

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)

November 4, 2018

## UK gives litter divers special exemption

Marine divers involved in deep sea litter retrieval will be exempt from needing a marine licence, the British government has decided. A sign of sincerity in its promise to tackle problems such as ocean plastics and "ghost gear" - fishing line, rope, netting and anglers' debris - the waiving of the licence requirement also gives a nod and a back pat to the volunteers who do this type of work. November 2 marked the kickoff of a six-week, government-led, public consultation on how to best combat plastic pollution, particularly in oceans.

## **British government goes full bore**

UK Environment Minister Therese Coffey reiterated the government's commitment to the eradication of litter in marine waters at a press conference on Friday. She itemized the priorities and action items: moving on micro beads, plastic stir sticks, plastic bottle deposits, her newly formed [Oceans Alliance](#) consortium of nations and helping six Commonwealth countries establish national litter plans.

## **Enviromedia closes its doors**

The Austin, TX based ad agency behind [Tennessee's anti-litter campaign](#) has shuttered its shop after 21 years in business.

Enviromedia, whose corporate mantra was environmental and social responsibility, announced its closing online and urged all Americans to vote in the US mid-term elections Nov. 6 as an outgoing salute to the firm, its values and its founder, Valerie Salinas-Davis.

## American mid-term sign litter

Oklahoma has seen fit to remind candidates that illegal election signs are a form of littering. The Department of Transportation cautioned that the placement of signs on highway rights of way constitutes a hazard and contravenes state law.

## **Cannabis over-packaging: our view**

Litterland's Sheila White was interviewed by Citytv on Tuesday about newly legal cannabis in Canada and the litter impact. Watch it [here](#).



## **We can learn from nature's creatures**

Human beings are the only creatures that litter. In nature, everything has a use and a purpose. Nothing is wasted. This Banded Garden Spider is resourceful, clever and thrifty. No mess left here. The smallest of creatures can teach us things, like how to use the environment while respecting it and how to leave a place the way we find it.

## **HEADLINE LITTER GRABBERS (OCT 29 - NOV 4)**

Some of what made our News Reel this week

### **Guyana military sounds a note of caution (10/30)**

The Guyana Defence Force expressed a vested interest in curbing the litter problem. A communiqué has warned against dumping around military Base Camp Ayanganna.

### **Giving this British club a high five (10/30)**

BSAC, British Sub-Aqua Club, ran the Five-a-Day Litter Challenge where people picked up five pieces of single use plastic litter a day anytime until October 30, sharing successes on Twitter and Instagram using hashtag #bsacmarineclean for a chance to win a £500 regulator.

### **They trash the memory of the dead again (11/2)**

Despite being [told](#), revellers over a holiday in Metro Manila that honours the dead trashed cemetery grounds with garbage. EcoWaste Coalition, the group trying to clean up behaviours at All Saints' Day festivities, called the conduct of the crowd of 2.2-million a case of "brazen disregard."

### **Toss them some kind words, nothing more (11/1)**

In New Zealand the only thing they want tourists to toss is a compliment or a tip for a good service. Air New Zealand is running a 2-minute ad in a new, national, anti-tossing tourism campaign called "Tiaki Promise". It extols the country's beautiful virtues and asks visitors to pledge to hang onto their trash and honour NZ customs. 'Tiaki' is a native Maori word for 'protect' or 'care for'.

## **DID YOU KNOW?**

Burlington, Ontario runs its [Love Your Hood](#) program and motivates volunteers to undertake cleanups throughout the year, not just annually on Earth Day. The city provides a substantial "greening kit" of three packs of bags, tongs, safety vests, cotton and plastic gloves for ten.