

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 23, 2015

Happy Keep Australia Beautiful Week!

A football-crowd-style cheer for our neighbours to the far south for their special week, Aug 24-30. With three-way status as nation, continent and island, Australia is a pace-setter on the litter file. Keep Australia Beautiful has been operating for 45 years. 2015, a banner year, AU has much to celebrate, including being the birthplace of the new book "Litter-ology" that we keep touting as an important addition to the prevention toolbox.

"Let us fight to fulfill that promise. Let us all unite!"

- Charlie Chaplin



NO LAUGHING MATTER

Litter blighting a park dedicated to Charlie Chaplin's birthplace marred a special tour August 1 by the screen legend's son, Michael, who visited from the south of France to see Black Patch Park in Smethwick. The mess left officials red-faced and led residents to criticize Sandwell Council for not cleaning up the site ahead of time.

MARKET NEWS

POCKET THIS BEAUTY



Left, "GUMIPOD"

McDonald's UK cleans up three times a day

The Grimsby Telegraph Aug. 20 tells of one McDonald's franchisee that has staff patrol streets three times daily to pick up litter, regardless of its origin. Pairing with Keep Britain Tidy for five years has spurred a tide of goodwill and businesses wanting to spruce up the neighbourhood.

Gumipod inventor Duval Middleton got sick of seeing gum wads stuck to urinals. He developed a wall-mount receptacle with funding from The Prince's Trust. Now he's made the idea portable. Separate compartments, one for up to 11 pellets of gum, the other for 'abc' (already been chewed), up to 25 pieces. A no-stick interior guarantees easy disposal. Available online for £4.99. The inventor is looking for backers. Find out more at www.gumipod.com.

IRISH BEACHES SPOILED, SURVEY REVEALS

Ireland's beaches are a mess, says a three-year survey of 14 of them from Keep Northern Ireland Beautiful — 5000 pieces of litter per km of coastline, most of it recyclable plastics. This is chagrin-inducing news indeed for an area of the world that is among the most progressive on litter and has blue flag beaches that win acclaim and awards.

DID YOU KNOW?

South Carolina has the "Take Palmetto Pride Where You Live Commission", a State Litter Committee, under the auspices of its Department of Natural Resources. We think every jurisdiction should have one of these.

HEADLINE LITTER GRABBERS (AUG 16-23)

Some of what made our News Reel this week

Cambridge bidding for brainy bins (8/18)

The race is on to find a test site for bins that email workers when emptying is needed. Cambridge, rebounding from recent criticism for the overflow condition of its bins, is in the running and appears eager to be among the first in Europe to try them out.

Litter squad can target teens now (8/18)

Sixteen-year-olds are no longer immune from the sting of Wolverhampton's £75 on-the-spot fines. New powers ensure that the UK town's six-person litter squad is able to hold teens 16 and up accountable.

Two wrongs don't make a right (8/20)

A man who tossed his £60 parking ticket out his car window and then received an extra £75 ticket for littering is the second in three months to be hit with a litter fine for throwing away a Penalty Notice Charge.

Leith campaign led by media guy (8/19)

Scottish ad mogul Gerry Farrell is using his celebrity to raise £10,000 in business backing to launch Litter Free Leith, a publicity and sticker campaign to encourage bin use. His wife Zsuzsa helped set up Leithers Don't Litter on Facebook as a forum for working on problems.