

# THIS WEEK IN “LITTERLAND”

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



@LitterNoMore

November 1, 2020

## Cambridge studies the ‘P’ word

In a just-released study, “*The ‘P’ Word - Plastics in the UK: Practical and Pervasive ... but Problematic*”, a team of Cambridge University academics urges the powers-that-be in England to rethink the way they are proceeding with plastic bans among other things. The paper, by Drs. Jonathan Cullen, Michal Drewniok and André Serrenho, aims to redirect decision makers’ attention to the largest contributors to the plastic-related pollution and CO2 emissions problems. Their research found that plastic straws, stirrers and cotton buds, banned since October in England, shouldn’t be a priority ahead of cigarette butts or foam packaging. Their evidence says polystyrene takeaway trays are 30 times more important to ban than straws based on mass. As well as strength, durability and safety, new polymers should have to prove their environmental worthiness, the report says. Read it by clicking on the headline above, or visit [www.refficiency.org](http://www.refficiency.org). While studying the plastic cleanup challenge, the authors didn’t address the root cause of marine litter accumulation: human behaviour. The study focused mainly on “end of life” plastic recycling, future product design and reducing plastic use altogether.



### **A simple message smart people ‘get’**

Posters like the one above dish out an easy-to-follow instruction that people with smarts are quite willing to embrace, and do. Not littering is a very easy skill to learn.

## COVID-19 spurs #TrickOrTrash

Two youths living near Toronto in Pickering, Ontario have conjured up an event that can be replicated anywhere as a fun, Halloween tradition. Instead of filling bags with candy, they’ll be filling them with trash. GenZ cleanup gurus, Sam Demma and Dillon Mendes, made the media rounds promoting Trick Or Trash - a safe, useful and rewarding alternative to trick-or-treating door-to-door, a custom which is being tabooed this year due to COVID-19 fears. This new idea rallies children/youth (and parents) to don costumes, go out and pick up litter that day, take photos, post at #trickortrash, then head for candy treats, rewards provided by the family back at home. Inspired by a teacher who impressed upon students that an act of service has an impact and can make a world of difference, Sam and Dillon started [PickWaste](http://PickWaste), a movement within their school and community to litter pick regularly. Watch their [video](https://www.youtube.com/watch?v=...). (0:48)

## **DID YOU KNOW?**

Activists in Goa have demanded a written apology from Dharma Productions and filmmaker Karan Johar for leaving ten days of rotting garbage and used PPE at a film shoot location. Absent an apology the group, Lokhancho Ekvott, [threatened](https://www.youtube.com/watch?v=...) to pack up the garbage and courier it to Johar’s home and to the company’s head office in Mumbai.

## **HEADLINE LITTER GRABBERS (OCT 25 - NOV 1)**

Some of what made our News Reel this week

### **A seasonal promotion for Trash Free Trails [\(10/27\)](#)**

A 30-second [YouTube promo](#) for a Halloween-themed Trash Free Trails cleanup is among the clever Autumn Litter Watch challenges the UK-based group sponsors.

### **Firm funds anti-littering children’s book [\(10/28\)](#)**

DS Smith, a leading European fibre recovery firm, has backed a new anti-littering children’s book, “The Almost Twins to the Rescue”, by the chairman of the Litter Angels charity. Every primary school in Sittingbourne and Sheppey received two free copies for their library.

### **Tampa Bay turnoff - PPE by the hundreds [\(10/29\)](#)**

Stewards of Tampa’s beaches are understandably troubled over the 474 individually littered face masks and gloves they fished out of Tampa Bay in one month.

### **Louisiana official makes financial argument [\(10/29\)](#)**

A gem of an observation came this week as Keep Louisiana Beautiful launched a campaign against littering. In preventing littering, “that’s more money we can spend in other areas,” an official wisely pointed out.

### **Company proposes Starship for cleanup [\(10/27\)](#)**

Commercial rocket maker SpaceX is pitching one of its next generation Starships for janitorial duties in space to remove orbiting debris, such as dead rocket bodies, an estimated 22,300 items known as “space junk”.