

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

May 24, 2015

Litterland thanks cleaning professional **Rich Palmer** of **Dustbox Services, UK** for sharing his engaging, fact-filled info-graphic 'Absolute Rubbish! The Litter Crisis in Europe', (excerpted right). Sample fact: The total cost of cleaning up litter throughout Europe is estimated at €10 to 13 billion per year. View poster in full at www.dustboxcleaning.co.uk/window-cleaning-cheltenham.html

New Zealand on a packaging tear

The Packaging Forum Public Place Recycling Scheme unclocked a new, national study May 20 that delves in depth into New Zealand's litter profile, the first one in a decade. Waste Not Consulting Ltd. sampled 300 transects across eight urban areas, which occupy 52 per cent of NZ, finding 87 per cent of them to be virtually or mostly free of visible litter. The study is part of a push for a regularly updated national litter index and an industry drive to reduce its packaging by 10 per cent by 2020.

Canada's plastics industry sets new pace in race

This weekend's Tamarack Ottawa Race is taking its mark and getting set to go green, recycle more and create less litter in partnership with the Canadian Plastics Industry Association. The event includes a special effort to capture plastic cups and bottles, thermal blankets, paper and organics that are generated at the race from 150,000 to 200,000 participants and spectators.

Absolute rubbish!
The Litter Crisis in EUROPE

Derek Robertson
President of Clean Europe Network

"If we want to stop litter then we have to change the way people behave out-of-home. That requires clever, innovative information, education and communications campaigns and the right infrastructure for collecting end-of-life products in public spaces."

THE DEPTH OF THE CRISIS

The Cost of Litter

The total cost of cleaning up litter throughout Europe is estimated at: €10 to 13 billion per year, vs. \$11.5 billion per year in the U.S.

Cleaning up Europe's towns and countryside costs an average of €25 per person per year.

Businesses have an intrinsic interest in litter prevention as litter can be a direct source of lost revenues (e.g. consumers are willing to spend 2-4% less on brands they identify with litter.)

Country Specific Spotlights



ALL SMILES SELFIE: Toronto District School Board held an appreciation reception May 21 for its educational partners, including our Litter Prevention Program. Above, l-r, are Alex King, TDSB Director Donna Quan, Sheila White, Trustee Shawn Chen, board chair, and Trustee Jennifer Arp.

DID YOU KNOW?

Volunteers in San Jose, CA picked up an all-time record of 654 tons of litter in 2014, a 163 per cent increase over the previous year. That's the equivalent of filling 44 semi tractor-trailers to the brim.

HEADLINE LITTER GRABBERS (MAY 17 - 24)

Some of what made our News Reel this week

litterpreventionprogram.com/news-reel.html

Northern retailer ponies up cash for Iqaluit cleanup (5/20)

The North West Company in the far north of Canada has donated \$35,000 to pay for a cleanup June 19 of Iqaluit, the capital city of Nunavut Territory. Funds from the food retailer are for student salaries, equipment and supplies.

Clean India measures headed to parliament (5/20)

India's parliament will move ahead this session with a bill to introduce on-the-spot fines for littering and defacement.

Key new book on marine litter to be open source (05/23)

Exciting news for your reading list: *Marine Anthropogenic Litter* by Prof. Tamara Galloway, the University of Exeter researcher's compendium of 50 years of international expert research into man made litter in the ocean, will be open and free to all in order to expand public awareness of the crisis. Publisher Springer announced a release date of June 14.

DNA litter portrait campaign an online smash (5/20)

A video about Hong Kong Cleanup Initiative's month-long billboard campaign using portraits derived from DNA found on pieces of litter reached four million people on social media, a big hit for the NGO and its partners, online magazine, Ecozine, and the Nature Conservancy, and ad agency, Ogilvy & Mather.