

THIS WEEK IN "LITTERLAND"

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Leith, Scotland is lethal for litter, but leave the queen out of it: quiz



Above, avid Leithers, show the rest of Scotland how it's done. This group, led by businessman Gerry Farrell, has done an amazing turnaround in a short time. See story.

It turns out that the ultra-motivated [Leithers Don't Litter](#) (LDL) didn't clean their Edinburgh neighbourhood for the queen during UK's so-named blitz last weekend. They did it for Leith, according to a fun survey of the 60 Big Spring Clean Up participants. Total haul: 100 bags, add this to LDL's arsenal of accomplishments. Edgy public service ads, clean-ups, Facebook organizing loaned to a huge jump in awareness and one of the nation's best efforts.

Miami Beach is making moves on litter

On Thursday Miami Beach unveiled Keep Miami Beach Clean, its anti-litter push to be the greenest city in America. 'Keep Us Fit, Pick Up Your ...' is aimed at "millennials" and "day-trippers". It features fitness buffs who are residents exercising while putting trash in a bin. There will be ads in English and Spanish, signs on bins teaching the moves, clean-ups and community engagement coupled with fines that start at \$1,500 for the first littering occurrence in a 12-month span and up to \$3,500 for repeat offenders.

After several false starts, Toronto's much-anticipated new litter prevention bylaw met another delay when the March 8 Toronto licensing commission meeting to discuss it was cancelled. The new bylaw says all property holders must clean their lands up to the curb, as well as any adjacent city sidewalk and boulevard.

New Jersey will be seeing a lot of this bird this summer

NJ Beach Bird is a giant sculpture to be made from recycled plastic bottles by famous local artist Willy Cole. An interactive, anti-beach litter website, [NJBeachBird.org](#), lets students watch the bird evolve, suggest names for it and create their own birds for a contest. New Jersey Clean Communities Council is giving the project wings with backing from the Coca-Cola Company.



NJ Beach Bird is in for a name change. A contest for students is underway.

HEADLINE LITTER GRABBERS (MAR 6 - 13)

Some of what made our News Reel this week

Happy Birthday, dear UNEP-GPA (3/8)

The UN body charged with tackling marine litter on a global scale (UNEP's GPA) released a significant report to mark the agency's 20-year mark. It concludes that plastics will rarely, if ever, completely biodegrade in the marine environment. "Biodegradable Plastics and Marine Litter. Misconceptions, Concerns and Impacts on Marine Environments" also produces bits of evidence that labeling products 'biodegradable' makes the public more inclined to litter.

All that glitters ... may not be welcomed (3/6)

The Gay and Lesbian Mardi Gras in Sydney, AU was a glittering affair. Crews cleaned up 230 kg of glitter from streets in the aftermath.

Carnival launches in-school education (3/6)

A carnival in Pasir Ris-Punggol, Singapore March 5 & 6 devoted its "Just One Earth" theme to being green. About 900 children and parents attended the geared-to-kids, interactive event, which was used to announce new anti-littering education in schools.

Town displays its £350,000-a-year problem (3/9)

Aylesbury Vale Council showcased a day's worth of litter in Market Square to dovetail with Clean For The Queen last weekend. "Is any of this yours?" queries the banner surrounding the fenced-in mess of bags. "Bin it or take it home."

DID YOU KNOW?

There's [trouble over litter](#) at the 6th annual [Sea Glass Festival](#) in Cayucos, CA. The popular craft fest highlighting creations made from well-worn ocean glass found on beaches has prompted people to deliberately dump bottles in coves, trying to create personal supplies of the coveted ocean glass, environmentalists are alleging.