

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

February 10, 2019

Roll down the 'roll up'



An iconic contest that, for the past 33 years in Canada, has urged drinkers of Tim Hortons coffee to "roll up the rim" to win prizes is being challenged by three students in Calgary, Alberta. They started an online petition calling for an updated contest that doesn't glorify a single-use hot beverage cup, a commonly littered item that can't be recycled. The students suggest that the contest could be digitized and involve smart phones to include and encourage customers who use refillable cups. "We think it's time for Tim Horton's to join the movement towards a more sustainable future," the petition concludes.

Online tool for litter puzzle solvers
[Local Litter Check](#) in NSW, Australia is a free online tool set up by the Environmental Protection Agency for solving specific litter problems. Step by step, users are guided to collect evidence and feed data into software for analysis based on litter counts and type of location. Then the program offers solutions that could solve these specific community litter hot spot issues.

Stop Littering Our Streets Initiative, an NGO based in Nigeria, operates under the motto "Do The Little That Counts". See the group's website [here](#).

DID YOU KNOW?

Heavyweights have [endorsed](#) the [Great British Spring Clean](#), a month-long litter pick across the UK, Feb. 22 - Mar. 23. The event has drawn encouraging words from the UN, PM Theresa May, Prince William, Sir David Attenborough, Bill Gates and Bank of England governor, Canadian Mark Carney.

At right, cultural customs like sky lanterns need to be rethought now that we know the impact of such practices on the environment, not only a fire risk but as a contributor to out-of-control plastic pollution, harmful to wildlife.

Correction: Keep Scotland Beautiful is the sponsor of Litter Hero of the Month awards. The agency was misidentified in an article in *Litterland* last week. Apologies.

Sky lanterns: beautiful but dangerous

Don't let flaming litter fly



Happy Chinese New Year, but ...

Hereford & Worcester Fire and Rescue Service took aim at sky lanterns in a [position paper](#). "At any time of the year, sky lanterns pose a risk to livestock, agriculture, thatched properties, and hazardous materials sites," said an official press release. Don't let flaming litter fly."

HEADLINE LITTER GRABBERS (FEB 3 - 10)

Some of what made our News Reel this week

Plastic litter is maiming, killing more wildlife [\(2/4\)](#)

More wild animals and pets were injured by plastic waste in England and Wales in 2018 than in 2015, says an RSPCA report, noting a rise to 579 from 473. Harm to wildlife from other types of litter is dropping with incidents totalling 4,579, compared to 4,968 three years prior.

Clean up your 'hood for good, South Africa [\(2/4\)](#)

Woodlands Dairy, SA, has backed a campaign to rid litter through education urging "litter heroes" to pick up.

Enforcers dispatched to Manila Bay [\(2/4\)](#)

Following a recent clean-up of Manila Bay, a team of 30 has been hired to patrol for litterbugs and hit them with a fine or an obligation to perform community service.

Serve Food, Not Litter forum is for fast food [\(2/5\)](#)

Western Metropolitan Regional Council and Keep Australia Beautiful WA will co-host a forum on February 18 to teach the take-away food sector how to succeed with less packaging in this growing industry.

Loch Lomond park plans to attack rise in litter [\(2/8\)](#)

An ad from Loch Lomond & The Trossachs National Park seeks a Litter Prevention Manager to deal with "negative consequences of high visitor numbers" at the 720 square miles of Scottish countryside. This is reportedly the first British park to create such a position.