

MID-WEEK IN "LITTERLAND"

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Keep America Beautiful offers helping hand to Toronto business groups

Toronto Business Improvement Areas (BIAs) have been invited to take part in a pilot program to reduce tobacco product litter in their districts. At City Hall Tuesday Bronwen Evans, director of litter programs for the non-profit titan of litter prevention, Keep America Beautiful, spoke to the business umbrella group TABIA about a spring 2014 launch. She said Canada's tobacco industry would fund storefront ash receptacle installations, signage and promotional materials using KAB's successful Cigarette Litter Prevention Program model. The meeting also heard that Toronto's worldpride 2014 Festival has litter prevention built into its plan this year.



Above, Bronwen Evans, of Keep America Beautiful, holds a "Keep Canada Beautiful" pocket ashtray after pitching leaders of the City of Toronto's business improvement areas on a pilot program for the spring. Jan. 19-25 is National Non-Smoking Week in Canada.

GLOBAL LITTER KALEIDOSCOPE

Better teamwork urged for China/Japan

Japan and China should bury the diplomatic hatchet and start tackling pollution together, Asian Development Bank president Takehiko Nakao told the Asian Financial Forum on January 13. China could learn from Japan, he said, and the environment would improve.

Law receives finishing touches in Philippines
Pampanga, in the Philippines, has toughened its litter law. A new layer of regulation atop Bill RA 9003 requires property frontages to be kept clean and applies to owners, lessees, and occupants of residential, and commercial building, public and private.

North Dublin calls foul over litter league rank

Dublin inner city councillor Nial Ring says the rock bottom ranking of "litter black spot" is ill deserved for North Dublin, which has worked hard on the litter file this past year. A North Inner City Litter Action Group was set up and undertook a major survey in the area, Ring said. As a result new initiatives may be tried, such as door-to-door checks in the area under new by-laws whereby targeted householders and landlords will be required to show proof of how their waste is being properly disposed. On the bright side, Dublin's city centre reached an acceptably clean level for the first time in 18 years.

PICK OF THE LITTER

Our raves and faves of the day!

litterpreventionprogram.com/news-reel.html

Galway shopping for smart, high-tech litter bins

They never overflow because they signal workers when they need emptying. Galway, UK has tendered a bid for high-tech bins as part of its litter abatement drive.

Missouri schools show 'can'-do attitude with contest

All MO schools are welcome to paint a can in the "No MOre Trash!" contest, a statewide litter-fighting effort.

New campaign aims to stop litter in storm drains

In Petersburg, VA for the next month decals on pavement say, 'Only Rain in the Drain' to remind of the damage caused when trash clogs storm drains. The stickers are one part of a larger *Don't Pollute* awareness campaign funded by a \$700,000 grant from the department of oceans and fisheries.

Illinois update on statewide butt ban

Hot on the heels of the Jan. 1 start date, lawmakers are reinforcing the advent of statewide penalties for cigarette butt littering. No tickets have been written under the new law yet. Instead it is hoped that publicity around the fines, the now-mandated merchant ash receptacle installations and the \$1500 maximum penalty for flicking butts out of vehicle windows will encourage voluntary compliance from smokers as awareness heightens.

