

Prioritizing Litter Prevention

NJCCC urges municipalities to work toward a litter-free NJ



JoAnn Gemenden, Executive Director, New Jersey Clean Communities Council

Despite widespread cleanup initiatives, education campaigns, and municipal ordinances, litter remains a chronic problem in New Jersey within our urban and underserved populations. Now is the time to capitalize on the momentum of New Jersey's single-use plastic law and challenge cities and towns to prioritize litter prevention.

Litter is not just unsightly, it has been shown that urban areas tend to be more littered, creating a poor image. Meanwhile, litter-free neighborhoods encourage economic investment, job creation, and enhancement of property values. Collectively we have much more work to do to make our state litter free; it can begin locally by municipalities and counties capitalizing on Clean Communities grants.

Adoption of litter ordinances

The New Jersey Clean Communities Council (NJCCC), working with its coordinators at the county and local levels, recognizes that the adoption of model litter ordinances and the promotion of cleaner entrance corridors are some smart ways to prioritize the fight against litter.

Partnerships and education

NJCCC continues to work closely with its partners to further educate the public about the state's single-use plastic law which encourages reusable bags, skipping the straw, and switching to more sustainable packaging. Sweeping education programs will continue courtesy of this landmark legislation.

As part of this growing partnership, I would like to recognize the important role of our partners: the New Jersey Department of Environmental Protection, the Department of State's Business Action Center, and the New Jersey Food Council. All have played a key role in helping us educate consumers and businesses alike.

Also as an important transition from single-use bags, the NJCCC is working to coordinate the first shipment of more than 120,000 reusable bags to food banks as provided through

recent amendments to the state law. Furthermore, we are collaborating with food banks and the New Jersey Food Council to enhance reusable bag donations.

As you can see, a litter-free New Jersey is a collective mission in which we must all work together and expand our reach. The NJCCC is pleased and eager to work with local officials to provide guidance for outreach and education programs as we all work to get past plastic. ♻️

@To learn more about the many campaigns and initiatives in the works, and how you can play a key role, please contact NJCCC at njccc@njclean.org

Event Planned

Together, through seminars, certification courses, and online webinars, NJCCC is sharing best practices of successful litter prevention and abatement programs that are making a dramatic effect in the ongoing campaign. We are continually developing creative ways to share information and advance our objectives.

One way is through the debut of a two-day statewide sustainability conference being planned for next year in Atlantic City. NJCCC and the Association of New Jersey Recyclers (ANJR) are joining forces to bring Clean Communities and Recycling Coordinators together to focus on measurable action items to promote sustainability.

Mark your calendars for March 8-10, 2023 for the inaugural NJ Sustainability in Motion Conference.

There will be much more information to come, as well as sponsor, exhibitor, and attendee registration through an online portal being developed at www.njsustainability.com.