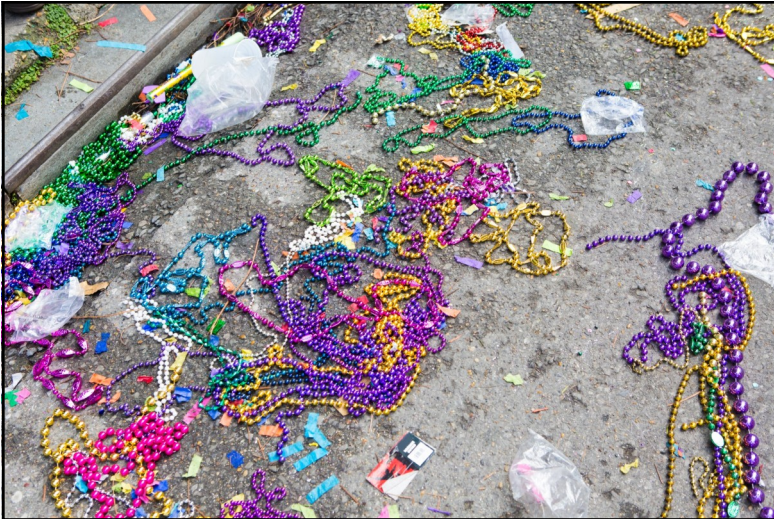


THIS WEEK IN “LITTERLAND”

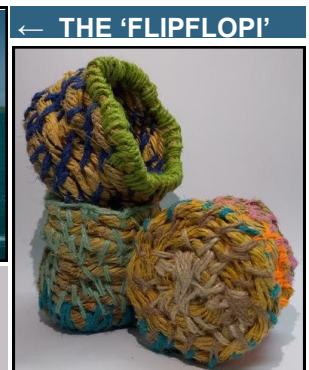
litterpreventionprogram.com

February 27, 2022



[“Flipflop” sails the plastic seas](#)

An unusual vessel has set sail. The Flipflop, a sailing dhow made of rescued remnant plastics, is running an expedition to measure plastic concentrations in an area around a UNESCO heritage site, the Lamu archipelago in the Western Indian Ocean. Findings gleaned from voyages feed into the UNEP and [UNEA](#) Nairobi conference objectives. Flipflop serves as an educational vehicle as well. View the [YouTube video](#).



At right, a Visakhapatnam, India start-up Sea-Ta makes baskets from plastic litter.

[Bend down for beads, says Governor](#)

Louisiana Governor John Bel Edwards is counting on Mardi Gras parade visitors to be do-it-yourself types this year and take their plastic beaded necklaces home. Parade goers are

notorious for festooning themselves with beads and leaving them behind when the party's done. This is the first time an elected official has taken a proactive approach to prevent the revellers' necklaces and other castoff trash from entering the drains, sewers and into the litter stream. "We all want to let loose this Mardi Gras, but let's make sure we keep our trash contained," Edwards said. Recently he set up a litter task force and designated every fourth Saturday as Keep Louisiana Beautiful's *Love the Boot, Don't Pollute Day*. Mardi Gras happens on Tuesday.

Watch a Clean Up Britain triumph

Clean Up Britain recruited popular BBC comedian, actor and satirist Marcus Brigstocke to star in a [two-minute video](#) designed to cajole smokers so that they don't litter cigarette butts and tobacco refuse in Bristol, England, his hometown.

DID YOU KNOW?

The [United Nations Environment Assembly](#), (UNEA 5.2) [conference](#) commences on Monday (28) and runs until March 2 in Nairobi. UN member nations will meet to decide on how to proceed to control plastic pollution on land and sea, starting with the negotiation of a global plastic treaty by 2024.

HEADLINE LITTER GRABBERS (FEB 20 - 27)

Some of what made our News Reel this week

Poll results show disinclination to plastics [\(2/21\)](#)

An Ipsos poll says three in four people worldwide support banning single use plastics a.s.a.p. That's four percentage points higher than support was in 2019.

OECD reports doubling of plastic waste [\(2/22\)](#)

[Global Plastics Outlook](#), a newly released study from OECD, says the amount of plastic waste generated has doubled to 353 million tonnes over the past 20 years. Forty percent of it comes from packaging, 12% from consumer goods and 11% from clothing and textiles.

Main Street businesses to the rescue [\(2/23\)](#)

Spurred by a fellow restaurateur's social media posting showing trash on Main St. in Stroudsburg, PA and garnering numerous reactions from netizens, 308 Burger Company got a business cleanup going.

Snow melt in Ohio reveals the ugly truth [\(2/23\)](#)

WBNS-TV in Columbus aired a great piece on snow melting to reveal what Keep Columbus Beautiful calls a "one hundred percent preventable problem" - litter. The regular accumulations of it outpace volunteer cleanups, which last year removed litter equal to 23 full bags for every seat in the city's 20,000-seat Nationwide Stadium. In Columbus you can go online to find out how your street ranks for litter tidiness on a scale of one to four.