

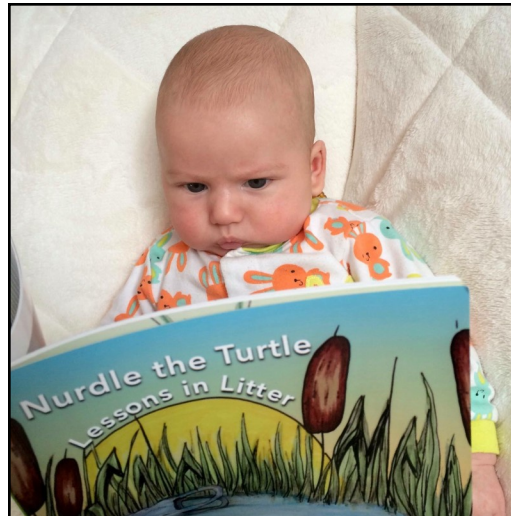
# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 17, 2016

## Privacy commissioner gives Dublin footage a double take

The head of privacy in Dublin has asked the city council to justify its use of closed circuit surveillance images in a new public poster campaign aiming to shame people out of the littering habit. In a statement Monday after the poster came to light, Data Protection Commissioner Helen Dixon indicated some displeasure with the tactical imaging, which slightly obscures the faces of people seen littering, but not beyond recognition. She said CCTV photos in the poster may breach data protection laws. According to a poll in The Irish Times, 92 per cent of respondents support council's strategy. But Dixon wants proof Dublin's use of the film is proportionate to the problem being targeted. At least one person wanted an image taken down because "their neighbours would know who they were", Council responded in its justification of the measure it says is necessary.



### Never too young to start learning

Little Baby Linden gets a head start on understanding why littering is wrong from a cute, new book that's hot off the press. Okay, the kid may be a little biased: the author of this children's story is his mother, Rochelle Carnegie, executive director of **A Greener Future**, a Canadian not-for-profit entity.

**Wolverhampton** is clocking people who litter at the rate of more than 200 cases a month. The numbers are in for ten months in 2015/16 -- 4,851 street cleaning issues were reported, averaging 234 cases of fly-tipping, 72 cases of littering, 30 cases of dead animals, seven cases of graffiti and six cases of parks vandalism.

## Guerrilla sticker



Toronto says don't stick this sticker on city bins or property. See story below.

## Lads say they've built a better bin label

Jonathan Silver and Michael Stulberg, of Toronto, have designed an unauthorized sticker to replace the 'Litter' sign on city bins with one that says 'Landfill.' They say their image of gulls circling a dump better imparts that litter winds up in a landfill site for life and recycling is the preferred option. They plan to print 1000 stickers to give away. Affixing them on public bins, as above, is unlawful, a city official cautions.

## DID YOU KNOW?

SurfRider BC just launched **Straws Suck** - a bid to rid Vancouver of plastic straws, like the movement to switch people away from plastic bags. Twitter hashtag #greenspotted is for reporting noteworthy green actions taken by businesses to become more environmentally sustainable. For example there's a café using raw spaghetti instead of plastic stir sticks.

## HEADLINE LITTER GRABBERS (APR 10 -17)

Some of what made our News Reel this week

### Punjab Assembly tweaks trash law (4/13)

The Punjab Assembly approved a law change on Wednesday that will designate public dumping zones and penalties for tossing trash anywhere else.

### Another public fan of private enforcement (4/12)

Torbay, Devon's "English Riviera", has inked two more years with private firm 3GS after a trial agreement signed in September led to the issuance of 600 fines for littering and dog fouling incidents. Fines rose fivefold in one year.

### Annual index tells Winnipeg's tale (4/11)

Take Pride, Winnipeg! reported an upward trend on its annual litter index for 2015. Scoring streets and neighbourhoods from 1 to 4, the city averaged 2.32 compared to 2.19 in 2014, meaning it's messier. Northwest Winnipeg took the title of dirtiest at 2.85.

### 100 years for Alaskan capital's clean up (4/13)

**Juneau Clean Sweep** involves the entire community in April and is led by the mayor, Ken Koelsch. He handed out trash bags to those attending Monday night's Assembly meeting, offering no opening to opt out with his question, "Will that be one bag or two?" This is the annual clean up's 100th year.

**HAPPY EARTH DAY 2016, EVERYONE!**