

# THIS WEEK IN "LITTERLAND"

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

July 5, 2020

## [McDonald's launches #GetInTheBin](#)

McFinally! McDonald's in Ireland is pushing forward with a "social campaign" to put litter in its place and littering behaviours front and centre. Fairly or not, the burger giant has been a target of blame for increases seen in littering since the coronavirus pandemic hit. #GetInTheBin will run across the company's UK social channels. Aimed at young adults, the age group surveyed that littered the most (49% said they had littered in the last three months), memes and gifs will project what common, fun activities would be like if litter dominated the scenes. The company says #GetInTheBin can be used to call out litterers too.

## [Virus is dealing sustainability a bad hand](#)

COVID-19 is putting the boots to environmental sustainability and the plastic industry is taking full advantage, Greenpeace alleges. Ocean campaign director John Hocevar told CNBC that the industry has seized on these fear-stoked times to assert that single use plastics are safe and necessary while reusables - from cups to cloth bags - are dirty and dangerous, a view "not supported by the best available science," he said.



Downtown Toronto, 1949, the southwest corner of Church and Wellesley Sts, what a mess! These days with modern 'binrastructure', recycling, composting and curbside collection, there's no reason why littering should be increasing or even tolerated, yet it is. (Toronto Archives)

## [Toronto is enforcing, or is it?](#)

Stung by criticism over lack of measures to curtail littering at Woodbine Beach, the recent site of a bad case of communal littering in Toronto, the city will have enforcement officers ready to hand out \$500 tickets, a spokesperson said. But the city's website says, due to COVID-19, non-emergency bylaw enforcement and investigation services have been suspended, including "remedial action or clean-up on private property, littering and dumping of residential and commercial waste".

## ["Flushed litter" a huge drain](#)

Do-gooders in Dumbarton, UK say items wrongly flushed down toilets have seriously sullied their shoreline. Friends of Dumbarton Foreshore found hundreds of plastic tampon applicators, wipes and ear buds spewed from a storm overflow pipe. The group preaches the three Ps: [If it isn't pee, paper or poo it shouldn't be going down your loo.](#)

## **DID YOU KNOW?**

A report to the World Health Organization listed mask littering as one of the downsides of mandatory mask-wearing edicts. A [letter](#) from the Ontario Civil Liberties Association to WHO criticized the agency's new policy for its lack of scientific rationale, saying the negatives of masking outweigh any benefit.

## **HEADLINE LITTER GRABBERS (JUN 28 - JUL 5)**

Some of what made our News Reel this week

### **Amazon India takes the plastic out [\(6/29\)](#)**

All fulfillment centres at Amazon India have eliminated plastic packaging in favour of "paper cushions" and biodegradable options right down to the packing tape.

### **Miami beach group goes after the gloves [\(6/30\)](#)**

Clean This Beach Up in Miami is hands-on with its Glove Challenge in response to the influx of PPE litter. The group collects gloves tagged on its platform.

### **Town dumps on itself to make a point [\(7/1\)](#)**

Rugby Council allowed a city vehicle to dump no fewer than 40 full bags of garbage in an award-winning park to show the amount of litter employees pick up and the magnitude of the problem that litter bugs create.

### **Dear Takeaway Food Outlets: Help Wanted [\(7/1\)](#)**

In Wales Caerphilly Town Council wrote to 30 fast food shops June 22 urging them to control their product litter.

### **Countries stall plastic reduction in viral times [\(7/2\)](#)**

COVID-19 has slowed Europe's moves to ban certain single use plastics, Hellenic Shipping News reports.

### **Choose Nude promotes buying naked veggies [\(7/3\)](#)**

To lay out the bare facts about litter reduction for Plastic Free July, Aussie group Take 3 has a [Choose Nude](#) campaign, which asks consumers this month to only purchase produce that's not wrapped in plastic.