

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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[Ireland sticks it to gum litter](#)

Ireland kicked off its national anti-gum litter campaign this week [in Wexford](#) borough. In all, 27 local councils will launch awareness drives aimed at keeping chewing gum off pavement and street furniture. Begun a decade ago with the formation of the [Gum Litter Task Force](#), the strategy for increasing the use of bins for discarding gums has reaped results: growing awareness and ever-improving compliance numbers.

[Canada to shelve some plastics](#)

With national elections slated for October in Canada, the governing party this week promised a ban on some types of single-use plastics by 2021 if re-elected. Plastic carrier bags, cutlery, straws, plates and stir sticks top a hit list that will be refined using scientific research over the next two years. Canada would be joining 21 other governments that have pledged to seeing that all plastics are reusable, recyclable or recovered by 2030.

[Isuzu partners on beach cleanup](#)

Isuzu Motors South Africa threw some muscle behind litter prevention on June 8 to mark World Oceans Day. Volunteers, employees and their families cleaned up a prime stretch of beach at Port Elizabeth between Pollock beach and Shark Rock Pier. Within two hours they had filled two Isuzu pickup trucks with 160 kg of recyclables and 420 kg of general waste. Sustainable Seas Trust and a plethora of other environmental groups and businesses partnered in the effort.

[Trucker driving awareness home](#)

Stafford, UK truck driver Martin Burrows, 53, has ignited a trend among lorry drivers since he began picking up litter during his road trips. Like-minded rig drivers have now 'picked up' on his example and are tidying lay-bys and roadsides. Truckers Cleaning Up Britain, a Facebook group Burrows set up in March, has more than 600 members. "We can all be doers, not throwers," he says.

DID YOU KNOW?

Actor Robert Downey Jr. [just announced](#) he will fund the establishment of Footprint Coalition, a foundation for using robots and nanotechnology to clean up the planet.



A giant mesh fish sculpture filled with plastic bottles is there to remind beachgoers to treat every empty container with care so it stays out of the water. Photo: [@ ArriveAlive](#), South Africa

HEADLINE LITTER GRABBERS (JUN 9 - 16)

Some of what made our News Reel this week

Canadian zapped almost \$600 for a cigarette [\(6/10\)](#)

After seeing a motorist throw a lit cigarette butt out a car window, an environmentally minded, zero tolerance Chief of Police in Victoria, BC issued the driver a \$575 ticket for "the drop, release, or mishandling of a burning substance" under the Wildfire Act.

New Zealanders views on butt litter surveyed [\(6/14\)](#)

According to a breakthrough study of 800 people, New Zealanders blame smokers and tobacco companies for smoking-related litter problems. Just released research from the University of Otago says most respondents favoured three solutions: biodegradable filters, higher fines on littering smokers and more smoke-free areas.

Students raise funds with up-cycled bags [\(6/14\)](#)

Pupils at Lane Cove Public School in NSW, AU stitched together old clothing to create attractive, reusable shopping bags. They made them freely available to shoppers at a local supermarket as an alternative to plastic bags. The student-led effort raised \$500 in donations for purchasing recycling bins for their school.

Prize helps conversion to litter-less lunches [\(6/14\)](#)

Grade 11 student Sammie Heard, of Waterloo, Ontario is one of five Canadian students to win \$1,000 Young Nature Leadership Grants from [Nature Canada](#). She set up "Green Bellies", a litter-less lunch incentive program at J. W. Gerth elementary school in nearby Kitchener.