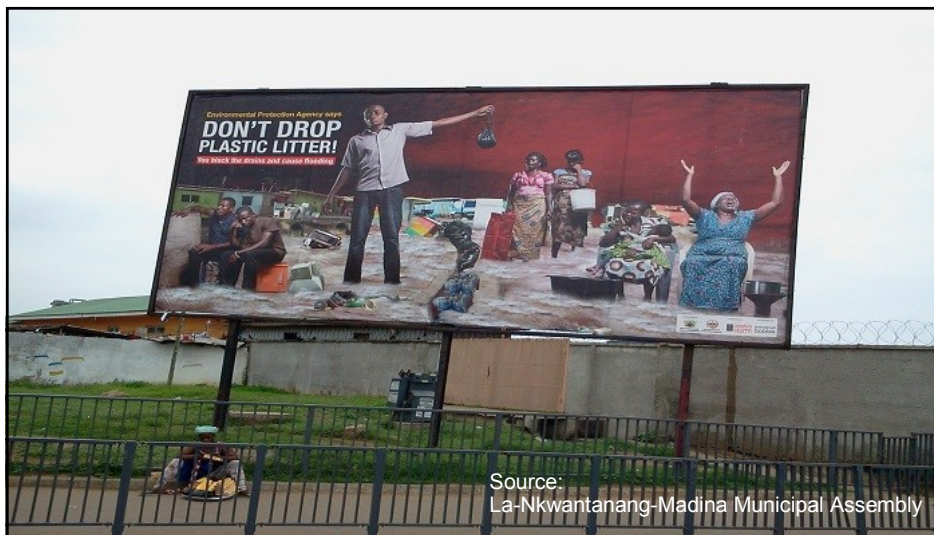


THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

January 3, 2016

150TH ISSUE



Source:
La-Nkwantanang-Madina Municipal Assembly

A UNIVERSAL MESSAGE, this billboard in Ghana makes a direct link between littering and flooding. "You block the drains and cause flooding," the Environmental Protection Agency poster trumpets under its headline plea, "Don't drop plastic litter!" The accompanying image shows people ankle-deep in raging water, their possessions floating around them and homes partly submerged in the background.

Happy New Year, dear Readers!
A bell-ringer of a start to the year for *Litterland*: 150 weekly editions in the bag, not counting our occasional Midweek offerings, all of them available online, of course. Before plunging into this publishing venture in 2013, a search for a litter news compendium such as this came up empty. *Litterland* was born out of a need to fill a niche in a way that would satisfy people who have an interest in litter reduction, being a place they can go to mine for inspiration and ideas, a place where they will be celebrated for their efforts and encouraged on their quest for meaningful change.

Have a clean '16!

Italian crackdown underway

Italy will be saying 'buongiorno' to a new host of green resolutions this year. Spurred by the Paris talks on climate change, legislators debuted a package of "green economy" measures to deal with the country's dirty streets and its filthy air. Italy suffers from the most deadly air quality in the EU. Waste dumping is also a huge problem. In 2012 Italian scientists sounded warnings over littered cigarette butts, calling them hazardous waste whose disposal should be governed accordingly. Parliamentary measures announced last Monday will hike fines for dropping "small pieces of litter any place that isn't a bin", up to €300 for a butt and ranging from €30 to €150 for items like gum, paper receipts and the like.

DID YOU KNOW?

In the next city budget the Council for the Regional Municipality of Cape Breton will consider hiring a full-time staff person to draw up a litter prevention strategy and take ownership of the file. Staff is urging a package of measures and a holistic approach to the city's litter challenges.

HEADLINE LITTER GRABBERS (DEC 27 - JAN 3)

Some of what made our News Reel this week

Dorset workshop for working together (12/30)
Litter Free Dorset has the right idea. There is power in numbers and the right hand should know what the left hand is doing. A workshop in November drew 40 people from community, media, business and government, all there to work together fighting litter. The idea is to build on each other's work and create a seamless non-littering environment that will be woven into all facets of the culture in Dorset, UK.

DC now also means Different Containers (1/1)
Washington DC and Montgomery County embarked on a district-wide ban on polystyrene foam food containers. As of Friday, takeaway food merchants are required by law to change to less litter-prone, more sustainable packaging. The ban does not apply to food packaged outside the region, or to fish and meat trays common in grocery stores.

Jordan's capital city sees a difference (1/1)
Greater Amman recorded a 13 per cent drop in littering violations over 2014. The use of surveillance cameras in cars that tour the streets is being credited for the reduction.

Special two-pager today!

For more news, see Page 2 of this special edition.

JANUARY 3, 2016

UK out of the gate early

Like a clash of two worlds – the Daily Times pictorial showing London’s cleanup of a frightful lot of litter dropped by New Year’s Eve revelers in London against a government announcement of stepped up measures to fight littering.

Readying for a national Clean for the Queen Day in March, an early marking of Her Majesty’s April birthday, the Communities and Local Government Department says higher fines of £150 are on the horizon. Those behind the effort hope to propel England into an Era of Clean, which unofficially began with the introduction of a 5p plastic bag fee last October. A new strategy is due to be published within months.

Industry uncaps good numbers in Manitoba, but not in Ontario

An expanded recycling program that can’t seem to get off the ground in Ontario is reaping great rewards for the province’s western neighbour. Canada’s beverage industry is boasting an annual 40 per cent reduction in the number of beverage containers being littered in Manitoba’s capital city of Winnipeg. Similarly encouraging results showed up in 2015 across the board for Recycling Everywhere, a program by the Canadian Beverage Container Recycling Association to supply public space recycling bins and focused education in partnership with consumers, municipalities and interest groups. In Ontario the beverage industry proposal has languished with regulators for nearly three years.

BY THE NUMBERS: BIG PARTY HAUL IN BUDAPEST

They made merry in Budapest and left their mark on New Year’s Eve. Workers cleared 150 tonnes of litter overnight.



CHIPPING AWAY: Above, another great poster from Leithers Don’t Litter, an action-oriented group in Leith, Scotland.

Here’s a tale of two graffiti

A new phrase for our litter dictionary is “nature tagging” to describe the placement of graffiti in natural settings, sprayed on rocks and trees, for example. A group in Hawaii called 808 Cleanups has made a mission out of removing nature tags.

The brains behind perennial, trouble-making, pop star Justin Bieber infuriated San Francisco’s attorney Dennis Herrera in November after ad teasers for the Bieb’s latest album, “Purpose”, began appearing on city sidewalks in spray paint. Their marring of public property prompted Herrera to fire off a letter to Def Jam Records and Universal Music Group demanding immediate removal of the hard-to-erase guerilla marketing campaign markings.

Litter tax goes up on smokes

San Francisco doubled its litter tax on cigarettes to 40 cents per pack on January 1, the first increase in the six-year history of the tax, which retailers must collect at the counter. Revenue gets filtered into the city’s budget for cleaning up public spaces, which was \$21.4 million for fiscal 2014-15 with \$11.4 million of that going to tobacco-related cleanup. A city report estimated 11.9 million packages of cigarettes were sold in San Francisco last year generating about \$2 million toward ever-rising cleanup costs. Tobacco-related litter comprised 53 per cent of the city’s litter, according to a 2014 audit. The litter tax hike could have been as high as 84 cents without the need for any special approvals. Before taxes, a pack of smokes in San Francisco can be purchased for \$7.49.