

# THIS WEEK IN "LITTERLAND"

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

December 22, 2019



## [NZ rolls out a visitor's rulebook](#)

Now in its second year, a campaign from New Zealand's Department of Conservation tells visitors how to behave. "Love This Place" centres on littering, toileting, wildlife interaction, safety and drone use. It's part of a [larger tourism initiative](#).

## [Gibraltar has a litter committee](#)

A tiny island with big ideals, Gibraltar has a multi-agency litter committee chaired by the minister of environment. It examines laws and issues relating to cleanliness and troubleshoots problems.



### **Every 'litter' bit of PR helps**

*In Alabama, Smith's Station High School students produced a PSA about littering. [View it here.](#)*

**We'll be back next year.  
Season's Greetings!**

**Note to Readers:**

## [South Africa's WRAPP steps up](#)

Waste removal and recycling company WRAPP is sponsoring the Kiickbutt initiative to demonstrate the magnitude of the damage caused by the irresponsible discarding of cigarette butts.

"As you walk along the beach or take a hike anywhere in the country this festive season you will find cigarette butts scattered all over the place, defacing the natural beauty of your surroundings," says WRAPP CEO Clive Amsel.

The company has fabricated giant cigarette butts out of decommissioned telephone poles and is setting them up strategically in places where people come to enjoy outdoor leisure activities.

These 'in-your-face' installations have already caused a stir in places like Llandudno beach and Lion's Head in Cape Town. Further locations have been identified by the company for similar installations over the next few months, including Scarborough, Fishhoek, Platteklip Gorge, Umhlanga, and the Cederberg mountains.

WRAPP stands for Waste Recycling Application, an app that connects entrepreneur truck owners directly with waste removal customers, enabling bookings to be confirmed in a few seconds.

## **DID YOU KNOW?**

***"It is important to engender a culture of environmental responsibility, especially when it comes to waste, which is threatening the future of the planet. It is a personal choice whether or not to smoke, but at least throw the discarded cigarette butts into the nearest waste bin." ~ Clive Amsel, CEO of WRAPP***

## **HEADLINE LITTER GRABBERS (DEC 15-22)**

Some of what made our News Reel this week

### **A glowingly brilliant idea for the holidays [\(12/17\)](#)**

La Castellana, a Filipino town in Negros Occidental out to draw attention to litter and illuminate minds, makes its Christmas light display from plastic bottles which were found and collected by residents for the purpose.

### **Torbay, UK plans to go private [\(12/18\)](#)**

Torbay Council plans to empower a private contractor to collect on-the-spot fines for littering and dog fouling offences across three jurisdictions starting in April. The budget estimates a £70,000 a year boost in revenue.

### **Namibia tourism minister's personal touch [\(12/18\)](#)**

Have a happy holiday, but can the waste. That's the wish of Namibia's environment and tourism minister, Pohamba Shifeta. Noting that the festive season generates large amounts of waste, he asked residents and visitors alike to be mindful and responsible.

### **Tongue-in-cheek "award" for family of slobs [\(12/18\)](#)**

A national Canadian newspaper has named the boorish family of Brits, deported from New Zealand for littering and other anti-social behaviours, to the annual Travel Hall of Infamy Awards as the 2019 All-Round Charmers.

### **Plastic pellet crisis identified in Texas [\(12/17\)](#)**

Charleston, SC has the highest measured concentration of spilled plastic pellets outside the Gulf of Mexico, University of Texas researcher Jace Tunnell has found.