

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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Ontario steps up!

The Ontario Government is making a concerted move on litter for the first time in almost forty years. Guided by a [discussion paper](#), a consultation process is underway. Members of the public are being solicited for ideas and solutions to littering until April 20. They are being asked: How best can the province coordinate a day of action on litter? What do you or your organization do to reduce litter and waste in our public spaces? What role should the province play to facilitate this work? What and where are key hotspots for litter that you think should be addressed? How do you think litter can best be prevented in the first place? Where is access to diversion and disposal particularly limited? Submissions can be made [online](#).

The exercise is part of a larger discussion on new environmental directions and producer stewardship models. While not as robust as one might hope, this constitutes the first review on litter since the introduction of Blue Box recycling in Ontario in 1981.



Time for a new look?
One action we'd love to see from Ontario is a new look for its highway signs. This tired design, shown at left, decades old and proven not to work, needs to be refreshed to be more in step with universal symbols. But even more than the importance of a rebooted sign design is the need for CCTV cameras and focused personnel to make good on the threatened \$500 fine. The Province of Ontario doesn't keep consolidated statistics on littering and, sadly, enforcement is rarely undertaken.

OPINION *by Sheila White*

There is joy overflowing in *Litterland* this week. News that Ontario will finally open the door to a conversation about litter is long overdue. The outcome could be that the province develops an action plan that looks to answers beyond the traditional volunteer cleanup and tackles the all-important education that needs to happen for people to change behaviors. A good plan would address existing problems with enforcement, 'binrastructure', signage and legislation that have made it easy for people who litter to continue doing so with impunity. In November 2012, I put forward a 100-page report to the Environmental Commissioner of Ontario lobbying for a litter review and was turned down. There's a new government in power now and, fingers crossed, it won't mess up.

DID YOU KNOW?

Bath and North East Somerset are giving private enforcement [a try](#) for 12 months. The company 3GS will do the policing, and will also pay for educational billboards and a rewards programs. Officers will patrol from 7am to 7pm seven days a week and will be paid using a fixed fee model.

HEADLINE LITTER GRABBERS (MARCH 3 - 10)

Some of what made our News Reel this week

Litter officers in Fiji are in training mode [\(3/4\)](#)

The first of Fiji's litter prevention officers has begun one day of training for jobs working with authorities to combat litter and enforce anti-littering laws.

Student cleans up at campus cleaners' protest [\(3/5\)](#)

A video shows a student at South Africa's University of Free State continually cleaning up after cleaners who were deliberately littering to protest their contract.

British drivers given a clear signal [\(3/7\)](#)

Highways England has endorsed the upcoming Great British Spring Clean and is telling drivers to "take litter home instead of tossing it our their car window."

Mardi Gras crews rely on their gutter buddies [\(3/7\)](#)

In New Orleans, 93,000 pounds of Mardi Gras beads were sucked from 'gutter buddies' installed in 15,000 catch basins in a five block area. View aftermath [video](#).

Tossed can hasn't changed one bit [\(3/9\)](#)

A littered empty can of 7 Up, date-stamped June 1985 and found on a lane in Hambleton, UK, looks as good as new at age 34. The find made the media.

Rwanda admired for its approach [\(3/9\)](#)

At his launch of the Good Green Deeds programme, South African President Cyril Ramaphosa threw kudos to Rwandans, saying their clean cities approach to littering should be emulated by his citizens.