

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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HAPPY EARTH DAY

In Wirral, UK they spell it out for you: plain-clothes officers are ready to prove that littering comes with expensive consequences.

Litterland receives bank cash

The parent company of *Litterland* has been handed \$3,200 for litter prevention by the Bank of Nova Scotia through Toronto Clean 2017, a community based not-for-profit founded by Toronto anti-litter advocate Neil Stephenson to disburse funds for expanded cleanups and greater public education. In March publisher Sheila White received a federal government Canada 150 medal for outstanding contributions to the community.

DID YOU KNOW?

UK's environmental cabinet honcho Michael Gove [met](#) Wednesday with heads of football, boating and swimming leagues about reducing their litter footprint, believing the sports sector could lead the cheer against littering. A major event can generate 750,000 plastic bottles and seven tonnes of waste, according to the Department of Environment, Food and Rural Affairs.

Belgian retailer Colruyt steps up

Attention, shoppers: Belgian retailing heavyweight Colruyt is selling litter prevention. The company announced April 12 a €700,000 investment in 'large scale' anti-litter infrastructure and an education plan – a five-year campaign, 'Joining hands for less street litter'. Included in the inventory are 600 smoker's 'poles', 600 rubbish bins, and 30 suspended rubbish bins, as well as a recyclable waste sorting station dubbed a 'litter island'. With a goal of setting a good example for its 30,000 employees and legions of customers, the campaign will reach 220 Colruyt shop car parks and many of the group's central sites. A previous pilot at 11 of its parking lots resulted in 25 per cent less litter.

Ottawa community tracks plastic bottle litter

The Ontario community of Mississippi Mills is tracking its plastic bottle litter between April 15 and April 30 in a bid to build momentum for a deposit-return system for plastic bottles in Canada's most populous province. Residents will separate these bottles from litter collections, photograph, count them and email the results for tallying. It's all in support of an Environmental Defence Canada drive for deposit-return.

HEADLINE LITTER GRABBERS (APR 15 - 22)

Some of what made our News Reel this week

UK puts millions into conquering marine waste [\(4/15\)](#)

British PM Theresa May pledged £61.4 million to fight ocean-dwelling plastic litter. New Zealand, Sri Lanka, Vanuatu and Ghana have already signed to join the fledgling Commonwealth Clean Oceans Alliance.

Dublin takes on cigarette butts head on [\(4/16\)](#)

It's difficult not to love Dublin's anti-ciggie-butt [video](#), part of the city's new 'Bin The Butt!' attack on smokers' litter. The 30-second PSA emerged after a study revealed that cigarette butts comprise 60% of the litter on Dublin streets.

Malta turns to drones for coastal mapping [\(4/17\)](#)

Oceanographers using drones along Malta's coastline are working to develop an efficient way to map and track marine litter. Marine Pollution Bulletin just published the university-funded research. Analysis of drone images from three test sites showed litter density and was able to identify by category: plastic, rope, wood, rubber or 'other'.

Irish Litter Mug group throws down a challenge [\(4/18\)](#)

Tallaght, South Dublin, has a catchy idea and hopes it goes global - The Litter Mug Challenge. A "litter mug" is the opposite of a litterbug. To become a Litter Mug, pick up one piece of litter a day. Watch the [promotional video](#).

A bag next to a bin - that's still littering [\(4/19\)](#)

Bristol, England warns of a crackdown on those who put litter beside and not in a bin. Placing a bag of litter next to an overflowing bin is littering and will earn you a £100 fine.