

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

October 16, 2016

#1MORESHOT - A NEW APPROACH
11 COFFEE CUP BINS - 20,000 CUPS - 3 MONTHS

1 Drink it.

2 Bin it in one of 11 #1MoreShot bins across Manchester.

3 Collect it to be cleaned and shredded.

4 Mix it with recycled plastics which are then turned into pellets.

5 Transform it into plastic products like re-usable cups and garden furniture.

Supported by Caffé Nero, Costa, Greggs, KFC, Manchester City Council, McDonald's, Nestle, Pret A Manger and Waitrose.

HUBBUB
WWW.HUBBUB.ORG.UK

Keeping the lid on coffee cup litter

Hubbub Inc ingenuity at play again, this time in Manchester. The littering solutions-driven non-profit served up its latest experiment October 5, coffee cup collection bins, a trial it will run until December 25. Heartening to see support in the UK flowing from the likes of McDonald's and Coca-Cola. A bubbling trend, we hope? #1moreshot installs bins that look like coffee cups and sets a goal of wanting to grab 20,000 cups over the three months. Posters lay out the program's five steps to neatness nirvana for take-away coffee consumers, who are asked to abide by Steps 1 and 2: drink it and bin it. Steps 3 to 5 involve the collection, transformation and reuse of recycled plastic.

Waste Reduction Week this week -- who knew?

October 17 to 23 is Waste Reduction Week in Canada. Organized by the Recycling Council of Ontario, schools, municipalities and businesses are asked to proclaim the week and highlight the need and ways to create less waste. By midweek just 44 entities had proclaimed the event in Ontario.

Coca-Cola serves up a new twist

Glasgow, Scotland is the test site for a campaign backed by Coca-Cola in conjunction with The Drum newspaper to get people littering less and recycling more. It began with Plan It Day, a call-out to the nation's creative forces to come up with engaging, litter-abating ideas for an upcoming Do It Day and a future launch across Scotland in 2017. Creative for the campaign takes on the aura of a TV pranks show featuring a bin character that viewers can track and interact with via social media. Cameras trained on bins around Glasgow will provide "slow TV", real-time action. Viewers can watch as the bins administer high fives to the conscientious or stand up to follow litterbugs. Ad spots may follow.

DID YOU KNOW?

A beer can tossing incident during a Toronto Blue Jays major league baseball game resulted in Rogers Centre stadium halting the sale of beer in cans for the remainder of the season. Police charged a man with mischief. A charge of littering could have applied and would have provided a teaching moment for all those Torontonians who litter beverage cans and other containers.

HEADLINE LITTER GRABBERS (OCT 9 - 16)

Some of what made our News Reel this week

ESA policy paper says producers should pay (10/11)

An association of waste managers in the UK has urged local authorities to pursue makers of litter-prone products like cigarettes, chewing gum and fast food for cleanup cash. Environmental Services Association estimates £300m could be raised in this way.

Sydney's biggest litter culprit exposed (10/12)

The biggest pig in the litter barnyard is the beverage container if you're in Sydney, AU. In the latest count, drink bottles and cans accounted for 48% of all litter.

Town wants no part of Ireland's rankings (10/13)

Claiming the Litter League evaluations and rankings have hurt Cork's reputation, Cllr Tony Fitzgerald wants out of the yearly indexing undertaken across Ireland by business lobby IBAL, but found there's no way to opt out.

Angry Miami college ball fans trash field (10/9)

Beer cans and trash rained down on the Miami Gardens football field as intemperate hometown fans reacted to the ejection of Hurricanes' safety Jamal Carter in a game against Florida State on October 8.

Queensland, AU knocked for multiple sins (10/12)

A new report raps Queensland for most endangering fauna, most litter and most greenhouse gas emissions.