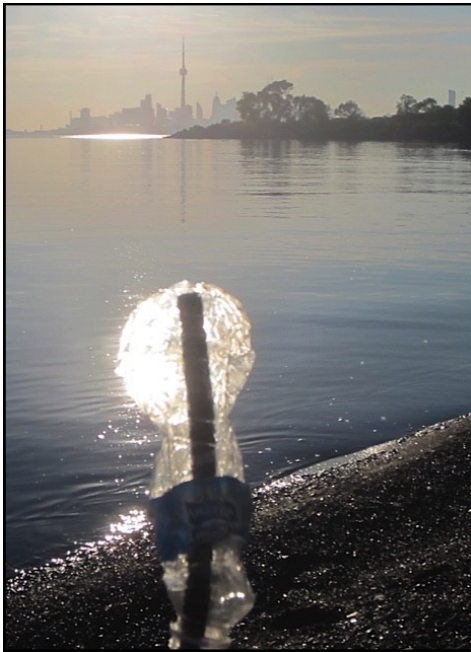


THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 16, 2015



Shown at left, a bottle on a stick at Toronto's waterfront points the way to the city's famed CN Tower. Canada's beverage industry wants to fund 'away-from-home' recycling bins across the country, but that plan is mired in government inaction and regulatory red tape in Ontario. (PHOTO: Nancy King)



Mexican No-No Nixes Ad

Mexican legislators have scuttled the name-and-shame city billboards we told you about in *Litterland* last week. Highway signs in San Nicolás de la Garza's campaign ran the name and face of a serial litterer, likening him to a pig. State authorities deemed that the edgy tactic went over the edge and stepped on human rights. They plastered a banner overtop the identifying information. It reads, "We don't agree, but in keeping with the resolution for civil rights, we will cover the face of those who dirty our city." The poster (above) says the city cleans up 25 tonnes of litter a day.

CANDY AND TREAT MAKERS. PLEASE NOTE

Consultant Steven Stein's look at litter in the Anacostia Watershed is the first we've seen to identify the clear relationship between Halloween and littering. It's always good to be able to scare up the proof.

A refreshing thrust to litter education ...

Clean Schools, an Australian export, takes direct aim at litter reduction, unbundling it from other streams of green study to give littering a sharply-honed focus. An online guide lays out the steps for staff, students and community members to engage in a successful mission.



DID YOU KNOW?
Prime Minister Narendra Modi's Clean India ("Swachh Bharat") campaign is sporting a black eye after his Independence Day event August 15 at Red Fort, a UNESCO World Heritage site. Many in the crowd were seen leaving empty water bottles under their seats and littering leaflets and other items as they exited following the PM's address.

HEADLINE LITTER GRABBERS (AUG 9-16) Some of what made our News Reel this week

- Litter Manifesto draws instant fans (8/14)**
UK charity, Hubbub, found instant backing from industry for its Litter Manifesto, which touts tried-and-true litter prevention tactics, such as talking bins. McDonald's, Wrigley, beverage, packaging and pub interests wrote to The Guardian this week pressing the British government to step up funding for litter, which it slashed to zero in 2010.
- 'If littering was an illness ...' (8/13)**
In Bernews.com, media veteran Jeremy Deacon describes littering in Bermuda as an epidemic.
- Town has towering achievement (8/11)**
Newcastle, UK community groups and volunteers picked up 2,305 household sized bin bags of litter in five months. Stacked one on one, the haul would equal the height of 28.80 Grey's Monuments, 12.39 Statues of Liberty and 3.82 Eiffel Towers.
- Students used in awareness drive (7/31)**
Placard-carrying students from 43 school in Amritsar, India marched through bazaars to spread the "don't litter" message in a civic green campaign that launched August 7.