

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 20, 2016



One day's worth of litter from Aylesbury Vale town centre went on display meaning to discourage the nasty littering habit with the pointed question, "Is any of this yours?"

Plastic litter messes up the waters



The PolyTalk conference March 16 & 17 in Brussels assembled 250 high-level thinkers to help the plastics industry grapple with a global problem of plastic litter in marine environments. Event organizer PlasticsEurope used the occasion to debut the industry's new website www.marinelittersolutions.com for trumpeting its actions on marine litter: 185 projects planned, initiated or completed since 2011 and 60 plastics associations, 34 countries on board.

Rapper shouts out an apology to China

Korean rapper T.O.P. of boy band BigBang added "I'm sorry" to his repertoire after a video went viral that caught him dropping a cigarette butt from a limousine onto a street in China. Social network Weibo lit up with fan backlash. The entertainer, 27, apologized in a press release, concluding, "... the choice I made was a huge mistake. I have no excuse to make. I apologise for my wrongdoing."

Samurai sweep meets street theatre

Kimono-clad Tokyo youth from Issei Ichhidai Jidaigumi, a samurai performance troupe, descend on the busy scramble intersection of Centre Gai in Shibuya, Japan on weekends and take a swipe at litter with tongs wielded in theatrical flourishes. Locals call them Gomi-hiroi Samurai ("The Samurai Who Pick Up Litter").

DID YOU KNOW?

Coca-Cola Enterprises teamed up with Keep Britain Tidy on a [report](#) probing the triggers for littering (or not) in the 16-25 age group. The company released its findings March 14. Among key motivators for changing littering behaviours in the young, peer power is a big influencer and so are awareness campaigns, the report concludes. The type of packaging and the design and location of waste bins also registered as factors that can deter young adults from littering. This age group does not see dropping waste in cinemas or stadiums at festivals or sporting events as littering, the report noted.

HEADLINE LITTER GRABBERS (MAR 13 - 20)

Some of what made our News Reel this week

No riding the Metro drunk in New Delhi (3/17)

Once the Unified Metro Rail Bill is finalized in New Delhi, there will be stiff fines in play for littering or eating on trains or riding while intoxicated. These acts could also get offenders kicked off the coach.

Litter vehicles courtesy of McDonald's (3/15)

McDonald's Restaurant owner Carl Room has forked over £1,300 to put logos on two litter vehicles and purchase bins in Swindon in a three-year deal inked with Haydon Wicks parish council.

This western Canadian city is hot to trot (3/17)

West Kelowna is soliciting tips, photos, videos and descriptions to help nab people who litter and dump.

Clean For The Queen by the numbers (3/16)

Hailed a success, Clean For the Queen organizers say UK's national, marathon, mess-clearing event will return next year. They tallied 5000 volunteer-run clean-ups, 400 local authorities, 1200 tonnes of litter gathered March 4-6, enough to fill 300,000 bags.

No more breaks in Myrtle Beach area (3/15)

A leap in trashiness in Horry County, the first increase in litter totals since 2011, prompted a quick response from officials - a vow to suspend warning and move directly to fining offenders: no breaks.