

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

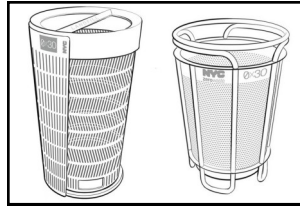
December 15, 2019

Not just ugly, but costly

Keep America Beautiful has tallied just how costly litter is. The group's survey reveals the amount being spent on cleanups. Across the USA, more than \$11.5 billion each year gets piled onto cleaning costs. Cities and towns spend in excess of \$790 million and counties spend \$185 million per annum. Ouch!

They are kicking butts in NSW

Buoyed by the success of a trial that upped bin use for cigarette butts by 53 percent, a strategy to reduce butt litter will be going statewide in New South Wales, AU. Backed by a \$50-million funding commitment from the government through June 2021 with \$500,000 earmarked for cigarette butt litter prevention, this is NSW's first Litter Prevention Strategy.



A winning formula: The company providing New York with more than 23,000 newly designed waste bins beat out 199 other entries from around the world. A jury whittled it down to two. Tested over the summer by public works staff and evaluated by the public, the bins had to last three years or more and withstand being tipped by truck and emptied 2,650 times. They had to cost less than \$175 each in bulk.

New York's big bin winner



New waste containers will be adorning the streets of New York City after a global BetterBin contest sought to find the best design. Group Project, of Brooklyn, came out on top as one of two finalists who were awarded \$40,000 to build 12 prototypes for testing in real life situations.



Beaches in Cape Town, South Africa have a new look for the holidays. Those gigantic cigarette butts are actually cut up pieces of telephone poles for reminding beach-going smokers not to litter. More on this next week.

DID YOU KNOW?

For 2020 Oklahoma is giving away 35,000 free [Trash Poster calendars](#) featuring student anti-litter art, chosen through a statewide contest. Wheels are already in motion the 29th annual contest. The deadline for entries is January 31, 2020.

HEADLINE LITTER GRABBERS (DEC 8 - 15)

Some of what made our News Reel this week

Clues in rubbish lead to fining culprit (12/9)

Magistrates' Court in Plymouth, UK fined a woman £1,500 for fly-tipping. Chloe Coombes of Keyham, didn't pay the initial £100 penalty and subsequently failed to appear in court. In April local officials tore into dumped bags trash and found clues that identified the woman.

New crackdown happening in Leicester, UK (12/9)

Beginning this week, Leicester commences its crackdown on drivers tossing litter. A minimum £150 penalty will be handed to offenders as identified by the vehicle registration number. They'll have 28 days to pay before the fine doubles or the matter heads to court.

Evidence says immigrants don't litter more (12/11)

The [American Housing Survey](#) is offering hard proof that immigrants and native born Americans both litter at the same rate and amount, not one more than the other.

Mayor beats drum for bead free bay (12/12)

Tampa Mayor Jane Castor has sparked #BeadFreeBay, a campaign to stop visitors from littering their beaded necklaces at the city's signature Gasparilla Parade.

The trouble with birdseed in Walsall (12/13)

A pile of birdseed on a sidewalk in Walsall has led officials to warn against this type of littering because it attracts and emboldens the plague of pesky seagulls.