

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

October 27, 2013



ABOVE, the litterbug personified in Manly, Au video

Australia's Manly Council boasts litterbug video and award-winning programme

Award-winning Manly, AU shows off its video ad aimed at people who litter. Lighthearted with a serious message, the campaign flows from the city's LitterGuards program to keep Northern beaches pristine. Youth collected pledges not to litter from 100 beachgoers last summer. In 2014 they will be tooling around in a solar powered hybrid golf cart from 12pm-4pm wearing turquoise shirts, giving away free temporary tattoos and trolling for litterers to educate. When teams patrolled this year littering did not increase. Without patrols, littering rose by 24 per cent. www.manly.nsw.gov.au

JACKIE CHAN: ON LITTER HE IS THE MAN

His new movie is "Chinese Zodiac". Go see it. The star, Jackie Chan, 59, is known for his stand against littering, teaching children to pick up litter and using his movies to convey his personal disapproval of littering. Support this actor!



Drive-thru restaurants are fingered as the cause of a three per cent increase in littered food waste in the latest report from Keep Britain Tidy. A rise in drive-thru outlets has more people taking away meals and then throwing leftovers out of car windows, the agency surmises. KBT held its annual conference and awards October 22 and 23. Over in Liverpool, 630 merchants are tapping into Love Where You Live Week. They will push the daily public opinion polls on litter, such as a 5p shopping bag fee or £80 fine for littering gum. A road show, social media and new signage back up the campaign in four specific priority problem areas associated with litter: cigarette butts, gum, pigeons and begging.

DID YOU KNOW?

Two Northern Irish weeklies have embraced Craigavon's name and shame campaign. Portadown Times and Lurgan Mail will publish regular features and will publicize court prosecutions for littering.

HEADLINE LITTER GRABBERS (OCT 20 - 27)

Some of what made our News Reel this week litterpreventionprogram.com/news-reel.html

- Ontario beverage industry webinar Oct. 28** [10/27] 9:30am Monday [28] is a webinar on Canada's beverage industry's container recycling expansion proposal for Ontario. www.wctv.ca/wdo/20131028/ [Password: wdo1]
- Jakarta's governor the first 3-peat in Litterland** [10/24] Gov. Joko Widodo gets his third mention in *Litterland*. 1) For Jakarta's litter education, 2) for hiring heavy metal denizens, Slank, to pen a youth-oriented theme, and now, 3) on news he visits Rawajati warning residents of fines if they litter the river.
- Harare fines as Zimbabwe wrestles with litter** [10/23] Fines and community service are hoped to prove to be the makings of a fruitful litter curtailment policy in Harare.
- Singapore Prime Minister shows leadership** [10/26] Prime Minister Lee Hsien Loong says Singapore is reviewing stiffer penalties for littering, currently in the \$300 range.
- Australia repeats Butt Free Day** [10/22] Back by popular demand, National Butt Free Day, Australia's second annual, took place on October 22 to open eyes to tobacco-related litter like butts and cigar plastic tips.
- Uckfield to work with carnival and bonfire society** [10/23] The Brighten Uckfield group wants a bylaw to control litter. Meanwhile it continues working on education for students and with a special society on litter associated with carnivals.