

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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Franklin, Tennessee has the right idea: entertain while you educate. The city's campy, retro, anti-littering campaign [launched](#) Wednesday. Posters preach to all to stay classy, not trashy. Above, one of the billboards that appears on sanitation trucks. Another says, "Bless your heart is a southern expression. Littering ain't." [Details](#) on Franklin's website. Hashtag is #stayclassynottrashyfranklin.

[Loch Lomond's banks not bonny](#)

The Friends of Loch Lomond and the Trossachs, a conservation group, wants more to be done in response to the area's high volume of litter that tourists leave behind that's spoiling the Scottish beauty spot. The group suggests installing bins in lay-bys, emptying bins more frequently and taking action on flytipping by locals to address the mess.

[Free weed given for free work](#)

A cannabis store in Gardiner, Maine used marijuana as an incentive to get people to pick up litter one Saturday this past July. Enough people over 21 years of age exchanged a bag of trash for a bag of free weed to get the job done handily, said Dennis Meehan, owner of Summit Medical Marijuana. An event to promote his new business in a state where the gifting of cannabis is legal, Meehan said he got the trash for weed idea from a Colorado town that tried it with great success.

DID YOU KNOW?

Sheikh Tamim bin Hamad al-Thani, the Emir of Qatar, on Monday issued a new, stringent law on public hygiene that prohibits littering in public spaces and lays down stringent penalties for offenders.

[Britain in line for double the fine](#)

Higher fines for littering are on the horizon in England following a national study into solutions. In April the maximum fine will almost double to £150 from £80. The minimum will rise to £65 from £50 and the default fine will jump from £75 to £100. Driving the tougher penalties is Defra, the country's department of environment, food and rural affairs. Defra drew its recommendations from public consultations in April on a litter strategy for Britain. When the new rules take affect, for the first time, drivers can be ticketed for litter emanating from their vehicles regardless of who does the tossing. The foodservices packaging industry was quick to applaud the moves. Lobby group FPA said businesses will be further motivated to play their part in light of the announcement.

HEADLINE LITTER GRABBERS (OCT 22 - 29)

Some of what made our News Reel this week

Bush fire time in Southern Australia [\(10/23\)](#)

As temperatures heat up in Southern Australia so do the warnings to smokers about littering during fire season. The EPA says 80 percent of 894 littering reports from February to September in metro Adelaide and suburbs were for flicking lit cigarettes, an offence that carries a fine as high as \$5,000.

Load restraints the focus of two-month blitz [\(10/25\)](#)

Operation Fortia has come to Moree Plains Shire, AU until year's end. It's a concerted effort in this part of NSW to curtail littering by reminding truckers to cover up their trailer and vehicle loads or risk a \$439 fine and three demerit points. Council published rules in a [guide](#).

Paying the price for littering in Qatar [\(10/24\)](#)

"HEFTY FINES", warn signs in Qatar. Throwing tissue paper, empty cans or spitting on the sidewalks or public places - QR500 (\$137). Cleaning or drying carpets, clothes, etc outside the windows or balconies of buildings - QR500. Leaving waste of trash bags in front of houses, or on roads or public places - QR300 (\$82).

Plymouth looking at getting even tougher [\(10/25\)](#)

With the new regimen of fines coming to England and in response to public calls for more robust enforcement, Plymouth is contemplating beefed up litter patrols and is training more staff to play a role.

Play making the rounds as Jordan educates [\(10/28\)](#)

"Zaal and Khadra", a play about littering starring two comedians, has toured 50 schools in Jordan, backed by the Ministry of Environment, which is writing a syllabus.