

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 3, 2015



Good News! Canterbury expands pilot litter enforcement program

An enthusiastic and determined Council in Canterbury approved a litter-fighting plan on Thursday that will broaden the reach of private enforcement officers beyond areas currently served. Herne Bay and Whitstable will see resources provided for the expansion of a pilot project, already underway elsewhere in the district, until March 31, 2016. Mainstay third-party enforcement firm Kingdom Security received council's empowerment to issue £80 tickets for other offences besides littering. In the first 11 months 2160 fines for litter were issued, 97percent of them for tossing cigarette butts. Some 524 fines – roughly one in four and totaling £41,920 - remain unpaid.

THE FACE OF LITTER: Last week *Litterland* reported on Hong Kong's unique use of DNA found on samples of street litter. The above computer-generated portraits are the result of artists and scientists seizing on clues from the DNA to create the face of a typical litterer for use on mug-shot-style posters, part of ad agency Ogilvy & Mather's campaign, "The Face of Litter", created to stamp out littering habits.

Cross-cultural cooperation gets job done
A diverse group got together to clean up a messy, 500m portion of Tayside Beach on the Scottish coastline that required Ministry of Defence permission to access. Monifieth Eco Force, Monifieth Rotary, Zero Waste Scotland and the Ahmadiyya Muslim Community Dundee all participated in a beach clean overlooked by the Barry Buddon Training Area.

Our site breaks a record in April 2015
The litterpreventionprogram.com site posted 154 news stories in April, the most ever in a single month. The News Reel is updated daily.

DID YOU KNOW?

Texas never lets up on litter. The "Don't Mess With ..." state just rolled out new Public Service Announcements featuring country music star and anti-litter alumnus Willie Nelson and 20 other celebrities. To illustrate the big problem litter is on highways, TxDOT fashioned a 12-foot hollow ball and pasted roadside litter all over it for use as a prop.

HEADLINE LITTER GRABBERS (APR 26 - MAY 3)

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

Greater Toronto town calls on residents to pledge (5/1)

Pickering, Ontario is asking residents to sign an online pledge to not litter and will award an iPhone to one lucky pledge-giver.

Keep Horry County Beautiful wraps up big month (4/27)

In Horry County, SC during April all stops were pulled out to mark zero tolerance for litter month. Environmental artists created awareness-building metal sculptures for stuffing with litter from clean up events. A free Trash Tracker mobile app on iTunes and Google Play was launched. Police put a special focus on issuing tickets. The maximum fine there is \$1000.

Bag bans a rising tide in Bangor, Maine? (4/28)

Advocacy group Bring Your Own Bag-MidCoast has begun making waves to bring a Portland-style plastic bag fee and polystyrene food container ban to Brunswick and Topsham.

National litter-picking a weekend event in Singapore (4/29)

Eight thousand joined Singapore's first national Operation We Clean Up! event organized by the Public Hygiene Council.

Kimberly-Clark steps up (4/29)

Tissue giant Kimberly-Clark reached out to a local school in Barrow, UK to draw students into a litter-fighting program, "Big Clean", that led to tidying up a local playing field.