

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com



@LitterNoMore

August 2, 2020

WHAT'S YOUR EXCUSE FOR DROPPING LITTER?

- I'm a selfish b****d
- I care more about my car than the environment
- "Whatever"
- Because I can't get laid

IN LEAMINGTON, LITTERING NOW COMES WITH A £150 FINE

WWW.CLEANUPBRITAIN.ORG CLEAN UP BRITAIN

Stop the drop! Above, we like Clean Up Britain's advocacy in fighting for a well-rounded civic program for fighting litter - one that includes enforcement as well as intensive education.

Three in ten admit to littering roads

There's new dirt on littering in France. In an [Ipsos survey](#) 30 per cent of the respondents said they throw trash onto roadways. These results have spurred a new attempt to dissuade the activity, a very clever [video PSA](#) sponsored by Fondation Vinci Autoroutes. It shows a motorist driving his car and struggling to control his urge to litter an empty beverage can like someone urgently needing to use a bathroom: sweaty, restless and desperate. Finally the driver's symptoms are relieved after he veers off the road upon spying a bin and using it for his refuse. The survey also revealed that 82 per cent said they littered because bins were full or lacking, and 86 per cent confessed to feeling guilty after having littered.

Why masks need to be handled responsibly

A professor told a Welsh government consultation that every UK resident using one disposable mask per day for a year would generate 128,000 tonnes of non-recyclable garbage.

5p bag charge leads to less use

Now that they are no longer free, single use plastic bag usage has plummeted in the UK. A study following up on the introduction of a 5p per bag surcharge in 2015 found the sale of plastic bags has fallen by 95 per cent since then. On average a shopper now purchases four bags a year compared to ten last year and 140 in 2014. In hard numbers that's 7.6 billion bags doled out before the bag fee versus 564 million bags sold in the past year.

Dorset's 'Don't be a Tos53r' campaign

Posters and signs are going up in Dorset after a frightful rise in littering in June that Litter Free Dorset attributes to increased consumption of food in takeaway containers. The group is doubling down on its customary diligence to try to stem this troubling trend during summer staycations.

Vote Sheila White for Urban Hero, Environment. [Find and click on her name](#), scroll down, click 'Vote Now'.

DID YOU KNOW?

EcoWaste Coalition in Manila [is pressing](#) the inter-agency task force on emerging infectious diseases to enforce a ban on littering, particularly of soiled, single-use masks. The group wants people educated broadly on how and why masks, gloves and wipes should be deposited in a bin.

HEADLINE LITTER GRABBERS (JUL 26 - AUG 2)

Some of what made our News Reel this week

Don't Trash Our Future petition launched (7/27)

A [petition](#) seeking 100,000 signatures is a salvo from Clean Up Britain and local information news platform, InYourArea.co.uk, that aims to sharpen litter policies. It's a dual ask: compel local authorities to enforce littering laws and raise the maximum penalty to a £1,000 fine or 100 hours of supervised community litter picking.

Using "parks as toilets" prompts response (7/27)

A Keep Britain Tidy executive said the coronavirus pandemic has exacerbated littering in parks and has heightened anti-social conduct such as using parks as toilets and abusing parks staff. More than 80 per cent of British parks have had to spend more on upkeep.

Plastic ingestion causes puppy death (7/29)

A six-month-old Golden-doodle puppy, Milo, is serving as a posthumous mascot for a childrens' litter-picking campaign in Datchet, England. The dog died after two plastic bags were surgically removed from its intestines. The pup ate the littered plastic while on a walk with his owners. It happened so quickly they couldn't prevent it.

LA putting its boots on gloves, masks (7/30)

Los Angeles City Council has added \$50 to its maximum fine for littering if what is dropped is PPE. Council okayed a new \$250 fine for littering masks and gloves.