

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

April 21, 2019



Left: The design of San Antonio's light-up medal that was awarded to any Fiesta Parade goers who filled their two complimentary paper bags with empty bottles and cans and returned them to one of 29 redemption stations. (Map, above.)

President goes underwater

Seychelles president Danny Faure went deep into the Indian Ocean to hold a press conference at which he cautioned the world to care for and protect its oceans. Speaking from inside a submersible pod 120 meters (400 feet) below the ocean's surface on April 14, he said, "scientists have spoken" on the urgency of saving what he called "the beating blue heart of our planet." [More.](#)

PRIVATE LITTER COP SPILLS BEANS

An ex-employee of Kingdom Services in Grimsby says, to maximize the number of penalty notices issued, the private litter enforcer encouraged stealth tactics such as having its officers hide behind bushes to catch people more readily.

Easter fraught with frustration

A Holy, wholly frustrating experience. That would sum up EcoWaste Coalition's mood after Christian worshippers in the Philippines ignored the group's well-publicized plea and littered over Holy Week as wantonly as ever. Ironically, the Pope's unprecedented encyclical calls for an end to society's assault on the environment, including the act of littering. The Manila-based group tries its best to get pilgrims to hang on to their trash. This Lenten season it also issued [a call to politicians](#) campaigning in the May election not to distribute handouts to the crowds.

Consumer Alert: ReDeTec Rip-off

Do not order ProtoCycler+ from [ReDeTec](#), formerly of Toronto. *Litterland* has learned that the upstart firm shut down, leaving pre-paying customers without the product or a refund for the \$1,900 US they paid for the ProtoCycler+ plastics extruder through [Shopify](#). ReDeTec claimed on [Indiegogo](#) that its device would turn remnant plastic litter into any colour of filament toner for 3D printers, saving 95% a spool. Toronto Police say affected parties in Canada and US should [file an online report](#) of fraud.

DID YOU KNOW?

In advance of its annual cleanup event coming up this weekend, Toronto is trying to open eyes to the "[small litter, big problem](#)" of cigarette butts randomly pitched by smokers.

HEADLINE LITTER GRABBERS (APR 14 - 21, 2019)

Some of what made our News Reel this week

No littering signs highlighted for Earth Day [\(4/15\)](#)

Buzzfeed put together a photo album of signs designed to discourage littering in parks around the world, from Batesville, Mississippi, for example. "If you litter, shame on y'all." Click the headline's date to see all 19 of them.

'Plogging' touted as Olympic sporting event [\(4/16\)](#)

Beverage company Silk [says](#) it wants litter-picking while jogging as an event at the Los Angeles' 2028 Olympics. Parent firm Danone set up a [change.org petition](#) to get support for Swedish "plogging" in a sustainable games.

Cyclist returns litter to rightful owner [\(4/15\)](#)

German cyclist Frank Schuengel posted a Facebook video showing him handing back a bag of litter to the van driver who tossed it in Makati City, Philippines.

Burning Man Festival taken to task [\(4/18\)](#)

The federal Land Management Bureau has noted its concern about The Burning Man festival doing environmental damage to the sensitive playa terrain of Nevada's Black Rock Desert. Controls appear to be imminent, much to the irritation of festival organizers.

Ralph Lauren launches Polo bottle shirt [\(4/19\)](#)

Fashion brand Ralph Lauren is promising to rescue 170 million plastic bottles from landfill sites and oceans by 2025 to support Earth Polo, its environmental offshoot, launched this week with the debut of its classic Polo shirt made of fabric derived from recycled bottles.