

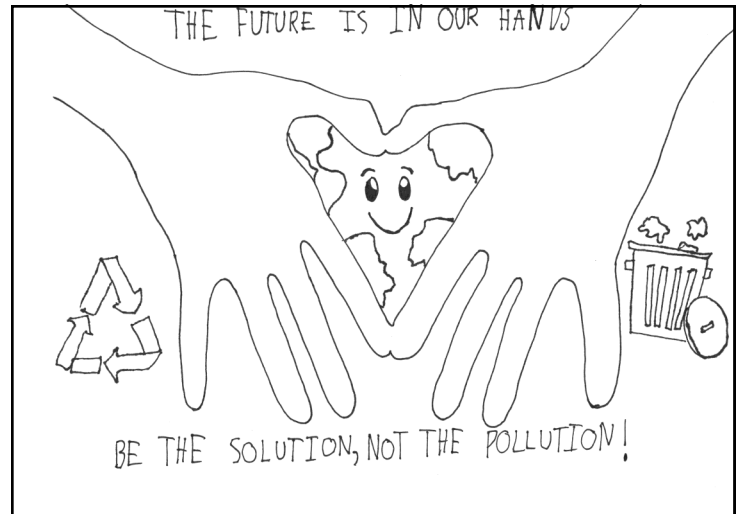
THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

October 10, 2021

Large scale partnership developed

A Dorset-based team of researchers from Queen Mary University of London is leading a [Preventing Plastic Pollution](#) project with 17 partners and backing from the governments of England and France. The €14m project goes beyond removing plastic from waterways to inventorying all of it and analyzing how best to deter its recurrence. Until 2023 the project will encompass 160 river cleanup events such as the one held on World Rivers Day (Sept. 26) with groups like the Wareham Wombles, Clean Up Dorset Squad and Poole Harbour Canoe Club.



Boone County issued a call for entries in its 2022 [Quit Littering Calendar Contest](#) for K-5 students. Estimated cost to collect items of litter in the county? Thirty cents per piece!

Mayor trumpets a strategy

Thanks to Mayor Ronnie Williams, litter is getting the attention it deserves in Natchitoches, a Louisiana town of 18,000+. He's rolled out a strategy starting with a litter-free electronic pledge for residents to sign. A new anti-litter task force will be charged with pinpointing areas needing special attention. The town designed a Facebook page and hashtags #KeepNatchitochesClean, #LoveYourCity, #NatchitochesNotNatchitrash, and #LitterIsTrashy for residents to use when posting photos of their cleanup efforts. Also new is a weekly cleanup event undertaken by rotating city departments whose staff pitch in alongside residents to elevate the issue's importance.

Toronto peddles plastic reduction

Posters are part of Toronto's soft-sell campaign for switching away from common plastic items like cutlery. Downloadable [here](#), they guide restaurants and their customers on how to wean off single use plastics. Canada will ban carrier bags and five other items in January.

DID YOU KNOW?

North Carolina has surpassed the 10 million pounds of roadside litter collected statewide, a record. Top three tips for less road litter:

1. Always secure your load
2. Clear truck beds of any and all trash and debris before driving
3. Never toss garbage from a vehicle

[Source](#): NC Department of Transportation

HEADLINE LITTER GRABBERS (OCT 3 - 10)

Some of what made our News Reel this week

Delay on Scotland's deposit return system? [\(10/4\)](#)

Beverage makers in Scotland say they're not ready for a July launch of a deposit return system, blaming the pandemic. They're pushing for a delay until March 2023. Fans of DRS say that will serve to increase litter.

Camera whereabouts is a secret [\(10/4\)](#)

Brentwood Borough Council uses a CCTV camera on the A12 Highway in Brentwood to capture evidence of littering from cars so that fines can be issued. The roving camera's exact location is never publicized.

Millions up for grabs to make a difference [\(10/5\)](#)

New South Wales announced that \$2-million in litter-fighting grants are on offer to nonprofits this year.

Fathers fight back @make_tooting_tidy [\(10/5\)](#)

Upset about dumping, a trio of dads in Tooting, UK set up an Instagram account for shaming fly-tippers.

Virginia and Arizona in campaign mode [\(10/8\)](#)

October is *Virginia is for Lovers, Not Litter Month*, the state's new collaborative pitch for "highway safety, economic development, tourism, and a healthier future together" that raises awareness through a [pledge](#) campaign, [website](#) and a quirky online [game](#). Arizona DOT pushes a litter reporting [hotline](#). The website opines, "It is easy NOT to litter. Put a trash bag in your car. Use an ash container for cigarette butts."