

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

November 3, 2013

THIS TOWN TOPS BRITAIN'S TIDY LIST

We first told you about powerhouse international trucking magnate Hilary Devey and her hop aboard North West Leicestershire's anti-litter campaign geared at lorry drivers in *Litterland 23*. This week Keep Britain Tidy named it the best overall litter prevention program in Britain. Neatly bagged food litter around truck stops prompted the District Council to seek the cooperation of big rig drivers to cut down accumulations. Thanks to Devey's sway as CEO of freight giant Pall-X and as a former TV "Dragon", participation was avid. Programs elements included a "Keep Your Cab Fab" contest, a litter statement in the Pall-X corporate charter, a drivers' kitchen at HQ outfitted with bins and a road kit-to-go: a small bin, a bag and hand sanitizer.

Litter haunts cemeteries and parks after All Saints' Day in Manila

EcoWaste Coalition patrolled 11 cemeteries and parks in an attempt to cut down on litter and illegal burning during All Saints' Day festivities on Friday. The group awarded two cemeteries "most improved" awards, Manila North and Manila South. Still, widespread littering plagues the Filipino city, blocks drains and causes flooding. Bad apples were also given awards, like advertisers who nailed banners to trees and a realtor whose pamphlets were widely strewn about. Mass cemetery littering has been EcoWaste's target in recent years.



Inset - Manila litter detail

GHOULS JUST WANT TO HAVE FUN



PARTICIPANTS in the 6th annual **Zombie Walk** in Lewiston-Auburn, Maine on Thursday announced "Team LZW" and a **Zombie Litter Squad**, their first annual litter pick slated for **Earth Day, April 22, 2014**. The group has a **Facebook page**.

PHOTO: Littering in Manila causes flooding. → → →

HEADLINE LITTER GRABBERS (OCT 27 - NOV 3)

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

BBC's view finds nation's refuse profuse (10/28)

Thursday night Britain's national broadcaster turned its cameras on litter. The show Panorama aired "Our Dirty Nation", a cross-country review and analysis. Since 1960 population has risen 21 per cent, but the volume of litter is up a staggering 500 per cent.

Wrigley's "Litter Less" launched in Beijing (11/1)

Youths from 20 countries and 272 schools, 55 of them Chinese, assembled in Beijing for "Litter Less", an awareness-building program launched Oct. 30, co-sponsored by Wrigley Foundation and International Foundation for Environmental Education.

Queensland invest \$5.6 million in litter siege (10/29)

The Newman Government will pour \$5.6 million over four years into cameras, apps, training and education to prevent littering and illegal dumping in Queensland, AU. Councils want to see the state revive the 1990s *Do The Right Thing* push for today's Gen Y'ers.

More in Northern Ireland being penalized for litter (11/1)

Tickets for littering totaled 3,746 this year, ten a day, in N. Ireland, up by 15% as 26 councils apply ever-tougher laws.

Last call for comments at Waste Diversion Ontario

Canada's beverage industry hosts a final webinar Nov. 7 from 1:30-3:30pm on its plan to expand recycling in Ontario. www.wctv.ca/wdo/20131107 (Password wdo1). Comment to WDO until Nov. 12.



DID YOU KNOW?

Announced November 1 in Ipswich: Smokers cited for littering cigarette butts will be refunded their £80 fine if they quit smoking. Live Well Suffolk and the Ipswich environmental health team dreamed up this neat idea on the heels of a successful 'Stoptober.' campaign.