

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

October 1, 2017

Stars get in on the game

The litter reduction cause elicited support from singing star [Jada Kingdom in Jamaica](#) and cricket legend Sachin Tendulkar in India. Entertainment and sports celebrities can be very effective influencers. It is hoped that fans will mimic the positive actions of these popular public figures. ['Nuh Dutty Up Jamaica'](#) invited Jada into schools to motivate students in national clean up efforts. In the Bandra suburb of Mumbai, former skipper sensation Tendulkar got behind a broom and took to Twitter to push ['Swachhata Hi Seva'](#), a central campaign.

At right, as reported in *Litterland* last week, artist Shivya Nath, 29, took her sizeable art installation into the mountains near Kaza, India. Made of plastic bottles found strewn around Spiti Valley, her work is supposed to open eyes wider to the problem of littering.



Punishments and rewards begin

Yesterday the Meenakshi Sundareshwarar temple in the shrine city of Mandurai, India began a carrot and stick approach to attack littering around the premises. Fines of Rs 50 are handed out to those caught being careless with their garbage and two traditional pastries 'prasadam laddu' are served up as rewards to people who report offenders.

Floating cyclist removes litter while pedaling on the Thames

Entrepreneur Dhruv Boruah, 35, of London, has put his water bike to good use on the Thames. He's on a two-week trek from Gloucestershire to Big Ben, hauling litter out of the river to raise awareness. In Shepperton his river haul included 100 plastic bottles, five balloons, 20 tennis balls, beer cans, kitchen towels, plastic packets, a bin cover, flip-flops and juice sachets. See his tweets @dhruvboruah.

DID YOU KNOW?

Bill Younce, the pastor of Lighthouse for Jesus Church in Elizabethton, Tennessee uses his community standing to make a difference. He takes a hands-on approach to removing litter practically every day. This week called for more signs and better enforcement for wrestling unwanted littering behaviors to the ground.

HEADLINE LITTER GRABBERS (SEP 24 - OCT 1)

Some of what made our News Reel this week

Use nurses in fight for a clean environment (9/26)

Dr. Florence Naab, a senior lecturer at University of Ghana's School of Nursing, speaking at a hospital awards dinner, said nurses should be funded by government to visit homes and workplaces to teach good environmental practices and disease prevention.

Seychelles setting up glass bottle refund (9/26)

Redeem centres will be a new feature soon in Seychelles with the introduction of a fee and refund plan for glass bottles. Details are still to be decided, but the government's intention is clear: to reduce the most littered item on the 115-islands in the western Indian Ocean. Take away food packaging is No. 2 on the list.

Wales eyeballs a plastic tax and deposits (9/28)

There's talk in Wales of a producer tax on plastic as early as next year or the year after. Environment minister Leslie Griffiths says a deposit system like a plan Scotland has proposed may also be in the offing.

Harare vying for renewed sunshine status (9/24)

After losing its place as a Sunshine City due to lack of cleanliness, Harare, Zimbabwe will fight to regain a favourable world class standing on the environmental index by 2025. The city recently introduced 30 new refuse collection trucks and 1,000 more donated bins.

American leather maker owns up, cleans up (9/28)

Wolverine World Wide will clean up old leather scraps dumped in 2010 along the Rogue River in Rockford, MI.