

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

CANADA: reportlitter.ca

March 7, 2021



College kids outsmart mask litter

Red River College in Winnipeg, Manitoba is, to our knowledge, the first Canadian university to launch a recycling program for face masks using special collection bins and an arrangement with private up-cycler TerraCycle to deal with the 6,000 masks a month needing disposal on campus. All safety protocols are in place for sealing and shipping the bins once full. *Litterland* thinks bins for PPE should be a legislated requirement by now at retail locations, for example, where PPE litter often dwells.

Tobacco giant inks butt litter deal

Rothmans Benson & Hedges-backed Unsmoke Canada has inked a pact that allows it to piggyback on the [cigarette butt recycling program](#) run by TerraCycle. Philip Morris International affiliate RBH has put a corporate focus on tobacco litter for the first time, funding cleanups in 2020 and promoting its smokeless nicotine products.

Photo, left: Red River College in Manitoba recycles masks, the first post-secondary school to do so.



What they do for clean water DRAINAGE NETS FILTER TRASH

Society has done such a poor job of instilling litter-free ideals universally that extraordinary measures and costs are employed to keep people's litter out of the water. This bagged contraption in Kwinana, AU is a catch-all for crud before it pollutes rivers, creeks and streams. [See it](#) in action.

Eyes on UK LitterCam trial

Maidstone, England is the pilot site for testing an innovation in litter enforcement: LitterCam. Highway cameras serve as roadside eyes that capture all acts of littering from vehicles. Once litter footage is validated by an officer, a penalty charge is issued to the vehicle owner no matter who the tosser was or how small the item thrown. If the £120 fine goes unpaid (£90 if paid promptly) the case heads to court and becomes more costly. LitterCam CEO Andy Kemp points out that his patent pending system is effective, not labour intensive, educational and financially sensible. Environmental officers are freed to be more productive. [BBC clip](#). Contact *Litterland* for details.

DID YOU KNOW?

In Maidstone, UK (story above) the COVID-19 pandemic is blamed for a 250% annual increase littering increase. ▪ Philly Clean is restarting in Philadelphia with new COVID protocols. Anyone refusing to wear a mask the entire time will be told to leave.

HEADLINE LITTER GRABBERS (FEB 28 - MAR 7)

Some of what made our News Reel this week

Virginia rolls out program to take on butts (3/1)

Rather than just fuming over smokers who litter, Roanoke, VA has a jingle contest on right now and new ash containers due in April. Cigarette butt recycling and a downtown business campaign will follow this summer.

Washington County, Va. "a trash dump" (3/1)

Sheriff Blake Andis says his Washington County, Virginia "looks like a trash dump" and the unsightliness drives away business potential and deters economic development. "Keep your trash inside your vehicle, secure your trash and use the proper receptacles."

Litter wardens become a campaign promise (3/2)

The Labour Party in Milton Keynes says, if re-elected May 6, it will hire litter wardens city-wide to ticket and issue spot fines, promising a "harsher approach".

Mississippi cities will be plastic litter mapping (3/3)

Cities along the Mississippi River and citizen scientists are cooperating on a landmark, app-driven project to track marine plastic's sources and paths as a first step to stopping plastic from flowing into the Gulf of Mexico.

Trinidadian court uses sign shaming sentence (3/4)

In finding a man guilty of littering a water bottle, a court in Port of Spain ordered him to stand in front of the police station holding a sign saying: "I must not litter".