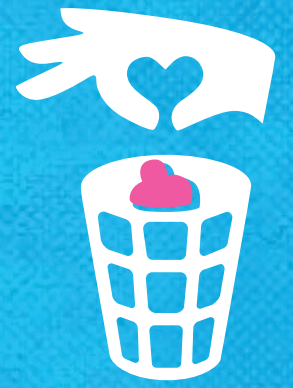




Gum Litter Taskforce

2021 Campaign Report



GUM LITTER TASKFORCE

TABLE OF CONTENTS

Background	2
Campaign Highlights	6
Campaign Elements	8
Campaign Activity Review	9
Media Coverage	15
Attitudinal Research	16
Gum Litter Monitoring	17
Conclusion	18
Appendix I – Local Authority Activity Support	19
Appendix II – Coverage Breakdown	21
Appendix III – Geographical Breakdown of Clippings by County	28



GUM LITTER TASKFORCE



BACKGROUND

The Gum Litter Taskforce (GLT) comprises representatives of the chewing gum industry; Department of Environment, Climate and Communications, Food Drink Ireland (FDI) and local authority representatives.

To date, the GLT's National Gum Litter Awareness Campaign has undertaken four 3-year cycles; 2007-2009, 2012-2014, 2015-2017 and 2018-2021. All four campaigns have delivered a significant reduction in the levels of gum dropped, an increase in the number of schools participating in the *Bin It!* school tour and significant media coverage of the campaign across all sections of the media.

All four campaigns have delivered a significant reduction in the levels of gum dropped.

The latest National Litter Monitoring Pollution System results published by the government in 2021 demonstrated the continued effectiveness of this campaign with a further drop in the percentage of gum as a proportion of litter. This figure has fallen to 9.4% in 2020, compared to its height of 31.6% in 2005. Littered gum accounted for 26.37% of total litter when the campaign first launched in 2007, and this sustained reduction points to the campaign’s message continuing to resonate with the public and is demonstrable of significant uplift in positive attitudinal and affirmative behavioural change.

Once more, the theme of the GLT 2018-2021 campaign was ‘Bin your gum when you’re done’. The aim of the programme was to change current behaviour and influence the behaviour of future generations when it comes to the correlation of litter disposal and social responsibility.

This final year of the latest three-year campaign was not without its challenges, as 2020 saw the postponement of the campaign due to the outbreak of Covid-19. The following year, 2021, saw the campaign make a strong return despite the pandemic’s impact, which prevented physical GLT launches across the country as well as a physical *Bin it!* roadshow.

Despite these challenges, the GLT innovated and came up with new and creative elements that would circumvent the pandemic restrictions. These included national and regional virtual GLT launch events, a virtual Bin it! roadshow, and new teaching resources including educational videos on litter management and a new website. The GLT believe that this revised execution and new elements ensured the campaign remained impactful in a Covid-19 setting.

As with previous campaigns, this year’s aim was to reduce gum litter by:

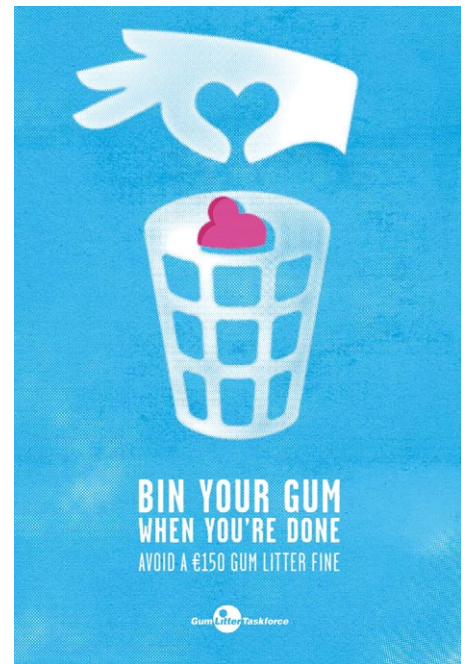
1 Raising awareness amongst the public that dropping gum on the ground is littering



2 Raising public awareness of the €150 fine in place for littering



3 Encouraging the public to dispose of their used gum responsibly





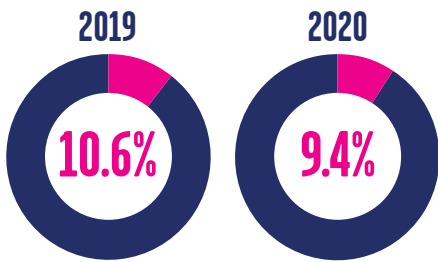
The aim of the programme is to change current behaviour and influence the behaviour of future generations when it comes to the correlation of litter disposal and social responsibility.

The following report outlines:

- ▶ Campaign highlights
- ▶ Campaign elements
- ▶ Campaign activity review
- ▶ Attitudinal research results
- ▶ Gum litter monitoring results
- ▶ Local authority activity



2021 Campaign Highlights



The latest results of the National Litter Pollution Monitoring report showed the percentage of gum as a proportion of litter at **9.4%**, down from **10.6%** the previous year (2019). Since the campaign began, the proportion of gum as a percentage of litter has decreased by **64%**.

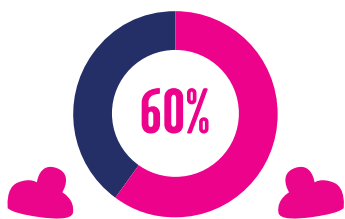
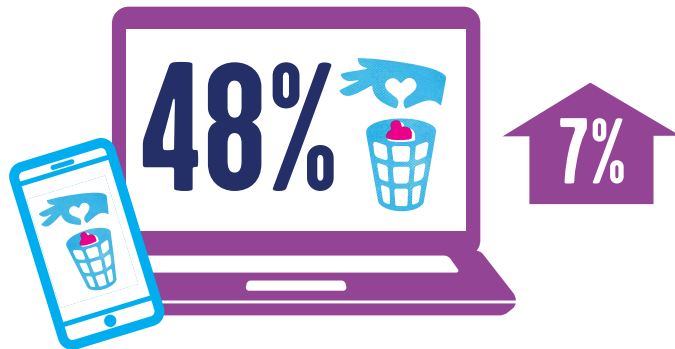


More than three in five (**63%**) agree that the campaign is at least fairly likely to stop them dropping gum, the highest level seen in the current campaign.



Post campaign surveys show that nearly nine in ten (**88%**) claim to dispose of their gum correctly, an increase from 2019.

48% of respondents claimed that they stopped dropping gum because they saw the Bin-It campaign, up from **41%** in 2019.



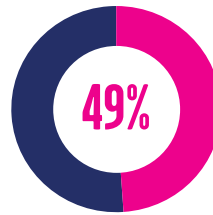
60% of people said the campaign has made them want to change the way they get rid of their gum.

The campaign also worked in terms of making people stop and think about the implications of dropping/spitting gum – **three in four agree**.





Campaign recall for TV and Outdoor Advertising came in well above the industry norm.



Just under half (49%) claim to have seen some element of the campaign online – hugely above the Irish norm.

Over **140,000** students *neat* streets

have now been engaged by the Neat Streets programme since it first began in 2011, with **18,063** students taking part in **2020-2021**.



95.6% of all primary schools and **96.6%** of all secondary schools in Ireland have been awarded a Green Flag, with **4,000** schools registered for the programme in total.

During 2020 - 2021, a total of **528** schools renewed their Green Flag and **54** schools were awarded their first Green Flag for litter and waste. **548,118** students have taken part in the Green Schools programme.



During the eight years since the Neat Streets programme has been running, there has been an average **72%** increase in schools' recycling rates per year.



5,543 clean-up events nationwide were held this year as part of the **Mars Wrigley sponsored National Spring Clean** campaign.



The new *Bin It!* virtual show launched in October to **730** secondary schools across Ireland.



128 pieces of media coverage were secured during the 2021 campaign.

Campaign Elements

The 2021 GLT campaign included:

- ▶ A three-month mass media advertising campaign which ran on TV, outdoor, print and online platforms.
- ▶ A national campaign launched by the Minister of State with special responsibility for Communications and Circular Economy, Ossian Smyth TD, in Merrion Square in June.
- ▶ Local authority-led virtual launch events in June, July and August where possible.
- ▶ A dedicated GLT website; www.gumlittertaskforce.ie
- ▶ A new virtual Bin It! Hit Record Show launched in October to all 730 secondary schools across Ireland.
- ▶ Teaching resources sent to all schools including lesson plans and educational video resources.
- ▶ A dedicated website for the Bin It! Campaign; <http://biniteducation.com/>
- ▶ Mars Ireland sponsorship of An Taisce's Green Schools, Neat Streets and National Spring Clean programmes.
- ▶ Mars Ireland sponsorship of three awards in the Supervalu TidyTowns competition.
- ▶ Attitudinal research pre and post campaign carried out to investigate the impact the campaign has had in changing behaviour.
- ▶ Responsible gum disposal messaging on chewing gum packaging and television advertising.
- ▶ Proactive media relations communicating the campaign's key messages, tailored to our target audience.



Campaign Activity Review

The Challenge

The GLT 'Bin Your Gum When You're Done' national media campaign kicked off on the 7th June. The campaign ran across Audio Visual (TV and Video on Demand), Out-of-home advertising (OOH), digital audio platforms, a digital partnership with Lovin as well as targeting digital programmatic activity to land this very important message.

The GLT achieved an all-time high awareness level of 57% in 2019 and our challenge was to emulate this previous success, especially with the absence of a campaign in 2020. In 2021 we needed to reclaim share of mind and drive mass awareness to ensure that the 'Bin Your Gum when You're Done' initiative reclaimed the necessarily high level of awareness seen in previous years.

The campaign strategy was built on three key pillars – reach, relevance and reaction – to deliver on our remit. Which effectively leads us to reaching more people (reach), at the right time and moment in their lives (relevance), in order to inspire a positive change (reaction).

As we were looking to achieve scale along with a tactical approach to affect behaviour, a wide media mix was required to reach our audience across multiple touchpoints.

TV & Online Video (AV)

The audio visual (AV) campaign ran for the entire summer from May – August over 13 consecutive weeks and it successfully reached 67% of 15–34-year-olds who are difficult to reach on linear TV. As such Video on Demand (VOD) becomes even more important to attain incremental reach with an over delivery achieved with just under 690,000 views recorded across broadcast partners and a further 687,485 views on premium content on YouTube. Reach and frequency was built through high impact TOP programmes which are watched by a higher amount of people compared to other programmes. These included the Euro 2020 games, Live GAA, Love Island, Casino Royale, Bridget and Eamon, Coronation Street and The Tonight Show to name a few.

Out of home (OOH)

Out of home (OOH) is a particularly important media when it comes to advertising a message as important as 'Bin your gum when you're done' as it brings it to the streets where incidents of gum litter occur. We ran a multi-format campaign which included a mix of large, small, transport and digital formats to achieve our goal. Running for 10 weeks throughout the Summer, each cycle delivered at least 75% cover for the Dublin Metropolitan area with a high of 91% recorded for a 2-week cycle.

Digital Display and Partnership

A comprehensive digital campaign was rolled out covering a number of different channels within the discipline. A key focus was engagement with our anti-littering message and preferred channels which illustrated a synergy with the rest of the offline media plan.

Standard display delivered a base level of awareness across the online landscape using a two-pronged targeting approach; focusing investment on the most popular premium sites in Ireland including RTE, Independent.ie, Entertainment.ie and DMG to name a few, as well as contextual targeting to make sure impressions were delivered to the right kind of consumer. Contextual targeting included foodies, attending live events, fashionistas and many more subsets which build a target consumer more likely to be chewing gum on the move. We delivered a CTR of .09% which beat the industry benchmark of .07% by 29%.

Podcasts and other online audio platforms continuously grow in popularity and are becoming key to ensure we can effectively target the modern media fragmented audience. As such, we programmatically bought audio across Acast and Audio Xi as well as individual placements on Spotify and RTÉ. An overall completion rate of 92% was delivered illustrating the effectiveness of the channel with 518,394 completed listens recorded.

Social is a key part of our lives now and it is imperative to ensure this media channel is used to effectively deliver a message, particularly amongst our core younger demographic. For instance, 79% of 18-34's will be reachable on social on any given day. With that in mind a strong social plan was delivered using a variety of formats to engage with our audience:

- ▶ **Facebook/Instagram feed/stories – 1,005,080 reach, 7,031,826 impressions**
- ▶ **Instagram Polls – 757,203 reach, 4,549,748 impressions**
- ▶ **SnapChat – 6,145,625 impressions**
- ▶ **TikTok – 780,203 impressions**

We also had two of Ireland's well-known influencers create engaging content to promote our message to their rapt audience with strong results. In a similar vein to influencer activity, a content series on DiscoverDublin delivered a reach of 82,254 across their Instagram Stories.

A media partnership with Greencastle Media also allowed the GLT campaign to engage with the audience on Ireland's popular lifestyle sites (Lovin/Joe/Her) with launch editorials for the campaign, an interactive Bin Your Gum mobile game, a photo series competition and poll quizzes. All were supported by social and standard display across the suite of sites. When looking to engage with our audience, it is imperative to link engagement to our core message. The 'Bin Your Gum When You're Done' game is the epitome of this, directly promoting the actual action we are looking to prompt our audience to do in their daily lives. The game was played a total of 8,790 times with promotion of the game recording over 425,000 impressions.

Radio

Both national radio and local radio stations were used to help kick off the campaign and give a boost over the summer. Focusing on stations that appealed to our younger demographic we ran spots all day on 2FM and focused spots on prime time across 98FM, Spin 103.8, 4FM, Beat and iRadio delivering 47% reach against 15-34's.

National Launch

The 2021 campaign was officially launched nationwide on the 1st of June in Merrion Square, Dublin by the Minister of State for Communications and Circular Economy and Dún Laoghaire T.D., Ossian Smyth.

The launch was also attended by GLT Executive Avril Donlon, Nicola Forde, Corporate Affairs Manager at Mars Wrigley Ireland, and students from the Loreto College Junior School.

The campaign was also launched nationwide through local authority participation and promotion and in regional print and broadcast media. Where possible, local authorities held virtual launches to publicise the rollout of the campaign.

Due to government guidelines around outdoor gatherings, the launch was scaled down compared to previous years. Despite the difficulties surrounding the pandemic, the national launch generated strong coverage in the media, details of which are included later in the report.

Local Authority Activity

15 local authorities participated in the campaign across the country and the table in Appendix II gives a detailed breakdown of the media coverage.

The 15 participating authorities were:

- ▶ Cavan County Council
- ▶ Cork County Council
- ▶ Dublin City Council
- ▶ Donegal County Council
- ▶ Dún Laoghaire–Rathdown County Council
- ▶ Laois County Council
- ▶ Limerick City and County Council
- ▶ Louth County Council
- ▶ Sligo County Council
- ▶ South Dublin County Council
- ▶ Tipperary County Council
- ▶ Westmeath County Council
- ▶ Waterford County Council
- ▶ Wexford County Council
- ▶ Wicklow County Council



Bin It! Education Campaign



The Bin It! Education Campaign is aimed at first- and second-year secondary school students to raise their awareness of the importance of the responsible disposal of gum.

Last year, the virtual *Bin It! Hit Record* show replaced the annual Bin It! programme national roadshow, which was postponed in adherence to Covid-19 guidelines. The new virtual show and adaptable teaching resource launched in October to 730 secondary schools across Ireland and enabled teachers to facilitate lessons that focused on the science behind littering, the behaviour of littering, and what can be done to change people's attitudes towards litter.

The Bin It! Education Campaign comprises of;

- ▶ **Free teaching resources** in the form of videos, lesson plans and teacher notes. These were provided to teachers in participating schools. The videos followed Doc and Taylor from the roadshow and provide key information and introduce an activity that students can get involved in with the support of their teacher.
- ▶ **The website www.bineducation.com** which contains lesson plans, teachers' notes, posters and activity cards to integrate the issues explored by Bin It! into the curriculum.

The physical *Bin It!* roadshow has been incredibly popular with students and teachers since it first began in 2006. Leading up to 2019, 580 school visits had taken place and 64,092 students had participated in the workshops. The GLT is hoping for a return to the physical roadshow format for 2022, however, this is dependent on Government guidelines around Covid-19.

In an effort to find new exciting ways to promote eco-learning in schools, a new feature of the Bin It! campaign is a competition where students have to create a behaviour changing advert that will inspire 14–18-year-olds to change their attitudes and behaviours towards littering. Students can choose an advertising format that will capture the attention of someone their own age, whether it be a newspaper advert, TV advert or a Tik Tok video.

The winning team or student will receive a €500 Amazon voucher for their school and a €500 voucher for themselves. The two runners-up will receive a €250 Amazon voucher for the school and the same for themselves. The deadline for entries is the 8th April 2022.





Green-Schools¹

Green-Schools is an international environmental education programme, environmental management system and award scheme for primary and secondary schools, operated by An Taisce's Environmental Education Unit in partnership with Local Authorities nationwide.

Mars Wrigley Ireland is one of the original sponsors of this programme and continues to support Green-Schools as part of its GLT commitment. The scheme was again a great success in 2021, highlighting the litter issue with school children.

In response to Covid-19 lockdown restrictions, Green-Schools Officers around the country developed new and interactive activities. A 13-week Green-Schools Stay Home project and 199 teacher-training seminars were delivered to a combined audience of over 631 teachers. Furthermore, the Green Schools website saw an 83% increase in traffic as students and teachers worked from home.

There are currently 3,707 schools registered for the programme and 2,730 of these have been awarded the Green Flag throughout the period 2007 to 2021. 22 primary schools took part in the Litter Less Campaign in 2020-2021, and 30 schools registered for the Litter Less Mini-Campaign which ran in October 2021.

During the academic year 2020-2021, a total of 528 schools renewed the Green Flag and 54 schools were awarded their first Green Flag for litter and waste. Overall, approximately 548,118 students have taken part in the Green-Schools programme.



National Spring Clean²

As part of its commitment to the GLT agreement, Mars Wrigley Ireland is the sole corporate sponsor of this popular, well recognised and highly successful anti-litter initiative.

The National Spring Clean campaign encourages every sector of society to actively participate and take responsibility for litter by conducting clean-ups in their own local environment. 2021 was the 23rd year of the campaign, which took place throughout the month of April. An Taisce has released the 2021 campaign report which indicates that:

- ▶ **There were 5,543 clean-up events nationwide**
- ▶ **An estimated 2,800 tonnes of litter was collected**
- ▶ **Approximately 35% of the total amount of waste collected was recycled**

As with the previous two years, the Youth Pack, sponsored by Mars Wrigley Ireland, was exclusively available to download from the Spring Clean website: www.nationalspringclean.org.

¹ Caoimhe O'Moran, 2021

² 2021 NSC report



Neat Streets³

The current Neat Streets programme, part funded by Mars Wrigley Ireland, has engaged over 140,000 students in ten full years of activity, averaging 13,192 students per annum. Across the ten years there has been an average 72% increase in schools' recycling rates.

The results of the Neat Streets survey highlight the successes achieved in participating schools, notably, reducing the levels of littering by students by 42% and 45% in the wider community. Furthermore, there was a 33% increase in the number of students engaging with litter and waste issues via the Neat Streets programme. These trends resulted in a large increase in monitored 'Litter Free' sites and reductions in the number of sites classified as 'Moderately Littered' and 'Heavily Littered'.

An Taisce exceeded its target of 25 schools and accepted 36 school registrations for inclusion on the 2020-21 programme. The participation of these 36 schools represents a student body of 18,063 individuals. Participating schools were located nationwide across 16 local authority administrative areas and 10 counties, with the highest proportion of schools situated in County Dublin (12) followed by County Kerry (6).



³ Neat Streets 2020 - 2021 schools report

⁴ GLT TT PR + National TT PR 2021



Tidy Towns Awards⁴

The GLT has sponsored a category in the Tidy Towns competition since its inception in 2007. In 2020, for the first time in 60 years, the annual Tidy Towns competition had to be cancelled due to the Covid-19 pandemic. However, the competition made a return for 2021 with the awards ceremony held virtually. Over the course of the GLT campaign to date, sponsorship of the award has been divided across two categories with an overall winner:

- ▶ **Village and Small Town**
- ▶ **Large Town and Urban Centre**

The GLT Award focuses on gum litter in the school environment, local community groups, residents' associations, and partnerships with local retailers. This year, Monivea Tidy Towns was crowned winner of the Village and Small Town award and was also the overall winner of the Gum Litter Taskforce bonus at the awards ceremony. Ennis Tidy Towns picked up this year's Large and Urban Centre award. Both were recognised for their consistent efforts to tackle littered gum in their communities.

Monivea Tidy Towns stood out to the judges for their anti-litter initiatives such as erecting litter awareness signs at various locations around the village including the village playground and along the forest walks. They also held a gum litter colouring competition in the local national school and ran online colouring and photo competitions through Facebook. The group noted that, out of all the projects they have participated in, the Gum Litter Taskforce campaign has been remarkably beneficial to their village. As things return to normal, they hope to keep up the momentum that this Tidy Towns competition has brought them.

Tidy Towns groups and residents' associations are encouraged to promote a good gum disposal message by carrying out awareness initiatives such as competitions and assessing if gum litter has been reduced in the local community. The competition continues to have a huge reach across the country since it began in 1958. In 2021, 847 towns and villages entered the competition. Each month the Tidy Towns unit prepare a Tidy Towns newsletter which is circulated to 1,000 Tidy Towns groups around the country as well as to competition sponsors, local authorities and many other agencies.



Media Coverage

This year's GLT campaign was once again accompanied by sustained PR activity throughout the duration of the campaign. The main aim of this activity is to work in tandem with the advertising creative to bolster the message of the campaign. This was done across the various strands of the campaign by issuing press releases and images to print, online and broadcast media and responding to any GLT related press queries.

There was an increase in broadcast interview requests this year, with GLT Campaign Manager, Avril Donlon once more featuring as the campaign spokesperson for both pre-recorded and live on air interviews, as well as local Mayors. The stations from which these interviews were transmitted broadcast across counties Waterford, Wicklow, Wexford, Galway, Sligo, Leitrim, Donegal, Cork, Clare, Dublin, Monaghan, Tipperary, Cavan, Monaghan and Limerick, giving us a substantive presence across all provinces.

The campaign also received coverage in counties that didn't participate in this year's campaign via national and regional broadcast stations. The non-participating local authorities in this year's campaign were Meath, Offaly, Carlow, Mayo, Kilkenny, Fingal, Leitrim, Galway City, Longford and Cork City.

The transmission of the campaign message broadcasted on the airways in each of these counties will serve well as a recruiting mechanism for local authorities in next year's campaign.

Although there was no physical local authority led launch events, or lower local authority participation, and no physical Bin it! roadshow, coverage for the campaign remained significant with 128 pieces of coverage for the 2021 campaign. This year's coverage was spread across national and regional titles, broadcast and online, as well as across the local authorities.

The key messages and call to action were almost universally carried in all media reports and there was significant buy in from local authority representatives with many quotes and pictures involving local Mayors and Councillors.

There is a full breakdown of all coverage secured in Appendix II on page 19.



Attitudinal Research

Changing attitudes to gum littering is the most critical measurement of the success of the campaign. To assess this, the GLT commissioned Kantar to identify attitudes and awareness before advertising went into market and after the advertising (pre- and post-advertising surveys). Prior to Covid-19, research was conducted face-to-face in eight urban areas around Ireland. However, with Government restrictions in place, the 2021 research was conducted online, following a postponement of the 2020 research.

In total, 1,000 adults aged 16-34 who chew five or more pieces of gum at least once a week were interviewed prior to the campaign commencing, and 1,001 were interviewed post campaign.

Overall, results were very positive and some particularly noteworthy statistics about this year's campaign are:

- ▶ Almost two in three (63%) agree that the campaign has already had, or will have, an effect on convincing people to stop dropping gum; a seven-percentage point increase since 2019.
- ▶ Three in four of those surveyed said the campaign made them think about the effect of gum littering.
- ▶ Close to nine in ten of people surveyed said that they always dispose of their gum correctly.
- ▶ Close to half (48%) of those surveyed cited that seeing the Bin It! campaign as being a reason for their change in behaviour towards gum litter.
- ▶ 8 out of 10 people surveyed acknowledged that the campaign made them realise there is a fine for gum littering.
- ▶ 64% are more aware of the presence of litter since the onset of Covid-19.
- ▶ Two in three (65%) people feel that dropping chewing gum is litter, second only to fast food wrappers.
- ▶ General awareness of gum littering prevention initiatives has increased marginally this year in the post campaign research – 40% say they have seen or heard something in this regard.

Gum Litter Monitoring

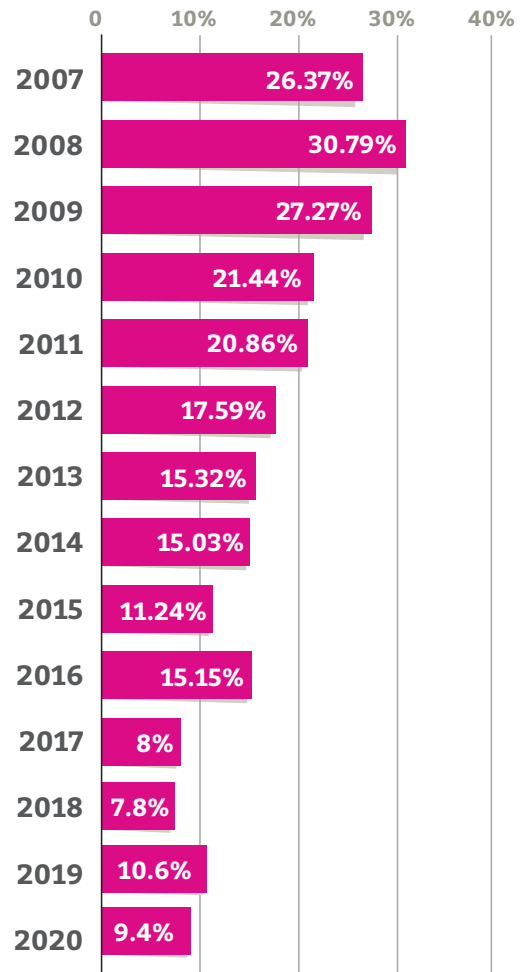
The primary method of measurement for the GLT campaign is the attitudinal research. To supplement this research, the GLT had previously operated a monitoring system as part of the campaign.

Due to the extremely low baseline amounts of gum found at regional monitoring sites and as aligned in the current agreement, the campaign uses the Department's national litter pollution monitoring system to illustrate the impact of the campaign.

The Department's National Litter Pollution Report 2020 figures were released in May 2021 and highlight the progress made since the establishment of the GLT. The figures showed that the percentage of chewing gum as a proportion of litter dropped to 9.4% in 2020.

This is a very significant drop since the campaign first began, when the percentage of gum litter as a proportion of all litter stood at 26.37%. This is an overall percentage drop of 64%, demonstrating how effective the GLT campaign is at encouraging correct gum disposal behaviour.

% of gum as a proportion of all litter recorded from 2007-2020





Conclusion

2021 was the third year of the latest three-year cycle of the Gum Litter Taskforce campaign. Covid restrictions limited many of the campaign elements such as the national roadshow. However, this allowed us to bring fresh thinking to the campaign by increasing our online and digital presence.

A high saturation rate of the campaign's message was maintained, evident across various different campaign metrics.

The percentage of gum as a proportion of litter has decreased to 9.4% which brings the overall percentage decrease to 64% since the campaign began. This challenges us to continue targeting our audience with relevant messaging at relevant points of contact, meeting our target audience where they are e.g., online.

The dominance of the campaign on online platforms and the percentage of survey respondents reporting that the campaign is likely to make them stop dropping gum is at its highest level for the current campaign.

This was made possible by developing an integrated campaign which utilised digital partnerships with relevant platforms for our audience, utilising the airwaves to further promote the campaign's message through broadcast interviews and through strategic sponsorships of the National Spring Clean, Tidy Towns and Green Schools. Additionally, the school's education campaign was moved online and allowed us to reach schools right across the country.

Our key focus for the next three-year cycle of the Gum Litter Taskforce campaign is to increase its reach amongst our target audience. It is important that the Gum Litter Taskforce campaign continues into the future to allow us to capitalise on its astounding success to date and lead the way for other such behavioural change campaigns.

The GLT demonstrates the forward thinking, joined up approach of industry, local communities and local government that is necessary to further drive our objective of changing the public's gum disposal behaviour.

Appendix I - Local Authority Activity Support for the GLT 2021 Campaign

Dublin City Council (National Launch)

Date	Location	Campaign Details
01/06/21	Merrion Square, Co. Dublin.	Minister of State for Communications and Circular Economy and Dún Laoghaire T.D., Ossian Smyth officially launched the Gum Litter Taskforce's education campaign in Merrion Square, Dublin.

Sligo County Council

Date	Location	Campaign Details
03/06/21	Sligo County Hall, Co. Sligo.	Cathaoirleach Dara Mulvey, Environmental Awareness officer, Peter Murtagh, Sligo Tidy Towns and Gaelscoil Chnoc na Ré. launched the campaign.

Cork County Council

Date	Location	Campaign Details
09/06/21	Bun Scoil Muire Youghal, Co. Cork.	Cathaoirleach Cllr. Mary Linehan Foley launched the campaign with students from Bunscoil Mhuire in Youghal

South Dublin County Council

Date	Location	Campaign Details
09/06/21	Tallaght, Co. Dublin.	Cathaoirleach of South Dublin County Council, Ed O'Brien, launched the campaign at South Dublin County Council.

Dún Laoghaire-Rathdown County Council

Date	Location	Campaign Details
10/06/21	St Brigid's National School, Stillorgan.	Cathaoirleach Una Power launched the campaign at St Brigid's National School, Stillorgan.

Westmeath County Council

Date	Location	Campaign Details
19/07/21	Co. Westmeath.	No physical launch due to Covid-19 restrictions.

Waterford City & County Council

Date	Location	Campaign Details
22/07/21	Bedford Row, Limerick City, Co. Limerick.	No physical launch due to Covid-19 restrictions.

Cavan County Council

Date	Location	Campaign Details
22/07/21	Co. Cavan.	No physical launch due to Covid-19 restrictions.

Wicklow County Council

Date	Location	Campaign Details
28/07/21	Co. Wicklow.	No physical launch due to Covid-19 restrictions.

Laois City Council

Date	Location	Campaign Details
30/07/21	Co. Laois.	No physical launch due to Covid-19 restrictions.

Wexford County Council

Date	Location	Campaign Details
02/08/21	Co. Wexford.	No physical launch due to Covid-19 restrictions.

Limerick County Council

Date	Location	Campaign Details
04/08/21	Co. Limerick.	Limerick Mayor Daniel Butler and Helen O'Donnell, Chairperson of Limerick Tidy Towns, launched the campaign at Limerick County Hall.

Louth County Council

Date	Location	Campaign Details
16/08/21	Louth County Hall, Co. Louth.	Cathaoirleach Pío Smith launched the GLT campaign with Paddy Donnelly the Director of Services at Louth County Hall.

Donegal County Council

Date	Location	Campaign Details
17/08/21	Buncrana, Co. Donegal.	Cathaoirleach Jack Murray launched the campaign with the Buncrana Tidy Towns at Shorefront, Buncrana.

Appendix II - Coverage Breakdown for the GLT 2021 Campaign

National Spring Clean

Date	Publication	Title	Circulation
07.09.21	<i>Westmeath Examiner (online)</i>	500 Westmeath volunteers joined National Spring Clean 2021 in 40 locations and achieved highest results yet	5,799

GLT Advertising Campaign

Date	Publication	Title	Circulation
04.06.21	<i>The Herald</i>	Picture of the day	
08.06.21	<i>Oceanfm.ie</i>	Chewing gum disposal campaign launched in Sligo	7,480
08.06.21	<i>Ocean FM</i>	Ocean FM @ 08-Jun-2021 13:13 - (gum)	66,000
08.06.21	<i>Ocean FM</i>	Ocean FM @ 08-Jun-2021 12:00 - (gum)	66,000
08.06.21	<i>Ocean FM</i>	Ocean FM @ 08-Jun-2021 16:00 - (gum)	66,000
08.06.21	<i>Ocean FM</i>	Ocean FM @ 08-Jun-2021 17:10 - (gum)	66,000
08.06.21	<i>Southside People (Dublin)</i>	FRIENDLY REMINDER TO BIN IT!	40,000
09.06.21	<i>C103</i>	C103 @ 09-Jun-2021 14:00 - (gum)	75,000
09.06.21	<i>Cork 96 FM</i>	Cork 96 FM @ 09-Jun-2021 14:03 - (litter)	115,803
09.06.21	<i>c103.ie</i>	Gum litter awareness campaign launched in County Cork	2,618
09.06.21	<i>Cork 96fm.ie</i>	Gum litter awareness campaign launched in County Cork	500
09.06.21	<i>Echolive.ie</i>	'Bin your gum when you're done': Cork County Council launches campaign to combat gum litter	10,880
10.06.21	<i>C103</i>	C103 @ 10-Jun-2021 06:34 - (taskforce)	75,000
10.06.21	<i>C103</i>	C103 @ 10-Jun-2021 07:05 - (gum)	75,000
10.06.21	<i>C103</i>	C103 @ 10-Jun-2021 07:48 - (gum)	75,000
10.06.21	<i>C103</i>	C103 @ 10-Jun-2021 08:48 - (gum)	75,000
10.06.21	<i>Dublin City FM</i>	Dublin City FM @ 10-Jun-2021 10:01 - (gum)	35,000

Gum Litter Taskforce - 2021 Campaign Report

Date	Publication	Title	Circulation
10.06.21	<i>Dublin City FM</i>	Dublin City FM @ 10-June-2021 10:45 - (gum)	35,000
10.06.21	<i>thecork.ie</i>	TRASH TALK: Chewing Gum is litter too	500
10.06.21	<i>Corkman (North Edition)</i>	Bin your gum when its done	6,911
10.06.21	<i>Sligo Weekender</i>	Gum campaign returns to Sligo	6,491
11.06.21	<i>The Echo</i>	Winning the fight to keep gum off streets	9,449
11.06.21	<i>The Echo</i>	Council reminder for people to bin their gum	2,600
11.06.21	<i>Dublin South FM</i>	Dublin South FM @ 11-Jun-2021 17:08 - (gum)	35,000
14.06.21	<i>Tipp FM</i>	Tipp FM @ 14-Jun-2021 07:00 - (gum)	44,000
14.06.21	<i>Tipp FM</i>	Tipp FM @ 14-Jun-2021 07:30 - (gum)	44,000
14.06.21	<i>Tipp FM</i>	Tipp FM @ 14-Jun-2021 08:00 - (gum)	44,000
14.06.21	<i>Tipp FM</i>	Tipp FM @ 14-Jun-2021 09:02 - (litter)	44,000
14.06.21	<i>Tipp FM</i>	Tipp FM @ 14-Jun-2021 10:00 - (litter)	44,000
14.06.21	<i>TippFM.com</i>	Annual Gum Litter Taskforce launched in Premier County	2,482
15.06.21	<i>Irish Examiner</i>	Have your say on shaping our county's future	25,419
15.06.21	<i>Sligo Champion</i>	Taking the gum off our city centre streets	9,572
17.06.21	<i>Sligo Weekender</i>	Chewing gum and chewing the fat during two road trips	6,491
19.06.21	<i>Dublin People</i>	Gum Litter Taskforce launches 2021 campaign on gum littering	1,394
26.06.21	<i>Nenagh Guardian</i>	Council tackling gum litter	6,502
27.07.21	<i>News Group</i>	2021 Gum Litter Taskforce Campaign	986
28.07.21	<i>Rathcoole & Saggart News</i>	2021 Gum Litter Taskforce Campaign	3,997
28.07.21	<i>Tallaght News</i>	2021 Gum Litter Taskforce Campaign	25,977
28.07.21	<i>Clondalkin News</i>	2021 Gum Litter Taskforce Campaign	7,996
28.07.21	<i>Lucan News</i>	2021 Gum Litter Taskforce Campaign	11,990
08.07.21	<i>The Avondhu</i>	2021 Gum Litter Taskforce campaign raises awareness	9,000
22.07.21	<i>Athlone Topic</i>	Westmeath County Council launches 2021 Gum Litter Taskforce Campaign	2,875
22.07.21	<i>Athlone Advertiser</i>	Westmeath County Council launches Gum Litter Taskforce Campaign	12,000
22.07.21	<i>Clare FM</i>	Clare FM @ 22-Jul-2021 10:40 - (gum)	43,800
22.07.21	<i>Anglo Celt</i>	'Bin your gum when you're done' campaign launched	11,911
24.07.21	<i>Westmeath Independent</i>	Local Gum litter campaign	7,726
24.07.21	<i>WLR FM</i>	WLR FM @ 24-Jul-2021 10:01 - (gum)	60,000

Date	Publication	Title	Circulation
24.07.21	WLR FM	WLR FM @ 24-Jul-2021 11:00 - (litter)	60,000
24.07.21	WLR FM	WLR FM @ 24-Jul-2021 16:01 - (litter)	60,000
24.07.21	GalwaybayFM.ie	Galway County Council launches 2021 chewing gum litter campaign	9,180
24.07.21	Galway Bay FM	Galway Bay FM @ 24-Jul-2021 13:02 - (gum)	139,000
24.07.21	Galway Bay FM	Galway Bay FM @ 24-Jul-2021 17:40 - (gum)	139,000
24.07.21	Galway Bay FM	Galway Bay FM @ 25-Jul-2021 10:05 - (litter)	139,000
24.07.21	Connacht Tribune	Galway County Council launches 2021 chewing gum litter campaign	11,900
25.07.21	Clareherald.com	Council launches 2021 Gum Litter Taskforce Campaign	1,292
27.07.21	WLR FM	WLR FM @ 27-Jul-2021 09:14 - (litter)	60,000
27.07.21	Northern Sound	Northern Sound Radio @ 26-Jul-2021 14:17 - (gum)	50,300
03.08.21	Wicklow Times (North Edition)	Wicklow County Council launches 2021 Gum Litter Taskforce Campaign	44,200
03.08.21	Spin South West	Mayor Launches 2021 Gum Litter Taskforce Campaign For Limerick	986
04.08.21	Live 95FM	Live 95FM @ 04-Aug-2021 07:00 - (gum)	96,000
04.08.21	Live 95FM	Live 95FM @ 04-Aug-2021 08:00 - (gum)	96,000
04.08.21	Live 95FM	Live 95FM @ 04-Aug-2021 09:00 - (gum)	96,000
04.08.21	Live 95FM	Live 95FM @ 04-Aug-2021 10:00 - (gum)	96,000
04.08.21	Live95fm.ie	Litter "at a minimum" in Limerick as gum litter campaign launched	96,000
04.08.21	Bray People	Launch of a gum litter taskforce	3,944
04.08.21	Limerickleader.ie	Limerick takes on gum crime once more	21,240
04.08.21	Wicklow People (Arklow Edition)	Launch of a gum litter taskforce	10,050
04.08.21	Waterford Today	It's a local clean sweep	20,000
07.08.21	Wexford Today	2021 Gum Litter Taskforce Campaign	986
07.08.21	Live 95FM	More people in Limerick now view gum as litter	4,080
07.08.21	Live 95FM	Live 95FM @ 07-Aug-2021 16:00 - (gum)	96,000
07.08.21	Live 95FM	Live 95FM @ 07-Aug-2021 17:04 - (gum)	96,000
09.08.21	Limerick Leader	City takes on chewing gum litter scourge	13,420
09.08.21	Live 95FM	Live 95FM @ 09-Aug-2021 00:30 - (gum) Part 1	96,000
09.08.21	Live 95FM	Live 95FM @ 09-Aug-2021 00:30 - (gum) Part 2	96,000
10.08.21	Gorey Guardian	Keep your chewing gum off the street urges task force	7,277

Gum Litter Taskforce - 2021 Campaign Report

Date	Publication	Title	Circulation
10.08.21	<i>Enniscorthy Guardian</i>	Keep your chewing gum off the street urges task force	7,277
10.08.21	<i>New Ross Standard</i>	Keep your chewing gum off the street urges task force	5,781
10.08.21	<i>The Nationalist (Laois Edition)</i>	Council Chairman launches Gum Litter Taskforce	4,245
10.08.21	<i>Wexford Today</i>	Keep your chewing gum off our streets urges task force	10,868
11.08.21	<i>Weekly Observer</i>	Mayor Launches 2021 Gum Litter Taskforce Campaign for Limerick	7,500
12.08.21	<i>Vale Star</i>	Mayor Launches 2021 Gum Litter Taskforce Campaign for Limerick	8,000
12.08.21	<i>Mallow Star</i>	Mayor Launches 2021 Gum Litter Taskforce Campaign for Limerick	8,000
13.08.21	<i>Dungarvan Observer</i>	Bag it and bin it! campaign	10,000
14.08.21	<i>Limerick Leader</i>	Limerick City Taskforce to take on chewing gum litter scourge	13,420
16.08.21	<i>Drogheda Independent</i>	Tackling the scourge of gum strewn footpaths	14,444
17.08.21	<i>The Argus</i>	Tackling the scourge of gum strewn footpaths	9,307
17.08.21	<i>The Argus</i>	Gum and cigarette butts are a scourge	9,307
17.08.21	<i>Drogheda Life</i>	Cathaoirleach Pío Smith launches 2021 Gum Litter Campaign	2,108
18.08.21	<i>HighlandRadio.com</i>	National Gum Litter Taskforce Campaign launched in Donegal	6,460
18.08.21	<i>Highland Radio</i>	Highland Radio @ 18-Aug-2021 - (gum)	84,000
19.08.21	<i>Donegal News & Derry People</i>	Council tackles a sticky problem	9,448
19.08.21	<i>Donegal Democrat (Thursday Edition)</i>	Gum Litter education campaign launched	8,258
24.08.21	<i>Drogheda Independent</i>	Sticky situation of gum tackled with new campaign	6,852
24.08.21	<i>Mid - Louth Independent</i>	Sticky situation of gum tackled with new campaign	12,000
24.08.21	<i>Dundalk Democrat</i>	LCC run chewing gum campaign	5,539
25.08.21	<i>Inish Times</i>	Council launches 2021 Gum Litter Taskforce Campaign	3,565
25.08.21	<i>Dundalk Leader</i>	Gum Litter Taskforce Campaign	18,000
26.08.21	<i>The Chronicle (Wexford)</i>	Don't be a bum - bin your gum!	22,500

TidyTowns

Date	Publication	Title	Circulation
12.11.21	Clare Herald	Ennis wins Large Town and Urban Centre award	1,292
12.11.21	Galway Daily	Galway villages clean up at Tidy Towns awards	986
12.11.21	Galway Bay FM	Towns and villages across Galway take awards at Tidy Towns 2021	9,180
17.11.21	The Tuam Herald	Tuam and Milltown win big at Tidy Towns awards	8,201
19.11.21	Clare Champion	This is something the whole town achieved	15,742
19.11.21	Clare Champion	Council called on to honour Tidy Towns volunteers	15,742
20.11.21	Clare Champion	Council called on to honour Tidy Towns volunteers	2,074
21.11.21	Clare Champion	This is something the whole town achieved	2,074



Bin It! Campaign

Date	Publication	Title	Circulation
02.11.21	<i>East Coast Radio</i>	East Coast Radio @ 02-Nov-2021 15:02 - (gum)	30,000
02.11.21	<i>East Coast Radio</i>	East Coast Radio @ 02-Nov-2021 16:04 - (gum)	30,000
02.11.21	<i>East Coast Radio</i>	East Coast Radio @ 02-Nov-2021 17:03 - (gum)	30,000
02.11.21	<i>East Coast Radio</i>	East Coast Radio @ 02-Nov-2021 18:04 - (gum)	30,000
03.11.21	<i>South East Radio</i>	South East Radio FM @ 03-Nov-2021 10:51 - (gum)	69,000
03.11.21	<i>Kildare Nationalist</i>	BIN IT! VIRTUAL ROADSHOW GETS UNDER WAY ACROSS KILDARE	340
03.11.21	<i>Anglo Celt</i>	Virtual Bin It! roadshow gets under way across Cavan	1,700
04.11.21	<i>Dublin City FM</i>	Dublin City FM @ 04-Nov-2021 09:52 - ()	35,000
04.11.21	<i>Dublin City FM</i>	Dublin City FM @ 04-Nov-2021 10:46 - (gum)	35,000
04.11.21	<i>Roscommon Herald</i>	Litter Awareness Roadshow goes virtual across Roscommon secondary schools	500
05.11.21	<i>The Argus</i>	Dundalk schools join virtual 'Bin It' programme	809,200
05.11.21	<i>Dublin South FM</i>	Dublin South FM @ 05-Nov-2021 15:43 - (gum)	35,000
06.11.21	<i>Leinster Express</i>	Bin It! anti-gum litter campaign launched online for Laois schools	2,890
09.11.21	<i>Wicklow Times (North Edition)</i>	First virtual nationwide Bin it! roadshow gets under way across Wicklow	44,200
09.11.21	<i>The Argus (Print edition)</i>	Dundalk schools join virtual 'Bin it!' programme	9,307
09.11.21	<i>Corkman</i>	Cork students urged to play their part in getting rid of a 'sticky problem'	4,080
09.11.21	<i>Leinster Leader (Print)</i>	Anti-litter initiative being rolled out to 29 Kildare schools	5,778
10.11.21	<i>Weekly Observer</i>	First virtual Nationwide Bin it! Roadshow gets under way	7,500
11.11.21	<i>Mallow Star</i>	First virtual nationwide Bin it! roadshow gets under way	4,080
11.11.21	<i>Vale Star</i>	First virtual nationwide Bin it! roadshow gets under way	8,000
11.11.21	<i>Corkman (Print)</i>	Cork students urged to play their part in getting rid of a 'sticky problem'	6,911

Date	Publication	Title	Circulation
11.11.21	<i>The Avondu</i>	First virtual nationwide Bin It! roadshow gets under way across Cork, Tipperary and Waterford	1,700
12.11.21	<i>Dungarvan Observer</i>	First virtual nationwide Bin It! roadshow gets under way across Waterford	10,000
12.11.21	<i>Kilkenny Observer</i>	Kilkenny Students should Bin It! for virtual roadshow	3,500
13.11.21	<i>Limerick Post</i>	First Bin It! roadshow gets underway across Limerick	2,958
14.11.21	<i>Kildare Now</i>	Anti-litter initiative being rolled out to 29 Kildare schools	7,140
14.11.21	<i>Leinster Leader</i>	Anti-litter initiative being rolled out to 29 Kildare schools	4,760
20.11.21	<i>Limerick Post (Print)</i>	In Brief: Bin It!	48,196

Appendix III - Geographical Breakdown of Clippings by County

Breakdown of Coverage	Print	Online	Broadcast	Total
Participating Local Authorities for both the GLT and Bin it! Campaign				
Cavan	2		1	3
Cork County Council	9	5	6	20
Donegal	3	1	1	5
Dun-Laoghaire Rathdown				
South County Dublin	6		2	8
Dublin City Council	1		4	5
Laois	2			3
Limerick	6	3	10	19
Louth	8	1		9
Sligo	3	1	4	8
Tipperary	1	1	5	7
Waterford	3		4	7
Westmeath	3	1		4
Wexford	7		1	8
Wicklow	4		4	8
Local Authorities that only participated in the Bin It! campaign				
Carlow				
Clare	5	1	1	7
Cork City Council				
Galway City Council				
Galway County Council	4	1	3	8
Fingal				
Kildare	3	1		4
Kerry				
Kilkenny	1			1
Leitrim				
Longford				
Mayo				
Meath				
Monaghan				
Roscommon	1			1
Offaly				
National Coverage	2			
Totals	74	16	46	137



GUM LITTER TASKFORCE