

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

March 11, 2018

Vegware rivals plastic as packing choice

Not only is Edinburgh company Vegware talking about litter publicly, which is rare for a corporation, this eye-grabbing, now global, eco-friendly upstart is trying to make a permanent difference with packaging made from plants, not plastic. Straws, cups, containers and bags, made from natural ingredients fired to high heat, are compostable and are reclaimed by the company to make more products. Founded in 2006, Vegware hopes to be the go-to option for food-to-go and sit-down eateries alike. Its corporate blog talks about donating coffee cups to a 2017 cleanup event by Leithers Against Litter, one of our faves of the Scottish persuasion, how Vegware looks forward to supporting 2018's effort and running a cleanup of its own. The company wants UK decision makers to veer away from a proposed levy on cups in favour of industry-funded recycling programs and sustainable stewardship.



CANADA'S DILEMMA: Vancouver Aquarium and WWF, backers of the yearly Great Canadian Shoreline Cleanup, let people know the big problem tiny plastics create when people carelessly leave them to languish.



Vending machines have a wrinkle

Brand new Reverse Vending Machines in Tenterfield, NSW, Australia have generated an unintended consequence: litter. The return stations only accept bottles and cans bearing a special label. A ten-cent refund on each eligible container is paid online to your bank account, can be redeemed for merchandise or donated to a charity. Unfortunately, people who bring non-refundable, broken or bashed containers are leaving them behind in heaps beside the sleek looking machines. Oops.

DID YOU KNOW?

The ten most littered items on UK beaches: Plastic rope/small net pieces (37%); Plastic or foam fragments (29%); Plastic food wrappers (7%); Plastic bags (5%); Plastic bottles (4%); Fishing lures and lines (4%); Container caps (3%); Fabric pieces (2%); Plastic jugs or containers (1%); Straws (1%) **Source:** British Science Association, [The Plastic Tide](#)

HEADLINE LITTER GRABBERS (MAR 4 - 11)

Some of what made our News Reel this week

Bottle debacle taints Brighton race (3/4)

A tide of littered empty plastic water bottles on land and sea has angered residents and council and left a stain on the Grand Brighton Half-Marathon and sponsor, Lucozade. The company said it had urged the more than 8,000 runners to use the refuse bins it had located at drinks stations and did its best to clean up.

Bahrain joins international effort to clean seas (3/4)

The UN Environment welcomed Bahrain as the 41st member nation to sign on to #CleanSeas, a program established to fight marine litter globally.

Philly grapples with next steps on litter (3/4)

Philadelphia has released a data mapping tool, its first [Litter Index](#). Mayor Jim Kenney is trying to tackle litter and wants a street sweeping program for his city. But don't hold your breath. It's costly, and residents would have to be willing to move their parked cars for it to succeed - a tall order, a city official conceded this week.

Getting ahead of mischievous leprechauns (3/5)

In Guelph, Ontario - a university town - the mayor and police chief warned St. Patrick's Day partiers to behave or face consequences. The town was hit with St. Paddy's Day littering, drinking and rowdiness last year.

Tag litter app debuts at British Science Week (3/9)

British scientists with the help of The Plastic Tide charity anticipate 250,000 reports from their public appeal for photos of beach litter for their online tagging project during British Science Week, which wraps up March 18.