

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

September 22, 2013



PHOTO: PAT KOABEL

"We sort at Brussels Airport," says logo on sign, above. Below, a big, bold, beautiful bin in Amsterdam stands out.



PHOTO: PAT KOABEL

Away-from-home recycling plan open for public comment

CANADIAN BEVERAGE MAKERS POISED TO INVEST IN LITTER PREVENTION IN ONTARIO

More recycling bins in more locations. Fewer littered cans, PET bottles and juice boxes. This is the gist of the Industry Steward Plan filed with Waste Diversion Ontario (WDO) by the Canadian Beverage Container Recycling Association. CBCRA has demonstrable success in Manitoba, where its "Recycle Everywhere" program for beverage containers is on track to divert 75 per cent of them from landfill within five years. (See www.cbcra-acrcb.org) In the first two years Manitoba saw its diversion rate for containers go up by almost 25 per cent. *Litterland* strongly recommends the same industry-managed approach for Ontario. A noteworthy level of advertising and education promoting recycling and not littering is part of the proposed package. To help make it happen our readers can email a quick comment urging WDO to approve this plan. wdostakeholdercommunications@wdo.ca

HEADLINE LITTER GRABBERS (SEP 15 - 22)

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

Great Canadian Shoreline Cleanup underway (9/21)

Heavyweight sponsors and a legion of volunteers join forces for the 20th annual clean up of Canada's coastlines over the coming week. Find details at www.shorelinecleanup.ca

Texas report warns of increased micro-litter (9/18)

A new concern surfaces in the 2013 litter assessment from trend-setting Texas. Problematic micro-litter is on the rise, caused by mowing grass without clearing away litter first. One-fourth of all litter originated from cars, trucks and vans.

Leeds empowers officials to nab 'litter louts' (9/19)

A press release from the virtual newsroom in Leeds, UK boasts of a city dog warden's success nabbing a "litter lout". Michael Gelder was fined £255 in court for tossing an empty cigarette pack and throwing a butt on the pavement.

Dashboard device designed to snap litterbugs (9/19)

They are installing cameras in the dashboards of council vehicles in Redland City, Australia, specifically to gather photo evidence for roadside littering and dumping offences.

University teams up to reduce cigarette litter (9/19)

"Butts Are Litter Too" is the theme of University of Mary Washington's call to students to lower the amount of butt litter on campus and in Fredericksburg, Virginia generally. UMW partnered with Keep America Beautiful and the Cigarette Litter Prevention Program, now in its eleventh year.

DID YOU KNOW?

Wilson College, Mumbai, this week staged "Dunk The Junk", an anti-littering campaign on campus.

