

# THIS WEEK IN "LITTERLAND"

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

MAY 16, 2021



Above, one of the entries in Watauga Watershed Alliance's [essay and art contest](#). Find out more on the group's [Facebook page](#).

## 'Please Care' campaign launched



The Litter Prevention Program has funded a campaign consisting of 'Don't Litter' lawn signs, portable ashtrays and an information brochure to be delivered door-to-door to 1,350 residents in a small, Toronto neighbourhood. A generic fill-in-the-blanks brochure design is available free: [contact us](#). The City of Toronto will not allow a sign to be placed in the local park so this trial program is confined to having signs only on private property for now.

## [Diners required to return trays](#)

A fresh, new law in Singapore requires cafeteria and food court diners to return their trays and table litter to the right bins or face a warning, then stiff, graduating fines. The idea began in 2013 with ongoing education. Now the practice is mandatory and will be policed.

On May 12 the EU [laid out its plan](#) for reducing air, water and soil pollution to levels no longer harmful to health and nature by 2050.

## [Ocean City primed for launch](#)

Maryland resort town Ocean City has all the pieces in place for the kick-off of Litter Free OC starting Monday with a proclamation from the mayor. A new website, [oceancity.green](http://oceancity.green) lists campaign details, cleanup events and green activities. It backs up the billboards, banners, ads, social media posts and bin installations that are all part of the package.

## [Thumbs up to Walker Industries](#)

Niagara, Ontario's Walker Industries has promised to cover the disposal costs for all registered cleanup groups and volunteers in the region in 2021 once pandemic-related stay-at-home orders are lifted and efforts resume in earnest. A nod to the provincial Day of Action on Litter, the company announced an arrangement with Thorold Landfill that will pay for all rubbish collected.

In the UK, [hubbub.org.uk](http://hubbub.org.uk) keeps eyes on the litter ball with their lively and engaging site.

## DID YOU KNOW?

The [annual Litter Congress](#) just wrapped up in New South Wales, AU on the theme "Good for the Hood". Yearly think tanks like this keep activists motivated and energized.

## HEADLINE LITTER GRABBERS (MAY 9 - 16)

Some of what made our News Reel this week

### [Idea floated for a Litter Coin rewards program \(5/12\)](#)

There's a project being touted for rewarding people with Litter Coin, a cryptocurrency, after they geotag photos of trash in an area, label and dispose of the litter. The blockchain crypto platform [Cardano Project](#) is trying to raise \$50,000 to test this as a project of citizen science.

### [Littered masks? Chicago picks up to pitch in \(5/12\)](#)

CEO Mugo Odigwe, whose company went from making promo items to PPE, called to Chicagoans to pick up littered face masks. Their robust response prompted him to donate 100,000 masks to the food depository.

### [MP caught not practising what he preached \(5/11\)](#)

A Tory politician in Durham, UK, supposedly an anti-littering hardliner, was handed a fixed penalty notice for tossing his cigarette butt outside a voting station. MP Richard Holden orchestrated a #LockdownLitterpick last summer and advocated for strict policing. His fine is £150, £100 if he pays within ten days.

### [Toss No Mas makes a return appearance \(5/11\)](#)

For its 2021 "Toss No Mas" campaign New Mexico builds on the slogans of "Can the Trash" and "Tie it. Tarp it. Pick it up." It hits on the three litter causes a study identified: untied bags, no tarps on vehicle loads and people not picking up dropped debris and litter.