

THIS WEEK IN “LITTERLAND”

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@LitterNoMore

July 26, 2020

Torbay sends a message

Torbay, UK is giving its residents and guests two choices: bin their refuse or take it home. The Council and Keep Britain Tidy are working to reinforce good protocols for dealing with litter using signs and stickers (seen right) at four key locations. The graphic shows clear, blue water through to a bottom of pebbles, starfish and other aquatic life. A pilot funded by Coca-Cola Foundation in 2018 found the simple pitch lowered littering by 26 per cent, and by 59 per cent at one beach.

YOU CAN VOTE!

Urban Hero

Your dutiful litter story stalker, *Litterland's* Sheila White, has been nominated for a toronto.com Urban Hero Award in the Environment category. Please vote for Sheila daily until August 22. www.urbanheroes.ca

'Tak It Hame', Hillwalkers

Mountaineering Scotland wants its climbers and hikers to put their best feet forward as they traverse the mountains and hills. The organization is asking hill walkers not to leave a trail of trash but take it home instead and pick up any litter they find as they go. "Tak it hame", the group urges in its drive to support the national campaign,



'Love it like a local' gets personal

Loch Lomond and The Trossachs National Park are road testing a new strategy. It tells park visitors to "love it like a local." The parks authority worked with villagers, townspeople and four local councils to launch phase one, a personalized appeal that uses pictures of residents and parks employees to build empathy for those stuck with the mess litterers leave and address the "pressure cooker effect" of an unleashed public post lockdown.

Important plastic study troubling

New research from an international study team predicts that 710 million metric tons of plastic will have inundated the oceans by 2040. Hope that this level of accumulation can be avoided or even managed is dim, says the report that was published in the journal *Science* on July 23.

DID YOU KNOW?

Zero Waste Scotland developed an eight-point [tip list](#) for day trippers and a [communications toolkit](#) for fighting litter. The government-backed call to action is an ongoing signature initiative in Scotland, where an eye is trained squarely on finding a littering fix.

"Scotland is stunning, let's keep it that way." The group preaches litter disposal and recycling. "If we don't, who will?"

HEADLINE LITTER GRABBERS (JULY 19 - 26)

Some of what made our News Reel this week

Cameras trained on beach to catch culprits [\(7/19\)](#)

Chisolm, near North Bay, Ontario is activating cameras to catch people who litter at a public beach at Wasi Lake. The town is out to discover who's dumping RV waste in the washrooms and broken glass in the sand.

Acting like a three-year-old not a bad idea [\(7/20\)](#)

Need inspiration? Look no further than Avery Shivock, 3, Dunmore, PA's youngest litter picker. With her early passion for clearing litter, she's an example for adults.

Cannes crackdown practises zero tolerance [\(7/23\)](#)

David Lisnard, mayor of Cannes, warned that littering, noise pollution and walking around the town shirtless will attract swift action by local police.

Kamloops, BC may be onto something [\(7/24\)](#)

Directed at social housing agencies in Kamloops, British Columbia, the Good Neighbour bylaw may be the ticket to reducing pesky problems such as littering at housing complexes. The model was tested by the Canadian Mental Health Association and was shown to have a positive impact - less vandalism and more attention to keeping areas "safe" and "attractive".

[READ SHEILA'S LATEST BLOG ON SOLVING LITTERING](#)