

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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MAIRIE DE PARIS 



Oui, Paris, and merci!

Q. What does Paris have that other great cities of the world lack? **A.** A mayor with a passion for a clean city and a flair for making it known. Paris Mayor Anne Hidalgo showed off the city's new trio of ads on her Facebook page. Like a teacher commending a student for doing a good job, posters thank people for putting their trash in one of 30,000 street bins. They zero in on tossed cigarette butts, cans and dumped appliances. The publicity campaign encourages residents and visitors to do the right thing. Failure to do so will be met with a response from the city's incivility agents, a 3,200-strong brigade empowered to ticket for littering and other anti-social acts such as public urination. It's part of the mayor's relentless push to create a clean, green culture and a more pedestrian-and-cyclist-friendly city.

Mapping out a disposal proposal

Anticipating crushing crowds on baseball season's Opening Day in Detroit, the major league thinkers at DETROITography.com created a map to point fans and their litter in the right direction. The [map](#), printed in Metro Times before the Detroit Tigers' home opener, identifies the locations of public waste bins in the Comerica Park vicinity.

Making money turning gum to boots

Anna Bullus, the woman who figured out that chewing gum - a flavoured plastic - could be recycled instead of littered, had her work heralded in South African news media this week, and deservedly so. Her Gumdrop UK enterprise recycled 25 tons of gum last year. She innovated a collection-return system that collects chewed gum, keeping it off the ground and saving councils in cleaning costs. Now she's developing a rubber boot that's made from the plastic product derived from her exclusive gum-tek manufacturing process.

DID YOU KNOW?

America's 77-ton Skylab crashed through the atmosphere in 1979, spreading pieces of wreckage near the southwestern Australia city of Perth, which fined the U.S. \$400 for littering.

HEADLINE LITTER GRABBERS (MAR 25 - APR 1)

Some of what made our News Reel this week

Dirty needle contraption a \$50,000 fix [\(3/25\)](#)

Ashland Middle School students in Boyd County, Kentucky know it's unsafe to pick up used hypodermic needles that litter their playground, so they invented a pick-up stick for heroin syringes that has already netted them \$50,000 in prizes as state champions in the Samsung Solve For Tomorrow contest.

Grab-cam and time lapse, two new devices [\(3/29\)](#)

Two innovations from Highways England to enhance litter awareness. One, a camera at the end of a litter picker to highlight exactly what's being picked up. Two, a time lapse photography feature to show litter's steady accumulation.

Tool can predict litter droppers on Facebook [\(3/29\)](#)

Cantley Analytica developed an algorithm for Wokingham Litter Heroes that goes live on the group's Facebook page April 1. It can predict who will litter, where and when, based on the company's analysis of millions of local social media postings over the past three months.

Fermoy Tidy Towns wants out [\(3/29\)](#)

An Irish rule that prevents ash receptacles from being situated at building entranceways has caused Fermoy to rebel and withdraw from the Tidy Towns program.

Incentive shines the light on litter [\(3/29\)](#)

Roane County, Tennessee came up with a bright idea to spur interest in its litter-free egg hunt event, promising the gift of a free flashlight and glow necklace to the first 500 children to show up. In NSW, Australia, Port Macquarie-Hastings Council give out 'picityup' kits containing "a handmade Boomerang shoulder-bag, four litter sacks, two pairs of gloves and a booklet to record what litter is picked up."