

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

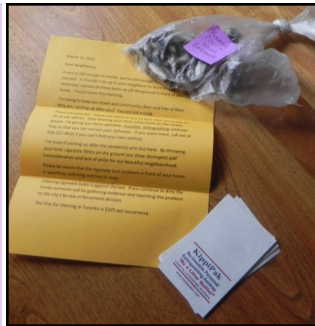
March 14, 2021

Cheshire, UK: "Third world"?

Sir Malcolm Walker, the founder and executive chairman of Iceland Foods, says litter and potholes in his hometown of Cheshire give it the look of "an impoverished third world country". The 75-year-old supermarket magnate went public with his plea for more reporting, action on unpaid fines and rallying support for the [petition](#) from InYourArea.co.uk, a local media concern calling for a £,1000 maximum fine.

Ten and smart

"Mother, why do people drop litter? Do they want to make the world bad?" This was the question Edward Reincke, 10, posed, which moved him to spend two hours removing litter from a lay-by in his town of Ellesmere, UK. Hooked now, he wants to inspire others.



One home, one melt, one mess



EDITORIAL: After an early March melt revealed about 50 cigarette butts in front of a home on my street I wrote a letter, which I put in an envelope along with six pocket ashtrays, the bag of butts with a note stuck to it saying: "Please put in your garbage". I feel so much better after I communicate with people who litter. For the full text of my letter, [see my blog](#).

Halifax, Nova Scotia takes action

The Regional Municipality of Halifax launched a fresh offensive against litter involving lower tolerance and higher fines. An existing \$352.50 fine for illegal dumping will be supplanted by fines ranging from \$500 to \$10,000. There will be a minimum \$200 fine set for littering. An amendment before council also introduces the concept of reverse onus. A name or address found in illegally dumped waste will be presumed to identify the culprit to be pursued. Also contained in the amended bylaw is a requirement for businesses with drive-thrus to have garbage and recycling bins on site.

Delhi plogger deserves this title

After 500 cleanups in 80 cities and hauling up 150 tons of waste, Ripu Daman Bevli, of Delhi 33, has earned the right to his preferred title: Plogging Ambassador of India. Plogging is a term for litter picking combined with jogging.

DID YOU KNOW?

A year into COVID-19 and [Great American Cleanup](#) organizers have correctly noted the pandemic's double-whammy impact on litter: more of it and fewer volunteers inclined to participate. Still, they're hoping to see robust numbers of helpers and effort to match come event day on March 20.

HEADLINE LITTER GRABBERS (MAR 7 - 14)

Some of what made our News Reel this week

Make A Difference Mondays in KC [\(3/8\)](#)

In Kansas City the first weekday is dubbed "Make A Difference Monday", the date of a coordinated litter pick.

Student puts his efforts into trail tidying [\(3/9\)](#)

After 589 straight days of attacking litter on Los Angeles' Eaton Canyon trail, California student, Edgar McGregor, has declared it litter-free. As a youth he says the answer to littering is to hire more cleaners. Our solution is to educate, train and police people.

Houston's bylaw hits back at nuisances [\(3/10\)](#)

Houston approved a nuisance bylaw on March 2 and is set to educate its residents about new \$150 fines for smoking cannabis or tobacco, placing graffiti, fighting, urinating, defecating and littering on public property.

From litterbug to litter bag in Laurel [\(3/10\)](#)

Laurel, Mississippi - "City Beautiful" - needs to clean up its act, says its mayor, Johnny Magee. He advocates returning the vehicle litter bag to popular use and made it known he wants people to habitually pick up litter too.

Cameras in Alytus, Lithuania are part of plan [\(3/12\)](#)

Problematic litter locations in the Lithuanian municipality of Alytus will be monitored for violations 24/7 by mobile cameras when new waste bins are installed. Stickers will advise of the presence of cameras. Violators will be hit with fines of €30 to €140 -- up to €600 for repeaters.