

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Shocking, real-life photos of litter's harmful impacts are at the heart of Keep Britain Tidy's latest campaign, *Keep it, Bin it*, one of its most expansive partnerships yet. It debunks the notion that 'someone else will pick it up.'

[UK government backs Keep it, Bin it.](#)

For the first time in a generation a Keep Britain Tidy campaign has drawn the government aboard. Central to *Keep It, Bin It* are images showing the devastating impact of litter on nature. Separating this campaign from others as well is the national backing it has roused from big name corporations like Mars Wrigley Confectionery, Greggs, McDonald's, Pepsico UK and National Rail. The RSPCA reports 1,500 calls annually about animals affected by litter, says a government [news release](#).

Ontario unveils lacklustre litter plan

In contrast to the UK, the new, Conservative government in Ontario, Canada issued a plan for the environment that critics decry as thin and inadequate. It was supposed to tackle climate change. Green Party Leader Mike Schreiner disparaged the 52-page document, calling it "a litter reduction plan". On litter, the Ministry of Environment [report](#) promises the government will hold an annual clean up day but stops short of anything new or substantive.

[Virginia sign has a point](#)

New signs went up in 30 litter-prone locations in each Council district in Richmond, VA as reminders of the city's renewed push for less litter. They emphasize the fines of \$250 to \$2000, but dumping there can net a person up to 12-months in jail.

Photo credit: DPW, Richmond, VA



HEADLINE LITTER GRABBERS (NOV 25 - DEC 2)

Some of what made our News Reel this week

Scotland lays claim to bragging rights [\(11/29\)](#)

Scotland's Environment Secretary believes her nation leads the UK with anti-litter firsts, such as introducing deposit-return for beverage containers and a ban on plastic-stemmed cotton buds. Scotland also bars single-use coffee cups from its main government buildings and has formed a task force to tackle the 'throwaway culture,' Roseanna Cunningham said.

Trash Tower sends a message in Berkshire [\(11/29\)](#)

In November 2014 *Litterland* reported on UK artist and educator Carol Baum's successful quest to erect a clear plastic tower 12 ft x 3.5 ft at Newbury Elementary School and fill it with the litter she collects on her 2-mile daily walks. She said students are getting the message. They put it on a mural. "Love your world, don't litter."

Netherlands and Kenya cooperating [\(11/27\)](#)

On Tuesday creative thinkers at the Blue Economy Conference in Nairobi were brought together by the Netherlands Embassy in Kenya to dream up solutions for ridding plastic from oceans. A special guest was activist/educator Merijn Tinga, a.k.a. the Plastic Soup Surfer. Kenya already bans single use plastic bags.

Activists plant signs in UK West Midlands [\(11/30\)](#)

There's a mystery brewing in Ansley regarding the identity of the installer of road signs chiding litterers by suggesting that 'mommy' cleans up after them.

DID YOU KNOW?

The inventory of litter along the UK coastline doesn't paint a pretty picture. According to the [Marine Conservation Society](#), on average, for every 100 metres there were:

- nearly 189 plastic/polystyrene pieces
- 38 plastic caps/lids
- 21 cotton bud sticks
- 16 drinks bottles and cans
- 12 wet wipes
- five plastic bags
- three plastic/polystyrene cups