

THIS WEEK IN "LITTERLAND"

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June 21, 2015

The Pope weighs in

Pope Francis became a mighty ally against planetary degradation with his issuance Friday of a near-200-page encyclical, a tome to the world's 1.2-billion Catholics, urging care of the environment and action on climate change. This is the first time the Vatican has addressed the environment and the issue of humans' reckless handling of waste. "Faced with the global deterioration of the environment, I want to address every person who inhabits the planet," the Pope says in "Laudato Si", or "Be Praised". He will address the US Congress in Washington Sept. 24. Republicans greeted his climate change message less than warmly this week.



POPE FRANCIS

Litterland's Sheila White tweeted the Pope @Pontifex and hailed his eye to the environment, then asked him to stop Catholic ceremonial balloon releases. The Vatican released balloons January 25 as a symbol of peace. Releasing balloons, an environmental no-no,

Hairdresser clipped

A crackdown in Tonbridge and Malling nicked Ralph Spence, owner of Ralph's Hairdressing in West Malling. Garbage from a bin behind his salon blew into a local car park. For that, he landed himself a fine of £80 for littering, or £50 if he pays within 10 days. Councillor Jill Anderson warns that the Kent borough's get-tough approach will be mirrored in court with magistrates' rulings.

replaced live dove releases in 2014 when two doves were let go and were attacked and maimed in the air by a crow and a seagull in full view of horrified onlookers, including children.

— "COMPLETE YOUR GOOD DEED" — WATCHWORDS IN EGYPT'S CAMPAIGN

"Kamel Karamak". Get used to that phrase in Egypt. It's the hallmark of a nationwide creative partnership to hammer home a message about food waste disposal. Translated, the words mean, "Complete your good deed". The campaign is backed Lipton Tea, Knorr Fine Foods, The Food Bank and the Ministry of Supply and Internal Trade. The first TV ad hits at a troubling reality: Thirty per cent of good food is thrown away in Egypt while 3.5 million citizens rummage in rubbish for food. With a goal of coaxing Egyptians into food waste reduction at source, another prong of the campaign aims at establishing a food donation program for the nation's hungry.



HEADLINE LITTER GRABBERS (JUN 14 - 21)

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

Political clout against litter in Cambodia (6/16)

Cambodia's Environment Minister Say Samal, 35, told Khmer Times he wants to turn the tide on attitudes about garbage in his country starting with awareness raising, private or state-run waste management, fees and voluntary plastic bag reductions by switching to "eco-bags".

Littering causing major flooding in Trinidad (6/16)

Trinidad & Tobago's disaster boss sounded an island alert about littering causing flooding. Dr. Steven Ramroop, head of the Office Of Disaster Management And Preparedness, told the Trinidad Express his chief concern is that people throw garbage, clog drains and watercourses and cause system overload, failure and epic flooding.

World industry group high-fives G7 action plan (6/15)

A newly formed World Plastics Council threw its backing behind G-7 leaders and a Marine Litter Action Plan approved at their recent summit meeting in Germany.

Eight unlucky litterers get bad press (6/18)

Britain's Burton in East Staffordshire steps on litter louts with a heavy boot. Its new zero tolerance policy on littering has rung in £2,500 worth of court fines. Eight louts were named in Thursday's edition of The Burton Mail.

DID YOU KNOW?

Dutch artist Peter Smith, 52, founder of the KLEAN Foundation is sculpting a 12-meter long Madonna using 100,000 littered plastic bottles and hopes to display it on a beach in Rio during the 2016 Summer Olympic Games.



A small model of the artist's plastic Madonna is shown at left. Smith hopes the finished work in Brazil will draw attention to the plague of plastics littering the seas.