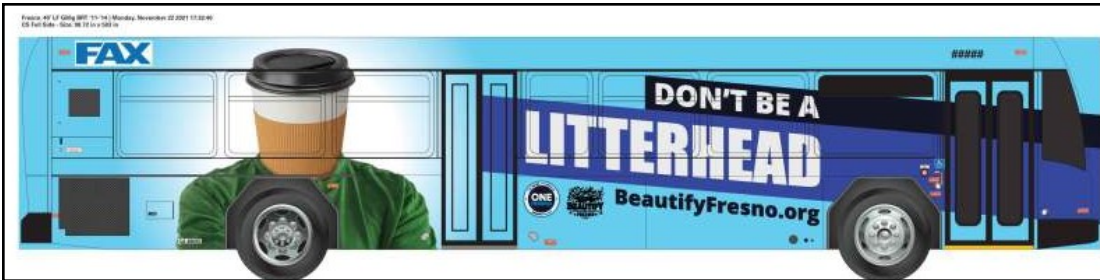


THIS WEEK IN "LITTERLAND"

litterpreventionprogram.com

February 13, 2022

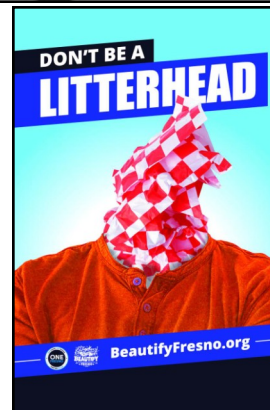


The Pope says

Pope Francis called on the people of the world to stop littering the plastic that winds up in the sea, labeling the practice as "criminal". Regarding the wilful littering of plastic, the pontiff said: "It kills biodiversity, it kills the earth, it kills everything," during a one-hour-long interview on Feb. 6 on Italian radio station RAI. The [UN says](#) eight million tons of littered plastics wind up in oceans every year, a figure expected to nearly triple by 2040. The Pope first issued a global call for litter prevention in his [2015 encyclical](#).

Calling all cities: Follow Fresno's lead!

Fresno, CA has coined a phrase: "Don't Be A Litterhead" in a clever campaign unveiled by Mayor Jerry Dyer on Wednesday. Urging citizens to "do their part" to "change the status quo", the mayor showcased the advertising that will ensue in the next few months including on TV. "We can't accept garbage in our parks and neighborhoods," he said at a news conference. Council budgeted \$100,000 for Beautify Fresno in 2022 and saw \$50,000 of in-kind services donated to the ad campaign, dreamed up by JP Marketing, the city's contracted ad agency for utilities, solid waste and beautification. Dyer added that city workers will begin to pick up trash and litter "proactively".



Magpies trained to pick up litter

A father-son duo in Gothenburg, Sweden has perfected a method for training wild magpies to pick up neighbourhood litter in exchange for an edible reward. Tomas and Olof Morsing invented a bird feeder designed to release seeds when the birds return with trash to deposit in the food-triggering litter recycling device attached. Over the past ten months they have recorded more than 5,000 magpie visits, about five to 30 a day, always arriving with real litter, never sticks or stones.

European tech tracking plastic

Innovation will propel the race to meet the EU goals cited in the 2021 document [Restore our Ocean and Waters by 2030](#), says Oslo-based think tank SINTEF. Tracking apps, robots and chemicals that cause microplastics to clump are all being explored on a hub in the Mediterranean.

DID YOU KNOW?

New global [research](#) published in the online journal [Nature Sustainability](#) calculated a more than 80-fold increase in mask litter with the introduction of government mask-wearing advisories and mandates.

HEADLINE LITTER GRABBERS (FEB 6 - 13)

Some of what made our News Reel this week

Seattle's new prosecutor to clear backlog [\(2/7\)](#)

Freshly elected Republican City Attorney Ann Davison is promising quicker action on charges for low level crimes including littering that have plagued businesses in downtown Seattle. There's a backlog of 5,000 cases.

The most littered cities in America revealed [\(2/7\)](#)

Construction Coverage writer Jonathon Jones ranked [American cities with the worst littering problems](#). The top five of 24 were San Francisco, Los Angeles, Philadelphia, New Orleans and Portland.

Smokers given personal ashtrays [\(2/8\)](#)

Environmental wardens and officer in Armagh City, Banbridge and Craigavon, NI are hitting the streets to dispense free pocket ashtrays to smokers as a vehicle for acquainting them with the laws and risks of littering.

Concern over condition of UAE beaches [\(2/8\)](#)

Marine plastic ingestion is killing green turtles and loggerhead turtles in Sharjah, says Fadi Yaghmour, a marine expert in United Arab Emirates. Published in the Marine Pollution Bulletin, his study of 200 dead turtles identified plastic in the bodies of 75% and 57% of them respectively. He says alarm bells should be sounding.

Ascension Parish, LA gets ad sign complaints [\(2/9\)](#)

Here they call advertising signs "litter on a stick."