

# THIS WEEK IN "LITTERLAND"

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

December 14, 2014

## Europe's first litter conference an exciting, long-awaited development

December 9 and 10 marked a big step forward toward a litter-free Europe. Stop Litter Now! - a first-ever European litter summit in Brussels, Belgium - called together litter prevention practitioners from many of the European nations. Scotland seems to be leading the pack with its program and commitments to litter freedom enacted several years ago. Derek Robertson, of Keep Scotland Beautiful, said the nation aims to be EU's cleanest by 2020. Etching out a roadmap to make Europe Litter-Free by 2030 is the larger exercise.

Ultimately the plans rely on people collectively doing the right thing. Keep Britain Tidy and other experts drummed home the high cost of cleaning up litter, a financial black hole, £73 million in Scotland and £10-billion across Europe. That's an expenditure of £20 for every man, woman and child in the EU!



**A step in the right direction:** With the advent of Clean Europe Network and its conference on litter causes and cures - maybe others and Canada, in particular, will begin to wake up to the issue and take action. Shown above, the effect of gum plastics littered on sidewalk paving stones.

**NOTE TO SUBSCRIBERS:** *Litterland takes a break Dec. 28. Publication will resume on Jan. 4, 2015.*



**SIGN ON TO THE CONCEPT.** Roadside litter could be greatly reduced simply by insisting on the use of litterbags or bins in all moving vehicles, be they public or private.

## DID YOU KNOW?

Edmonton's streets are mostly cleaner than they were last year with one glaring exception - the Yellowhead Trail area, says the city's sixth annual litter audit, released Wednesday. Cigarette butts remain problems. The city may give away portable ashtrays, said an official for the Capital City Clean Up effort.

## HEADLINE LITTER GRABBERS (DEC 7 - 14)

Some of what made our News Reel this week [litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### Guyana's Georgetown U. onboard with bin effort (9/12)

From now on in Guyana all University of Georgetown buses will carry litterbins in keeping with a renewed drive to clean up the nation.

### Jamaica's event planners asked to plan for litter (8/12)

Jamaica's solid waste agency asked event planners to deal with waste management at events to help curtail litter in the streets, said NSWMA executive director Jennifer Edwards.

### South Carolina takes litter app statewide (10/12)

Cities have offered public litter reporting apps for years, but South Carolina is the first American state to launch a statewide app for litter enforcement, unveiled this week.

### £700 a high price to pay for filter flicking (9/12)

Warning: If you flick a butt in Rushmoor, UK you could get burned. Karla Vicetti, 41, of Aldershot, was fined £700 after failing to pay a lesser fine for dropping a cigarette end in the street. The borough spends £1m yearly cleaning up butts.

### Student messages win in competition (10/12)

Keep Grand Bahamas Beautiful announced four student winners in its contest for best litter public service message. Satori Curry took top honours for a PSA reminding that "littering doesn't help us" or the nation's tourism industry.