

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 1, 2016

Canadian Corner

Alberta touts efficient way to collect fines

Alberta will change the way it handles littering, dog fouling and parking offences. Court and arrest will no longer be used for non-payment of minor fines. Instead overdue fines will be linked to auto registries and collected upon renewal of drivers licences. By doing this, the provincial government expects to improve its record on collections and free up law enforcers and courts to focus on more serious crimes.

Calgary university cleaning up its act

A University of Calgary campus clean up involving 80 volunteers on a chilly Earth Day hauled in 145 kg of trash, half the weight of 2015's grab. Prizes were awarded for the "wackiest" items found and for most litter collected. Organizers think the lower quantity this year is due to less litter being dropped, but can't prove it.

Ottawa students track down cigarette butts

CigBins, a University of Ottawa student enterprise since 2014, collects and recycles discarded cigarette butts for a downtown business association (BIA). Twelve special curbside receptacles on Bank Street get emptied once a week by CigBins, which sells used cigarette filters into a niche recycling market for this type of plastic.



Facebook moves to shut down litter app

A British smart phone app that helps people in Kent, UK report and track litter complaints is at the centre of a battle over trademark infringement. Lawyers for photo sharing giant, Instagram, have told Danny Lucas, head of LitterGram, to find a new name for his service within six months or face legal action. Afraid of losing money and momentum, Lucas wrote to Mark Zuckerberg, CEO of Facebook, owner of Instagram, pleading for a reprieve. He went on YouTube, hoping public support for his litter solution would somehow enable him to retain the name. The British press gave his story generous coverage.

Strange litter photo contest underway here

Columbus and the Solid Waste Authority of Central Ohio have a contest going until August 31, offering gift cards for photos of the weirdest littered items found by participants of registered city park clean up events. Details are posted at www.columbus.gov/CRPDvolunteers.



Above, Pete Miner, seen seated on a Moray beach, created a design in the sand with 395 littered bottles he found in eight days along a single-mile stretch of Lossiemouth estuary in Scotland.

HEADLINE LITTER GRABBERS (APR 24 - MAY 1)

Some of what made our News Reel this week

Early payment option in Leeds (4/25)

Littering and dog poop fines in Leeds grew a bit more costly as Council lowered its prompt payment discount for fines paid within 14 days. If paid early, a £75 fixed penalty notice drops to £60. It was £50. Last year 58 per cent of people opted to pay their fines early.

Litter rant on election trail goes viral (4/26)

Lee Waters may have picked up votes after picking up litter while canvassing for election as an Assembly Member in Llanelli, Wales. His video rant rang up 24,000 views in a week. "People drop litter not Councils, and people need to take a responsibility for keeping our streets clean," Waters said in his video selfie.

Litter Critters a hit with young school kids (4/26)

The Litter Critters' seven-year run has earned rave reviews at Oskaloosa Middle School in Iowa for talking about litter to K-2 students using Dr. Seuss mascots.

A friendly toot of the horn for this Car club (4/29)

South Jersey Region Sports Car Club of America is all revved up to adopt a section of Dividing Creek Road in Cumberland County, pledging four clean ups a year in front of New Jersey Motorsports Park in Millville.

DID YOU KNOW?

In 2015 Girl Guides of Canada picked up 5270 kg of junk -- the first year of their pledge to help in Canada's biggest tidying event, the [Great Canadian Shoreline Cleanup](#). Out to best their previous effort, Guides held no fewer than 95 clean up events for Earth Day 2016 on April 22.