

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

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[California invests in jobs to attack litter](#)

Governor Gavin Newsom is turning litter into an economic driver with the announcement Wednesday of \$1 billion for a multi-year program of cleanup and beautification across California. Hiring events for thousands of litter abatement jobs will take place across the state targeting at-risk youth, people exiting homelessness, veterans and former inmates. The idea is to engage communities in the effort too with money set aside for their pet projects for sprucing up public spaces. This is a pillar of the post-pandemic “California Roars Back” program, which included a Clean California Day of Action. State crews collected enough littered trash to fill 18,000 garbage trucks in 2020.

[National parks in United States face a crisis](#)

Is the pandemic bringing out the worst in people? A torrent of visitors to America’s national parks is creating a flood of problems for park managers and custodians. Complaints have burgeoned from staff and visitors alike about increased litter, human feces and toilet paper on nature trails in legendary parks like Yosemite and Zion.

[Fine targets contemplated for officers](#)

Richmondshire District Council is contemplating drastic measures for litter enforcement that include outfitting officers with body cameras and setting targets for them to meet. A report will be prepared and the council is looking for a full costing and innovative solutions. Officers at a meeting said part of why some people have come to view littering as acceptable is “the increasing disconnect with the natural environment caused in part by alternative pastimes based around technology”. Other reasons? More food and drink consumption on the go, a rise in car ownership, a lack of awareness of the costs of litter and a culture of instant gratification. Council seems set on a fix, recognizing that littering harms the destination tourism economy, landscapes, the safety and wellbeing of wildlife and people. Ten staff and a dedicated contingent of volunteers can’t keep up with the volumes, council heard.

DID YOU KNOW?

Saskatchewan, Canada’s welcome sign at the Manitoba border appears to be wearing out its welcome. A [man complained publicly](#) about the unsightly condition of the sign due to the amount of litter and untended grass around it, forcing officials to respond.

HEADLINE LITTER GRABBERS (JUL 4 - 11)

Some of what made our News Reel this week

Public diners in Florence mess up stone [\(7/4\)](#)

Food and grease stains on Renaissance-era stone in the public squares and seating of Florence, Italy have sparking suggestions of a “sandwich tax” on food stalls. A ban on congregating in certain areas is in place now and fines set from €400 to €1,000 (\$475 - \$1,185).

Ontario region launches an evergreen pledge [\(7/7\)](#)

Peterborough and the Kawarthas Tourism Board are test-driving a new pitch to tourists, asking them to sign the [O’de Piitaanemaan Pledge](#) to respect the land as taught by the indigenous Michi Saagiig Anishinaabeg.

Cork to counsel on fine avoidance [\(7/8\)](#)

A new, council-approved, recycling pamphlet in Cork, Ireland tells residents how to skirt litter fines. It suggests not overfilling bins, keeping lids tight, no loose refuse.

Smokers, industry share blame, says group [\(7/7\)](#)

STOP, a global anti-tobacco organization funded by Bloomberg Philanthropies, says smokers worldwide “improperly dispose of” 4.5 trillion cigarettes a year, blaming them and the industry for multi-level pollution.

Good waste management can help climate [\(7/6\)](#)

A study by circular economy company TOMRA says a reduction of 2.76 billion tonnes of CO2 a year is possible with an optimized waste management system.