

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

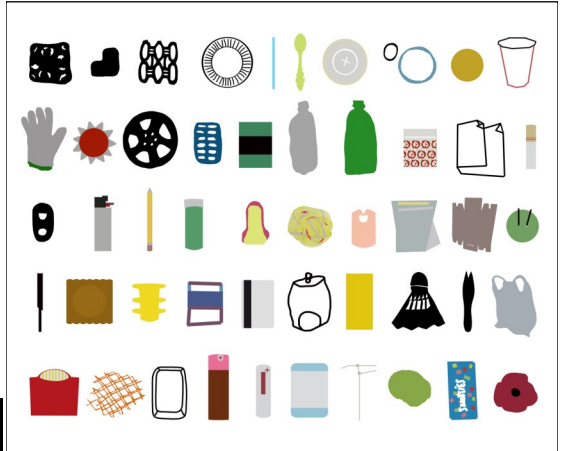
January 17, 2016



Above, one of the Ocean Awards trophies using pieces of beach litter as raw material.

## Coolen's cool art kit a Litter-Arti Library

We first introduced you to Susan Coolen and her "50 Ways to Leave Your Litter" public art project for Kitchener, Ontario in May, 2013 (Issue 14). Since then the litter artist has assembled an inter-active art book featuring the 50 categories of litter (graphic, right). Litter types became items



her street art pieces and touring exhibitions as the city's artist-in-residence for 2013. Waterloo Region Arts Fund gave a grant for printing sets of books now housed at four institutions including Kitchener Public Library.

## CORNWALL 'HAPPY' WITH PHARRELL

Multi-decorated musician Pharrell Williams was one of a dozen to receive inaugural Blue Marine Foundation Ocean Awards at the upscale Mark's club in London's Mayfair District Wednesday night. The Rame Peninsula Beach Care group collected beach litter and local Cornwall artists fashioned it into stunning trophies for prominent people who help protect the oceans. Williams won in the "Personality" category for his Bionic Yarn fibres made from plastic removed from the sea, used to make clothing. Other winners included Oliver Letwin MP, Selfridges, Marks and Spencer and a local supplier of "good, clean and fair fish and crabmeat."



## MTV FIGHTS LITTER WITH #JUNKYARD

Popular snack-making powerhouse, Parle, and MTV plan to be a combined, potent force for change in India when it comes to curbing littering among youth. The Parle MTV Junkyard Project, unveiled Friday, will hit 150 colleges in up to 15 cities. It will run in tandem with a gussied-up fleet of garbage trucks in New Delhi and Mumbai sporting a stylized graffiti emblem to support the slogan, Dunk That Junk. MTV's media muscle has attracted some well-known personalities to perform #DunkThatJunk challenges and engage the fan base in a viral video contest.

## DID YOU KNOW?

New South Wales has more eyes and ears now that are helping like never before to identify and penalize people who litter. Some 12,000 anti-litter activists have downloaded an Environmental Protection Agency litter reporting app and 6000 fines have been issued compared to around 450 during the previous year.

## HEADLINE LITTER GRABBERS (JAN 10 - 17)

Some of what made our News Reel this week

### Australia's NSW opens lid on bottle talks (1/13)

Citizens of New South Wales have until Feb. 26 to say which of two beverage container deposit schemes (CDS) they'd rather swallow: a deposit/refund system, or "thirst for good", the beverage industry's preferred option of increased recycling, bins and education. The Premier of NSW aims to reduce litter volumes by 40 per cent by 2020 with a CDS in place by July, 2017.

### Clean for the Queen Day officially launched (1/16)

England's cream is lining up behind the plan for a massive March 4-6 cleanup honouring Queen Elizabeth's 90th. Celebrities, like actress Vicki Michelle, joined dignitaries at the official launch Friday when a free trash bag giveaway was announced. The Garfield Weston Foundation is one of the effort's key backers.

### Street musicians strike the right note (12/21)

Over the Christmas season Belfast hired Rachael McCabe and Dan Leith, a pair of busking musicians, to dress as cleaners and perform anti-litter parody songs on the street. In one video for the city's litter manager the two spoof Tom Petty's song, "Free Falling".

### India to rank 75 cities on meeting clean goals (1/10)

PM Nahendra Modi's "Clean India" anti-litter campaign will be monitored for success. The Quality Council of India will rank all state capitals and 53 cities with populations of 1-million+ on their levels of cleanliness.