

# THIS WEEK IN "LITTERLAND"

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

August 2, 2015



**Ireland out of the gate on gum**  
Ireland's attention to chewing gum litter is jaw dropping. Limerick stepped up to launch its Gum Litter Taskforce campaign last Monday. In all, 28 local authorities will adhere to a renewed agreement spanning 2015-17. The Irish approach to abolishing the presence of littered gum on pavement represents a concerted strategic effort over years and has resulted in marked reductions. This stretch of the jointly government-industry funded program pulls out all stops to lower gum littering occurrences even further. Witness to its success: gum as a proportion of litter was 15.32% in 2013, down from 26.37% in 2007. GLT adopted a catchy, new slogan "Bin your gum when you're done" to carry its nationwide advertising and touring BinIt! workshops. At Longford Town's kick-off pedestrians received rides in cool-looking pedal-powered eco-cars. We love that Ireland and Wrigley in UK have a plan and that they are 'sticking' to it. Now it is up to the general population not to gum it up.

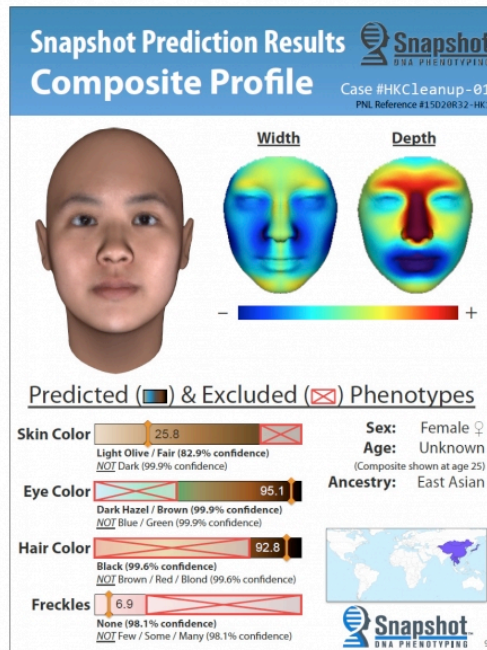
**Leeds taking lead in litter crackdown**  
BBC pursued Leeds City Council for the numbers and reported that 4,024 people received "last resort" fixed penalty notices for littering in the last 12 months. During its last financial year Leeds prosecuted 632 people for failing to pay their fines, the news

## DID YOU KNOW?

In the past seven years Maritime fishermen from Canada's Bay of Fundy lifted 1000 abandoned traps, lines and nets out of the bay, a forerunner to their participation in a global 'ghost gear' collaboration that's set to establish in England this fall.

## THE FACE OF DNA →

Hong Kong's use of DNA on litter to construct the likely appearance of the person who litters is explained in detail in a handout, shown right. The "Face of Litter" campaign drew four million hits on YouTube and received worldwide attention (*Litterland 2.063*). Below, a Hong Kong litter receptacle is open for business.



## HEADLINE LITTER GRABBERS (JUL 25 - AUG 2)

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

### Calgary on patrol this long weekend [7/31]

The banks of Calgary's Bow River will be patrolled for littering this holiday weekend, city officials vow. A fine of \$115 for littering on, in or under water, \$500 on land and \$750 from a vehicle compares to \$115 for consuming liquor in public.

### Bin locator map points you in right direction [7/30]

Cambridge, UK publishes a map showing the whereabouts of its 1000-plus litterbins and additional dog waste bins.

### Movie reviewer gives littering a bad review [7/31]

Nelson city councillor, movie critic for the Leader newspaper for the past 14 years, New Zealand's Matt Lawrey chose litter as the topic to launch his new weekly column at [stuff.co.nz](http://stuff.co.nz), zeroing in on people's tendency to leave their litter under seats in movie theatres.

### Butt-Free Franklin a retail affair [7/22]

Businesses behind Butt-Free Franklin, Tennessee get ash receptacles (shown right) if they agree to educate any of 14-million visitors on stopping cigarette butt litter. Collected butts are recycled via TerraCycle. The state DOT and the non-profit Water City fund the program.

