

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

January 10, 2016

2015 Litter League Results Ireland wipes out litter black spots

2015 IBAL ANTI-LITTER LEAGUE (FINAL STANDINGS)

CLEANER THAN EUROPEAN NORMS	
1. Drogheda, Dun Laoghaire, Dunganvan, Kilkenny, Longford	23. Castlebar = Clonmel
6. Killarney	25. Galway City = Cork City
7. Roscommon	27. Maynooth = Newbridge
8. Waterford City	29. Sligo
9. Carlow	30. Thomondgate/Garryowen (Limerick City)
10. Swords	31. Monaghan
11. Wexford	MODERATELY LITTERED
12. Cavan	32. Ennis = Tallaght
CLEAN TO EUROPEAN NORMS	34. Athlone
13. Wicklow	35. Navan
14. Fermoy = Tullamore	36. Letterkenny
16. Dublin Airport Environs	37. Portlaoise
17. Tralee	38. Dublin City
18. Limerick City	LITTERED
19. Dundalk = Mullingar	39. Dublin's North Inner City
21. Middleton	SERIOUSLY LITTERED
22. Naas	40. Farranree (Cork City)



Backlash over cleaning for Queen
Not everyone is spilling over with joy about #CleanForTheQueen, a national cleanup day sponsored by Country Life Magazine and other heavyweights. Some folks are coming off anti-Queen and anti-clean in an online blow-up that has erupted on Twitter.

It seems a vocal few feel like "peasants and serfs" by being invited to take part in volunteer-driven tidying exercise March 4 to 6, themed as an early 90th birthday present for Queen Elizabeth. Some Brits clearly are not amused, peppering the social media channel with quips such as this pointed tweet: "#CleanForTheQueen, because #ScrubTheStreetsPeasants doesn't have quite the same ring to it", from @joshbooth. That picking up litter is seen as demeaning rather than the prideful action it truly is presents a stumbling block for agencies trying to solve the litter problem. A McCrindle Research survey of 2000 people for Keep Australia Beautiful pinpoints a conundrum. While 83 per cent viewed litter as a community problem, just seven per cent took part in an organized cleanup activity that year.

HEADLINE LITTER GRABBERS (JAN 3 - 10)

Some of what made our News Reel this week

Car for prize: Texas does it up big (1/4)
Justin Truby won a 2016 Ford Fusion SE Hybrid in a litter prevention sweepstakes marking TxDOT's 30th year with Don't Mess With Texas. Truby, a North Texas university student, took possession of the car during a Dallas Cowboys game in Arlington last Sunday. He found out about the contest on Twitter.

£1,350 raised as litter lowered (1/7)
Street litter in Birmingham, UK dropped by five per cent from September to November due to local retailers' Bin It For Good Initiative, which matched deposits of litter with monetary donations to the Love Brum charity and was sponsored in part by Wrigley.

Bad timing for touts in Zimbabwean city (1/9)
The time for niceties now past, Zimbabwe shifted its new non-littering mandate into enforcement gear in 2016 after spending time first educating the public. Young adults (called 'touts') in Masvingo had to pay instant \$20-a-piece fines for tossing litter at a bus terminus. An environmental agency cleanup brigade witnessed the deed while tidying a nearby bus stop.

Love Essex loving results (1/9)
They're cheering a 41 per cent drop in litter in Chelmsford owing to the holistic "Love Essex" campaign of on-the-spot fines, posters, advertising and social media penetration.

Results from Ireland's 2015 Anti-Litter League competition are a good news/bad news affair. Although some towns have slipped from excellent to average by European cleanliness norms, the most dire "litter black spots" have been eradicated over the past year, Irish Business Against Litter reports in its annual round-up released Monday. Dublin's North Inner City and Cork City, while still dirty, are cleaner than before. Thirty-one of 40 participating cities and town met the continental standard, a 15% drop over 2014. The number deemed cleaner than the norm fell to 12 from 17. However, places like Galway find themselves working their way up in the standings. Only Farranree was judged to be "seriously littered." A side benefit of the annual judging is having media crow about or bemoan their town's IBAL ranking, and publicizing the issue.



DID YOU KNOW?

Amritsar Municipality has taken to issuing challans, official invoices, to those found to be littering - another Swacch Bharat-inspired (Clean India) move. Health officer Dr. Raju Chauhan said 1330 challans were given out in one day. A guilty party would pay Rs500 (\$7.50) per infraction.