

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)

October 14, 2018



## One shirt says it all, fits all

The website [stoplittering.com](http://stoplittering.com) is the invention of the amazing and relentless Jeff Poster, of North Carolina. He is determined to end littering. "Our goal is to put ourselves out of business," he has acknowledged. Partnering with local sponsors, his gingerbread cookie-like logo and slogan, 'Just Pick it Up', find their way onto really cool, high-quality t-shirts that you can purchase to support him and wear to spread the message.

## Big retailers sell litter prevention in Leeds

The charity Hubbub is harnessing the help of 23 major UK corporations and the city of Leeds to launch #LeedsByExample a six-month creative exercise aiming to transform mass behaviors concerning litter in the food and drink 'to go' sector.

## Both sides sustain injuries in brawl

A heated discussion between pollution-touchy, local villagers and tourists who they had seen tossing melon seed casings into the clear waters of Lugu Lake in China's Yunnan Province blew up into a full blown brawl involving fists and oars. Authorities were called. Both sides sustained injuries. Hunnan hosts 430 million visitors a year, a strain on its wastewater treatment facilities.

## The top 5 brands Canadians toss

In a new report Greenpeace Canada blames most of the country's plastic litter on Nestlé and Tim Hortons. Products from PepsiCo., Coca-Cola and McDonald's ranked third, fourth and fifth according to the group's [trash audit](#) of 2,231 identifiable pieces of litter at five locations across Canada. Those top five companies accounted for 46 per cent of all identifiable litter, leading activists to step up calls for product packaging bans on single-use products and penalties on manufacturers. The report is silent on the real cause of all this pollution - people who fail to contain their waste and set it loose in the environment.

## DID YOU KNOW?

Greenpeace lists these as the most littered plastics in Canada. #breakfreefromplastic

1. Nestlé (Nestea and Nestlé Pure Life bottles, Kit Kat and Coffee Crisp wrappers)
2. Tim Hortons (cups and lids)
3. PepsiCo. (Lay's, Quaker, Ruffles, Doritos wrappers, Pepsi bottles)
4. The Coca-Cola Company (Dasani, Coca-Cola, Powerade, Minute Maid bottles)
5. McDonald's Corporation (cups and lids)

## HEADLINE LITTER GRABBERS (OCT 7 - 14)

Some of what made our News Reel this week

### Private litter cops blamed for student stress (10/10)

Officers contracted by the city of Liverpool to enforce litter laws have been kicked off campus at University of Liverpool. Students complained that being ticketed by Kingdom Security cops stressed them out at exam time.

### Litter an election issue for candidate (10/10)

Vancouver city council hopeful Derrick O'Keefe is running against litter. He's made the idea of doing more to fight cigarette butt litter a plank in his platform. Proper disposal, working with retail outlets, and citywide recycling of the plastic filtered ends are on his radar.

### Ads come out promoting a clean Memphis (10/10)

Something's brewing in Memphis: a new ad [campaign](#) against littering called *901 Keep It Clean*, a \$100,000 investment by Memphis City Beautiful and the city that's geared to the 16 to 34 age demographic.

### Litter police make their presence felt (10/9)

In August, their first month on the job, litter enforcers in Exeter rang up 224 charges against litter louts. All told, 129 of those cited paid the fine of £100 (reduced if paid within 14 days to £75 for litter offences, £60 for dog fouling). People who don't pay within 28 days have their cases referred to magistrates court.

### Legal Canadian cannabis sparks concerns (10/11)

Dovetailing with Waste Reduction Week and on the heels of Fire Prevention Week comes the regulated, legal sale and use of marijuana in Canada on October 17. An online article in Remi Network's FC&M, a blog for facility managers and cleaners, raises red flags re fire hazards, littered packaging and improper disposal.