

Changing definitions won't change the littering problem we have in our city. Good that the bylaw calls it waste. Good that cigarette, e-cigarettes, chewing gum are included. Good that staff would have license to inspect.

But you need implementation.

A strategy.

- Because too much of the city is blighted by litter.
- Because too many commercial, government and residential establishments still are not recycling well enough or are doing it wrong. e.g. the great confusion around coffee cups, lids and stir sticks.
- Because it is impossible to keep up with the amount of litter that is being let loose, and people who litter don't seem to know that it's wrong, i.e. against the law. That message isn't out there.

Litter is first and foremost an anti-social behaviour. Affects the health of Lake Ontario and its marine inhabitants, affects city budgets big-time, affects property values, affects crime rates, can cause basement flooding, is an avoidable expense, is the cause of subway track fires, attracts rats and gulls,

Elsewhere – fixed penalty notices, outsourced litter enforcement to private security firms, dedicated teams, police involvement, enforcement funded from fine revenue, litter reporting apps, easy complaints process, real campaigns - not one-offs, litter permits, blitzes as for drinking and driving to identify littering as socially unacceptable, corporate involvement, litter committees, Philadelphia has a litter cabinet, task forces, public hearings, litter umbrella groups, litter-free festivals

A National Litter Strategy for England began public consultations April 10. Why don't we have anything here? Routine enforcement, education, PR, not just around Earth Day cleanups, but year-round. We hide behind the phrase "Toronto is a clean city" even though our eyes show us otherwise.

Ontario has dumped the litter file on municipalities and should have a role in helping cities deal with this. Ontario is the architect of the Smoke Free Ontario law which is responsible for a tremendous increase in cigarette butt littering with the advent of outdoor-only smoking.

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

July 7, 2013

Scottish secondary schools bin to win

There's a reward for using a bin for litter in part of Zero Waste Scotland's weeklong Scope program at 10 high schools between now and Jan. 28. Schools set a target and award tokens to anyone using the litterbin. Pupils using the bin could win a £10 note: If the target is met a draw is held. The school with the most tokens overall gets £750 plus £500 to be divided among participating community groups. High marks for this one!



← Surfrider's butt control program. See story at right.

Rio crackdown put off due to the Pope and protests

Civil unrest, a papal visit and upcoming World Youth Day in Rio de Janeiro were reasons enough for the city's zero waste agency to postpone a new crackdown on littering that was due to begin July 1. Rio Lixo Zero now targets starting its fine and enforcement regimen in two months.

Surfrider's ocean ashcans all over San Diego

Surfrider Foundation has installed 150+ ashcans at San Diego County bars, businesses and restaurants since 2007 in a sustained "Hold On To Your Butt" campaign, an idea the group first launched in 2003 at Mission Beach and Pacific Beach.

Amanda Wilson's one-year *Litter Champions* project ended July 1.

The university student provided litter-picking gear free to volunteers to encourage cleanups totaling 1000 hours in boroughs Carrickfergus and Newtownabbey, Northern Ireland. Her funding came from "O2 Think Bigger" youth grant program. She hopes the local council will keep it going. The goal was to create community role models and change attitudes about littering. A *Litterland* high-five, Amanda!

"Toronto is a clean city"



PHOTO: News boxes at College St. and University Ave. in downtown Toronto.

All it takes is one person using a newspaper box as a trash can to prompt a chain reaction of similar littering that creates this eyesore, a sad billboard for a city that claims to be clean and bad news for news outlets like **NOW**, **Xtra**, **Toronto Star**, **Metro** and **Auto Mart**. A city bin and a public transit entrance are steps away.

DID YOU KNOW?

New litter lingo made the Cambridge online dictionary July 1. It's "litter vigilante" *noun* a person who picks up litter in public places. As in: *Unpaid army of litter vigilantes tackles Britain's tide of rubbish*. In Denmark, workers whose job it is to collect individual pieces of scattered litter are called 'snappers'.

HEADLINE LITTER GRABBERS (JUN. 30-JUL. 7)

Some of what made our News Reel this week

litterpreventionprogram.com/news-reel.html

Fairbanks, Alaska crimes and misdemeanors (3/7)

Can a city get more serious about littering by making it a less serious offence? Tomorrow Fairbanks Council will vote on handling its \$250 fine for littering like a traffic ticket rather than a criminal offence involving the court.

Braintree's brainchild brings down butt litter tally (1/7)

The number of cigarette butts tossed away in train stations around Braintree, England fell by almost half (45%) following 'Is Your Butt Worth GBP75?' a recent appeal to smokers using signs, fines and stepped-up police patrols.

Dutch with cameras on eye for marine litter (3/7)

Dutch shutterbugs have a shot at being honored by EUCC for their photos of marine and coastal litter taken at home or abroad in July and August. The European MARLISCO project will show the top 15 pictures in an exhibit about marine litter in the Netherlands, kicking off at city hall of The Hague in October. One photographer will win a "surf-experience" at the Dutch coast. www.marlisco.eu

Fireworks spark complaints, concern and litter (6/7)

July 1 Canada Day and US Independence day July 4 always ignite litter, fire and pollution concerns. Home displays are banned in Florida, parts of Ohio and elsewhere.

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

June 30, 2013

OH-OH, OBAMA LITTER!

US right wingers loved Amy Harder's photo of litter left behind after US President Barack Obama's speech Tuesday at Georgetown U. His topic? The environment.



FOR GOOD BEHAVIOR, SIZE MATTERS: STUDY

A new study may help to shed light on why some people are more prone to littering. And it concludes size does matter! Research from four leading US business schools, led by Andy Yap, of MIT, says expansive physical settings, such as a big desk, car seat or office space can spawn a dishonest person who's more ready to cheat, speed and steal than most. Seems these trappings give subjects a feeling of power and of being above the law. www.andyjyap.com

Camera Images Tell a Litter Story

Pitch an item out your apartment window in the Philippines and odds are the act won't go unnoticed. A woman was arrested this week based on footage from the high-powered cameras trained on buildings for the purpose of catching people who litter.

BRITAIN'S BILLION POUND PROBLEM

Despite a deep axe to its public funding in recent years, Keep Britain Tidy's just-released report targets Members of Parliament. "Which Side of the Fence are You on?" makes a strong financial case for caring about litter. Annual cleanup costs have now topped £1 billion in the UK, enough tax dollars to pay for 38,644 social workers, 4,400 libraries or 33,200 nurses, the report says. www.keepbritaintidy.org

DID YOU KNOW?

Starting in October 2014 Scots will pay retailers at least 5-pence each for plastic bags in a bid to reduce the use of "a highly visible aspect of litter", says the nation's environment secretary. Scotland uses more plastic bags per person than anywhere else in the UK - 750 million a year.

Experts: The litter fairy does not exist

A sign in an English town reminds one and all that litter does not magically disappear. "Help!" the sign says. "Sadly, the litter fairy does not exist, so please help us keep Harrogate looking good for both visitors and residents by cleaning up your litter before you go home. Thank you!"



HEADLINE LITTER GRABBERS (JUNE 23 - 30)

Some of what made our News Reel this week
litterpreventionprogram.com/news-reel.html

Dunkin' Donuts dips into coffee cup recycling (25/6)

After a successful pilot at five of its locations in February, Dunkin' Donuts will offer foam cup recycling in all its company-operated stores by the end of 2013. Meanwhile, it will look to switch away from lightweight, litter-prone polystyrene foam beverage cups altogether.

Auto-lock wheels will stop shopping cart dumping (28/6)

Ipswich, Australia is the first city in Queensland to make retailers implement an automatic wheel lock system on shopping carts, if they have more than 20 of them, at a cost of \$45 each. A wire around the perimeter detects when a cart is being rolled off the property and locks one its wheels, which only the retailer can unlock. Smaller retailers are also expected to control their trolleys or face fines of up to \$5,500 if they go astray more than twice.

Plastic bags in Vietnam a concern and a headache (24/6)

In Ho Chi Minh City, nine million plastic bags are dispensed each day. Officials say littered bags are choking canals in two districts - Binh Tan and Thu Duc.

A litterbag in every car from Avis in UAE (24/6)

AVIS Rent-A-Car has pledged to put the locally made CarBag for litter in all its vehicles in the United Arab Emirates as part of the nation's Keep It Clean campaign. www.keepitclean.me

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com

August 4, 2013

The Truth About Chewing Gum

A fact-based article from Planet Green's Josh Peterson will give avid gum chewers something more to sink their overworked mandibles into. Find out why chewing gum ranks high on the list of public littering concerns. Chewers were chomping to comment on the piece on TLC's website. Most expressed disbelief that littering includes disposing of gum on the ground (or under tables, bus seats, etc.) See <http://recipes.howstuffworks.com/chewing-gum-trash.htm>

"LITTERLAND" READERS SURVEY

Litterland marks six months with its first Readers Survey. Please take a minute to give us your feedback. litterpreventionprogram.com

Coffee cup? Look again.



Family-owned, Barrie, ON bin and cart maker since 1985, Busch Systems is a leading manufacturer of recycling containers and employs 60+ people. Shown at right is the innovative and much needed Coffee Cup Collector. For lids and stir sticks too. Each has its own compartment for easy recycling or disposing. Hooray for Busch for devising a way to deal with the fastest growing litter type – coffee cups. If everyone worked together we could put a lid on coffee cup litter. Ideally we want it reclaimed and recycled.



FULL DISCLOSURE: We use super Busch recycling bins for our litter prevention demonstrations. Thank you to Canada's own Busch Systems for their donation.



AN ANTI-LITTER ROAD SHOW (above) at Tooting Bec Station in Wandsworth, UK displays eight hours of litter gathered from the immediate area. A town blitz is lowering litter rates. There, litter in street = £80 fine.

DID YOU KNOW?

Studies in NZ, US and UK all etch a link between smoking during pregnancy and conduct problems in children. Are fingers inching closer to the triggers for littering? Sheila White says 'yes!' Read her latest "shlog" at www.litterpreventionprogram.com

HEADLINE LITTER GRABBERS (JUL 28 – AUG 4)

Some of what made our News Reel this week
litterpreventionprogram.com/news-reel.html

China's brass told to polish nation's tarnished image (29/7)

Hoping to salvage the "obnoxious image" of Chinese tourists and students abroad, Foreign Minister Zhang Yesui had a teleconference Wednesday with authorities and told them to "guide" people to abide by public order and social customs and not to litter or spit on the ground. China wants to redeem its tarnished reputation.



Messages underfoot may get UK town a grant (2/8)

Avon Somerset may receive £5000 from a police fund for pavement markings to caution about anti-social behaviors.

Litter-free beach pledges win award for Aussie youth (29/7)

Manly, AU takes a Keep Australia Beautiful prize for LitterGuards, a student team that attracted 1000 people to pledge not to litter the beach and engage in cleaning up.

Thirty litter-free roads 24/7 for city (29/7)

Chennai, India vows to keep two streets in each of 15 city zones perfectly clean as a starting point for public education.

City's new ordinance wants café butt litter gone (2/8)

Coming Monday in Jefferson City: Sidewalk café operators must install mandatory ashtrays and routinely sweep outside their premises or risk the city yanking their permit to operate.

Correction: Sorry, *Litterland* 25's report on Scotland's survey should have read "73% surveyed had seen someone litter in the past three months."