

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 13, 2017



A single-use plastic cup, plastic bag and fast food wrapper mar the rocky shore of Lake Ontario in Toronto in this union poster created to draw attention to the city's cuts.

Premier pushes recycling

Litterland scours the world for political leaders who champion the cause of clean and has found one in Victoria, AU Premier Daniel Andrews. In a press release he touts proper recycling and his government's new education kit about waste control geared to multiple cultures and languages. "Research shows multi-cultural communities support recycling but sometimes lack a clear understanding of how to do it correctly," says environment minister Lily D'Ambrosio.

DID YOU KNOW?

[Allegations of racism](#) dog an anti-litter campaign in Duisburg, Germany due to its use of Turkish names like Mehmet and Gülcan in slogans directed at litterers on trash cans.

NOTE: *Litterland* is taking a breather. Our next issue will be on September 3.

[Philly mayor's litter cabinet delivers its report](#)

On Monday Philadelphia released a 50-page green blueprint for getting cleaner and becoming a waste-free city by 2035. Mayor James Kenney's high-level Zero Waste and Litter Cabinet unveiled an [action plan](#) shooting for diverting 90 percent of waste from landfill to achieve virtual litter-free city status in 18 years. *Zero Starts With One* tackles the task from five different angles: Zero Waste, Litter Enforcement and Cleaner Public Spaces, Data, Behavioral Science, and Communications and Engagement. See more at website [CleanPHL](#).

Sh-h-h-h-h! Toronto has a dirty secret

Toronto wants to be known as a clean city, but up close you will see litter and littering are commonplace. Too little attention is paid to the problem politically and there's no Philadelphia-style will to take it on. CUPE Local 79, representing Toronto's unionized cleaners, held an unsuccessful press conference and litter pick July 6 to highlight cuts to city cleaning services. This week in Toronto's west end, Etobicoke's West Deane Park was slammed by residents for its perpetual unsightly appearance due to dumping even though parks workers clean it daily. In the local newspaper [the trashy park story](#) was written without using the word 'litter' or 'littering'. Why not call it what it is?

HEADLINE LITTER GRABBERS (AUG 6 - 13)

Some of what made our News Reel this week

Keep Britain Tidy discovers what makes litter grow (8/7)

"Litter begets litter" is a truism that now has some meat to it. Keep Britain Tidy conducted an experiment and found that a brightly coloured item of litter such as a sandwich box on a street acts like a 'beacon', attracting others to litter there too.

Thanet, UK saying 'no thanks' to McDonald's (8/7)

Residents want to turn back the clock on a request for a 24-hour McDonalds in Minster. They're opposed to the operation, citing patron behaviours of public urination, dropping burgers in people's mailboxes, leaving a mess and making noise.

Tobacco road: Imagine a highway paved with butts (8/9)

A scientific team at AU's RMIT University has discovered that cigarette butts can be turned into decent road paving material.

Big bottlers onside with NSW deposit-return system (8/8)

Beverage industry consortium, Exchange for Change, will coordinate three-quarters of New South Wales' Container Deposit Scheme when the program launches this December.

New York business district's trash study a keeper (8/9)

Columbia University's School of International and Public Affairs released [a study](#) of New York's 125th Street business improvement district on Tuesday that may help shape how the entire city handles litter. It looks at deposit fees on items like certain loose paper, glass and metal, and easier reporting.