

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

June 9, 2019

[Vancouver gives away ashtrays](#)

This spring and summer smokers in Vancouver, Canada will have an easier time supporting the city’s cigarette butt recycling program that was launched in 2013. Pliable pocket ashtrays are being given away this season as a way of getting smokers to treat butts as a valuable resource rather than a thoughtless castoff. An initial purchase of 6,000 snap-closing, pouch-style ashtrays was made at a cost of \$4,500. Last year the city tried a hard plastic version, but found it too bulky for the user. Vancouver has recycled 1.2 million butts in six years.

[Beer company initiates search for New York marathon runners](#)

In partnership with Keep America Beautiful, Michelob ULTRA has 95 coveted spots up for grabs for people wishing to run in the TCS New York City Marathon on Team Ultra. But there’s a catch. To qualify, they have to prove they are environmentalists and they must work “plogging” into their exercise routines. Plogging defines a craze that first emerged in Sweden in February 2018. It means to picking up litter while jogging. For details on joining Team Ultra, visit [this link](#).

[Rivers are “plastic highways”](#)

New research from UK charity Canal & River Trust shows that half a million items of plastic reach the oceans from canals and rivers every year. The group describes canals and rivers as “plastic highways to the sea” and wants visitors to the southwest in Wales to lead in achieving plastic-free waterways. If each of the 32 million visitors to the region removed one piece of plastic litter from the waters and disposed of it correctly the problem could be solved in one year, the charity estimated.

DID YOU KNOW?

Famous Chinese blogger Zheng Jiayi [faked a litter clean up](#) to garner attention for herself on Wednesday, World Environment Day. She spread litter from public bins around her and then posted photos of herself and four full bags. After admitting to her hoax she said it was “reverse marketing”.

At right, creative costumes and colourful signs draw attention to the [campaign](#) called *Your Community, Your Litter—Pick It Up!* It ran from March to June in a section of DeKalb County, Georgia. The enthusiasm of volunteers at the roadside draws the attention of motorists to the anti-littering messages.



HEADLINE LITTER GRABBERS (JUN 2 - 9)

Some of what made our News Reel this week

Parliamentarian uses Facebook to out offenders [\(6/3\)](#)

In Singapore MP Lee Bee Wah published blurred faces on her Facebook page of persons wanted for littering.

Grimsby crackdown is reaping dividends [\(6/3\)](#)

From November to the end of April, 966 people were fined for littering and dog fouling infractions after North East Lincolnshire Council established its crackdown.

Foam takeaway containers on their way out [\(6/4\)](#)

Westchester County Council passed a law June 3 banning the sale and use of expanded polystyrene containers for takeout food and beverages by vendors, restaurants and stores in White Plains, New York.

‘Hippy crack’ canisters reported in Gloucester [\(6/4\)](#)

Turning a beauty spot into a grot spot is no laughing matter to the residents of Gloucester, UK. Teens have littered the silver casings leftover from their illicit use of “hippy crack”, slang for nitrous oxide or laughing gas.

Will removing bins make a difference? [\(6/4\)](#)

Bins at car parks in gorgeous Snowdonia, Wales will be removed for several months for a study to see if people will then take their litter home and not park overnight.

South Africa’s new minister a doer [\(6/5\)](#)

On World Environment Day, June 5, South Africa’s newly minted minister for the environment Barbara Creecy dug into her new job by jumping into a cleanup in Pretoria.

Ireland asked to allow drones for enforcement [\(6/8\)](#)

Tipperary Council has asked Ireland’s environmental body for permission to use drones to go after dumpers.