

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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At left, [meet Deepak Varma](#). He trekked 100 kms through Kerala, India's Palakkad District, dressed in an outfit made of remnant plastic packaging, like chip bags and bottles. All the materials for his outfit were bits of litter before they were converted to an awareness-building uniform. He carries a sign: "Don't throw waste in public place."

Note to Readers: Next publication date is Oct. 20.

[India backpedals on ban](#)

Spooked by the prospect of job losses, the Indian government has backed away from its ban on single use plastic items that was to have begun on Oct. 2. Unemployment in India sits at 45 per cent. Warnings from industry about the ban's negative economic impact prompted a go-slower approach. The ban on things like plastic bags, straws, plates, cups and small bottles has been put off until at least 2022.

[New Zealand study a shocker](#)

Cigarette butts, comprise a whopping 80 per cent of all litter in New Zealand, a new study has revealed. The five-month, government-supported study, led by Keep New Zealand Beautiful, pegged the number of littered, toxic butts at 10 billion nationwide. That equals 2,142 per resident. Half the butts were found within 5 meters of a bin. The high proportion of tobacco litter took researchers by surprise.

[Straws on request in LA](#)

Los Angeles has ordered restaurants to give out a plastic straw only when a customer requests one. A new law adopted on Earth Day sprang into full force Tuesday as the coastal city strives to reduce the risk of straws entering the environment. Plastic straws rank in the top ten of the world's most littered items, The Straws on Request program, initiated by Councilman Mitch O'Farrell, had been piloted in eateries with 26 or more employees. Now it applies across the board and establishments are adjusting by using paper straws, for example. Some customers bring their own, reusable straws.

DID YOU KNOW?

A multipronged [plan](#) to keep the city clean is percolating in Oswego, NY, and the mayor is its champion. Included in the plan: banning smoking, vaping and tobacco use on all city property and events; doubling the local fine for litter from \$100 to \$200; banning the sale and use of polystyrene within city limits; doubling the number of trash cans in city parks and downtown; and, supporting the statewide plastic bag ban with "Keep Oswego Clean" reusable tote bags.

HEADLINE LITTER GRABBERS (SEP 22 - OCT 6)

Some of what made our News Reel this week

[Helen Mirren plays an important role off screen \(10/1\)](#)

She's played many roles, but Oscar-winning leading lady Helen Mirren is getting rave reviews for her litter-wise ways. While on vacation in Italy she did an impromptu, 2-bag litter cleanup and posted photos of it on Instagram.

[Tasmania launches app as first step in plan \(10/2\)](#)

Tasmania, AU debuted *Report Rubbish*, a litter-reporting app to encourage people to key in details of littering incidents. The use of Community Service Orders requiring people who litter to clean up litter is soon to follow.

[An unforgettable lesson: UK mom shames son \(10/2\)](#)

When a video surfaced online of her son littering, the mother of the 14-year-old took charge. The Wirral mom insisted he spend a day cleaning litter, supervised him and shared photos of his public penance on social media.

[A special week to highlight enforcement action \(9/23\)](#)

Calderdale, UK holds an Enforcement Action Week to put a focus on rules to follow concerning everything from dog ownership and littering to needless idling of vehicles.

[Croatian president wades in with a UN plea \(9/25\)](#)

In New York, Croatian president Kolinda Grabar-Kitarović told the 74th United Nations General Assembly that plastic pollution in seas and oceans is "one of the greatest threats that humanity is facing" and warned "the clock is ticking".