

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 24, 2016

## Recyclable coffee cup debuts in UK with Starbucks committing to try it

"Same taste, less waste" - that's the promise from [Frugalpac](#), a new type of take away coffee cup being unveiled on Thursday in the UK. Unlike the conventional cup in use today, this invention from entrepreneurial engineer Martin Myerscough claims to be fully recyclable owing to the easily removable film liner inside the otherwise all-paper product. Existing material separation facilities can readily accept the cup for recycling, the company says. It pegs UK's use of coffee cups at 2.5 billion a year and estimates that only one in 400 currently gets recycled. Interest in this design innovation is percolating. Starbucks stated it will begin a trial using the cups.



## Third annual conference for NSW

One has to admire New South Wales. This will be the state's third annual Litter Congress, Australia's only one. On Aug. 31 and Sep. 1, learned parties will swap info and step up their game plans for meeting established goals. Shouldn't all jurisdictions be doing this?

## Litter-Free Lots gets charity to sign on

Storefronts in Fort Worth, Texas sport decals to declare a business's support for Ten on Tuesday, a call for everyone pick up ten pieces of litter every Tuesday. Along with promoting the program to customers and being engaged, the business pledges that a manager will walk the parking lot and remove litter once daily under the city's Litter-Free Lots initiative. Goodwill Industries Fort Worth was the first company to join the program and committed the involvement of its 23 retail locations in Tarrant County and surrounding areas. To learn about the Litter-Free Lot program, contact [reverselitter@trwd.com](mailto:reverselitter@trwd.com).

## DID YOU KNOW?

There's one particularly striking difference between Pokémon Go players in northern California and those in Windsor, Ontario, Canada. Last week's issue of *Litterland* reported on enthusiasts in Merced, CA cleaning up litter at various public stops while playing the game. In Windsor, ON gamers have littered public parks profusely as they play, Yahoo! Canada [reported](#).

## Ouch! Who does this kind of thing?

Torbay Council has a mess on its hands, above, at popular fishing haunt and beauty spot, Hopes Nose in Torquay. Politicians will consider banning picnics and barbecues and restricting fishing.

## HEADLINE LITTER GRABBERS (JUL 17 - 24)

Some of what made our News Reel this week

### Big burger chain pledges action (7/20)

Birmingham, UK can add McDonald's and 18 restaurant locations to the city's list of 460 businesses that have signed voluntary agreements to keep their sites and surrounding city streets clean. Council founded the pledge program in January 2014. The city promises to partner with business to target specific litter problems.

### Yonkers backs up new procedures with ads (7/20)

One of the cheeky ads says "Chicks dig it when you recycle". Yonkers, NY has a fresh, new website and advertisements for bus stops, garbage cans and other media. [RespectYonkers.com](http://RespectYonkers.com) comes three months after city council raised the minimum fine for littering to \$250, maximum \$5,000. Also passed was a "Pack In/Pack Out" law in city parks.

### Christchurch, NZ backtracking on bin denial (7/21)

Bins are coming back to Christchurch Quay after an experiment in March failed to produce the hoped-for results. By removing trash cans, authorities wanted to spur visitors to carry in /carry out items for disposal at home. But the pilot is being terminated a few months early because it proved unpopular with residents and merchants, who felt it heightened litter's presence.