

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

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[Post-COVID litter crackdown in France](#)

Fines are going up and forgiveness for littering is falling in France. Coming out of the coronavirus lockdown and dealing with the worrisome plague of mask littering, the nation is taking a harder line. From PPE to cigarette butts, the current fine of €68 for littering will rise this summer to €135, or €375 if left unpaid. "If we want clean oceans and seas, it starts with clean pavements," said junior ecology minister Brune Poirson. On a sunny note, [Pavillon Bleu](#) (Blue Flag) released its 2020 list of France's cleanest beaches: 173 out of 401 ranked particularly high.

[What wipes and masks do to storm drains](#)

For those in society who don't know why it's wrong to flush plastic wipes, masks and gloves down toilets, US wastewater workers have [an article](#) they want you to see. Non-flushable products when flushed coagulate in a dense, damaging, clogging mass, causing hundreds of millions of dollars in damage to the heavy equipment used in water and sewage treatment. Use a bin. Only toilet paper and human waste are safe to flush.



UNWANTED, invasive Dog-Strangling Vine thrives along fence lines and wooded areas.

This plant is as bad as litter

Dog-Strangling Vine, an invasive species of plant, is like a virus of horticulture. When mature, pods produce billions of seeds that fly everywhere, infecting parks and gardens. If you see it in your garden, remove it. It chokes the life out of desired native plants and is a threat to the Monarch butterfly. DSV is a government-listed foe. Cut it at the soil line. Better still, dig out the tough root ball or water soil with vinegar to prevent DSV spread.

[Fast food chains come to table](#)

McDonald's and KFC in Caerphilly, South Wales have stepped up to slow down litter accumulations that have accompanied the reopening of drive-thru restaurants after COVID-19 closures. KFC will run a promotional campaign and McDonald's has pledged to triple its number of staff litter pickers.

[Campaigns coming this summer](#)

Northampton, UK hopes to ignite its community with two action-oriented, summer initiatives. #myparkisyourpark and #mystreetisyourstreet are slated to kick off soon in parks and in the town center. They will employ nudging strategies like jazzed up litter bins, fun chewing gum boards and voting ash receptacles to stress taking personal responsibility for one's waste items and respecting shared public space. The campaign's easy asks? Take waste home when bins are full. Report littering to the borough. Take and post selfies of cleanup efforts. Borough council and water services company Veolia are joint sponsors.

HEADLINE LITTER GRABBERS (JUN 7 - 14)

Some of what made our News Reel this week

Highways England gets bins out [\(6/8\)](#)

The national highway department has invested £80,000 in roadside bins and Keep It Tidy signs at 14 lay-bys along Southwest England's highways and main roads. To illustrate the problem at a highway roadside in England, video blogger Nik Mitchell [posted his view](#).

Big Mac and Coca-Cola rapped for wraps [\(6/10\)](#)

Following a litter count of 75,551 items gathered last summer, a report for the British government by Keep Britain Tidy concludes that McDonald's accounts for half of England's fast food litter. One-fifth of all non-alcoholic beverage containers traced back to Coca-Cola.

Plastic use reduction group marks milestone [\(6/10\)](#)

[Plastic Free July](#) turns ten next month and Plastic Free Launceston's Trish Haeusler wants to remind people not to litter as COVID-19 restrictions ease.

Taipei involved in National Clean Up Day [\(6/11\)](#)

This was Year Four for Taiwan's [National Clean Up Day](#). On Saturday 1,000 volunteers scoured beaches and forests in 22 locations and tourist hot spots.

Police news release amplifies disapproval [\(6/11\)](#)

Police in the Northern Ontario city of Timmins issued a public advisory midweek warning against "littering on a highway" and "insecure loads".

DID YOU KNOW?

Topping the World Environment Day wish list from activists in Delhi, India on June 5 was their fervent plea to everyone around the world to [stop dropping masks and gloves](#) and get in sync with the day's 2020 theme, 'Time for Nature'.