

# THIS WEEK IN "LITTERLAND"

[litterpreventionprogram.com](http://litterpreventionprogram.com)



@LitterNoMore

July 19, 2020



Above, a poster from Suffolk's "Don't Be A Tossler" campaign.

July 15 to 24 is 'Love Parks Week' in Britain.

## Big Litter Survey wants answers

"Is litter a problem in your area?" A local news group in UK, [inyourarea.co.uk](http://inyourarea.co.uk), is asking about the impact of litter in neighbourhoods. [The Big Litter Survey](#), poses a series of 22 questions designed to ferret out facts that will help develop a clear picture of the types of litter problems and attitudes towards them. Several questions inquire about conditions since COVID-19.



'Scotland is Stunning – Let's Keep it That Way', launched by Zero Waste Scotland on behalf of the Scottish government and Keep Scotland Beautiful this week just as tourism reopens, links natural splendour to litter-free living. Take it home or #BinYourLitter.

## DID YOU KNOW?

A Keep Britain Tidy [report](#) that studied littering in Green Park and St. James Park found one in four women (24%) drop litter versus one in five men (17%), said a [press release](#) for Royal Parks. Under 16s littered the most and recycled the least. It said people who litter find boldness in groups, confident they won't be challenged for the littering.

## Big Tobacco steps up

The world's largest tobacco company has taken a major step toward owning up to the cigarette butt litter problem. Philip Morris International (PMI) unveiled [Our World Is Not An Ashtray](#), a metrics-gathering platform developed with international geo-tracking and AI partners [Litterati](#), [Cortexia](#), and [CARTO](#). Looking to 2025, the data-driven campaign has a goal of cutting plastic litter from PMI's products by half. A pilot city will run a butt litter prevention trial prior to a rollout in cities around the world over the next five years. A survey done for PMI revealed the need for more education. Only 13% of adult smokers knew that cigarette filters are made of plastic, not paper or cotton, and 25% believed throwing their butts on the ground "is a normal way to dispose of a cigarette." [Political pressure had been building](#) in the UK for tobacco companies to finally take what certain legislators perceived as a long-stalled corporate response to tobacco litter control.

## HEADLINE LITTER GRABBERS (JUL 12 - 19)

Some of what made our News Reel this week

### **Medicine Hat issues clog warning (7/13)**

Medicine Hat, Alberta, issued a do not flush alert to try and end the flushing of plastic wipes. These toilet tissue replacements jam the sewer works, leading to expensive repairs. The toilet is not a garbage can.

### **Litter picker has his eyes on Queensland (7/13)**

Layne Utz is a decorated clean-up organizer from Queensland, AU, whose FB group [Litter Legends](#) has its eye to the ground every week. Utz reported he has noticed more littering emerging out of COVID-19.

### **Royal Parks reel from one-third more litter (7/16)**

A load of 250 tonnes of litter, equal to 20 double-decker busloads full, was dropped in Royal Parks in one month after lockdowns eased. Management is launching #BeKindtoYourParks in response.

### **Tit for tat on pharmacy product merchants (7/15)**

Tables turned on traders in Birgunj, Nepal. To punish them for piling medical related refuse on the road, Parsa Police paid a visit and made them clean it up.

### **DeKalb is dirty. How dirty is it? (7/15)**

Litter in DeKalb, AL scared away a German industry relocation, the head of the county's tourism said. "The company figured if the county was littered this much, then workers wouldn't care about the job."