

# THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

January 28, 2018

## World Clean Up Day set: September 15

The world's largest litter cleanup foundation - Let's Do It! - announced September 15, 2018 as World Clean Up Day at the Clean World Conference, involving "about 90" countries, in Tallinn, Estonia, on Friday. A press release says 20 million people from 116 countries are expected to take part in this fall's annual volunteer effort to remove litter from the landscape. The Estonian-spawned Let's Do It! movement has heavyweight backing. World Cleanup Day is supported by Ministry of Foreign Affairs (from development cooperation and humanitarian aid budget), Ministry of the Environment, BBDO Zavod, Republic of Estonia 100 organising committee, EuroPark, DHL Estonia, Kolm Lõvi, Infovara, Qlik, Interlex, Technopolis Ülemiste, PricewaterhouseCoopers, Excellent Business Solutions, Enterprise Estonia, Coca-Cola, IBM, Davines, Neste, Meedius, Sendsmaily, JCI, Microsoft and many more. The event began in 2008 when 50,000 Estonians (4% of the population) cleaned up 10,000 tonnes of illegal waste in just five hours, saving local governments three years of work and 22.5 million Euros, officials estimated.

## Estonian president has it right

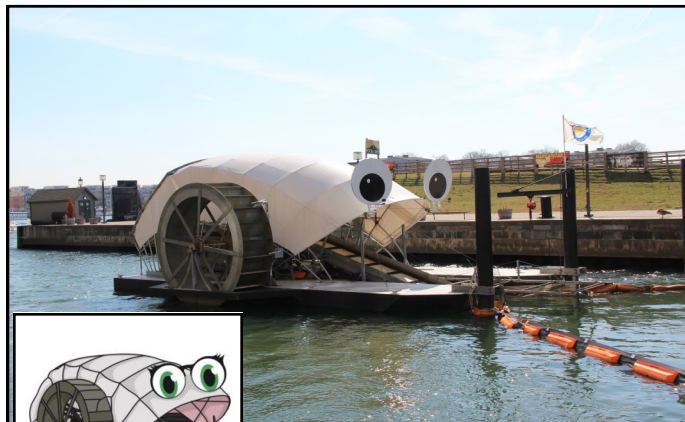
President of Estonia Kersti Kaljulad spoke at the Clean World Conference, telling a panel, "We need a worldwide movement against over-packaging, just as we already have the worldwide campaigns against child labor or animal testing, for example. All social groups have the duty to make a difference and in order to create one, cooperation is essential." Social groups have a duty to make a difference, she told conference delegates. She urged people to engage constructively with corporations in order to influence affairs as a community.

## Litter free world is possible, Coca-Cola president says

James Quincey, CEO of Coca-Cola, unveiled the beverage giant's new vision, World Without Waste, and pledged multi-year dollars for 100 per cent recyclable packaging globally by 2030. "We are investing in our planet and our packaging to help make this problem a thing of the past," he said in a statement that pledged to help industry partners and communities attack packaging litter.

## DID YOU KNOW?

**Statistics show** that over one million birds and 100,000 sea mammals die through contact with litter either by ingesting or becoming trapped by it.



Mr. Trash Wheel and Professor Trash Wheel (inset), pet-named mechanical litter scoopers on Baltimore's water-

front, have collected almost 1.5 million pounds of trash since May 9, 2014. This trash includes 9,857,900 cigarette butts, 703,779 chip bags, 608,740 plastic bottles and 511,857 grocery bags. Follow on Twitter @MrTrashWheel.

## HEADLINE LITTER GRABBERS (JAN 21 - 28)

Some of what made our News Reel this week

### Lowering fines for littering recommended [\(1/26\)](#)

A bill headed to the House in South Carolina proposes to lower fines for littering to increase the likelihood of tickets being issued. The bill says the litter's weight will determine fines and community service hours.

### 'Killer litter' safety nets a stopgap measure [\(1/26\)](#)

In Kuala Lumpur mesh nets now protect pedestrians from garbage hurled from public housing high rise balconies after a man died from being hit by a chair.

### Soy lattes at march prompt a scathing video [\(1/21\)](#)

Millie Weaver, a right-wing blogger, posted a [video](#) on InfoWars shaming women's marchers in LA for the sea of disposable cups and placards dumped post-protest.

### Coral reefs sickened by litter: scientists [\(1/26\)](#)

Ocean plastics are killing coral reefs by making it easy for deadly bacteria to colonize. A 4-year, global partnership study of more than 124,000 corals in 159 Asian Pacific reefs found one-third of them choked with plastic and a disease rate jump to 89% from 4%.

### Smoking banned on numerous Thai beaches [\(1/27\)](#)

A smoking prohibition at 24 beaches in 15 coastal provinces of Thailand will take effect on February 1.

### Youth behind a clean, public campaign [\(1/24\)](#)

Youth in Lae City, Papua New Guinea are leading a drive to stop littering and the spitting of betel nuts.