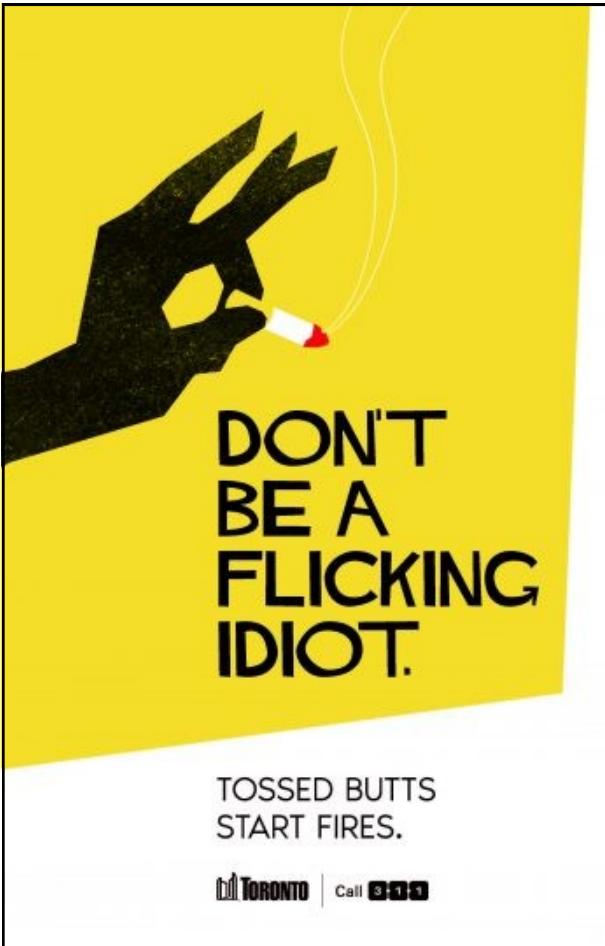


THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

September 12, 2021



A 2019 City of Toronto poster came in response to the top cause of apartment fires - flicking lit butts from balconies. A *Litterland* poster would have included the reminder that "Littering is illegal".

Ontario's Butt Blitz underway

Litter-devoted non-profit A Greener Future is using RBH tobacco funding from Unsmoke Canada to expand Butt Blitz - its ongoing dedicated volunteer drive to collect and recycle littered cigarette butts: more than 110,000 and counting this round so far. The group plans to apply to Rothmans, Benson & Hedges for funds to do even more in 2022.

DID YOU KNOW?

Coca-Cola tops [the list](#) of the UK's twelve most-littered items followed by: PepsiCo, AB InBev, McDonald's, Mondelez International, Heineken, Tesco, Carlsberg Group, Suntory, Haribo, Mars and Aldi. Two-thirds of 9,998 branded litter items collected for the analysis were traced back to these dozen companies out of 328 identified.

Telling smokers to change

A *Litterland* reader recently commented that smokers litter butts profusely with very little push back. Starting the habit of smoking is so routinely discouraged that no instructions for use or directions for disposal appear on the package to teach the smoker to use a bin and not to throw product remnants on the ground. People need to speak up to smoking friends and family members to inspire right action and ask industry and governments to do more.



Above, a handmade butt can tied to a fence.

Isle of Wight asks, "What's your excuse?"

An anti-littering push on the Isle of Wight is fuelled by council's new partnership with Keep Britain Tidy and has given birth to "What's Your Excuse", launched August 25. Using signs installed at known problem locations, its intention is to get people prone to littering and dumping to think about what they are doing. Prime motivators for this continuing campaign were the rise in post-lockdown littering, dog messes and fly-tipping.

HEADLINE LITTER GRABBERS (AUG 5 - SEP 12)

Some of what made our News Reel this week

Volunteers are offered a sweetener [\(8/6\)](#)

As an incentive a District 4 Montgomery County, MD city council member Audrey Graham offers \$50 a week for up to six months to residents who pick litter from any one-half mile of roadway, [Half A Mile, Bring A Smile](#).

France vows to take action on smoker litter [\(8/12\)](#)

The tobacco industry will put €80 million (\$93.8 million) a year toward creating a body for funding projects for cutting by 40% over the next six years France's yearly 23.5 billion total of littered butts, the government said.

Tennessee's latest educates and entertains [\(8/24\)](#)

Nobody Trashes Tennessee unveiled catchy postings and [ads](#) starring a Red Plastic Cup as the state unrolled the education phase of its ongoing effort to end litter.

San Francisco residents have Clean Streets [\(9/7\)](#)

People power is part of the formula in a San Francisco neighbourhood where residents founded Clean Streets during the pandemic. They pooled their money and found someone via Craigslist to pay to clear local litter.

P.A.L. reflects on one-year anniversary

An update from People Against Littering, of Brampton west of Toronto from founder Bill Godfrey. In one year: 160 cleanups with 3 or more people removed 500,000 pieces of litter equaling three tons of trash in that city.