

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Philly goes 'Disney'

Every city should do this. Philadelphia Council has passed a bylaw requiring stores of any size that sell food of any sort to put waste bins within ten feet of their entrances. Borrowing a page from the Disneyland maintenance manual, Councilwoman Blondell Reynolds Brown touted the idea of having bins everywhere to keep streets and sidewalks clean. Disney subscribes to the 30-step principle, the distance a person prone to littering will walk to reach a bin. Businesses will face a fine of \$100 if they fail to comply. The mayor is expected to sign the bill into law, its final step toward enactment.



SIGNS OF THE TIMES:
Always looking for litter slogans that stick.



"Hey Tosser!" is the Australian battle cry promoted in litter-fighting campaigns across New South Wales. A state waste levy funds a variety of tactics. For example, Lismore Council used \$70,000 from the EPA's "Waste Less, Recycle More" program for bin enclosures, jazzy signs and cigarette receptacles. The NSW government is currently testing new education strategies.



HEADLINE LITTER GRABBERS (MAY 3 - 10)

Some of what made our News Reel this week
litterpreventionprogram.com/news-reel.html

LITTER CAUSES 21 BIRD INCIDENTS AT AIRPORT

Warnings about littered food waste attracting birds over India's Coimbatore International Airport came from aviation officials this week at a rally held to highlight the problem. Bird incidents damaged aircrafts 21 times in 2014. A run of 10,000 pamphlets alerts the public to the danger.

Littering the top peeve among 12 percent of Irish (5/5)
Irish Business Against Litter released a new statistic to kick off its annual analysis of litter levels in 40 Irish towns and cities. Twelve percent surveyed (41 out of 347) named littering as their most important issue of concern in 2015, above crime, road safety and drug abuse.

Mayor's Clean City plan hires hard-to-employ (5/6)
A six-month partnership hopes to give Wall Street a fresh face in downtown Norwalk, CT. Under a plan backed by the mayor, the city's development agency will hire four workers from Goodwill to remove litter in two weekly, four-hour shifts.

This newspaper proudly names and shames (5/4)
The Star newspaper in Sheffield, UK makes no excuses for publishing the names of 22 litter louts convicted in court for dodging fines. "Littering is such a simple problem to solve, but one that needs the support of all members of the community," the paper stated in an editorial backing Council.

Tearing up tickets in litter fight (5/5)
Lawmakers in Mobile, AL have ripped up 500 tickets for littering issued between October and December 2014. Backlash mainly from property owners ticketed for litter caused by renters prompted the city to dismiss the initial wave of violations and tweak the city's enforcement protocol.

DID YOU KNOW?

Canada's "Butt Blitz" may be on its way to becoming an annual event for organizing NGO, A Greener Future. May 2, the first-ever national day for picking up littered cigarette butts, netted 87,015 of them, said executive director Rochelle Archibald. They will be recycled and converted to industrial plastic.