

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 3, 2016



## 9,904 opportunities for smokers to do the right thing in Toronto

We begin with a correction. There are almost ten thousand street bins in Toronto ready to receive your odds and ends. Not the 6,500 bins reported in *Litterland* last week, but 9,904 as of August 2015. Outdoor smoking has risen noticeably with the advent of smoke-free bylaws. A unique feature of supplier Astral Media's bin is the built-in receptacle for depositing cigarette butts, preferably extinguished first. The city's core ask of smokers is that they use this small opening as their ashtray instead of sidewalks, streets or the nearest planter box. Cigarette Butts Are Litter Too! awareness ads run until July 15. Business improvement groups are being urged to keep the momentum going after that.

### Smokers: Watch your Twitter feed

Get ready to retweet to smoking family members, friends, neighbors and colleagues. Toronto will send a second batch of tweets July 5, 8, 12 and 15 to back up its anti-butt litter [message](#) and visuals. A first batch ran in June. #CityofTO.

### HEADLINE LITTER GRABBERS (JUN 26 - JUL 3)

Some of what made our News Reel this week

#### City rushes to hike penalties by 4th of July (6/28)

Santa Cruz, CA was on track to have an emergency ordinance in place for Independence Day weekend that more than triples fines for littering. Environment groups are helping to publicize the new rate, \$150 up from \$30.

#### Top citizen is a Kingston litter picker (6/28)

Kingston, Ontario honoured Robert Charest with the First Capital Distinguished Citizen Award on July 1, Canada Day, for his devotion to picking up litter - ten full bags a week for the past six years, 40,000 litres a year.

#### EU frowns on use once, throw away mentality (6/14)

At a meeting June 15 the European Parliament looked at placing restrictions on single-serve packaging as one exploratory avenue for reaching a desired 50 per cent reduction in land litter by 2030.

#### Morocco's plastic bag ban bill takes effect (7/2)

Going green in Africa took a big leap July 1 as Morocco's ban began on the production, import, sale and distribution of all plastic bags except for freezer bags across the country. At 900 plastic bags per capita, 34 million Moroccans are the second largest users of bags next to Americans, Aljazeera reports.

#### Malaysian city boasts litter-free cop shops (6/26)

Ten police stations in Kota Kinabalu are now litter-free.

### Free ashtray is better than a fine

In Australia, Maitland Council gave away portable ashtrays at the visitors centre and town hall until the end of June to promote a better alternative for smokers than on-the-spot-fines for littering -- \$60 for tossing an unlit butt, \$200 if it's lit, \$375 if it is lit and poses a danger, during wildfire season, for example. Discarding a cigarette from a vehicle carries a \$200 penalty. In the words of Maitland environmental official David Simm, "Personal ashtrays are an easy and discreet way to safely carry cigarette butts until a garbage bin can be located to dispose of them."

Witness what washes up on Western Australian beaches on activist Clare Sharp's [Facebook page](#). She [recently asked](#) the City of Wanneroo to ban balloons. In response, the city will review its public event policy on balloons and releases.

### DID YOU KNOW?

Toronto's "[Taste of Lawrence](#)" festival will spend \$18,000 for ongoing cleanup during the event July 8-10 in Scarborough. Goes to show how important litter-ridding is to the organizers and members at the Wexford Heights Business Improvement Area (BIA).