

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

June 28, 2015

Partners In Grime: Toronto groups take on cigarette butts



NEW ON THE SCENE IN TORONTO, 2015

A major health care facility, a Toronto councillor, a west end business group and a commercial up-cycler unveiled a co-op venture that centres on a quartet of ash receptacles on trendy Queen Street West. An event Friday announced Toronto's first real stab at collecting cigarette butts for recycling using TerraCycle. Instead of littering their non-biodegradable butts, smokers can use four new pole-mounted receptacles at Queen St. W. and Lower Ossington, labeled "Recycle Your Butts Here." Underpinning the entire effort is the Centre for Addiction and Mental Health, whose Out Of This World Café workers will empty and maintain the containers. Contents will go for conversion to pallets and other industrial plastics. Ward 19 Trinity-Spadina Councillor Mike Layton was on hand with reps from CAMH, West Queen West BIA and TerraCycle, whom he linked for the pilot. If proven successful in reducing cigarette butt litter (and hopes are high) the approach may 'filter' to other areas of Toronto. TerraCycle receives funding from Imperial Tobacco in Canada to run a recycling operation for tobacco waste. www.terracycle.ca (Photos, courtesy of TerraCycle)



COUNCILLOR MIKE LAYTON

VIRAL CLAPS

A youth-driven tactic is proving popular in Cahndigarh, India as a means to get litterers to change their ways. Called Viral Claps, it aims to deter littering in busy sections of the market by surrounding those seen littering and giving them a round of applause. It's a project of the Global Shapers Network to embarrass people into shaping up. The group hopes the concept will take off via its Facebook page.

HEADLINE LITTER GRABBERS (JUN 21-28)

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

Litter on radar in Philly mayor's race (6/22)

Philadelphia mayoral candidate Jim Kenney will campaign on litter issues such as improved street cleaning, more bins and an ad campaign with "a Philly edge" to replace the city's current volley of *UnLitter Us* PSAs and slam poetry.

Reduced sentences for litter picking (6/21)

Inmates in Blount County, TN receive two days off their sentence for every day they pick up litter. Guards on horses keep an eye on these crews of low risk offenders.

No game of chicken here in Hyderabad, India (6/22)

Fried chicken outlet MNC in Himayatnagar may be sealed Monday if owners fail to pay a court fine of Rs10,000 for littering the streets, a city health department official said.

Plymouth considers litter cops for yearlong pilot (6/24)

Torbay Council is litter cop shopping to find a firm to do the enforcement job for one year at no cost to the borough.

Indian railway on board with fines (6/25)

A blitz is due to intensify at New Delhi Railway Station and expand across the rail system. Fines of Rs200 to Rs500 aim to stop litterers in their tracks. Those refusing to pay will face a magistrate. Northern Railway has hauled in fines of roughly Rs 90,000 a week since the drive began.

Reading the fine print on Ontario contracts

Contracts for clearing litter in Ontario don't cover picking up items smaller than a basketball as a rule. That's extra.

Good Ideas Rewarded

Singapore's National Environment Agency hosts an open, public "hackathon" each year to solicit ideas for subduing littering. This year 150 people participated. NEA puts the best suggestions into play and awards \$2,000 to the person with the top idea.

DID YOU KNOW?

A survey by Don't Waste Venice, working with the Italian Environmental League, flags a serious litter problem floating on the surface of the city's storied canals: one piece of marine litter, 87% of it plastic, every 13m of waterway along a 7km route.