

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Be more like Bill in Brampton

No matter your name, we want you to be more like Bill Godfrey, founder of [People Against Littering](#) on Facebook and a real sparkplug in Brampton, a southern Ontario city, pop. 603,000+. At it for four years on his own, he's ramping up now and wants others to help him. Are you listening, Mr. Mayor? In 100 days Bill alone cleaned up about 3 km of the Etobicoke Creek Trail, 2 km of the creek itself and most of the surrounding wooded areas. He salvaged more than 30,000 pieces of litter altogether that weighed more than two tonnes - shopping carts, picnic tables, rusted 45-gallon barrels etc. out of the creek, and larger trash items out of the forests, even a phone book from 1988. But he doesn't overlook the miniscule. "That's what kills the wildlife," the outdoorsman says. His group has performed 70 cleanups since June 20. See [Bill in action](#) and this [Punjabi TV clip](#).

DID YOU KNOW?



St. Maarten's national bird, the brown pelican, inspired this mascot, Dabby, for the island's littering [campaign](#), 'D.A.B. Dispose in a Bin.'

[Psychology offers a key for stopping litter](#)

Research from Cornell University suggests that inspiring feelings of "psychological ownership" of places will boost levels of environmental stewardship in people. The term means "the ownership and responsibility we feel over things that we do not officially own" such as a lake or forest. With the sense of connection comes a willingness to do more for the environment, the researchers concluded. Their study used kayakers and cross country skiers in experiments.

['Yes, Virginia, there is a littering fine'](#)

A bill to double the littering fine in Virginia to \$500 is on its way to the Senate after the House of Delegates voted 67 to 31 in favour of the measure on Wednesday. [More here](#).

A [Virginia Is For Lovers Not Litter](#) campaign ran last year.

[Northern Ireland names the naughty brands](#)

The worst brands for litter have been exposed by Keep Northern Ireland Beautiful. 'Litter Composition Producers Report 2019-2020' looked at Jan-Mar 2019 to collect and identify the top 25 offenders, largely tobacco, food and beverage, led by Coca-Cola. The seven highest ranking litter creators accounted for 52 per cent of the litter.

HEADLINE LITTER GRABBERS (JAN 31 - FEB 7)

Some of what made our News Reel this week

[Cash given for tips on litterers in Taiwan \(1/31\)](#)

Kaohsiung City, Taiwan forked out the equivalent of US\$200,000 to citizen informants for their 17,438 reports of littering last year. Total fines equalled US\$1.4 million, 63% of them the result of reports from any of 7,000 people registered with the litter reporting system.

[Annual fighting fund established in Angus \(2/2\)](#)

It's nice when the cash registers open for volunteer litter fighting groups as in Angus, Scotland where annual [grants](#) of £50 to £500 pounds can flow to groups to equip them for attacking local cleanups, £5000 in all.

[Meet MARLIT, artificial intelligence for litter \(2/4\)](#)

MARLIT, an open access web app out of University of Barcelona sees and specifies floating plastic marine litter using aerial photos and AI, is "a new algorithm that reaches 80 per cent of precision in the remote sensing of floating marine macro-litter," its developers say.

[Singapore comes out with yearly ticket stats \(2/4\)](#)

Due to COVID-19, fewer tickets for littering and smoking were issued in 2020 in Singapore: 36,900 compared to 49,000 in 2019, the National Environment Agency said.

[Region commissions blue box litter study \(2/5\)](#)

For the second week in a row Durham, Ontario gets our nod, this time for its study on litter and lids on bins.