

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)

June 6, 2021



## Ontario adds items to Blue Box

People in Ontario will have more opportunities to recycle more items soon. Plastic cups, foils, trays and bags stir sticks, straws, cutlery and plates will be accepted in municipal collections across the province as corporations take over the cost of recycling from government. The phase-in, to begin in 2023, will standardize service across 253 municipalities including those with populations under 5,000. Producers of these oft-littered single use items are legally obligated to pay for "end of life" waste disposal. "End of life" means in a bin.

## Ireland gives us something to chew on

"Bin It Your Way", the Irish government's annual call during its long-time national program for reducing chewing gum litter, is here again. The Gum Litter Task Force has opened eyes to the cost and damage chewed gum causes when it adheres like melted plastic to hard surfaces. Studies confirm a high percentage of Irish people now use a bin and see gum as a legit litter woe.

## This Canadian city wants butts badly

St. John's, Newfoundland is piloting a bold plan to reduce and recycle cigarette butt litter after an audit reported five million butts littering the city's streets. The new approach includes 40 spiffy, highly visible, pole-mounted 'Your butt would look good in this' receptacles at downtown locations and the slogan printed on sidewalks. The bins say "Cigarette Butts Wanted". "Butt Free YYC" is the brainchild of Clean St. John's.

## KFC not chicken to face litter

In what *Litterland* believes to be a world first, a national restaurant chain will be giving compulsory training on litter to its 28,000 employees in a drive to mitigate improperly discarded waste. KFC, working with Keep Britain Tidy and Defra, the government ministry, announced that litter training for all its UK staff is among a parcel of measures, including a dedicated 'litter line' - [litter@kfc.co.uk](mailto:litter@kfc.co.uk) - for reporting litter issues at any of its stores. The staff training will cover the environmental impact of litter and the best ways of arresting litter trends. KFC is also working with five councils in England to co-develop pilot programmes for tackling litter through behaviour change.

## Introducing Operation No Dump

Mobile, Alabama has four pillars: education, prevention, collection and enforcement all rolled into "Operation No Dump", a police task force effort of concentrated surveillance at known dumping sites that is already reaping results.

## DID YOU KNOW?

Starbucks has [announced plans](#) in the coming months to launch a reusable cup 'sharing' initiative in all its British stores, ahead of a roll-out across Europe, the Middle East and Africa by 2025.

## HEADLINE LITTER GRABBERS (MAY 30 - JUN 6)

Some of what made our News Reel this week

### **Love locks are gone, no one's heartbroken** [\(5/30\)](#)

The town of Tofino, BC has removed the padlock, garbage-cluttered fence on the road into town. A poll said 95.1 percent were happy to see the eyesore gone.

### **England to drivers: Put in bin not out window** [\(6/1\)](#)

As Great Britain's Spring Clean gets underway, Highways England is using the occasion to remind drivers to save their litter for a bin. In Brighton, UK the pointed [Summer of Change](#) campaign is running now to counter an anticipated 'tsunami' of people littering.

### **Four countries plan clean seas conference** [\(6/2\)](#)

Germany, Ecuador, Vietnam and Ghana will co-organize a ministerial conference on developing a global strategy to end marine litter and plastic pollution.

### **Dublin doubles down in response to trouble** [\(6/3\)](#)

Public complaints drove action against public urination and littering in Dublin city hot spots. The council will roll out 150 portable toilets and 130 supersized, extra bins.

### **Pasadena moving to defuse fireworks** [\(6/3\)](#)

Ahead of the Fourth of July, fire-mindful authorities in Pasadena, CA are readying to enforce the city's ban on the sale, possession and use of fireworks, in place since 2018 covering both tenants and homeowners.

**World Environment Day, June 5. Reimagine, recreate, restore.**