

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 26, 2015

Butt Blitz Canada: May 2, 2015



**THIS IS
LITTER TOO.**

Environmental nonprofit A Greener Future has spearheaded Canada's first national day to collect littered cigarette butts and send them off for recycling. TerraCycle and Envirocana pocket ashtray are partners in the Butt Blitz event, Sat., May 2. There's still time to rally up a collection team to pick up, tabulate and bag littered cigarettes or volunteer to help coordinate an event locally. Think of the most butt-prone locations, form a team and go to it! Visit www.agreenerfuture.ca for all the details.



After its Tenth Annual Earth Day record cleanup Winnipeg awarded trophies (above) for biggest team, best name, best outfit, most pounds collected etc. Five hundred volunteers bagged 2750 pounds of litter in the downtown core.

"Chapter 548"

Toronto to review its litter enforcement this fall

A thorough go-over of Toronto's littering enforcement bylaw is on the agenda for the fall. The so-called "Chapter 548" will hold itself open for public consultation and possible amendments, says an official with the licensing division that will manage the long-anticipated rethink. *Litterland* began calling on Toronto for a review in March 2013. Lorraine Chua will lead the project with timelines TBA.

Hong Kong "The Face of Litter" campaign uses litter DNA to make digital portraits

In what is certain to be a first for litter campaigns, "The Face of Litter" uses DNA samples from litter, and information about its type and location, to digitally construct portraits of the people responsible for the littering. Renderings will be reproduced on posters and placed on full display around the city by Hong Kong Cleanup, the environmental organization behind it all. Artists and scientists work together to assess the litterer's traits and the area's demographics to render an image typical of the littering offender's.

DID YOU KNOW?

The first Canadian 'flushables workshop' will take place in London, Ontario on May 5. "Toilets are not garbage cans" aims to advance much-needed public education on what not to flush. Products like baby wipes, dental floss and diapers do significant damage to municipal water and sewer works. 8:30am at the London Public Library. More info at www.cwwa.ca

HEADLINE LITTER GRABBERS (APR 19 - 26)

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

More bad news for seas in new study of plastic [4/22]

A British research paper published in Environmental Science and Technology concludes that plastic bags smother and kill microalgae, an essential element for sustaining marine life, after just nine weeks resting on the sea floor. Co-authors Dr. Dannielle Green and Prof. Richard Thompson said so-called "biodegradable" plastic performed no better and caused just as much harm. They hope to sound some alarm bells.

Corporate social responsibility on litter welcome [4/22]

India's largest snack maker, Parle, is taking CSR to a whole new level. The company's nationwide campaign against littering entered Phase Two this week – an outdoor advertising bonanza to follow its high-rotation television ads.

Jamaican government comes to grips with litter [4/24]

'Nuh Dutty up Jamaica' – the island's anti-littering campaign – may be set to expand. The government is making motions to increase penalties and fund education. "For too long, our citizens have been careless in the way they dispose of their waste," said Jamaica's local government minister Noel Arscott in a parliamentary speech on Earth Day.

United States cleans up until the end of May [4/21]

The Great American Cleanup is underway until May 31.