

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 4, 2016

Austrian Arrow points the way

KEEP AMERICA BEAUTIFUL

100,000 Miles of Beautiful Things



Kicking off its year-end drive for cash, KAB promises to double the first \$25,000 in public donations with matching funds from staff and directors at the national office. America's agency catch-all for anti-litter programming wants to raise \$100,000 ultimately. Unique premiums have been offered as donor enticements. A \$30 donation will get you a \$20 Amazon gift card. Donors can receive a "What will you" t-shirt made of recyclable materials. Also for sale, reusable water bottles made by a company that makes a point of hiring war veterans. [#DoBeautifulThings](#)

Small town has big ambitions

Pavement markings have begun to appear on a 0.6 km stretch of road in Kirchham, Austria, population 1,800. More than 300 yellow arrows could be mistaken for an art installation, but they are really part of an experiment to control littering behaviours. Each arrow points to a spot where litter was found. Altogether they make an arresting statement about the frequency of littering. They draw attention to the town's litter prevention campaign. Locals involved in the project ran out of arrows and could have used one hundred more at least.

SodaStream battles big bottlers

The International Bottled Water Association (IBWA) filed a cease and desist order against SodaStream over the competitor's campaign that starkly highlights the litter problem created by single-use beverage containers. Defiant Israel-based Soda Stream, itself a past lightning rod for controversy over firing Palestinian workers, vows to steam ahead with its anti-bottle campaign to sell the benefits of its beverage making machine.

HEADLINE LITTER GRABBERS (NOV 27 - DEC 4) Some of what made our News Reel this week

Paint For A Cause artist draws on empathy (11/27)

Mural artist Gayatree Joshi scored big with Mumbai's community of street cleaners when she got the okay to paint an angry sweeper mascot on some walls. The character named Jhaduman, broom in hand, scowls and a caption reads, "I won't sweep again and again."

Beach study shows rising tide (12/2)

University of Exeter and Plymouth Research Laboratory report a rise in certain litter types choking the ocean following a ten-year study. Specifically balloons, polystyrene foam and fishing nets showed increases.

State video contest names its young winner (12/1)

A Missouri contest on making the world a better place named student Robert (RJ) Reece the winner of the top prize of \$1,500 for his college savings fund. His video pleaded with people to clean up and not litter.

Seafarers make a contribution to the fight (12/1)

Fishing for Litter was thrown a line of continuing support for its skippers volunteering to haul litter out of the North Sea. Aberdeenshire Council voted to renew funding.

Islands pick up on tourism campaign (11/29)

Elementary students across the Virgin Islands are learning about litter this month. Schools have adopted "Clean Places. Happy Faces" from the VI Tourism Department as a theme for "Keep the VI Clean." Activities include a poster contest, Squeaky the mascot, a reusable tote bag giveaway December 19 and ongoing activities leading up to VI's plastic bag ban in January, 2017.

DID YOU KNOW?

Moira Shire Council in Australia [introduced](#) its new, free *Waste Management in Moira* mobile app with a contest. The app notifies residents of collection schedules, or changes, and transfer station hours. It enables on-the-go litter reporting. In the contest residents can send a photo of their garden via the app for a chance to win \$1,000 in landscaping.