



**PRESS RELEASE**

**26.05.16**

**Fingal County Council launches the 2016 Gum Litter Taskforce campaign  
Lowest amount of gum as a percentage of litter (11%) since the Gum Litter Taskforce began**

The 2016 Gum Litter Taskforce (GLT) gum litter education campaign was launched in Blanchardstown Town Centre on 19<sup>th</sup> May, by Councillor Kieran Dennison.



The campaign has seen huge success to date with the National Litter Pollution Monitoring System results showing an overall decrease in people dropping gum, from 26% when the campaign started in 2007, to 11% in the latest results. The results of the attitudinal research carried out by Millward Brown on behalf of the GLT during the 2015 campaign saw the highest numbers to date reporting they never drop gum.

This is the second year of the latest campaign, the result of a new agreement between the Department of Environment, Community and Local Government and Food and Drink Industry Ireland (FDII) representing the gum industry, to fund a national gum litter awareness programme from 2015-2017.

Speaking at the launch Councillor Dennison said,

“It is wonderful to see everyone in the community coming together to get behind this campaign, both here in Blanchardstown and in so many towns around the country. The GLT campaign brings together the community and local authorities with a common goal to fight gum litter.”

Speaking at the official launch of the new programme and the campaign for 2016, Paul Kelly, Chairman of the GLT said:

“The main goal of this campaign has always been to reduce the amount of gum litter and change people’s behaviour towards littering. The results of the National Litter Pollution Monitoring System are demonstrable proof of the success of the campaign to date. We’re hoping to build on this success again this year and see even better results. The national launch today will set off an extensive advertising campaign which is being rolled out nationwide and includes the various strands of the campaign such as the hugely popular Bin It!.”

Industry representative Alex West; Senior Manager, Corporate Affairs – UK & Ireland for the Wrigley Company said:

“The Wrigley Company is delighted to be the industry representative on the GLT. The Gum Litter Taskforce is a unique industry funded initiative that runs in partnership with local and national government and civic society to tackle a common goal through awareness and education. The campaign results to date have demonstrated the success it has had in changing behaviour and attitudes to gum littering.”

Each of the local authorities will launch their own campaigns in the coming weeks. The 25 participating authorities are: Dublin, Cork City and County Councils, Galway City and County Councils, Clare, Donegal, Dun-Laoghaire Rathdown, South County Dublin, Fingal, Kilkenny, Kerry, Leitrim, Limerick City and County Council, Cavan, Longford, Laois, Meath, Sligo, Roscommon, Tipperary, Waterford, Westmeath, Wexford and Wicklow.

## **ENDS**

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### Note to editors:

The GLT includes representatives of the chewing gum industry; Department of the Environment, Community and Local Government; Food and Drink Industry Ireland; local authority representatives and civic society.

The theme of the 2015 – 2017 advertising campaign is “Bin your gum when you’re done”, the campaign includes:

- A four month mass media advertising campaign (TV, outdoor, print and online)
- A schools education programme aimed at first year secondary school students called “Bin It!”. This includes an actor-led workshop tour which takes place in schools each Autumn and which is supported by materials and tools for teachers to download and integrate into lesson plans ([www.chewitbinit.com](http://www.chewitbinit.com))
- A live ‘GLT Bin Game’ at all launch events
- Distribution of Point-of-Sale materials to over 1,000 retailers around the country
- Sponsorship of three awards in the TidyTowns competition

Further information:

Issued on behalf of the Gum Litter Taskforce

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