for countering butt litter . . .

## BUTT CASTLES IN THE SANDS OF DUBAI

### Happy Clean Up Australia Day

Sunny Australia sets aside March 1 as a special day to highlight cleaning up the country. Leading up to the event, litter stories pepper the newscasts. For example, the incumbent Baird government in New South Wales pledged, if re-elected this year, a cash-for-containers scheme by July 2017 to deal with beverage container litter.

Polling shows 90 per cent across the state support reverse vending and deposit-return. Holroyd Council has added panache to its litter-free pitch to people. It bankrolled "Hey, Tosser!" and a series of street theatre productions in Merryvale for April, starring performers such as Super "Gum" Man and BuTTLers. Stores will receive free brooms and dustbins for keeping storefronts clean.



The poster above publicizes the stepped-up stand in Northamptonshire, UK against littering motorists, which goes into high visibility overdrive starting Monday.

### DID YOU KNOW?

Cigarette smokers continue to confound the designers of South Australia's litter prevention programs. While most litter types are well down, the amount of butt litter increased by 13 per cent from last year, leaving officials scratching their heads.

### HEADLINE LITTER GRABBERS (FEB 22 - MAR 1)

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

**Dubai creates 'Kids Play' in sand to reach smokers** (2/23)  
 Using sand and cigarette butts collected from Beach 2 in Al Mamzar Beach Park, Dubai municipality and ad agency BPG Bates created *Kids Play*, a 3m x 3 m castle to showcase the harm millions of littered butts pose to children and marine life.

**Litter a big threat to Mediterranean coast: survey** (2/23)  
 A new survey from Mare Nostrum Network Initiative and NGO partner SPNI, calls littering the fourth greatest threat to coastlines. Responses from 43 groups in 11 Mediterranean countries named development pressures (93%), overfishing (84%), tourism pressures (81%) and littering (81%) as the menacing top four, ahead of chemical pollution and erosion.

**California carrier bag ban on hold for now** (2/25)  
 A successful industry-led petition campaign of more than 555,000 signatures leaves the fate of California's statewide plastic bag ban up in the air. This stalls the newly minted law and makes the ban a ballot question for voters in 2016.

**Canada Post mailboxes stirring up ire in cities** (2/28)  
 Complaints about Canada Post's move to replace home mail delivery with community mailboxes have cropped up in Hamilton, Winnipeg, Sudbury, Medicine Hat and Montreal. Litter looms large among reasons for opposing the change. Municipalities have no say over siting federal mailboxes.