

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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**Keeping the Lid on Rubbish!**

BinStrap, an easy-to-install lock for bins, and started a business in Athenry, Galway County, Ireland. They believe their device could be the universal standard for making non-locking wheelie bins spill proof, even when tipped. Mixed with wind and raiding animal intruders, a loose bin lid invites disaster. Accidental litter, caused by careless bin packing, is a preventable problem now that BinStrap is on the market. The product sells locally and internationally to councils and individuals sick of cleaning up after bin spills. [www.binstrap.com](http://www.binstrap.com)

## A great, little idea!

Father and son team Gaelan and Joseph Goodfellow have the answer to flyaway litter.

The duo invented



## LITTER SUMMIT tackles take away

In New South Wales, AU, Canterbury-Bankstown Council wants to know why people litter takeaway meal packaging (TAP), those wrappings and containers for food consumed in vehicles. A detailed study of customers using 13 drive-thru locations (DT) came up with some insights and was delivered at a council-sponsored TAP Litter Summit earlier this week. Instead of a piecemeal one-off, this council wants collaborators to develop "strategic approaches based on behavioural research", according to Rob Curnow, of [Community Change](#), a leading expert in this field. Among the findings, how to dispose of the packaging generally doesn't cross people's minds when they place an order. Noting that TAP littering is on the rise, the report advocates finding ways to stir that thought of proper disposal before or at the point of purchase. It recommends ongoing communication that will establish not littering as the widespread and accepted practice. Among the factors customers cited to justify littering -- no bins, others are paid to clean up, don't care, too lazy, don't want a mess in their car, don't think about it at all.

## Bern, New York: A trail of two cities

The Swiss in Bern and Zurich are more ready to challenge people who litter than residents of New York, says a new report by sociologists Joël Berger and Debra Hevenstone in the journal *Rationality and Society*. The researchers dropped litter in clean areas and ones that were already messy to test reactions. In Bern, half of the bystanders witnessing someone littering reacted in some way -- a comment, a grumble or direct intervention. In New York less than one third reacted and only 4 per cent intervened face-to-face compared to 10 per cent in Switzerland. In both locales, interventions were more common when littering occurred in a clean space. A grubby location lessened the number of reactions and corrective actions. People showed more inclination to speak up, clean up or seek compliance in cleaner surroundings.

## DID YOU KNOW?

An [entrepreneur](#) in Zimbabwe is turning salvaged cans into gold. Isaac Pisirai, 27, found a good living retrieving littered beer and soda cans in his town of Chivhu. He melts them down to make three-legged aluminum pots. Through his reclamation and repurposing business he was able to lift himself and his family out of poverty, purchase a home and several livestock.

## HEADLINE LITTER GRABBERS (DEC 4 - 11)

Some of what made our News Reel this week

### Two days, no cleaners at Barcelona Airport (12/4)

Travelers through Barcelona's airport raised a stink about the amount of garbage on the floor, the result of a two-day strike by cleaners. For most people clean surroundings are important, it seems, but will they hang on to their disposables if a bin is full? Apparently not.

### Rundu mayor promises litter education (12/8)

Days after her re-election, the mayor of Rundu, Namibia, Verna Sinimbo, launched Keep Rundu Clean, following up on her campaign promise. Monday she announced a partner in the effort, Kavango Pharmacy.

### San Jose wants state agency to pay up (12/9)

If California's state transportation body Caltrans won't clean its freeways, San Jose is contemplating an ordinance to spur some action. The matter arose at a recent city council meeting. District 6 member Pierluigi Oliverio proposed fining or billing the agency.

### Is Toronto heading in right direction? (12/6)

Two encouraging signs that litter might receive a better political profile in Toronto. Councillor Jon Burnside, an anti-litter zealot, was handpicked by the mayor to sit on the city's licensing body. Seattle's Barbara Gray arrives as new general manager of transportation with friendly leanings to pedestrian and cycle-friendly environments.