

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

January 22, 2017

## Straw use discouraged

A special campaign to stop the use of plastic straws was born in Barrie, Ontario recently. Explore Lake Simcoe Sustainable Tourism introduced the No Straw Challenge in a bid to cut down on the average 36,400 plastic straws a restaurant uses in a year. With backing from the Ontario government and Barrie's tourism agency the no-cost plan is part of a package of ideas promoting sustainable Lake Simcoe business practices. No longer an automatic addition to a drink, a straw is still available if a customer requests one at the six participating eateries, but it will be a paper alternative. Plastic straws are one of the top ten items polluting marine environments. Visit [www.explorelakesimcoe.com](http://www.explorelakesimcoe.com).



## **DEVILISHLY DONE**

**Bournemouth citizens grabbed our attention with their [Dorset Devils](#) logo and volunteer group that's out to foil litter's scourge.**

## **WE'RE BACK!**

After a brief hiatus *Litterland* is back in biz. Watch for guest columns this year and a more relaxed publishing schedule after operating as a weekly for four years straight.

## Message in a bottle launched in the name of science and litter

Scientist Aevar Thor Benediktsson was out to shatter romantic notions about sending a message to sea in a bottle. To teach students about the damaging toll of marine litter, he tracked the voyage of one such bottle from its launch from Iceland's oldest lighthouse on Jan.10, 2016 to its resting place on the shores of the island of Tiree, Scotland, a trip spanning 8,700 miles via Greenland and Canada's northeast. The experiment was part of a learning series produced by RUV, Icelandic TV.

## Indian Air Force sounds warning

The Indian Air Force issued a public plea to Delhi citizens to sound alarm about the dangers of littering in advance of this year's Republic Day fly-past on January 26. Pilots worry that strewn refuse will attract birds, always a safety concern, or become windborne with potentially fatal consequences to pilots flying at low altitudes of 60 to 500 meters for the fly-past.

## Flower Show strict about zero litter

The Lalbagh Botanical Gardens flower show in Bengaluru, India is nurturing a zero litter culture. The 200 vendors must pay a deposit, sign a tidiness promise and will be heavily fined and censured if they mess up. No plastic plates or bags: they are asked to use alternatives like paper, cloth and jute. The Republic Flower Show at the famed site runs from Jan. 20 to 29.

## **DID YOU KNOW?**

Among the locales vowing litter action to start 2017 are Zimbabwe with its 'Keep the City Clean – Stop Blaming and Start Acting' campaign, St. Lucia, Dorset, UK (Weymouth and Portland) and AU's Eurobodalla and Canberra. Unfortunately Tokyo, Japan went in the other direction and orchestrated a massive balloon release on New Year's Eve.

## **HEADLINE LITTER GRABBERS (JAN 15 - 22)**

Some of what made our News Reel this week

### **5FM Capetown learned from balloon release (1/19)**

Radio 5FM is trying to atone for releasing balloons at an open-air concert broadcast in Cape Town last fall. The station is running ads pro-bono urging its listeners to join a February 18 event run by [Sea Shepherd](#), [Clean C](#) and the [Two Oceans Aquarium](#), billed as the largest cleanup event South Africa has ever seen.

### **"It wasn't me" will no longer work in England (1/17)**

English law is about to be tweaked to ensure that owners are held legally responsible for litter emanating from their vehicles regardless of who is driving. In court, too many offenders blame a passenger and dodge penalties, much to the frustration of local governments.

### **They prevented New Year's Eve littering (1/16)**

A non-governmental organization, archaeological surveyors of India and police discovered what it takes to stop littering at historic monument Vasai Fort on New Year's Eve. The NGO Amchi Vasai coordinated volunteers to block the entrance to the 109-acre site from 9pm to 4am, turning away 100 cars and 150 bikes.

### **All because they didn't use nearby ashtray (1/18)**

Lincoln, UK spread £2,800 worth of fines among five smokers who littered butts near ashtrays and tried to ignore repercussions. The local paper named them.