

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

February 19, 2017

Viennese fine hike to start March 3

Cigarettes and dog doo-doo are targeted in Vienna's new regime of increased fines for littering butts or leaving the pooch's mess behind. The penalty will bump up to €50 from €36 effective March 3 and to a high of €90 for really serious offences. The law provides some wiggle room. Ulla Siam, Vienna's environment councillor, said the maximum penalty would apply to the most severe cases, someone dumping a full ashtray on pavement, for example. The local paper reports that people generally favour the fines, especially dog owners pleased to see smokers enveloped in the crackdown. Some says the fines are too steep. Opposition politicians jumped into the fray. ÖVP called the fine increase a "cash grab" and FPÖ wanted the revenue rolled back into improved dog walking paths and lighting for safety at night.



Vienna's new push for cleanliness includes a comical yet graphic poster to advertise increased fines for dog fouling and littering. The cheeky campaign saw its debut this week. (Photo:Stadt Wien)

Three cheers for this Lord Mayor!

Leadership on litter comes in the form of Adelaide's Lord Mayor Martin Haese. He made it clear he will not stand for laxness when it comes to trash disposal. Recently he put out word through the media that anyone caught littering will be slapped with a \$210 fine. Haese told the Sunday Mail his patience had run out and he intends to get tough. This on the heels of this month's introduction of South Australia's *Dob In a Litterer* app, which witnesses of littering can use to report vehicle registration information to the EPA.

Litterland adds a bonus page

With this week's edition a new, biweekly feature arrives on Page 2 called *Your Space*, a place where experts share their insights, tips and deep understanding of littering and what to do about it. We begin with the first in a series by Paul Cusack, a consultant from Queensland, AU. Have a litter question for *Litterland*? Email it to us and we'll get an authority on the subject to respond.

DID YOU KNOW?

Eleven sporting and outdoor organizations wrote the Scottish government on Tuesday to support Banish The Bottle, a newspaper-led initiative. They are lobbying Scotland's environment minister for a 5p-10p deposit on beverage containers they believe pose a direct threat to enjoyment of the outdoors.

HEADLINE LITTER GRABBERS (FEB 12 - 19)

Some of what made our News Reel this week

AU beverage container litter increases (2/15)

The year 2016 was a bad year for plastic bottle build-up in Australia. An annual report says bottle litter rose by 1.5 per cent and now accounts for one-third of all litter.

Jakarta's shaming techniques (2/13)

Convicted litterers in Jakarta will be ordered to pick up street trash while wearing a t-shirt that says "I promise not to litter" on the back. And they'll pay a fine equalling \$7.50, puny compared to the cost of embarrassment.

Clean-up group doesn't mince words (2/14)

No question where The Women's Club of Vista, CA stands on litter. Its February 19 litter-picking event is appropriately named: "Losers Litter Trash Walk."

Dairy herds are hurting, farmer (2/11)

Belgian dairy farmer "Eddy" displayed a dying cow for TV cameras, demonstrating the danger posed to cattle by littered cans in fields. Metal fragments end up in the thrashed hay that becomes animal fodder. Ingestion causes the creature a painful and certain death. It's happening to "lots" of cows, Eddy told Flanders News.

Free breakfast offered as enticement (2/13)

NSW's "Hey Tossler" campaign tossed in free coffee and breakfast along with the trailer covers and litter bags given away at a Eurobodalla event geared to get tradesmen to properly secure the loads they haul.



Introducing: YOUR SPACE

Experts share their insights and tricks of the trade

“Leverage and momentum applied to litter”

by Paul Cusack

Paul Cusack is a bin design and litter prevention expert in Queensland, AU.

There is much to discuss about litter but before we get into the tips, tricks and clever techniques I wanted to introduce you to two of the most important words in litter circles.

Leverage – the power to influence a person.

Momentum – the impetus and driving force gained by the development of a process or course of events.

Leverage in litter management comes from the actions and activities you attempt and how people perceive and interact with them. Establishing momentum and building on it occurs when you align your actions and activities, and include as many stakeholders and community members as possible who support or benefit from those actions and activities.

There's no one size fits all approach to litter you can start with a marketing campaign such as New South Wales successful “Hey Tosser”, or the privatisation of some of the litter enforcement in the UK or perhaps the "Litter Cabinet" approach from Philadelphia. They are all correct when you gain some leverage from them, when you identify the momentum they are creating and build on it.

Once you've decided on a starting point you should be looking for the first leverage opportunity, how are you anticipating the first action will influence or impact on people's behaviours? O.K, now what's the next step that you could take to support or encourage those activities and outcomes? It's not enough to point the finger and expect immediate improvements from a single action. You must be building on them. Each and every action or activity applied to litter has options for what should follow it, and gaining additional benefit from those actions. That's how you need to think to get the most leverage from what you are doing, always looking for the next step, be lateral, communicate what's happening and be progressive.

Once you have launched the first of you actions in litter you should have a little momentum, that needs to be maintained.

Let's look at a crew of cleaners collecting litter in an area, is there a way to leverage them and gain momentum for your program?

You could easily engage with the businesses or other users in the area and let them know about the cleaning activities, seek out the best time for them something that would ideally support them and the business. On the back of that, you can seek their assistance in doing a little bit in the area to help manage litter, asking their cleaners also to help maintain the space. A collaborative approach.

That's just a very simple example of how including as many others in the discussions about outcomes for improving litter will have you developing processes that work for your businesses and the community. The more people involved in your processes, the greater your momentum, and once you start the momentum, you should continue looking for ways to grow it.