

# THIS WEEK IN "LITTERLAND"

[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)

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## CANADA'S BEVERAGE INDUSTRY FUNDS RECYCLING EVERYWHERE IN MANITOBA

Diversion is up. Littering is down. A 2012 assessment of *Recycle Everywhere*, the beverage container collection and recycling program run by industry-funded Canadian Beverage Container Recycling Association (CBCRA), trumpets an exciting success story in waste diversion and litter prevention. Free recycling and waste bins are installed in any away-from-home location that requests it, from remote First Nations communities to crowded provincial parks, govern-

ment buildings to corner stores. CBCRA installs the bins, collects materials – cans, drink boxes, PET and glass bottles – and recycles them into new beverage containers and next generation packaging. A two-cent Container Recovery Fee is charged at point of sale. Since its launch in 2011 *Recycle Everywhere* has caused a 25% leap in beverage container recycling to 53% up from 42% pre-launch thanks to CBCRA's record \$4.6-million investment in advertising and education. Industry has eyes eastward toward bringing this winning model to Ontario and building on that province's curbside Blue Box recycling prowess. We say, bring it on and replicate everywhere!



**THE WAY OF THE FUTURE**  
Photo: Industry-led *Recycle Everywhere* bins in Manitoba – blue for beverage containers, grey for garbage - make it easy for people to recycle away from home and it's proving to work.

## BRITISH BEACH INVASION



A heat wave keeps luring littering hordes to UK beaches like Bournemouth (above), frustrating beach cleaners and angering civic officials and locals. Northern Ireland's Benone Beach could lose its international Blue Flag status over litter, 4,033 items recorded per km of beach there. TIDY Northern Ireland will come out Wednesday with a major mapping of beach litter at the Good Beach Summit at Crawfordsburn Visitors' Centre.

## HEADLINE LITTER GRABBERS (AUG 4 - 11)

Some of what made our News Reel this week  
[litterpreventionprogram.com/news-reel.html](http://litterpreventionprogram.com/news-reel.html)

### British 'shock' poster features male with snout (10/8)

Keep Britain Tidy has the town's tongues wagging over a hard-hitting litter "shock" poster of a male with a pig's nose.

### Campaign to fight food litter involves restaurants (10/8)

Takeaway restaurants in Havering, UK, have cooperatively pledged to clear storefronts of product litter religiously. Restaurant windows display an "Eat it, then bin it" poster. They also put campaign stickers on packaged foods they sell.

### Adults with learning disabilities design winners (8/8)

Adults with learning difficulties in a Horizons program in UK designed the top entries in Horsham and West Sussex's jointly sponsored anti-littering poster contest. Their works will start crisscrossing the counties as a touring exhibit.

### Pop star to poop star on the run (31/7)

We hesitate to stain this page with news of a rock singer hurling a bag of his excrement from a car window. But, if The Wanted's Tom Parker ever returns to Colorado, he will be sought out for the fouling and fined \$200 for littering.

### Lips smacking over prospect of gum litter law (5/8)

Swindon will decide September 26 on banning chewing gum littering. Wrigley UK is watching closely and may step in with education to help, says company executive Siân O'Keefe. Teaching behavioral change is "the only long-term and sustainable solution to the problem," he says.

## DID YOU KNOW?

Singapore's National Environment Agency, Public Hygiene Council and cartoonist Lee Chee Chew (a.k.a. Chew On It) partnered on an animated film and comics for Keep Singapore Clean reminding patrons at events to not litter. The film premiered Friday night at the massive National Parade Day pre-show.