

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 25, 2013

AUSTRALIA'S LITTER COUNT QUESTIONED

Keep Australia Beautiful (KAB) and national environmental network Boomerang Alliance are at odds over the nation's latest litter audit. Kicking off Keep Australia Beautiful week Aug. 19-25, Boomerang threw a little trash in KAB's direction in a news release claiming the agency's National Litter Index is flawed and paints a rosier picture than really exists. KAB first raised activists' hackles by disagreeing with their proposal for a national beverage container deposit-return system arguing instead for broader recycling of more items.



CANNING THE CAR LITTER

UK advocacy group zilch.org.uk and tireless litter networker Quentin Brodie Cooper seek funding to convert soda pop cans into catchy in-car bins for gum and butts. The plastic lid has glow-in-the-dark markings.

Aussies are binning more, 2013 litter count contends

Australia has less litter now than last year and far less than it had eight years ago before the birth of the annual National Litter Index, says longtime prevention agency Keep Australia Beautiful. Littering is down 3.4 per cent, or 56 items per km. The volume of litter fell by 1.8 per cent. Highlighting the national week of attention to litter is a tech-driven, youth-leaning, social media campaign and contest, *Littering Is Wrong Too*, offering \$500 weekly cash prizes for the best tongue-in-cheek poke at littering. kab.org.au

DID YOU KNOW?

Rio de Janeiro aims to thwart people who might attempt to dodge fines dispensed under the new anti-littering and ticketing regime that began August 20. Tickets are tied to the offender's tax identity number. Those leaving fines unpaid can't get bank loans or use credit.



Above, in Sydney, a cigarette butt-filled sculpture spells 'yuk'.

HEADLINE LITTER GRABBERS (AUG 18-25)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

Litter court could be on the way in Guyana [21/8]

A new judicial arm to deal exclusively with litterers and dumpers is on Guyana's slate. An environment court would determine appropriate penalties for offenders.

Florida goes big on litter fighting campaign [23/8]

Florida has awarded a three-year contract for a statewide anti-litter media and marketing campaign - a first for the sunny state - to Sunshine Communications.

Cutting cleaners in Singapore to reduce litter [2/8]

Litter-aware Singapore hires 70,000 street cleaners, one-third of them foreigners. Lately, keep clean experts say removing bins and cutting cleaners may be a better way to make litterers take personal responsibility.

Scotland eyeing deposit-refund for bottles [25/8]

Today ends Scotland's Litter Action Week with the country's environment minister suggesting the country move to a deposit system for beverage cans and bottles.

Canadian resinGEAR™ is recycled plastic garb [14/8]

Canada's plastics industry association, CPIA, has brought next generation recycled plastic to the fashion floor with its trademarked resinGear clothing line. View at www.resingear.org. In June Malaysia's plastics manufacturing group, MPMA, donated 600,000 ringgit (\$188,000) for that country's nationwide *Don't Be A Litterbug* public education. Plastic is a much-littered item.