

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com **HAPPY NEW YEAR!** January 3, 2021

[From underfoot to on the foot, gum is transformed](#)

BBC ran a substantial piece about Anna Bullus, the woman who turns chewing gum into [goods](#) such as the boots shown in the photo, right. Her work has given her a showering of awards including entrepreneur of the year. Certain locales in the UK encourage gum recycling. They use pink, spherical bins made from the polymers in chewed gum to collect the raw material before chewers litter it on the ground, road or sidewalk. Click on the headline above for the full story.



The [GumDrop](#) concept in the UK provides an excellent how-to template for the world.

[Handy, free bags](#)

Swedish cleaning company [TiksPac](#) looks to make a neat impression with its free trash bag giveaway program at many newly created recycling centres in public places like parks, walking paths and recreation areas. Community businesses fund the bags in exchange for on-site advertising. Municipalities help with the set up of the stations. According to its press release, "TiksPac has identified that most rubbish is created because there's a significant lack of bins in public places. People find it too inconvenient to hold onto their litter and dispose of it when they get home. As a result, it's common to leave it on the floor or in places where it shouldn't be."

[Ancient caves victimized](#)

Carlsbad Caverns National Park in New Mexico issued a Facebook post telling tourists not to litter the precious million-year-old caves with their face masks.

[Fishing commission turns to Dr. Seuss](#)

Points should go to Pennsylvania Fishing and Boating Commission (PFBC) for creativity in its recent messaging. Picture a fish wearing face mask. To stop anglers from throwing masks in the water the agency borrowed a concept from the 1971 kid's book, "The Lorax", by Dr. Seuss. "We are the PFBC; we speak for the fishes. Please listen now to our 2021 wishes: When done wearing your mask, don't be mean; please throw it in the trash, not in the stream."

[2020 was year of the litter crisis](#)

A spokesperson at Keep Britain Tidy has given voice to a global phenomenon sprouting from the ongoing pandemic. "Unfortunately our beaches faced a [litter crisis](#) during 2020. Many people chose to leave their litter behind and behaved quite irresponsibly, causing harm to the coastal environment, the oceans and wildlife," observed beach care officer Emily Parr.

DID YOU KNOW?

This week the [European Union cautioned](#) consumers over the use of so-called "biodegradable plastic", deeming it a packaging choice of last resort to be used only after the options to reduce, reuse and recycling have been exhausted.

HEADLINE LITTER GRABBERS (DEC 22 - JAN 3)

Some of what made our News Reel this week

Northern Ireland surpasses milestone [\(12/29\)](#)

Chalking up its enforcement numbers for the past three years, Northern Ireland reported issuing 10,000 fines for littering, dog fouling and dumping offences.

Pandemic hampers cleanups, time to pivot [\(12/31\)](#)

Crowds now a constant concern for the spread of COVID-19, group cleanup events have been curtailed. In their absence organizers stress the heightened need for individuals to work on their own. The lack of usual cleanups has hurt the natural environment, they say.

Less trash in Rio on New Year's Eve [\(1/1\)](#)

A sliver of good news on New Year's Eve in the pandemic-haunted Rio de Janeiro, Brazil. With crowds down, overnight crews removed 6.5 tonnes of beach party litter compared to 50 tonnes of it in 2019.

State says goodbye to plastic shopping bags [\(1/1\)](#)

Delaware's plastic bag ban took hold on January 1.

Western Australia updates prevention promo

A new version of Keep Australia Beautiful Council's regional roadside litter prevention program, 'WA naturally thanks you', is due for release in the first half of 2021. This program encourages travellers to dispose of their rubbish responsibly to keep the state beautiful and also to protect wildlife from injury and illness.