

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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## Hong Kong is coming on strong

Ad agency Ogilvy & Mather HK scores again with these posters for Hong Kong Cleanup. Hot on the heels of the wildly viral Face of Litter awareness ads, the campaign moves to a new phase to promote Sept. 19 to Dec 1 as tidying time. These latest offerings use commonly littered items - a candy bar wrapper, a plastic bottle and a cigarette butt - to illustrate the need for teamwork to tackle a gigantic problem. See more at [www.HKcleanup.org](http://www.HKcleanup.org)



This is the 15th year for the Hong Kong Cleanup. New this year, the Zero Waste Corporate Challenge, a zinger of a concept that challenges companies to adopt and sustain zero waste solutions.

### NO MONKEYING AROUND IN THESE BINS

One litter problem in Hong Kong's country parks is being blamed on primates, and this time they're not humans. Monkeys kept invading the standard, lidded bins, pulling contents into the street and raiding the remains. Following a period of trial and error, new, no-fail bins have replaced some of the traditional models. They prevent the clever creatures from reaching inside and leave them no ability to tamper and dump. One of the bin's essential feature was a special clasp designed at Hong Kong Polytechnic University that requires the use of two simultaneous hand movements to open.

### DID YOU KNOW?

Belgium lays claim to Christian Lange, inventor of Glutton, an urban vacuum cleaner sold on five continents. It is a tubular, handheld appliance that sucks up litter, cans, even full bottles -- "a street sweeper's dream", according to the distributor in Poland, this week the 65th country to market the device. In six years, sales are up 30% annually.

### HEADLINE LITTER GRABBERS (OCT 18 - 25)

Some of what made our News Reel this week

#### Cameras will watch and warn you (10/18)

Blackpool will re-launch CCTV cameras equipped to play recorded messages that can warn people not to litter, for example. The seaside resort has a five-year goal of becoming Britain's cleanest.

#### Tourism with a twist takes hold (10/20)

Employees from Oxalis, a company that runs tours to Son Doong Cave and grottos in Vietnam made it their mission to get rid of the garbage there. They went as tourists and cleared "towering heaps" of years-old garbage, an action that inspired locals to help clean as well, and tidy up as a general habit. Oxalis is based in the UNESCO World Heritage Site of Phong Nha-Ke Bang National Park in the north-central province of Quang Binh.

#### Be a Tidy Kiwi combs world for new look (10/21)

New Zealand is shopping the world for a winning mascot design for its clean campaign. On Wednesday Auckland Litter Prevention Steering Group launched a contest for finding ideas for an updated Be A Tidy Kiwi character. [99designs.com](http://99designs.com)

#### Celebrity role model influences others (10/19)

A photo of actress Cameron Diaz picking up litter from a Hollywood sidewalk ran in The Daily Mail.

Our faulty compass: In a story last week from UK, Leith's nation, Scotland, was misidentified. *Litterland* regrets the error.