

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

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[France making moves](#)

The French government is introducing measures to wean the nation off virgin plastics, starting with placing a higher tax on products packaged in non-recycled plastic and charging less for items sold in recycled plastic packaging. A deposit-return system for plastic bottles, higher taxes at landfill sites and reduced taxes on recycling plants are all part of a plan to see France use only recycled plastic by 2025. Single use plastic bag bans and plastic straw phase-outs are already in place there.

Folkestone & Hythe's [Pick Me Up Before You Go-Go](#) borrows from WHAM! classic, "Wake Me Up Before You Go-Go". Youngsters sing the parody in a [video](#) - an entertaining segue to the serious message behind the District Council's campaign.

[World Clean Up Day is Sept. 15](#)

World Clean Up Day, involving 150 countries, is fast approaching on September 15. The event, Estonia's gift to the world, encourages everyone to spend time cleaning up litter on this day. All the tools to organize and tap into the global movement are right [here](http://letsdoitworld.org).

[Some Irish beaches fail rankings](#)

Forty percent of Ireland's beaches are litter-plagued, says the annual IBAL litter index, which includes this year for the first time a survey of coastline areas. The ever-popular program sponsored by Irish Business Against Litter has towns vying to be graded as clean. But only four of the 50 beach areas surveyed were found to be acceptably clean by European norms. Eighteen were deemed "littered", "heavily littered" or, in the case of Cork Harbour and Doolin Pier, were ranked as blighted "litter black spots". Kinsale Harbour in Cork, Salthill in Galway and River Shannon through Leitrim and Longford scored the best and impressed.

DID YOU KNOW?

Anti-litter activist Mohamed Oussama Houij is on a two-month, 300-km trek cleaning up 30 beaches in Tunisia. He's trying to open eyes to the North African country's worsening problem. See his "300 Kilometers" [Facebook page](#). He picked up 100 kilos of litter at his first beach stop.

HEADLINE LITTER GRABBERS (AUG 12 - 19)

Some of what made our News Reel this week

MP's mouth puts him in hot water [\(8/14\)](#)

Gloucester MP Richard Graham took swift heat from a political opponent, Rebecca Trimnell, for an article he wrote in his constituency newsletter blaming immigrants for England's littering woes, suggesting they don't understand the rules and need to be educated.

Threat of closure did the trick [\(8/15\)](#)

Threatening to close Warleigh Weir if visitors continued to litter seems to have worked, says Johnny Palmer, who owns the popular leisure spot near Bath, England. He saw civic bins installed and behaviours quickly shift.

Aussie endurance swimmer makes waves [\(8/17\)](#)

Simon Pugh, a famous Australian endurance swimmer, uses his name to speak against releasing balloons into the air. On Twitter he posted a video of himself diving into the sea to retrieve a burst balloon and voicing his disapproval of this vile source of land and marine litter.

Pot packaging the newest litter type [\(8/17\)](#)

A whiff of a problem from legalized cannabis sales in environmentally conscious Washington State: "doob tubes", Mylar packages for small quantities of retail marijuana, are now littering gutters there.

Delhi on a roll, civic agencies taking action [\(8/17\)](#)

Enforcers in North, South and East Delhi have fined 75,000 people and businesses for littering and garbage infractions in less than six months. They only fine the incorrigibles - repeat offenders who ignore all warnings.