

# THIS WEEK IN "LITTERLAND"

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

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## A Hull of a good campaign!

Gum, cigarette butts and coffee cups - litter's troublesome trio - are featured in Hull, UK's new effort to put the boot to litter louts. Transit posters like the ones shown come as a regime of private enforcement begins. City council heard that between 5,000 and 7,000 penalty



notices ( £100) could be issued over the next 12 months. About 200 were issued last year with city officials doing the job. This is Hull's first foray into contracting out the enforcement.

## DID YOU KNOW?

An EU directive [slated](#) to take hold a year from now is intended to be the tool for forcing tobacco manufacturers to cover the cost of collecting and processing cigarette butts. Kilkenny, Ireland's cleanest town for a record-setting fourth time, is eyeing a butt recycling program with start-up, [NoButts.ie](http://NoButts.ie).

## Ireland's tidiest towns clean up

The results are in. Irish Business Against Litter (IBAL) and An Taisce, the national agency for the environment, announced the cleanliness rankings of 40 cities and towns. Kilkenny is the cleanest while Galway was the highest listed city, ranking Number 10. Dublin North Inner City was the dirtiest. Entrants are judged meticulously as being cleaner than or as clean as the European norm, or littered in three degrees from moderate to seriously littered.

## SKY LANTERNS BLAMED IN ZOO DEATHS

Police say the release of flaming sky lanterns caused the fire at Krefeld Zoo in Germany on New Year's Eve that killed at least 30 animals and birds. Three women have been charged after turning themselves in. Places like Spain, Brazil and Australia have banned these blazing hazards deemed to be an endangerment to the environment as well as aviation safety.



The past decade saw 13 percent less litter dropped in Irish city centres but no change in littering levels in the towns. On the dirtiness scale, Dublin's inner city was described as a "grim" picture in this report, IBAL's final for the year.

## HEADLINE LITTER GRABBERS (JAN 5 -12)

Some of what made our News Reel this week

### **Retailer Wegmans first in state to ban bags (1/6)**

Rochester-based supermarket chain Wegmans will stop providing plastic bags on January 27 ahead of the required March 1 phase-out date across New York State.

### **2 Minute Beach Clean makes it official (1/7)**

Martin Dorey's two-minute beach clean concept founded in 2013 has come together under a charitable umbrella as the UK-based 2 Minute Foundation. Such a simple concept: take two minutes to clean some beach using tools from the station. See [Video](#). #2minutebeachclean.

### **They "Think Like It's 1620" in Cape Cod (1/8)**

The group Take Care Cape Cod wants the community to imagine Pilgrim founders' times of 1620 and restore the coastline to the picture of beauty it was back then. A [campaign](#) asks for 16m20s of voluntary cleaning time, a \$16.20 monthly donation, or both, for water bottle filling stations, cigarette butt collectors and dog waste stations.

### **Nice numbers for pilot program in Exeter, UK (1/8)**

Exeter's 12-month trial project using private litter police nicked 1,500 people by September for total littering fines of £82,700, mostly for cigarette butt flicking breaches.

### **Brantford considering next moves on litter (1/10)**

West of the Toronto area, in Brantford, Ontario councillors seems poised to put some resources behind a solid litter prevention strategy. Councillor John Utley spearheaded the action.