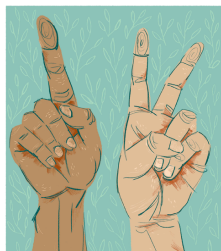


THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 8, 2013

Below, touted by Baltimore District 7 Councilor Nick J. Mosby: everyone pick up "one piece" of litter every day, as hip logo indicates.



Zero Litter

Above: A litter website out of Baltimore and a Facebook push for a "lid law" for bins to prevent flyaway trash. www.zerolitter.com

Dateline Australia:

"Fine the idiots", says police association boss

In the Australian tinderbox of New South Wales, Scott Weber, President of NSW Police Association wants a new charge for "the idiots" who toss cigarette butts from their vehicles during fire bans. Officers tout doubling the current fine to \$750 and tallying three demerit points against "aggravated litterers." The current charge of arson due to a tossed butt is difficult to prove and isn't working, they say.

Already a model, Victoria shapes up for the season

Summer's litter crackdown in Victoria, one of the world's least littered cities, coincides with the launch of a popular, new digital reporting centre app compatible with all mobile devices. Ads and a digital strategy will run until March. Wangaratta is Victoria's entry, up against Nundle in New South Wales, Mundubbera in Queensland, Sheffield in Tasmania, Kingston SE in South Australia, Walpole in Western Australia, and Titjikala in the Northern Territory, in the national 2013 Keep Australia Beautiful Tidy Towns Competition. Victor Harbour, South Australia won last year.

Photo, right: Students from CDA Model School in Islamabad, Pakistan rally for tidiness. "Say No To Littering," their signs say.



HEADLINE LITTER GRABBERS (DEC 1 - 8)

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

No bin for litter in your car? Pay \$15 (12/1)

A new law in Harare, Zimbabwe requires that all vehicles must have litterbins aboard and travelers must ask for and use them, or pay up - a \$15 wrist slap, but easy to enforce. The plan is to run one week of intense publicity until next Thursday after which prosecutions will begin in earnest.

Big message, bold leadership from tiny island (12/3)

Fiji President Ratu Epeli Nailatikau made changing attitudes about litter and so-called throwaway packaging the centerpiece of his opening remarks at the 9th Pacific Islands Conference on Nature Conservation and Protected Areas.

Edmonton streets much cleaner this year (12/5)

Attention to litter reaps results in Alberta's capital. Edmonton hired litter auditor MGM Management and the 2013 numbers show the presence of litter on city streets is down by 42% (large litter) and 40% (small) since 2009 and following the city's launch of *Clean Up The Capital*.

Swinton gets a handle on dog fouling problem (12/2)

It is the place to be if you're a dog walker. Swinton, UK councillors have started giving away free doggy waste bags at the town's customer service centre and libraries. They funded the project from their Community Leadership Fund.

NICE, NOTEWORTHY NEWS

Muslim Litter Patrol is active removing litter from UK neighbourhoods. Multi-faith cleanups are rising in popularity as a way to practically demonstrate the purity of faiths.

Writer Brad Paul offers a practical, step-by-step guide to erasing the presence of litter. An easy read, find it at www.guruhabits.com

DID YOU KNOW?

A tidy sum of \$3.5-million represents the level of fines paid by people who littered in Victoria, Australia - most of it for the illicit tossing of cigarette butts from cars. More than 50,000 in the State have already signed on to the new mobile reporting app for nabbing litterbugs at www.epa.vic.gov.au/reportlitter (See top story.)