

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 14, 2013

SPECIAL TWO-PAGE EDITION!

Celebrating our first full year at litterpreventionprogram.com

Website marks one year!

litterpreventionprogram.com marked its first anniversary on July 12. Sheila White, publisher of "Litterland", founded the site to fill a gap in education and awareness she identified in the course of her research into litter and littering.



TOP MODEL POSES FOR POSTER IN BOTTLE CAUSE

Greenpeace Australia is trumpeting the endorsement of BMG top model and environmental scientist, Laura Wells. The beacon-toting bathing beauty is active in Boomerang Alliance, the large environmental coalition fighting the beverage industry for a national container deposit system.

Coffee cup trending now on litter growth watch list

We have asked Canada's largest chain, Tim Hortons, to work with us on educating patrons who litter.



PHOTO: Tim Hortons cup wedged between rocks on Waterfront Trail by Lake Ontario in Toronto.

Are you smarter than a 7-year-old?

Young Hayden Scott, age 7, has his letter to Indiana's Brazil Times published July 9, "This is the only world we have. We should take care of it. I wish that more people would take time to throw trash away." He prided his Cub Scout Pack 195 for cleanup efforts "every day during the Fourth of July Festival." Smart kid. Are you smarter than a Second Grader?

DID YOU KNOW?

Joko Widodo, the heavy metal-loving governor of Jakarta, recruited Slank, one of Indonesia's most legendary rock bands, to participate in a renewed city campaign against littering, advertising a broad slate of new city sanctions.

HEADLINE LITTER GRABBERS (JULY 7 - 14)

Some of what made our News Reel this week

litterpreventionprogram.com/news-reel.html

Coffee and cigarettes lead litter in Glendale, Arizona (7/7)

On Arizona's litter score pad, 1 means "no litter" while 4 is "extremely littered." Glendale's 2013 litter count reveals a ranking of 1.52, slightly higher than the past two years'. Cigarette butts and coffee cups show up as the main culprits.

Railway company blows whistle on litterers (7/7)

India's East Coast Railway is all aboard a campaign to curtail littering in train stations, dispensing fines to 14,285 persons so far, 2,380 in the month of June alone at three different sites.

Community sticking with gum litter clearing tool (9/7)

Folks in Ennis, UK cleaned up littered chewing gum this weekend thanks to the Gumgo Stick, invented and made locally for prying gum from flat surfaces. TidyTowns volunteers will use them over the next several weeks and the town will lend them to business owners for use outside their establishments.

Fishing for Litter SW hits 50-tonne nautical milestone (11/7)

Anglers from Cornwall and Devon on 130 vessels can cheer the reaching of the 50-tonne mark for litter they have hauled out of the sea since forming Southwest Fishing For Litter in 2009, inspired by the Scottish movement born in 2005 under KIMO. www.kimointernational.org

Kosovo & letsdoitworld.org keeping it clean early in 2014

Kosovo will host the next Clean World Conference in early 2014.

Our First Year In Review

We are proud of what we have been able to achieve since the launch of our website one year ago. Like an Indy driver feels, roaring from a standstill to top speed in what feels like a millisecond, litterpreventionprogram.com has covered significant ground in a short time.

Not the space here to mention all we have done, starting with filing an Environmental Bill of Rights application in Ontario, Canada that put littering on the public agenda for the first time in 35 years. We began this mission with 15+ years of experience in litter cleanup drives and education. Now our site is one of the world's top news and information sites dedicated to lowering the rate of littering.

Major media followed our stories on litter, printed our letters, invited us for interviews, and we thank them as essential communication partners.

We saw the doors of the beverage container recycling industry open to us very early on. We secured meetings with tobacco giants PMI and JTI and found them more than willing to explore their involvement in our butt litter reduction projects. We anticipate hearing from the coffee, gum and take-out food sectors soon as a result of recent outreach.

Our litter prevention road show played to thousands of kids at Toronto Zoo Camp and schools. And bringing the issue to Toronto politicians generated requests for staff reports on litter action due in December. A marvelous Year One, Happy Anniversary to us!

NEW YORK, NEW YORK!

Beautiful new bins for Central Park



Spotlight on ... **HILARY DEVEY**

Litterland absolutely must extend a warm, firm corporate handshake to entrepreneur Hilary Devey, celebrity CEO of monster transport company, Pall-Ex, which handles 10,000 consignments daily across Europe through its hub in Leicestershire, UK with litter always on its mind. The firm instills respect for the environment and consideration in all its drivers. Ms Devey, a former "Dragon" on the popular TV show, goes further and asks Pall-Ex's haulage and distribution companies to follow suit "to make a commitment that their staff will dispose of waste by putting it in a bin." Fine corporate leadership on the litter file! North Leicestershire District Council sought Ms Devey's help after a survey from Keep Britain Tidy sounded alarm over the level of "lorrie litter", finding that 22% of commercial drivers said they had dropped litter from their vehicle in the past six months.

BONUS! MORE HEADLINE GRABBERS

Full agreement: Fairbanks revises litter law (10/7)

Be sure to have your wallet with you if you litter in Fairbanks, Alaska. Last week *Litterland* reported the council was to vote on setting a fixed \$250 fine and treating it like a traffic ticket where one avoids court by paying the fine on time. The proposal carried unanimously. Having a mayor like Jerry Cleworth may have helped. "I have no sympathy for people who litter from vehicles; it's one of my pet peeves," he says. Under the old law the fine for littering could be up to \$450.

If litter falls in the forest, does it make a sound? (10/7)

A test begun in May in Jordan to decrease the amount of littering by picnickers and visitors in public parks and forests is passing with flying colours. The renowned Dibbeen Forest Reserve north of Amman installed more bins and greeted visitors at the entrance with litterbag giveaways. This, and signs encouraging cooperation, led 80 per cent of visitors to use bins and doubled the number of picnickers who put their trash in the bin to 45 per cent from 20 per cent pre-trial. Parks workers spent half as much time cleaning up. Dibbeen is a globally significant sanctuary for endangered and threatened species according to the project's main underwriter, the Royal Society for the Conservation of Nature.

Yuk artwork shows Australians that butts are litter (10/7)

Holy smokes! It stands two by five meters in Australia and spells 'yuk' in a stylized script. Made of transparent plastic called Perspex and filled with cigarette butts, the art piece rests at the southeast corner of Hyde Park, Sydney. A plaque on it explains, "Cigarette butts are the number one littered item in Australia. They contain over 4,000 chemicals, are not biodegradable and make our beautiful city look yuk." Littered butts equal 7.2 billion a year in Australia, estimates say. See Richard Milne's photos at demotix.com

Nunavut clean-ups aim to foster community pride

The extreme northern community of Nunavut, Canada, its snow finally melted, had tidied two-thirds of its 25 communities by July 1. Local government employees may use two hours of their workday to pick up and bag garbage at various locations around the community. All other residents are invited to take part. They receive T-shirts, gloves and bags courtesy of Northern Co-op stores, invitations to a wrap-up BBQ and a chance on August 1 to win a plane trip for two from First Air.