

# THIS WEEK IN "LITTERLAND"

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

July 7, 2019



Friend of *Litterland*, Mary Mullin, cosies up to this ultra-cool can, labeled 'museum of modern trash' in Estonia, birthplace of Let's Do It! World, the largest cleanup movement on

## [Litter-free Olympics could be next](#)

One team at the Pacific Games in Samoa is waving a banner of a different kind and sporting an important prowess. Team Fiji athletes will be there promoting the idea of making elite sporting events like this one litter-free.

## [Wedding disaster leads to fines](#)

Wedding planners for the wealthy and notorious Gupta family have been fined for an outdoor joint wedding reception at a scenic Himalayan ski resort town in Auli, India where open defecation by workers and wholesale littering by guests occurred. South African-based company E-Factors was [fined](#) 250,000 rupees (£2,900) for the mess left behind after photos of it hit the press.

## DID YOU KNOW?

A small group of women in the South African town of Senwabarwana, Limpopo, backed by the P.E.A.C.E. Foundation, established an enterprise and support themselves by collecting plastic and cardboard waste from town in donkey carts and selling it for recycling. Read about their project [here](#).

## [Festival Mess-tival left at Glastonbury](#)

Despite the litter-lowering steps that Glastonbury Music Festival took this year, such as not selling bottled water at the event, music fans still managed to muck up the Worthy Farm site to the extreme. While critics reacted with shock and shame, one [volunteer said](#) the mess was less than last year and the biggest problem was the high volume of littered cigarette butts. The UK festival made a concerted call to its 200,000 revelers to keep the site free of tents and rubbish as part of its 'Love Worthy Farm, Leave No Trace' campaign. Famous actor and environmental guru Sir Richard Attenborough paid a [surprise visit](#) at the outset to thank everyone for diverting the use of one million water bottles with the jump to filling stations and reusable vessels.

## HEADLINE LITTER GRABBERS (JUN 30 - JUL 7)

Some of what made our News Reel this week

### **Fourth of July most littered day in America** [\(7/1\)](#)

According to Clean Beaches Coalition, Independence Day in the US is the Day "the biggest beach visitation day in America – and the most littered."

### **US Clean Beaches Week was founded in 2003** [\(7/4\)](#)

July 1-7 is designated as National Clean Beaches Week in America, now in its 16th year. The top five items littering beaches in 2017 were cigarette butts, food wrappers, plastic beverage bottles, plastic bottle caps and plastic grocery bags, said the Ocean Conservancy.

### **Canadian plastic industry sets goals** [\(7/3\)](#)

Canada's plastic [producers say](#) they aim for all of their plastics to be recyclable or recoverable by 2030.

### **India has Nestlé and others scurrying** [\(7/5\)](#)

India's threat to ban multilayer, non-recyclable packaging spurred Nestlé to invest in recycling education and hire locals to retrieve this material in a pilot program involving 1,800 homes in Mussoorie.

### **Choose to refuse slogan made for offices** [\(7/5\)](#)

The hashtag #ChooseToRefuse was created to assist Plastics Free July in Auckland, NZ workplaces. It offers ideas like setting up an office lunchbox library where employees can borrow reusable containers for transporting lunchtime take-out orders or leftovers from eatery to work to home.