

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Happy New Year, Dear Readers!



Explicit road signs like this one in Richmond, Virginia leave nothing to guesswork. The city uses signage to deter motorists from littering.

[Wales releases all the numbers](#)

Keep Wales Tidy has spilled the facts about its enforcement activities since 2014-15. The total litter and dog mess offences across 22 Welsh councils numbered 90,500 and fines totalled £4.5 million pounds. In 2017 councils issued 27,700 fixed penalty notices compared to 2,800 in 2007.

DID YOU KNOW?

Teatru Manoel in Malta took to Facebook to shame its Christmas holiday audience for the theatre lobby's litter-strewn condition after the crowd was gone. "I can't understand the reason we seem to enjoy littering – not in our own homes of course ..." the [post](#) bemoaned.

[Bottle deposit scheme a hit in UK](#)

Frozen food grocer, Iceland, the first to introduce a plastic bottle deposit-return system to its UK stores, has shown that the initiative is popular and effective. In 2018 the chain began rolling out reverse vending machines at its head office and four retail locations, offering 10p reward vouchers for every container returned. To date 311,500 plastic bottles have been redeemed and recycled and £30,000 in vouchers were paid out to shoppers. A company spokesperson described the results as "significant" and customers as "engaged" in the program.

[Zimbabwe wishes for a clean new year](#)

The government brass in Zimbabwe trumpeted its desire to instill a get-clean mindset across the country in the new year. Having declared the first Friday of every month from 8am to 10am as National Clean-up Day, President Emmerson Mnangagwa urged citizens to tidy workplaces, homes, places of worship and surroundings in a national campaign for change. "As you plan your resolutions for 2019, spare a thought for the environment," said a communiqué from the Environment Management Agency.

HEADLINE LITTER GRABBERS (DEC 23 - JAN 6)

Some of what made our News Reel this week

A pat on the back for young Muslims [\(1/2\)](#)

Amiddiyha Muslim youth groups in Newcastle, Dundee and Toronto swept in the New Year with an amazing good deed: cleaning up other people's festive party mess from the night before from streets and public squares.

Guam mayors empowered to ticket now [\(1/2\)](#)

The mayors of Guam have a new tool in their holsters. They have given themselves the power to issue tickets for littering and dog fouling offences.

This has to be some kind of record [\(12/28\)](#)

In Pune, India enforcement action for littering and spitting befell 5,475 people in the period of one month.

Relic wrapper shows up at clean-up [\(12/31\)](#)

Packaging that's at least 19 years old surfaced at a beach cleaning event at West Sands beach in St Andrews, Fife, Scotland. The salt and vinegar Golden Wonder Wheat Crunchies wrapper bore a December 1999 expiry date.

Toronto company recycles coffee cups [\(1/2\)](#)

Urban Street Organics in Toronto, Canada is giving the commonly littered coffee cup a better place to rest than in ditches, parking lots and roadsides. CEO John Ciocioiu established cup recycling three years ago, composting takeaway cups for restaurants to keep them off the ground and out of landfill sites.