



## FOREWORD

*On November 22, 2012 we announced our application, filed under Section 61 of the Environmental Bill of Rights, requesting the Province of Ontario to review its laws, policies and approaches to littering. The Ministry of Environment refused the review on January 25, 2013. This closed the door to future consideration until 2018.*

*We could not wait five years.*

*Littering is a pervasive, environmental problem today.*

*The mandate of the Litter Prevention Program is to lower the overall rate of littering through education, advocacy and awareness-raising campaigns. This report highlights some of the activities undertaken by [www.litterpreventionprogram.com](http://www.litterpreventionprogram.com) during the past year.*

## INDEX

Overview	2
Key Observations	3
Research	5
Tobacco, Gum	6
Plastic	6
Beverage/Coffee/Fast Food/Polystyrene	7
Recommendations	8
Acknowledgments	8

# Overview>>

Litter does not receive the attention it deserves from the Province of Ontario. The issue of littering has not been closely examined in Canada's largest province since 1977.

Growing population, changing demographics and lack of attention since that time have heightened the litter problem in Ontario.

There is no central database for statistics on littering. Data collection varies and is not shared across ministries. The Ministry of Environment does not track littering. Coping with the after-effects of littering is left to municipalities and their taxpayers.

Ontario's litter laws need updating and the regulations in place suffer from lack of enforcement and publicity. Bill 91, the government's proposed Waste Reduction Act, exempts litter from the legislation. Waste Diversion Ontario is currently processing the province's first-ever Industry Stewardship Plans (ISP), four in all, including one for expanded beverage container recycling.

This was the landscape during Litter Prevention Program's first full year of research.

## **NOT ENFORCED**

*Little-known law, routinely ignored*

**A Guide to Source Separation of Recyclable Materials for Industrial, Commercial and Institutional Sectors and Multi-Unit Residential Buildings**

**As Required under Ontario Regulation 103/94  
2.1.3 Information to Users**

To promote awareness of the source separation program and ensure its continuing success, information must be provided to those who will use the program (e.g. employees, patrons, students and tenants).

This information can be in the form of yearly or more frequent progress reports that show the amount of materials collected, cost savings or other waste reduction achievements. These reports serve as reminders and motivational tools to encourage participation by providing feedback to users.

The program should be communicated to employees, tenants, students and patrons to ensure that source separation procedures, responsibilities and equipment use are properly understood. New employees should also be informed of the program and trained in its operation as soon as is practical after being hired. Also, information about modifications to the program, such as the addition of new materials to be separated, must be conveyed. Communication can be through newsletters, signs, group meetings or other methods available to the owner or operator.

Employees should be trained in the proper use of source separation equipment and program procedures. Training should enable employees to recognize what materials must be source separated, the desired quality, locations of collection containers, and how to contact program coordinators. Training can take place through meetings, information sessions, newsletters or pamphlets.

## **YEAR 1 RECAP**

**Launch of comprehensive website  
[www.litterpreventionprogram.com](http://www.litterpreventionprogram.com)**

***This Week in "Litterland"* newsletter builds international weekly readership**

**Propose improving Ontario's approach**

**Presented new behavioural research**

**Key meetings with industry**

**Catalyst for upcoming Toronto reports**

**Outreach to communities**

**Identifying team opportunities**

**Building enthusiasm for litter reduction!**

## Key Observations>>

**Littering as an issue is largely ignored despite its status as one of the most common misdemeanor crimes. Two high profile examples of this emerged this year.**

Lost in all the scandal around Toronto Mayor Rob Ford was the fact that, in the midst of all of his alleged transgressions, published police notes indicate that he littered beverage containers in a secluded area of a city park.

In Toronto the fine for littering is \$365.



Shannon Everett is the woman who tossed a beverage cup in the mayor's general direction in June. A video of that event appears to confirm the container never hit the mayor, but landed on pavement near the crowd around him. Rather than the obvious offence of littering, Ms Everett was charged inappropriately with "assault", a charge the court eventually dismissed. Note, however, as a result of the incident the court did require her to make a \$500 donation to a charitable organization.

**Littering is not as large a part of public conversation as it should be given its cost and illegality in virtually every jurisdiction in the world.**

We thank the media outlets, reporters and columnists who gave attention to the subject through articles, footage and commentary during our first year: Toronto Sun, Toronto Star, CFRB Newstalk1010, CBC Radio One, Citytv/CP24, CBC Toronto Television, Toronto Observer, AM570 Kitchener, Windsor Star, News 957 Maritime Morning, Winnipeg Free Press, canada.com

Our program effectively spreads the litter prevention message through the schools.

We designed presentations for workplaces, institutions, service clubs and faith groups.

**Litter is an emotional issue, but the public is not instructed on the best ways to approach the subject with someone seen to be littering.**

Education and awareness about how to help others keep their littering in check is lacking and is needed. Angry responses to an anti-social act such as littering are unhelpful.

Our website and “Litterland” weekly newsletters were developed to spur thought, conversation and fill an information gap.

Our live presentations using music cement the litter prevention topic in the memory.

We created a leaflet on how to quit littering and a profiling questionnaire.

**Litter is closely related to people's willingness to participate in recycling programs.**

Ontario residents are fortunate to have Blue Box recycling available province-wide, although program protocols vary across municipalities. Still, a lack of knowledge or desire to recycle contributes to Ontario consistently not meeting its waste diversion targets.

The ICI – institutional, commercial, industrial – sector is failing its mandate, is demonstrating a willingness to change in some quarters, but has a long way to go.

Environmental Protection Act Regulation 2.1.3 requires ICI to publish annual reports about its recycling/diversion operations, but this regulation, on the books since 1994, is routinely ignored. (*See Page 2 of this report.*)

**Litter strategy relies heavily on volunteer cleanups.**

We tip our hats to Pitch-In Canada, Earth Day, The Great Canadian Shoreline Cleanup, Let's Do It World and others for their efforts in Canada.

Cleanup efforts would be less vital if as much emphasis went toward changing littering behaviours in the four in ten who admit to littering.

Cleanups, not education, are where corporations have tended to invest.

Cleaning up is only one part of an overall strategy to reduce littering.

# Research>>

- 1500 HOURS
- 41 NEWSLETTERS, 28 BLOGS
- 365 DAILY UPDATES
- 2000+ ITEMS ARCHIVED
- CONTENT-RICH WEB RESOURCE

*We amassed more daily news stories about litter than any other single source, averaging six per day.*

*We provided this information free via our website, [litterpreventionprogram.com](http://litterpreventionprogram.com), and Sunday weekly online newsletters.*

**We serve as a resource for students, elected officials, public servants, media, business improvement associations, national Keep Clean organizations, community groups and the public-at-large.**

## MEETINGS (✓) AND REQUESTS TO MEET

MINISTRY OF ENVIRONMENT ✓  
McDONALD'S  
WRIGLEY CANADA  
TIM HORTONS ✓  
CANADIAN BEVERAGE INDUSTRY ✓  
OSSTF GREEN WORKING GROUP ✓  
TORONTO DISTRICT SCHOOL BOARD ✓  
CHAIR, COBOURG CONSERVATION ✓  
CITY OF TORONTO ✓  
TORONTO BOARD OF HEALTH ✓  
DOWNTOWN YONGE BIA ✓  
SCARBOROUGH YOUTH COUNCIL ✓  
CPIA - CDN PLASTICS INDUSTRY  
PHILIP MORRIS INTERNATIONAL ✓  
JAPANESE TOBACCO INC ✓  
ROTHMAN BENSON&HEDGES ✓  
IMPERIAL TOBACCO  
TERRACYCLE ✓  
UNILEVER

## Telling Findings

All available research defines littering as an anti-social behaviour. It is a low-tier green crime, described by leading British authority, Prof. Nic Groombridge, as a "gateway crime", a possible precursor of other more troubling or illicit conduct. Littering is a stream of behavioural economics that studies triggering change.

Dr. Andy Yap broke through with fascinating findings into what causes people to break rules, a collaborative effort among four leading US business schools, including MIT and Columbia.

This year long-term UK research in Seychelles (Mahé Island) conclusively correlated a child's participation in environmental education activities to changes in parental behaviour. A survey by Barclays- LivingLands in England found a telling pattern that could help explain the persistence of litter. Half of the children whose parents instructed them to not litter told researchers they had seen their mother or father littering.

This year an invitation was extended to LPP to work within the Toronto District School Board's Eco-Schools mandate to create a compatible litter education program for primary students at the Bronze level.

# tobacco

In response to our appeals to Philip Morris Inc CEO, Louis Camilleri, meetings were held with Toronto-based affiliate Rothmans Benson&Hedges and further with senior PMI executives from the Lausanne head office.

We were advised that the company's investment in developing a biodegradable cigarette filter, a 20-year research path, has ended with the conclusion that such a filter would not help reduce butt litter.

Our advocacy spurred PMI to consult with Keep America Beautiful in June. Watch for an outdoor ashtray pilot program in Toronto in 2014 and a structure for Canadian tobacco litter abatement activities within 18 months.

We introduced Toronto media to TerraCycle, in January 2013 by inviting the firm to participate in our Queen's Park press conference on tobacco litter and showcasing the firm's cigarette butt recycling service.

# plastic

The Canadian Plastic Industry Association (CPIA) has made some headway in addressing litter and has more to do. In 2013 CPIA launched resinGEAR™, branded apparel made from up-cycled plastic material, and supported a plastic litter-to-fuel pilot project in British Columbia. The industry partnered in the Great Canadian Shoreline Cleanup, but given the status of flyaway plastic in the environment, land and sea, we want to see more from CPIA on the education side. Canada's plastic manufacturers can be commended for their Anti-Litter Calendar poster contest and for the space devoted to litter on their website. However, the website could use improvement.

The European Union has put a recent thrust on marine litter in calling for measures to reduce in number the 100 billion plastic bags used every year in the 28-nation EU. An annual litter conference will commence in May 2014. [cont'd . . .]



CIGARETTE BUTTS CAN BE RECYCLED INTO PLASTIC FOR INDUSTRY



WE CREATED A STORY ABOUT HOW KIDS STOP GUM LITTER

# gum

Like cigarette butts, awareness of gum litter is low while prevalence is high.

Correctly discarded, chewed gum goes in the garbage, but too many people spit it out or toss it on pavement where it adheres permanently. It is made of plastic.

Wrigley is the world's major chewing gum maker. Few seem to be aware that Wrigley Foundation sponsors Canada's Next Green Journalist contest. Ireland has an ongoing gum litter task force and IBAL, Irish Businesses Against Litter, tackling the problem. Wrigley plays a role. Education is starting to receive company backing in places like Malta, Beijing and UK. We feel efforts in Canada lag.

In the UK chewing gum is being recycled through the innovative Gum Drop collection system. Gum was found on nine in ten paving stones in the UK.

Affordable British technology to clean gum from hard surfaces is now available in Canada from an Ontario supplier, Gumpak Canada.

Ireland has invested in a company making an environmentally safe product that dissolves hardened gum, leaving an ash-like residue that can be swept away. Originally an Irish university discovery, it is now being marketed as Xpelgum.

## >> plastic . . .

A number of jurisdictions dealt with the issue of plastic carrier bag bans and fees in 2013 with California leading the way where bans have taken hold in 88 jurisdictions, including Los Angeles. Scotland is eyeing a nationwide bag fee. Toronto Council did away with its mandatory plastic bag fee in 2012, but merchants may continue to charge a fee if they wish.

# beverage containers

Refreshingly, Canada's beverage industry does not shy away from talking about litter. Currently the proponent of a major expansion of away-from-home recycling in Ontario, the Canadian Beverage Container Recycling Association has seen dramatic reductions in beverage container litter in Manitoba where its Recycle Everywhere program is already operating.

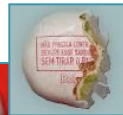


Coffee cups and lids are the fastest growing littered item. Tim Hortons has no control over the recycling practices of its 4000 outlets. Some stores recycle cups into trays and tissue. Some do not recycle. Busch Systems, Barrie, markets an all-in-one collection bin for coffee cups, lids and stir sticks (pictured, right).

## << coffee cups



## fast food



<< EDIBLE PACKAGING WRAPS A BOB'S BURGER IN BRAZIL..

One Australian estimate says takeaway food and beverages account for 70 per cent of litter. We continue to search for positive examples among Canadian take away food merchants and continue to be less than impressed with their attention to their product litter. Every point of sale is an opportunity to thank a customer for not littering, as they did in Bolton, UK. More than 550 downtown eateries signed the Food On The Go Charter, pledging nice bins, swift tidy ups and customer engagement on the topic of littering. Also in UK, North West Leicestershire, ex-Dragon Hilary Devey threw the weight of her European transport company behind a campaign to curtail truck drivers' roadside litter.

# polystyrene foam

Downtown businesses in Markham, Ontario suspended their use of polystyrene foam packaging as a litter-fighting measure to complement the municipality's public space recycling efforts. Dunkin' Donuts/Baskin Robbins US announced a move away from Styrofoam cups. Guyana's current leadership is promising a ban on polystyrene foam by 2016. Seventy-two US cities and towns have already done so. Some municipal Blue Box programs in Ontario accept polystyrene foam for recycling. Careless storage of this lightweight material creates litter problems.



# Recommendations>>

- Include anti-littering message on Ministry of Transportation (MTO) vehicle licence renewal information inserts.
- Institute an organized system of data collection.
- Ministry of Government Services work with OPS regarding cigarette butt and other litter to ensure responsible waste management practices among employees at all levels of the public service.
- Implement uniform recycling and litter prevention measures across all ministries.
- Establish a panel to look at updating Ontario's approach to littering to achieve better results.
- Signal through Ministry of the Attorney General that littering charges are to be taken seriously.
- Plan a strategy now for dealing with litter resulting from the 2015 Pan American - Parapan American Games.
- Support those municipalities' efforts that reinforce non-littering behaviours.
- Remove "end of life" as a term describing waste in legislation such as Bill 91 and in stewardship organization mandates.
- Include clear information about waste management and litter prohibitions in citizenship courses and pledges.
- Spearhead an assessment of Ontario's enforcement levels and practices and begin routine enforcement of EPA Reg. 103/94 (2.1.3) on ICI sector.

# Acknowledgments>>

We would like to thank those who supported our efforts in Year One. This would include the people with whom we met, shared advice and consulted as well as the producers who gave us air time, the reporters, columnists and editors who filed helpful stories and in so doing enhanced overall public awareness. In this report we reference the media support that came our way. Media of all types must never underestimate their power to influence behaviour. Thank you personally to Ellen Moorhouse, Antonella Artuso, Christina Blizzard, Jordi Morgan, Jasmine Seputis, Jim Richards, Marivel Taruc, Gary Doyle and Neil Adams for their kind and early attention.

We appreciated the warm responses from the CEO and staff of Swiss-based Philip Morris Inc and affiliate, RBH; and Japanese Tobacco Inc; Canadian Beverage Container Recycling Association; Richard Christie and Mieke Foster, TDSB and its schools; Debra Moffett, TDSB EcoSchools; Chinese Canadian Environment Association; Busch Systems; Soo Wong MPP; Councillor Denzil Minnan-Wong, Chair & Toronto Public Works and Infrastructure Committee; Toronto Board of Health; Bronwen Evans, Keep America Beautiful; Randy Sidhu; Lenny Wang & Jay Reyes; Quentin Brodie Cooper.

To friends of litter prevention who advertise their names on our site, a hearty thank you to you.