

Litter Prevention Program

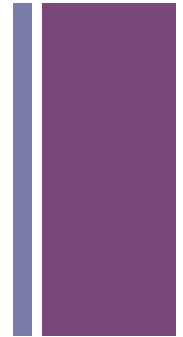
It works.

+ LPP Goals

- To reduce the rate of littering
- To change littering behaviours
- To change attitudes using creativity and education.



+ Why LPP?

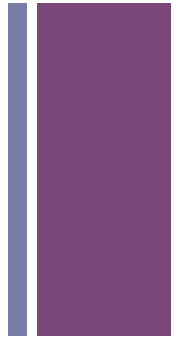


- Vacuum in leadership (Ontario, Canada)
- No policy attention, no coordination, government treats as trivial, municipalities lack the funds
- Tremendous need, as everywhere, for education and awareness about littering
- Curriculum is litter-less lunches and clean-up days
- EcoSchools program – water bottles, air quality, conservation
- Industry not doing enough and won't take responsibility for any waste that's not "at the end of its life", i.e. no ownership at all of the litter issue. Beverage industry stepping up.

+ How It Works



- Uses memorable, original music
- A 'feel good' program
- Peer involvement – interactive
- Game show format
- Website www.litterpreventionprogram.com
- Solid, interesting information
- A “do”, not a “don’t”, focus



+ Why It Works



- “Made to Stick”, by Chip Heath and Dan Heath

Simple Unexpected Credible Concrete Emotional Stories

- “Nudge”, by Richard H. Thaler and Cass R. Sunstein
- “Creatures of Habit” – UK study, behavioural economics

“People are guided by impulse, habit and social norms as much as by availability of info and a desire to minimize cost.”

- Nic Groombridge, green criminology expert, as featured at previous zilch.org.uk webinar

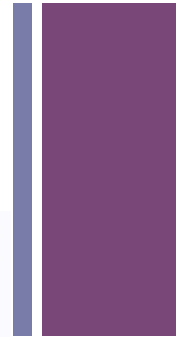
+ Ontario, Canada

- Lack of attention, passing the buck
- Downplays importance
- Policy inertia – “same old, same old”
- Environmental Bill of Rights (ECO)
- Last review of littering was in 1977
- Ministry of Environment had until January 20, 2013 to announce a review of littering OR explain why no review



+ For Business & Government

- Fascinating keynote speeches
- Employee and corporate pledges
- Human Resource practices
- Partners of LPP in schools and communities
- Litter prevention consulting services
- Supplier of personal, portable extinguishing ashtrays, and reps for KippiPaks.com



+ Ideas

- Big Belly Solar Compactor, Markham, Ontario
- Bins in Switzerland and Copenhagen
- “Bin It Your Way” gum campaign in Cork, Ireland
- Carrolton, Georgia video
- Australian butt video and Butt Free Day, October 18, 2012
- Fingal, Ireland, town plan
- Scotland 2014



+ News Reel

www.litterpreventionprogram.com/newsreel

Updated daily, shows the challenges and best practices undertaken by countries around the world


Highlights the emotional nature of littering as a topic

Speaks to the ingrained nature of littering as a habit

Dedicated to lowering the rate of littering Issue 1, Volume 1

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com February 10, 2013



Downtown Toronto merchants making Yonge a REALLY neat street

These shiny, silver fixtures are a new and welcome site on Toronto's prestigious thoroughfare, and the world's longest, Yonge Street.

Thanks to the Downtown Yonge BIA, ashtrays are being provided at eye level where they can be easily seen and used for cigarette butts.

In this Business Improvement Area, operations manager Randy Sidhu, pictured in the photo below, runs a dedicated green team, which sponsors the ashtray, and performs many other tasks related to a clean downtown. Butts in the bin make for a really neat street.

There's a hidden advantage to smokers who use the ashtray. Their butts go into a recycling program and the smoker helps the BIA raise money for charity through Ontario recycling company, TerraCycle.

HEADLINE LITTER GRABBERS (FEB. 3 - 10)

Some of what made our News Reel this week: litterpreventionprogram.com/newsreel

- NoMore Trash can collect cans in Mississauga**
- We like that the State promotes litter prevention with creative and interactive. The built-in awareness.
- More than 1,000 American colleges and universities are now tobacco-free.**
- It's not just because of health, but because of higher learning also ban tobacco because of the litter.
- Tobacco retailers ban sale of cigarettes and cigars.**
- Alaska bans cigarette litter with KAB Keep Beautiful program**

The City of Hamilton is Ontario's only Keep America Beautiful's international affiliate. The city is working on its Clean & Green City plan for controlling litter, especially cigarette butts, and is looking to impress in 2013.

Australia expects litter spend for 2015 - 1.5 billion

Subsidy for Suburban Areas to clear public dumping

DID YOU KNOW?

You can get 10 cents off the price of a Tim Hortons coffee in Canada if you bring your own cup. If you use a waxed paper cup, give it back to Tim. The company recycles it into useful stuff. Takeaway cups thrown on the ground are litter. [Litterpreventionprogram.com](http://litterpreventionprogram.com) is against the law.

WORCE Media & Communications Inc. Toronto, CANADA word@wmp.com (416) 321-0633

Dedicated to lowering the rate of littering Issue 2, Volume 1

THIS WEEK IN "LITTERLAND"

www.litterpreventionprogram.com February 17, 2013



TORONTO BINS WELCOME BUTTS AND CUPS

A surprising number of you have exclaimed this week that you only just learned the City of Toronto's public waste receptacles accept cigarette butts. Yes, and gum too, as well as the usual litter and recyclables.

But look at this photo. What's wrong with this picture?

Using a bin isn't rocket science. People using the one evidently are not rocket scientists. The coffee cup, including one doesn't belong there. It goes one to the left. In Toronto, coffee cups are "litter", not included in the city's already robust recycling program.

Toronto has 6200 of these bins and 5 000 more to come. Note the foot pedal at the base. No need to get "hands dirty" - a very common excuse people give for not using bins and leaving their waste instead. But the jammed cup prevents the pedal from working well.

HEADLINE LITTER GRABBERS (FEB. 10 - 17)

Some of what made our News Reel this week: litterpreventionprogram.com/newsreel

- South Pole turning into waste dump (10/2)**
- It's not just because of health, but because of higher learning also ban tobacco because of the litter.
- New York City people get rid of litter (12/2)**
- Between the proposal ban and the litter, bill calling for a deposit return system on cigarettes. New York City figures prominently in litter prevention news these days.
- Alaska bans cigarette litter with KAB (15/2)**
- Litterers must sign and pledge to change their ways to have their litter identification cards returned.
- Litter picks to punish settings in the street with on-the-spot fines (15/2)**

In the United Kingdom around 200 million coffee from the more than 75,000 litter free bins councils hand out each year. litterpreventionprogram.com/newsreel

Upcycling the "green" art of making old things new again, is a thriving new economy. Winona Avon Creations, in Brampton, Ontario, making lovely reusable bags, journals, paper albums and other useful items from salvaged and broken items that can't be salvaged or reused, and promising to crack down on people who dump and litter.

DID YOU KNOW?

www.avoncreations.com

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+ Scotland

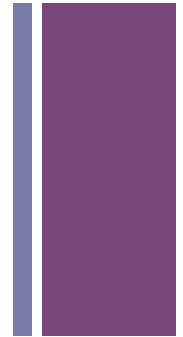
- Ryder Cup/Commonwealth Games hosts in 2014
- Legacy investment in ridding the country of litter
- Hoping to enlist one million Scots
- Training sessions for business underway

<http://www.heraldscotland.com/news/home-news/one-million-scots-wanted-for-biggest-ever-clean-up.19412534>

<http://www.heraldscotland.com/mobile/news/home-news/2014-games-and-ryder-cup-prompt-litter-crackdown.19358636>

+ Ireland

- <http://corkindependent.com/stories/item/9145/2012-19/City-Council-gets-tough-on-gum-litter> - Cork
- <http://www.fingalcoco.ie/Environment/LitterControl/LitterManagementPlanDraft/> - Fingal

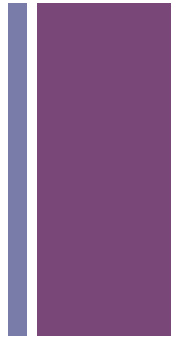


+ Australia

National branded litter audits

Recycling and deposit-return lacking

- <http://www.youtube.com/watch?v=vLVa7P5bIts>

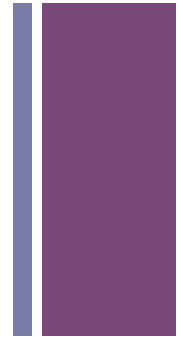


+ USA

- Keep America Beautiful – tobacco industry funded, clean-up focus.
- Ashtray giveaways – plastic, Made in China
- <http://www.youtube.com/watch?NR=1&v=I4MwRs8XSyg&feature=endscreen>- Georgia, USA

+ Switzerland

- <http://www.newlyswissed.com/?p=6769> - SUI
- Attractive, fun bins increased usage by 64 per cent.
- Winner of iNudge Denmark's green innovator list/2012
- Tough new fines were announced in Switzerland.

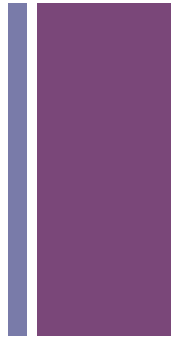


+ Canada

- Best recycling program in the world. Home of “Blue Box.” Multi-material curbside collection for recycling, organic, and items for landfill. Hazardous waste collection program. Deposit return for alcohol bottles.
- <http://news.nationalpost.com/2011/06/07/markham-aims-for-zero-waste-with-‘blue-belly’-bins/> - Ontario, CAN
- <http://www.cbkra-acrcb.org/> - Manitoba, CAN – “Recycle Everywhere”
- <http://www.terracycle.ca> - TerraCycle – Ontario, CAN

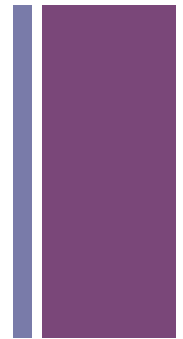
+ Singapore

- <http://www.todayonline.com/Hotnews/EDC121117-0000067/Littering-fines-raised-from-March>
- Graciousness and respect
- Signals from the top



+ Wales

- http://www.yorkpress.co.uk/news/10006627.Cigarette_litter_bugs_fined_by_magistrates/





Our Website

www.litterpreventionprogram.com

- Daily world news on litter and littering
- Always evolving
- Compendium of resources, conversation pieces
- Research tool, especially for students
- A snapshot of the planet's "Waste Mismanagement Era"
- A link to like-minded people and organizations
- Blog and *This Week In "Litterland"* updates

