

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

October 24, 2021



[Litter Lotto gets a buddy](#)

McDonald's UK has partnered with an app that rewards people randomly if they bin litter responsibly. The fast food chain's involvement follows the release of a study it commissioned showing among the findings that more than half (58%) of Brits view food packaging litter as a 'major problem'. The monthly Litter Lotto draw is an incentive for encouraging right actions worldwide. [Litter Lotto](#) pays from £5 to £10,000 in prizes and cash.



Beaches Without Butts awareness-raiser

[A bin that's appreciative](#)

Jerusalem has installed a new litter bin equipped with a sensor that triggers a child's recorded voice saying 'thank you' after detecting waste being deposited.

[Canadian tobacco firm pledges litter prevention](#)

Rothmans says it will recycle cigarette butts and vape canisters

In what appears to be an industry first, Rothmans, Benson & Hedges Inc. is rolling out phase two of its tobacco [product litter](#) promise to accept butts and all empty vaping devices regardless of manufacturer for recycling in a mail-back, postage-paid program, part of RBH's National Smoke-Free Recycling Program and [sustainability pledge](#).

← In Belgium in the city of Ghent, a robot patrols asking smokers for butts.

HEADLINE LITTER GRABBERS (OCT 17 - 24)

Some of what made our News Reel this week

Singer Adele pursued for litter in video [\(10/18\)](#)

Sheets of paper flying from an open car in Adele's new "Easy On Me" video led Doncaster Council to make a deal with the pop star on Twitter: Allow the clip's use in the borough's anti-littering ads and escape the usual littering fine. In fact, her video was filmed in Canada.

Household calendar full of reminders [\(10/18\)](#)

Richmond Hill, a small city north of Toronto, showed off its lovely 2022 [calendar](#) guide for good waste and litter management. Toronto ditched its calendar for a less costly product this year due to Council-imposed cuts.

Irish journal asks, would you intervene? [\(10/20\)](#)

An Irish online news poll found 33.7% said they would call out someone for littering and 46.3% wouldn't.

Rangers urge visitors to take trash home [\(10/21\)](#)

Maryland Parks introduces "Leave No Trace" to a whole new crop of visitors. Visits are up 45 percent from 2020.

Clean California to start paying volunteers [\(10/22\)](#)

Under its multi-year, \$1.1-billion, statewide litter cleanup and job creation program, California will begin paying up to \$250 to volunteer groups for each highway cleanup they do. This new initiative has cleared 2,500 tons of trash since July and has resulted in 600 conditional job offers. The pay for one ramp is \$62.50.

[Ireland's highs and lows](#)

This year's Irish Business Against Litter survey brought good news and bad news. Good news? Most towns were deemed clean and 17 out of 23 of them climbed in the rankings. But the bad news according to An Taisce, the national environmental body that conducts the annual survey, the big cities are showing up dirtier than at any other time over the past decade. Portlaoise ranked the cleanest of 40 areas reviewed. The survey pinpointed Dublin's North Inner City as the country's only litter black spot.

DID YOU KNOW?

Henry LaBelle, 20, has established a [GoFundMe page](#) in a campaign to support his work picking up litter in his community of Athens County, Ohio. Donations or not, though, he says he won't quit. [Story](#).