

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

April 8, 2018

New Zealand's campaign its first in twenty years

Popular New Zealand comedian, David Fane, plays the part of Mama Nature in a new litter prevention campaign, the country's first in nearly two decades. Keep New Zealand Beautiful launched *Be A Tidy Kiwi* on April 4, based on behavioural research conducted by Sunshine Yates Consulting Ltd. Instead of preaching, entertaining, educational ads cajole Kiwis into more right-minded behaviours when it comes to handling their consumables.

UK fines allowed to double

On April 1 across the United Kingdom the penalty for littering can rise to £150 from £80 with the nod of the local council. Environment minister Therese Coffey is leading the government's pack of reforms for "hitting litter louts in the pocket".

Toronto needs a ton of help

In the opinion of this writer, who feels she can say this about her hometown and birthplace, Toronto, Canada has never looked more garbage-y. The upcoming [Clean Toronto Together](#) blitz, April 19 - 22, will need more hands than ever. This city has yet to embrace a bold program year-round that puts litter in the forefront. It should combine citizen education, enforcement, ongoing corporate and institutional participation with cleanups, both volunteer and taxpayer-funded.

Bottle find shocks Scotsman

Paul Morgan, 55, from Monifieth, was walking his dog along the beach at Barry Buddon when he spied thousands of plastic bottles littering a few hundred meters of shoreline. Upon investigation he found one bottle that dated back to 1971, three years before the UPC -Universal Pricing Code - was invented.

DID YOU KNOW?

Q. Who said, "We want to be the first generation to leave our environment in a better state than we found it, and I encourage everyone to take responsibility for their litter and recycle more."

A. Therese Coffey, Britain's environment minister

WOKINGHAM



THUMBS UP to [Wokingham Litter Heroes](#), a community group that rallies around the clean and tidy theme and works in partnership with the [town council](#) and programs.

Space Junk Retrieval Mission Underway

A British-led team demonstrated a system for hauling in the junk littering outer space on Monday, coincidentally, the day after Chinese space station Tiangong-1 blew up over the Pacific Ocean on April 1. Launching from the International Space Centre, the experimental run set in motion the use of the box-like REMOVEDBRIS satellite, which reins in ever-mounting space junk using a net and harpoon. Professor Guglielmo Aglietti, director of Surrey Space Centre, said the issue of space debris must be addressed, that a few significant collisions in orbit have already occurred.

HEADLINE LITTER GRABBERS (APR 1 - 8)

Some of what made our News Reel this week

Butt Blitz heading into Year 4 in Canada (4/3)

A Greener Future has earmarked Sat., May 5, 11 am to 2 pm, for its ambitious Butt Blitz, an event devoted to collecting, counting and recycling cigarette butts across Canada. Dozens of cities need volunteers to remove these hazardous pieces of pesky plastic from sight and turn them into something useful through TerraCycle, an up-cycling biz. Last year's event netted 223,354 butts.

Litter picking just got sweeter here (4/4)

Neshoba County, Mississippi has increased to \$2 the amount it will pay resident volunteers for each garbage bag they fill with litter. The redemption pilot began last February at 50 cents a bag, but with little take-up, the fee has gone up twice since then.

Pokémon Go moves into reality mode (4/5)

Pokémon Go gamers, get out your litter sticks! Game maker Niantic announced it will reward players who pick up litter as they play the roving game on Earth Day weekend. They'll win double the amount of Stardust.

Marine science says UK bag fee is helpful (4/5)

Positive comments flowing for the 5p bag fee that's the new UK norm. A just-released government [study](#), embodying 25 years of research, credits that policy for a 30% downturn in plastic bags in seabeds. [CNN video](#).