

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

December 27, 2015

## Year-end invites a time of reflection and renewed resolve

Happy New Year, one and all. In the spirit of crafting resolutions can we embrace 'More Clean in 2016' as a quasi-motto, doing what we can to lessen litter on the landscape by recycling, cleaning up, never littering and helping the less diligent mend their ways? As a challenge, pledge to convert at least one littering person to a non-littering person in the coming calendar year. *Litterland's* resolution is to continue to track litter's trail and tell the tales.

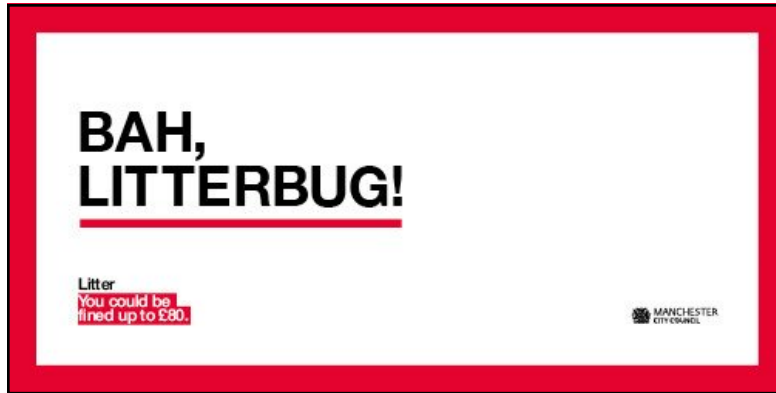


### **Kilkenny Counts Its Louts**

The scene above could be anywhere. In this case the alcove happens to be in Kilkenny, Ireland. It's a stain on what is mainly an award-winning Tidy Town. Last year 148 people were fined for littering offences there. The council received and investigated 636 complaints in 2014 and spent €1.2 million cleaning up the messes.

### **A SWEET TWEET**

Pictured at right, Manchester City Council posted this Christmas holiday message on Twitter, #TrashTalkMcr. The city uses its website to remind littering Scrooges they could be £80 the poorer if caught and fined for dropping stuff.



"Tis the season to bin litter. There's no excuse. If a bin's full, please try and find an empty one," said a tweet from @ManCityCouncil on December 23.

## **Zimbabwe proposes banning mobile phone recharge cards**



A proposal from Zimbabwean Environment Minister Oppah Muchinguri-Kashiri to ban mobile phone recharging cards to cut down on litter met with poor reception from The Today Post daily, which deemed the move "hasty" in a Boxing Day editorial. The cardboard scratch 'juice cards' are littered by the tens of

thousands, the Minister said. She wants mobile companies to find a paperless alternative within six months and also proposes a crackdown on disposable diapers and polystyrene foam.

## **DID YOU KNOW?**

Dominica may open night courts to deal with littering cases exclusively, the island's Prime Minister Roosevelt Skerrit says. This New Year will usher in a "more serious approach" to litter and littering in the country. More wardens, a tougher law and night courts are all strategies on the table, the PM told the Jamaica Observer.

## **HEADLINE LITTER GRABBERS (DEC 20 - 27)**

Some of what made our News Reel this week

### **Two minutes each can clean a beach (12/23)**

A neat idea from Beach Clean Network in Cornwall: #2minutebeachclean took place December 22. Pickers' sticks and bags await use by beachgoers, who pick up and post their two-minute collections on Instagram. The volunteer group operates on a shoestring. It receives a grant from Sea Changers to finance a website.

### **Wolverhampton going more covert (12/26)**

Three months into testing private security firm Kingdom's ability to rein in littering people, Wolverhampton likes what it sees - £30,075 in fines in one week. Council wants the firm to step up with more covert capture methods and a still greater use of hidden cameras.

### **New Pfizer Canada TV ad rights a wrong**

Drug company and nicotine replacement maker Pfizer Canada has responded positively to a complaint that our Litter Prevention Program launched in 2014 by producing a new, quit-smoking commercial that depicts responsible cigarette disposal in an ash receptacle. Earlier versions of the national television ad showed a woman extinguishing her cigarette butt by grinding it into pavement, prompting our complaint to Pfizer and an awareness blitz to major, Canadian advertisers.

**Readers Note:** Next week's *Litterland* marks our 150th edition and will kick-start Volume 3 of this publication.