

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 4, 2016



Montreal pooh-poohs littering

In Montreal, Canada [a stink erupted](#) over a \$950,000 city [ad campaign](#) that includes sculptures atop five transit shelters, such as the giant, fly-attracting dog pooh, shown above, installed in Dorchester Square. There are arresting posters too with slogans like, 'your dog ca-ca: It's not nothing'. Some on council criticized the city staff conceived ads as unseemly and a misuse of funds. Judging from media buzz, the campaign sure has people talking.

[Gender identity issues cause men to litter more: new study](#)

Two Utah University professors studying male behaviors conclude that men litter more and recycle less because males tend to view these so-called 'green' activities as feminine. In the Journal of Consumer Research, August, 2016, Profs Aaron Brough and James E. B. Wilkie state that men, to "safeguard their gender identity", are less likely to participate in sustainable activities such as recycling and buying green products.



In photo, left, Malta uses cigarette-shaped signs to remind sun-worshippers not to leave litter on these beautiful, sandy beaches.

\$6.5 million in fines handed out

In Victoria, AU, where the [Environment Protection Authority](#) keeps track of yearly numbers, the EPA issued more than \$6.5-million in fines for littering from vehicles to 15,000-plus Victorians during the 2015-16 financial year, mostly for cigarette offences.

National Day Parade

[Good news](#) for Singapore's National Day Parade on August 9: "far less litter" due to outreach efforts by volunteers on the ground. They needed just 300 of 3000 bags on hand for cleaning up the aftermath. Last year they used 1000 bags. The difference this year was direct interaction with partygoers, many more of whom cleaned up after themselves owing to friendly volunteer reminders and a giveaway of free handheld fans.

DID YOU KNOW?

Remedial action will be taken in Robeson County, NC after a report said roadside litter collected and sent to landfill was up by 60 per cent this year. The green committee wants billboards on the Interstate, PSAs and a video as part of the package. Possibly, litter education will become part of student driver courses.

HEADLINE LITTER GRABBERS (AUG 28 - SEP 4)

Some of what made our News Reel this week

What's in a name? Lots, if you litter. (8/29)

If you're a Michael, John or David, an EPA Victoria survey shows you have the most common name among people caught littering there. You also have the name of the people who most often filed EPA hotline complaints.

Notting Hill Carnival cleanup a monster (8/30)

Notting Hill Carnival's 2 million visitors certainly made their mark, leaving a 50th anniversary-sized mess of trash, enough to fill 15 London buses. After recyclables are processed, the remaining waste will produce 97,200 kWh of 'green' electricity. The event was 11 times the size of Glastonbury Festival, where [controversy](#) over litter erupted again this year.

Crowdfunding for a song to raise awareness (8/31)

The vaudevillian showmen known as the MOOP Patrol (Materials Out Of Place) are crowdfunding to support production of one of the duo's most popular litter songs.

Southwest China's smart bins are also helpful (9/2)

Chongqing's new, solar-powered smart bins come with WiFi to give up to 50 users at a time 5MB of free data. The receptacles come with a built-in phone for people needing to make emergency calls. When 80 per cent full, a bin sensor notifies workers that it is time for emptying.