

THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

November 21, 2021

Feminine protection

Environmental activist Ella Daish went to the European head office of Procter & Gamble in Geneva with a special delivery on Monday. There to protest the company's use of plastic in tampon applicators and other feminine products, the high-profile founder of #EndPeriodPlastic had hoped to present P&G officials with a replica tampon she fashioned out of 1,200 littered applicators sent to her by people who found them on British beaches after she put out a call. The former postal worker turned full-time campaigner three-and-a-half years ago. She says Tampax brand is a top offender and that P&G upped its line of products using single-use plastic while other companies scaled back. The plastic applicators are the fifth most littered item on the beach, she says.



Left, Ella Daish wants plastic out of feminine products, seen here with her giant replica tampon made from littered plastic applicators found on British beaches. (See story)

Sudbury is hiring

Sudbury in Northern Ontario is using cash as an incentive to win the help of homeless people to pick up litter. Since April volunteers from the city's homeless population - a different team of five each day - spend two hours tidying the downtown on weekday mornings and receive an honorarium of ten dollars an hour for their service. Funded with community donations, the program partners YMCA and the downtown business group.

UK action on wet wipes, maybe

The British government is flushing out ideas for new standards in a crackdown on wet wipe pollution. Measures could range from changes to labeling "to help consumers dispose of them correctly" to a total ban on wipes containing plastic, as has been done with microbeads, cotton buds, plastic straws and stirrers. Public consultations this fall will determine the next round of single use items to be banned. This week Defra, the ministry in charge, begins combing evidence of problematic plastics with a pledge to "put the responsibility firmly at manufacturers' doors".

NSW bans single use plastics

New South Wales will phase-out the supply of plastic bags, straws, cotton buds, stirrers, cutlery, plates, bowls and products containing microbeads by November 2022 beginning in June, Parliament voted Tuesday. Plastic packaging and single use items account for 60 per cent of the state's litter.

DID YOU KNOW?

New South Wales has promised to run a range of education and engagement campaigns to support consumers' and businesses' transition ahead of the statewide ban on various single-use plastic goods.

HEADLINE LITTER GRABBERS (NOV 14 -21)

Some of what made our News Reel this week

Knox County overlays the punishments (11/15)

It's No Litter November in Knox County, TN. Officials are set to heighten the consequences for littering by blending county and state punishments, so instead of a \$50 fine it will be 50 bucks plus 40 hours of litter pickup.

Scotland is put on the hot seat over delay (11/15)

The need for deposit-return for beverage containers is growing in Scotland while the government's timetable for putting a system in place is slowing, leading to angst at Marine Conservation Society. Each day of delay equals 140,000 more cans and bottles a day littering the country, the Society's website says.

Catching the New York Times' attention (11/16)

The epidemic of COVID-related litter was the subject of a lengthy article in the New York Times. A frequently covered topic here in *Litterland*, it's good to see the majors putting their magnifying glass to the issue.

Olympic champion dives into CleanCA.com (11/16)

Olympic gold medalist and world record-breaking US swimmer Michael Andrew has joined team [Clean California](http://CleanCalifornia.com), pitching the state's litter-to-jobs program that's pouring a billion dollars into cleaning up the state. The Tokyo champ posted [his PSA](#) on Instagram where he touts taking action on litter to keep waters clean.