

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com



@LitterNoMore

September 27, 2020

JTI gives away ashtrays



Above photo courtesy of [Rubbish Walks](#)

Japanese Tobacco Inc is piloting a pocket ashtray giveaway in Wales as a corporate response to its tobacco product litter issue. Cigarette butts are the world's most littered item and studies have proven them toxic. Pressure is building on manufacturers to address this prolific and costly environmental problem as governments turn up the heat. *Litterland* has reached out to executives at JTI Canada to inquire about the company's plan to tackle the issue and follow UK's lead and will report back. There, the #IGiveAButt campaign includes free Stub Tidy packs to 5,000 smokers and a media blitz of transit billboards in four London train stations and digital advertising. Daily Mail and Metro jumped aboard as partners on the program.

DID YOU KNOW?

The local government in Wandsworth made a [special effort](#) to target three to seven-year-olds during Recycle Now's 17th annual Recycle Week, which wrapped up September 27. An educational platform called [Earth Cubs](#) and the Litter, Litter Everywhere [toolkit](#) are free. They were developed by a resident to teach about recycling as well as littering.

Show Virginia some love by taking the No Love for Litter Pledge



Ingested mask kills penguin

A medical N95 mask is being blamed for the death of a penguin found on Juquei beach in Brazil. NGO conservation group Instituto Argonauta reported the animal was autopsied at the Argonaut's "Stabilization Unit". Its malnourished body contained a large amount of sand, but deep in its stomach the exam found a curled up mask.

Atlantic numbers ten times worse

The concentration of plastic in the Atlantic Ocean is ten times more than we think, according to a new [study](#) from University of Manchester. Using a sampling of 200 meters of 5% of the ocean, it projects the sea contains 200 million tons of microplastic. Lead author Dr. Ian Kane worries about its impact on the food chain and human health, the sea bed, and diversity spots.

HEADLINE LITTER GRABBERS (SEP 20 - 27)

Some of what made our News Reel this week

Lake Geneva contaminated with used masks [\(9/21\)](#)

Some 515 COVID-19 protective face masks, including 112 fished out of Lake Geneva, were tallied among the five tonnes of trash collected on World Cleanup Day in Switzerland by 1,000 Let's Do It! volunteers.

Charity donation bins pose challenges [\(9/22\)](#)

Windsor, Ontario has seen a rise in complaints about charity donation boxes looking more like dump sites. The city doesn't regulate and license charity bins, but council is considering that now to control the mess.

Name and shame's the name of the game [\(9/22\)](#)

Hull City Council is outing its litter louts, at least those among the 1,100+ people who, when issued penalty notices during the pandemic, did not pay the £100 fine. On council orders, their identities were made public.

He's on the hook for a pricey pack of smokes [\(9/22\)](#)

A UK court has fined a Wellingborough man £403 in absentia for throwing an empty cigarette pack out of his car window. When he consistently ignored payment requests and notices, East Northamptonshire Council took legal action against the fine evader and won.

Hundreds of charges laid in one month [\(9/23\)](#)

In August officers in Bassetlaw, UK wrote a flurry of £100 fixed penalty notices, 692 of them, to those caught littering or failing to clean up after their dogs.