

THIS WEEK IN “LITTERLAND”

litterpreventionprogram.com

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Mr. Trash Wheel is the name of the Water Wheel that cleans Baltimore's Inner Harbor. This trash-intercepting Healthy Harbour plan partner has 19.8K Twitter followers.

[On your mark, get set, stop littering!](#)

The Conwy Half-Marathon in Wales announced that runners seen dropping their empty water cups or bottles anywhere except at watering stations or with a marshal would be disqualified from last Sunday's race. Some big races around the world are working to be more eco-friendly and discourage the typical, age-old littering. In 2018, there were 47,000 plastic bottles left lying on the streets of London after that city's marathon.

[Five projects okayed over five years](#)

UK's Huntingdonshire Council has embedded [litter eradication actions](#) into its strategic plan. Five different programs will be introduced over the next five years. They include one to make it easy to recycle on the go downtown and one targeting motorists who litter. There's a business education piece, a program addressing rural litter to roll out in the primary schools, also a focus on fly tipping coupled with a bulky collection pilot scheme.

[Farmers' idea for taking a bite out of litter](#)

Tired of picking litter out of their fields and concerned for the health of their herds because “cattle will eat anything”, farmers in Cambridgeshire want McDonalds to start noting vehicle license plate numbers in UV on take-away bags to aid in the detection of motorists who litter their food packaging. With that vital detail offenders could be identified and held accountable and restaurants that cater to the to-go crowd would be seen as active partners in the solution, the farmers argue.

[Singaporean cleaners get day off](#)

Cleaners of Singapore's public housing estates will be given the day off on April 26 - a Sunday - and residents will be asked to do the cleaning instead. [National CleanSG Day](#), an invention of the Public Hygiene Council, aims to open eyes about the sheer mass of daily rubbish in Singapore - 21,000 tonnes - cleared by its army of 58,000 cleaners island-wide. The point of leaving it unclean for just 24 hours is to both shock residents and encourage them to avoid littering and clean up after themselves.

[Day of Action details still a bit sketchy](#)

A private [bill](#) to create a yearly day of action on litter on the second Tuesday in May will help “mobilize” the Ontario government, a spokesman told *Litterland*. “The province is in the process of determining how best to support the provincial day of action on litter. We'll definitely be building on the activities already underway in municipalities, schools and by non-government organizations.” No details yet on how the May 12 day will roll out.

DID YOU KNOW?

Nigeria has an environmental conservation NGO, [Stop Littering Our Streets](#) (SLOS), whose motto is: “We Do The Little That Counts.” Click the link to see the website.

HEADLINE LITTER GRABBERS (NOV 17 - 24)

Some of what made our News Reel this week

They're growing plastic on trees in Finland [\(11/19\)](#)

Sustainable Finnish forests are producing a cellulose that's being transformed into an alternative to plastic film called Woodsy. Non-biodegradable, the packaging material is transparent, wholly recyclable and carbon neutral. It is expected on store shelves by end-2019.

Second shoe drops in Pune [\(11/19\)](#)

First 1,500 spit mongers were targets for penalties in Pune, India. Then in Week Two the municipality made good on its pledge to find and fine people who litter at 430 prominent spots.

Bay of Fundy awash with garbage: study [\(11/20\)](#)

The Marine Pollution Bulletin has published work from Dalhousie University researchers who found 1.8 million pieces of garbage at the bottom of Canada's Bay of Fundy. Entitled “[Benthic marine debris in the Bay of Fundy](#)”, the study took three years to complete. It examined and analysed 281 sea floor locations, finding an average of 137 items per kilometer. Plastics, 51%; fishing gear, 28%; cable, metals and tires, 21%.

Keep America Beautiful bolsters its roster [\(11/21\)](#)

Yumi Clevenger-Lee, Executive VP and Chief Marketing Officer of Nestlé Waters North America, is one of five new directors on Keep America Beautiful's board of 30.