Year-end invites a time of reflection and renewed resolve

Happy New Year, one and all. In the spirit of crafting resolutions can we embrace ‘More Clean in 2016’ as a quasi-motto, doing what we can to lessen litter on the landscape by recycling, cleaning up, never littering and helping the less diligent mend their ways? As a challenge, pledge to convert at least one littering person to a non-littering person in the coming calendar year. Litterland’s resolution is to continue to track litter’s trail and tell the tales.

A SWEET TWEET

Pictured at right, Manchester City Council posted this Christmas holiday message on Twitter, #TrashTalkMcr. The city uses its website to remind littering Scrooges they could be £80 the poorer if caught and fined for dropping stuff.

“Tis the season to bin litter. There’s no excuse. If a bin’s full, please try and find an empty one,” said a tweet from @ManCityCouncil on December 23.

Zimbabwe proposes banning mobile phone recharge cards

A proposal from Zimbabwean Environment Minister Oppah Muchinguri-Kashiri to ban mobile phone recharging cards to cut down on litter met with poor reception from The Today Post daily, which deemed the move “hasty” in a Boxing Day editorial. The cardboard scratch ‘juice cards’ are littered by the tens of thousands, the Minister said. She wants mobile companies to find a paperless alternative within six months and also proposes a crackdown on disposable diapers and polystyrene foam.

DID YOU KNOW?

Dominica may open night courts to deal with littering cases exclusively, the island’s Prime Minister Roosevelt Skerrit says. This New Year will usher in a “more serious approach” to litter and littering in the country. More wardens, a tougher law and night courts are all strategies on the table, the PM told the Jamaica Observer.

HEADLINE LITTER GRABBERS (DEC 20 - 27)

Some of what made our News Reel this week

Two minutes each can clean a beach (12/23)
A neat idea from Beach Clean Network in Cornwall: #2minutebeachclean took place December 22. Pickers’ sticks and bags await use by beachgoers, who pick up and post their two-minute collections on Instagram. The volunteer group operates on a shoestring. It receives a grant from Sea Changers to finance a website.

Wolverhampton going more covert (12/26)
Three months into testing private security firm Kingdom’s ability to rein in littering people, Wolverhampton likes what it sees - £30,075 in fines in one week. Council wants the firm to step up with more covert capture methods and a still greater use of hidden cameras.

New Pfizer Canada TV ad rights a wrong
Drug company and nicotine replacement maker Pfizer Canada has responded positively to a complaint that our Litter Prevention Program launched in 2014 by producing a new, quit-smoking commercial that depicts responsible cigarette disposal in an ash receptacle. Earlier versions of the national television ad showed a woman extinguishing her cigarette butt by grinding it into pavement, prompting our complaint to Pfizer and an awareness blitz to major, Canadian advertisers.

Readers Note: Next week’s Litterland marks our 150th edition and will kick-start Volume 3 of this publication.