

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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New Zealand's summer: "Band together"

Yesterday saw the launch of a summer campaign asking New Zealanders to pledge not to litter and to be tidy Kiwis. The Coca Cola Christmas in the Park event in Auckland was the site of the kickoff of the nation's attempt to spur citizens to always love and care for their country with a program developed by Brand World for the Litter Less Recycle More project under the Love NZ and Be a Tidy Kiwi umbrella. Radio, TV and social media advertising are all part of a package that includes a Band Together Song and a video involving politicians, pro athletes, media figures and students who promise to Put Litter in its Place, and ask others to join. A series of 15-second PSAs begin today. An intensive radio promotion will commence on December 24. All this is geared to drive traffic to the www.bandtogether.co.nz [website](#) where love of place community pride are promoted. Studies across the country indicate a littering rate of around 29 per cent, according to Richard Leckinger, Program Manager for Be a Tidy Kiwi.

A Classic Who-dunnit

The [mystery](#) in Coventry & Warwickshire over who put up the above signs ridiculing people who are littering UK's West Midlands has officials stumped. This photo was posted on Twitter [@BBCovWarks](#).

Posties' elastic bands draw ire

A man who claims to have picked up more than 10,000 elastic bands dropped on his street by letter carriers wants the government to fine Royal Mail £800,000 for littering -- £80 for each occurrence. In an online rant, Paul Brown, an anti-litter activist in Wallasey, Merseyside, said he has collected enough of elastic bands over the past six years to make a ball the size of his head. Royal Mail responded to his concerns by claiming to have a "biodegradable" type of elastic band that it encourages people to reuse. Royal used 338 tonnes of elastic bands in 2016/2017 and cut back its bulk order by eight per cent the following year.

"Royal Mail recognises that rubber bands that litter the ground present a threat to wildlife as well as representing a needless expense," a spokesperson said in a statement to DailyMail.com.

DID YOU KNOW?

Concerned about heavy pollution from household garbage in the Gendong River, North Jakarta distributed 1,000 garbage bags free to residents who live alongside it in Penjarangan. The hope is the bags would be an incentive for them to stop dumping into the water.

HEADLINE LITTER GRABBERS (DEC 2 - 9)

Some of what made our News Reel this week

Philly may get street cleaning finally [\(12/5\)](#)

The only big city in America not to sweep its streets may soon start. Philadelphia Mayor Jim Kenney is set to announce details of a street sweeping pilot program, said the director of the mayor's Zero Waste and Litter Cabinet. Up until now a stumbling block was people balking at the idea of relocating their cars off-street.

Plastic straws and cutlery on request, only [\(12/5\)](#)

Portland Council unanimously passed an ordinance that forbids bars and eateries from providing plastic straws and cutlery unless the customer requests them.

President of a nation trying to rein in litter [\(12/6\)](#)

Zimbabwe's transport companies, educational and media agencies must do a better job fighting litter, said a stern President Emmerson Mnangagwa in kicking off National Clean-up Campaign, *Zero Tolerance to Litter - My Environment, My Pride*, with a list of his suggestions.

Contest calls for marine litter fighting ideas [\(12/7\)](#)

The Pacific Marine Litter Challenge, a new contest from the Commonwealth Litter Program (CLiP) is open for entries until Feb. 9, 2019. Children 6 and up. Students, artists and entrepreneurs can send in their ideas for tackling litter in the Pacific Ocean for a chance at cash prizes. Three adult winners will win a trip to present their ideas at a conference in UK next year.