

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

November 26, 2017

Ad from Namibia wins award



Toufic Beyhum, creative director at Advantage Y&R agency, and photographer Shawn van Eeden of CreativeLab, both of Windhoek, Namibia won a globally prestigious Lucie Award in New York last month for excellence in photography. Their African Trash Mask campaign for Greenpeace Africa won for print advertising campaign of the year, a Namibian first. Artists Petrus Shiimi and Saima Iita designed and created the masks. Children posed wearing them to illustrate the theme: "Trash shouldn't define our culture".



Crush and Win for €100 a day

A contest in Malta aims to make recycling a winning proposition. "Crush and Win" sponsor [GreenPak Cooperative](#) will dish out €100 a day for one full year of daily lucky draws as an incentive for the public to boost up recycling rates for plastic from the current 32 percent. Contestants can enter by writing their phone number on a plastic container that they then crush and deposit in specially marked blue bins.

Above, posters from Greenpeace Africa's campaign, "African Trash Mask", received multiple industry awards including landing on the shortlist at Cannes.

Introducing: mobile courts

The Indian city of Vijayawada is putting its litter justice system on wheels, retrofitting a bus to serve as a mobile court for dispensing penalties for offences like urinating in the streets or littering, making it more difficult for people who act this way to avoid facing the music. A magistrate, a municipal lawyer, a superintendent and public health officials will conduct a daily review of cases where offences have occurred. Spot fining is the government's latest approach to curtailing defacement. But there's honey with the vinegar. The Swachh Vijayawada Awards offers funding for projects and 100 groups had applied by the November 23 cut-off date.

DID YOU KNOW?

A 20-minute video from Italy popped up on YouTube this week. It's all about littering and it's in Italian, only helping to support the idea that in any language littering is an issue of concern. You can view the video [here](#), no subtitles.

HEADLINE LITTER GRABBERS (NOV 19 - 26)

Some of what made our News Reel this week

'Community policing on litter' (11/20)

Completion of storm drain clearance work in Harare prompted city council spokesman Michael Chideme to remind residents to contain trash to avoid blocked drains. He said "community policing on litter" is needed.

Three cherry stones could cost man £2,500 (11/20)

It's the pits. Jeff Hughes, an environmental campaigner, has gone to Wirral Magistrates Court to fight the £80 fine he was issued for casting three cherry stones into some trees while walking in Birkenhead, Merseyside. The Daily Telegraph reported that he could be in line for a £2,500 penalty, a bill for costs and a criminal record if the council charge against him is upheld. A trial is pending.

Dust up over parking officer duties (11/20)

The Angus Litter Summit group in Scotland wants county council to allow parking enforcement personnel to also hand people tickets for not parking litter in a bin. They want a policy change so officers can perform both duties.

Nameless woman calls cops on litter police (11/19)

A female smoker, who dropped a cigarette butt in Bristol and refused to identify herself, phoned the police after the private litter cop told her she could be arrested.

Conference in Thailand a precursor to action (11/24)

Phuket, Thailand played host to the 1st ASEAN Conference to Reduce Marine Debris on Nov. 22 & 23.