

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

February 26, 2017



## Canadian "Butt Blitz" May 7th

The Butt Blitz is coming to Canada on May 7. A Greener Future, partnering with TerraCycle and braingarden.ca, is rousing interest, signing up volunteers and coordinators Canada-wide, [job description here](#). More workers are needed to help the fun day run smoothly. Canadians are invited to give this important pollution-fighting effort a boost. Donate and participate in the goal of lifting 200,000 littered cigarette butts off the ground and into a butt recycling program. [Fundraising](#) is underway to finance a portable ashtray giveaway.

## Oceans Conference

UN Environment Program pledged concerted action on marine litter this week, promising to eliminate major sources of it by 2022. Bali was the site of the Economist World Ocean Summit, #CleanSeas, where ten countries agreed to deliver on action plans targeting microplastics, single use bags and habitual human wastefulness.

## Who's to blame for all that litter?

According to Tobin Consultants in Ireland the top polluters in litter and their proportion of the total:

- Passing pedestrians (39.6%)
- Passing motorists (19.7)
- Retail outlets (10.0)
- Gathering points (6.6)
- Places of leisure/entertainment (5.9)
- Fast food outlets (5.3)
- Schools/schoolchildren (4.3)
- Bus stops (2.5)
- Fly-tipping/dumping (2.2)
- Public recycling containers (1.4)
- Banks/ATMs (1.1)
- Bus/train stations (0.7)
- Overflowing bins (0.4)
- Major entertainment events (0.4)
- Construction sites (0.2)

## DID YOU KNOW?



Domingo the Llama is the official mascot of Keep Wales Tidy Spring Clean Cymru campaign, a perfect fit since his owners, Paola Albertazzi and Richard Haggerty, already use him to help on their litter picks.

## Coca-Cola uncaps a surprise

Scotland may be the country to kick-start the UK beverage industry's embrace of deposit fees on drink bottles and cans. Coca-Cola announced this week tacit support for refundable deposits after years of resisting deposit-return schemes (DRS). Campaign to Protect Rural England is elated by the soft drink corporation's rethink. Coke's research says 63% of consumers back deposit-return and 51% would recycle more as a result.

## New Zealand's three-million-dollar zinger

To protect its "clean, green brand" NZ will invest \$3-million in a sweeping *Do The Right Thing* campaign. The money will be used for a litter audit and educational materials to prod behavioural change. Keep New Zealand Beautiful, EnviroSchools and The Packaging Forum will all have a role, the government said.

## HEADLINE LITTER GRABBERS (FEB 19 - 26)

Some of what made our News Reel this week

### Politician's signs netted him a big fine (2/21)

Irish parliamentarian, Finn Gael TD Noel Rock will be asking a court to reduce a €3,150 fine that Dublin City Council hung on him for posting self-promoting *Keep the Recovery Going* signs contrary to the city's litter law.

### Coventry man hopes the judges come to town (2/20)

Volunteer litter picker David Stew says part of his motivation for cleaning up Coventry is to help the city win its City of Culture bid in 2021 by keeping it looking good.

### The rate of dog droppings is dropping here (2/20)

Barking and Dagenham - a most appropriate name when the town's latest success involves dogs. Since trying out DNA testing for canines, used to analyze poo and identify ownership so that fines can be levied, instances of dog fouling have dropped by 60 per cent.

### He used to litter, but now he knows better (2/18)

Businessman Kailash Panchal littered once upon a time. He was ticketed for it in Kuwait. Today he's Mister Clean, traveling across India, practising and preaching litter-ridding, his car plastered with slogans. Via [Facebook](#) he spreads the PM's Clean India campaign philosophy.

### No Queen in Britain's cleanup this year (2/25)

*Great British Spring Clean* is the name of UK's big push March 3 - 5. Swept away was "Clean for the Queen", a name in 2016 that drew criticism from some quarters.

### Rogue drivers on social media cause problem (2/25)

Illegal waste haulers advertise low-cost disposal on social media, then illegally dump what they collect, says the analysis of fly-tipped, roadside trash in Dorset, UK.