

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 7, 2013

Scottish secondary schools bin to win

There's a reward for using a bin for litter in part of Zero Waste Scotland's weeklong Scope program at 10 high schools between now and Jan. 28. Schools set a target and award tokens to anyone using the litterbin. Pupils using the bin could win a £10 note: If the target is met a draw is held. The school with the most tokens overall gets £750 plus £500 to be divided among participating community groups. High marks for this one!

Rio crackdown put off due to the Pope and protests

Civil unrest, a papal visit and upcoming World Youth Day in Rio de Janeiro were reasons enough for the city's zero waste agency to postpone a new crackdown on littering that was due to begin July 1. Rio Lixo Zero now targets starting its fine and enforcement regimen in two months.

Surfrider's ocean ashcans all over San Diego

Surfrider Foundation has installed 150+ ashcans at San Diego County bars, businesses and restaurants since 2007 in a sustained "Hold On To Your Butt" campaign, an idea the group first launched in 2003 at Mission Beach and Pacific Beach.



← Surfrider's butt control program. See story at right.

"Toronto is a clean city"



PHOTO: News boxes at College St. and University Ave. in downtown Toronto.

Amanda Wilson's one-year *Litter Champions* project ended July 1. The university student provided litter-picking gear free to volunteers to encourage cleanups totaling 1000 hours in boroughs Carrickfergus and Newtownabbey, Northern Ireland. Her funding came from "O2 Think Bigger" youth grant program. She hopes the local council will keep it going. The goal was to create community role models and change attitudes about littering. A *Litterland* high-five, Amanda!

All it takes is one person using a newspaper box as a trash can to prompt a chain reaction of similar littering that creates this eyesore, a sad billboard for a city that claims to be clean and bad news for news outlets like NOW, Xtra, Toronto Star, Metro and Auto Mart. A city bin and a public transit entrance are steps away.

HEADLINE LITTER GRABBERS (JUN. 30-JUL. 7)

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

Fairbanks, Alaska crimes and misdemeanors (3/7)

Can a city get more serious about littering by making it a less serious offence? Tomorrow Fairbanks Council will vote on handling its \$250 fine for littering like a traffic ticket rather than a criminal offence involving the court.

Braintree's brainchild brings down butt litter tally (1/7)

The number of cigarette butts tossed away in train stations around Braintree, England fell by almost half (45%) following 'Is Your Butt Worth GBP75?' a recent appeal to smokers using signs, fines and stepped-up police patrols.

Dutch with cameras on eye for marine litter (3/7)

Dutch shutterbugs have a shot at being honored by EUCC for their photos of marine and coastal litter taken at home or abroad in July and August. The European MARLISCO project will show the top 15 pictures in an exhibit about marine litter in the Netherlands, kicking off at city hall of The Hague in October. One photographer will win a "surf-experience" at the Dutch coast. www.marlisco.eu

Fireworks spark complaints, concern and litter (6/7)

July 1 Canada Day and US Independence day July 4 always ignite litter, fire and pollution concerns. Home displays are banned in Florida, parts of Ohio and elsewhere.

DID YOU KNOW?

New litter lingo made the Cambridge online dictionary July 1. It's "litter vigilante" *noun* a person who picks up litter in public places. As in: *Unpaid army of litter vigilantes tackles Britain's tide of rubbish.* In Denmark, workers whose job it is to collect individual pieces of scattered litter are called 'snappers'.