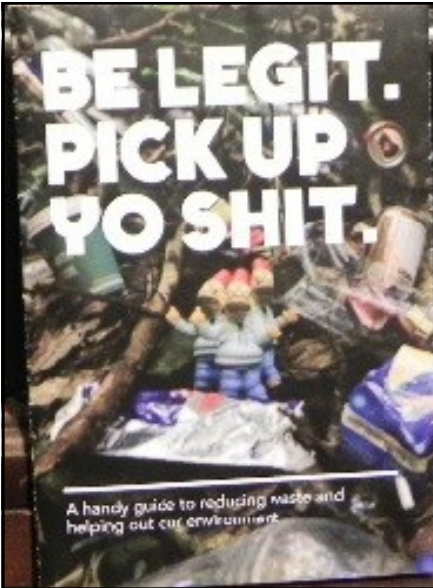


THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 13, 2015

Language ALERT:



Photo, left, from New Zealand, shows the cover of a "handy guide to reducing waste and helping out our environment". It was created by Massey University students studying 'Creativity in the Community.' The cartoon illustrations inside are as colourful as the language on the front, intended to arrest the eye and draw the reader in. Among the gems in there, simple tips for a living a more planet-friendly lifestyle like, 'Say no to plastic bags', 'sell, gift or donate' and 'avoid unnecessary plastics'.

"Around 100 million tonnes of plastic are produced each year, of which about 10 million tonnes end up in the sea," it says. Made to be a keeper and not a throwaway item, unfolded the booklet is a poster. Thanks to Mary Mullin and Tom Brown for providing *Litterland* a copy of this from their NZ travels.

European Commission Lauded

Keep Scotland Beautiful has applauded the European Commission's newly published Circular Economy Package that includes a statement on litter and littering behaviours for the first time. The EC Directive on Waste states: "Littering has direct detrimental impacts on the environment and the wellbeing of citizens, and high clean-up costs are an unnecessary economic burden for society. The introduction of specific measures in waste management plans and proper enforcement by competent authorities should help eradicate this problem".

Scotland makes grants available to fight litter

December 18, 5 p.m., closes the call for applications to Zero Waste Scotland's granting program that funds good litter-fighting proposals targeting busy public areas. Sums of up to £10,000 are made available to public, private and third sector groups who submit winning ideas. www.zerowastescotland.org.uk

English litter strategy for real?

Responding to its Community and Local Government's Select Committee 2015 report on Littering and Fly-Tipping, the British government announced it will "seek to work with local government and relevant stakeholders to develop a national Litter Strategy which clarifies the contributions that different sectors can make to tackling litter, and to set the context for ongoing anti-litter activity." But advocacy group Keep Britain Tidy wants to see more robust action, like a nationally funded litter survey and programs to tackle cigarette butt litter and littering from cars, saying the government must acknowledge that local jurisdictions can't do it alone.

DID YOU KNOW?

The habit of chewing the betel leaf and spitting out the red-staining residue on pavement is a real litter problem in Malaysia. Kuala Lumpur City Hall is making moves to increase fines for spitting, but locals have the least to fear, a planning official said. Foreigners are far more likely to chew/spit betel leaf.

HEADLINE LITTER GRABBERS (DEC 6 - 13)

Some of what made our News Reel this week

Bay Arena in Newfoundland all clear (12/11)

Creating a feeling of being watched has all but cleared up the litter problem around Bay Arena in St. John's, NL. Camera footage of people littering shared with police and posted on social media solved the problem. Now the powers-that-be want to use the same camera and online tactics to slow speeders.

Don't mess with Manchester anymore (12/11)

A measure of Manchester's legislative muscle was on display in magistrates court November 26 when two littering cases rang up £1300 in combined fines and costs. The accused were found to have dumped bags of garbage and then failed to pay the £80 fixed penalty notice. Neither of them attended the hearing.

Food packagers have their own solutions (12/8)

A litter tax won't fly with UK's fast food industry, says the Foodservice Packaging Association. Eyeing with interest how the government's litter strategy will unfold, FPA says it would fully support making littering from cars a criminal offence instead of a civil one, with penalties to include confiscating the vehicles of people convicted of chronic littering.

Expert says grocery bag fee just the beginning (12/9)

A leading marine biologist at Plymouth University says October's advent of a 5p fee for plastic grocery bags in England is just one step toward reducing plastic's polluting impact. Professor Richard Thomson tosses the ball of blame into the court of manufacturers saying they must embrace leaner and fully recyclable packaging. Meanwhile, Tesco stores reported a 78% drop in bag usage since the introduction of the bag fee.