

# THIS WEEK IN "LITTERLAND"

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

March 20, 2022

## Saying farewell

Dear Readers: After nine years and 450 weekly editions, *Litterland* bids you 'goodbye' at least for now. Thank you for being with me for as long as you have, especially those pioneer subscribers who stayed with this publication all this time from its very beginnings. A special thank you to financial contributors for showing their tangible support over the years. My website, research, advocacy and availability to talk about litter will continue. For significant litter news, follow my posts on Twitter @LitterNoMore or refer to the News Reel tab of [litterpreventionprogram.com](http://litterpreventionprogram.com). Time I spent producing *Litterland* will be redirected to finishing my book, which will be released later this year. I hope you all will consider purchasing it, a novel that has nothing to do with litter prevention. More to come as I keep you updated via the *Litterland* mailing list.

*Sheila*

### [Nigerian research looking for a key](#)

Dr. Oluyinka Ojedokun, showcased his latest research on Zoom from South Africa Thursday on influencing conduct re littering. "The first predictor - attitude towards the behaviour - signifies how favourable or unfavourable a person evaluates the consequences of performing the behaviour. The second predictor - subjective norms - refers to the perceived social pressure to perform or not to perform the behaviour. The third predictor - Perceived Behavioural Control - represents an individual's perception of how easy or difficult the target behaviour is to perform," he said.

### [Smoking UK minister chastised](#)

UK's Foodservice Packaging Association (FPA) has denounced a remark by Lord Goldsmith of Richmond, of DEFRA (Dept. of Environment, Food and Rural Affairs): "... although as a smoker, I use biodegradable paper filters; they are just as good and you can drop them on the ground without feeling too bad." Debunking the 'biodegradable' myth, FPA wants an apology and behaviour change from the minister.

### [Keep Wales Tidy files its findings](#)

In the 2021 report from Keep Wales Tidy, "How Clean Are Our Streets?" some telling conclusions:

- Litter dropped by pedestrians remains the most common source.
- Smoking litter is the most common type of litter, found on 74.6% of streets.
- PPE litter was included in the street cleanliness surveys for the first time. Masks were found on 8% of streets (approximately 10,700 littered masks).
- The presence of alcoholic drink bottles and cans was also recorded for the first time and found on 15.5% of streets.
- Dog fouling was recorded on 8% of streets – the lowest figure since street cleanliness surveys began in 2007-08.

The data came from neighbourhood cleanliness surveys conducted as part of *Caru Cymru*, a joint effort led by KWT to eradicate litter and waste.

## DID YOU KNOW?

[ZeLoop](#) is a global app that's about to add a new feature for ploggers, the name for joggers who pick up litter. The app makes a video game out of the act of picking up plastic litter and pays out in crypto-tokens, 'EcoRewards', to incentivize participation.

### HEADLINE LITTER GRABBERS (MAR 13 - 20)

Some of what made our News Reel this week

#### **Canada's top litter-making corporations** [\(3/14\)](#)

A study of Canadian litter in the March issue of Marine Pollution Bulletin says six brands comprise 45% of litter collected in urban centers: Nestlé, PepsiCo, Coca-Cola, Tim Hortons, Starbucks and McDonald's. *Litterland* has noted an absence of waste containers in print and television advertising for these most-littered products.

#### **Running up a huge tally of littered masks** [\(3/14\)](#)

*Litterland* was one of the first media sources to report on the mask littering problem after COVID-19 hit the world. Runner turned 'plogger' David Papineau, of Vancouver, recently illustrated the depth of the problem on Canadian TV news by showing he'd retrieved 32,000 littered masks in the past year on his jogs.

#### **Youth in Barbados given a seat at the table** [\(3/13\)](#)

Thanks to the Barbados Hotel and Tourism Association there's a Young Leaders Development Committee where youth are actively involved in cleaning up beaches and encouraging the community to not litter.

#### **Indigenous Knowledge Systems: UN survey** [\(3/15\)](#)

UNEP is asking for [this quick survey](#) to be shared and completed far and wide to help gauge the level of people's willingness to adopt "nature-positive solutions" for quelling the growing, global, marine plastic crisis.