

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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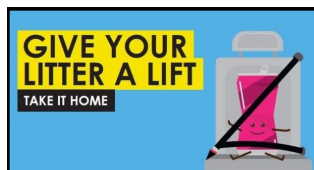
[Bristol mayor pledges cleaner streets by 2020](#)

Bristol mayor Marvin Rees doesn't shy away from a mess. Achieving clean streets by 2020 is his goal. He has enlisted the city's private contractor, Bristol Waste Company. Together they are diving into the litter conundrum with positive action, a three-year program commitment. Very creative posters and a [website](#) underscore the size of the problem. At left, the mountain of superimposed trash represents Bristol's yearly volume of street waste, 3,700 tonnes, not counting large items and household waste that people dump.

Above, Bristol's campaign for cleaner streets has a series of ingenious posters like this one.

[Corporate heavyweights back Scotland's big push](#)

A landmark arrangement emerged this week formalizing ties between Scottish government anti-littering initiatives and the big businesses associated with commonly littered items. McDonald's, AG Barr, Britvic, Coca-Cola European Partners, Lucozade Ribena Suntory and Red Bull are all onboard the national campaign. They say they will help educate their consumers in tandem with agencies Transport Scotland, Zero Waste Scotland, VisitScotland, road contractors and local authorities, beverage and packaging industry groups. A cartoon logo of a can buckled up in a car's passenger seat uses the theme, "Give your litter a lift. Take it home."



DID YOU KNOW?

A new program in Eurobodalla Shire, New South Wales, offers a free breakfast for people who come to learn how to secure the loads they carry in their trucks. They receive free trailer covers and car litter bags too in the EPA-funded plan for preventing accidental, flyaway, roadside litter.

HEADLINE LITTER GRABBERS (NOV 20 - 27)

Some of what made our News Reel this week

Dallas Cowboy corrects an errant toss (11/20)

Football fans don't generally cheer fumbles. But Dallas Cowboys quarterback Dak Prescott stirred some buzz after throwing a can toward a litter bin and missing. Video showed him retracing steps to put it in the can -- what they preach in the *Don't Mess With Texas* state.

Driver blames passenger, skirts penalty (11/24)

Ireland may want to close a loophole that let a littering motorist in Laois off the hook. In court the driver blamed the passenger for the act. In England the vehicle owner is responsible regardless of who does the tossing.

Coldplay concert backfires badly (11/22)

The Global Citizen India Festival on World Toilet Day Nov. 19 brought in bands Coldplay, Jay-Z and others to promote the PM's Clean India initiative. Somehow the environmental message went off-key. Crowds left the venue a littered mess of bottles, wrappers and the like.

Pigeon case dropped - bird ate the evidence (11/24)

Swansea city council has opted not to pursue a littering charge against teen Lauren Paige-Smith in court at a cost of £2,500. She fed a McDonald's fry to a pigeon and received a penalty notice that she refused to pay.

Snapshot study a red flag for coastlines (11/23)

Litter is more of a threat to Irish coastlines than water pollution, says [Coastwatch](#) following a 2,000-person scouring of 3.5% of the country's beaches. An audit showed profuse littering of plastic bottles and tyres.