



Campaign Report 2022

GUM LITTER
TASK FORCE



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GUM LITTER TASKFORCE

Background

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

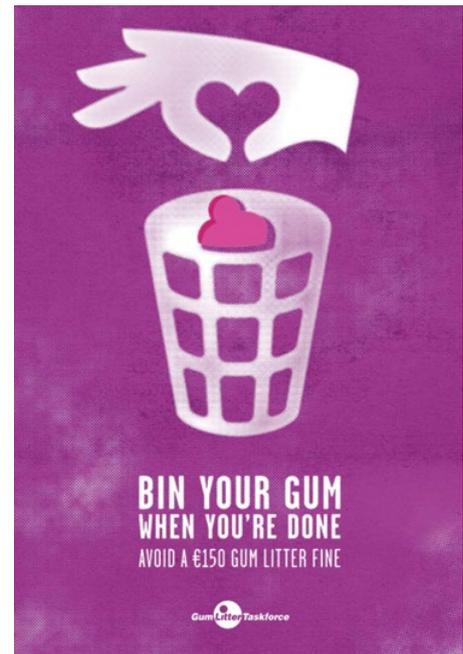
To date, the GLT's National Gum Litter Awareness Campaign has undertaken four 3-year cycles; 2007-2009, 2012-2014, 2015-2017 and 2018 - 2021. All campaigns delivered a significant reduction in the levels of gum dropped, an increase in the number of schools participating in the Bin It! school tour and sizeable levels of media coverage of the campaign across all sections of the media. In the Summer of 2022, a new campaign was agreed. This renewed GLT campaign, which is funded by Mars Wrigley Ireland, will run for a fifth cycle until 2024 on the back of a remarkable reduction in gum litter since the initiative first began in 2007.

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



The latest National Litter Monitoring Pollution System results were released by the government in September 2022 and 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 9.1% in 2021, 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 continued reduction points to the campaigns message resonated with public and is demonstrable of significant uplift in positive attitudinal and affirmative behavioural change.

The theme of the GLT 2022 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 between litter disposal and social responsibility. In addition to the local launches and the Bin It! educational programme that took place across the country, this year the GLT also placed greater emphasis on digital advertising and social media to drive campaign awareness.



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



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



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



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 between litter disposal and social responsibility.

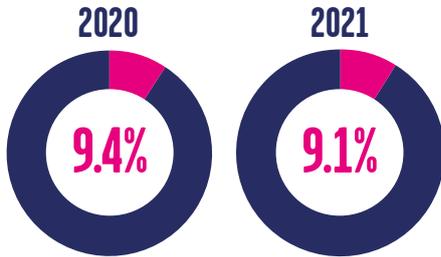


The following report outlines:

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



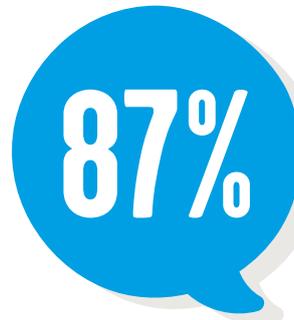
2022 Campaign Highlights



The latest results of the National Litter Pollution Monitoring report showed the percentage of gum as a proportion of litter at **9.1%**, down from **9.4%** the previous year (2020). Since the campaign began, the proportion of gum as a percentage of litter has decreased by **64%**.

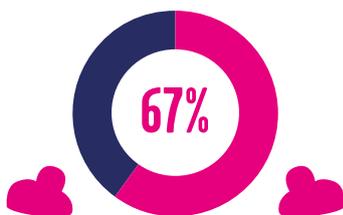


Nearly 7 in 10 agree that the campaign is at least fairly likely to stop them dropping gum, the highest level seen thus far.



Post campaign surveys show that nearly 9 in 10 (**87%**) claim to dispose of their gum correctly.

45% of respondents claimed that they stopped dropping gum because they saw the *Bin-It* campaign, up from **41%** in 2019.



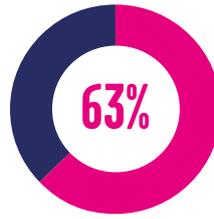
67% of people said the campaign has made them want to change the way they get rid of their gum, which is an increase on the 2021 figure (**59%**).



The campaign also worked in terms of making people stop and think about the implications of dropping/spitting gum on the ground – **77% agree**.



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



63% claim to have seen some element of the campaign online – hugely above the Irish norm and it's a big increase on the 49% in 2021.

Over **157,000** *neat* streets students

have now been engaged by the Neat Streets programme since it first began in 2011, **14,346** students taking part in 2021-2022.

During 2021 - 2022, a total of **607 schools** renewed their Green Flag and **36 schools** were awarded their first Green Flag for litter and waste. Overall, **889,882** students have taken part in the Green Schools programme.



Media coverage was carried in regional outlets covering **23 counties**, with several features also included in national media.



Across the eleven years since the Neat Streets programme has been running, there has been an average **60%** increase in schools' recycling rates per year.

5,640



clean-up events were held nationwide this year as part of the **Mars Wrigley** sponsored **National Spring Clean** campaign. Over 2,800 tonnes of litter was collected.



The new *Bin It!* Roadshow visited **54 schools** in **22 counties**.

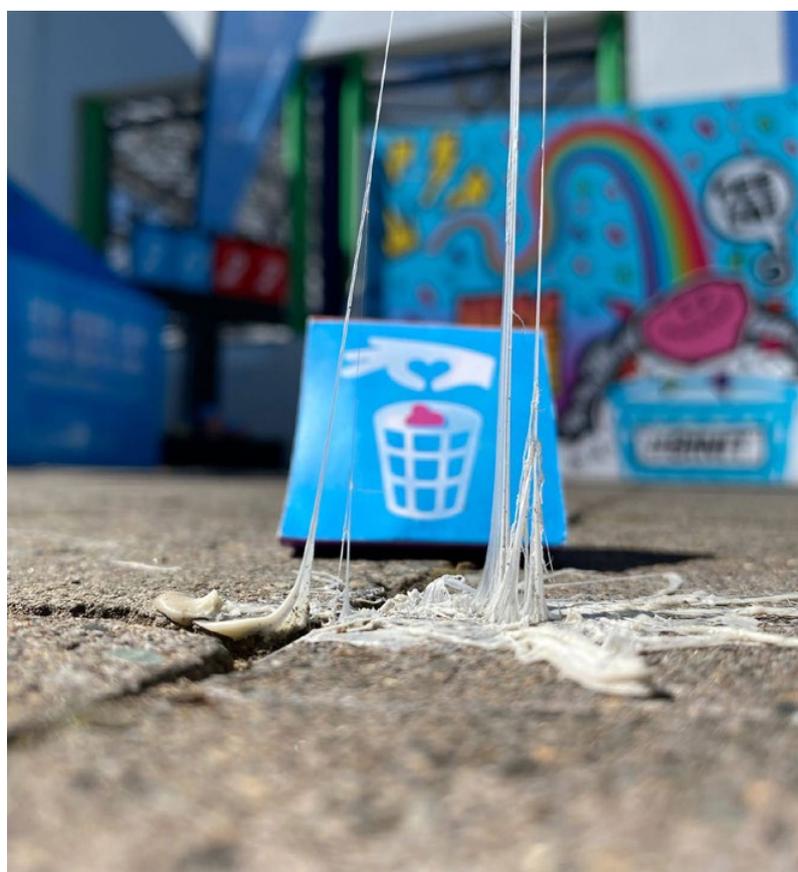
100 

pieces of media coverage were secured during the 2022 campaign.

Campaign Elements

The 2022 GLT campaign included:

- ▶ A three-month mass media advertising campaign which ran on TV, outdoor, print and online platforms - Instagram, Twitter and, for the first time, TikTok.
- ▶ National campaign launch in Merrion Square in June featuring children from St. Mary's Primary School and dancers.
- ▶ Photography for the national release and social content.
- ▶ Local authority-led launch events in June, July and August.
- ▶ A dedicated GLT website; www.gumlittertaskforce.ie
- ▶ Bin It! Roadshow launch in October, visiting 54 primary and secondary schools nationwide across the months of October, November and December, delivering a total of 60 performances, in 22 counties.
- ▶ In addition to the interactive hour-long workshop, teaching materials were shared with each participating school.
- ▶ A dedicated website for the Bin It! Campaign; <http://biniteducation.com/>
- ▶ Industry sponsorship of An Taisce's Green Schools, Neat Streets and National Spring Clean programmes.
- ▶ A TikTok Micro-Influencer Educational Campaign
- ▶ Launch of dedicated GLT Twitter and Instagram Accounts.
- ▶ 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 22nd June. The campaign ran across Audio Visual (TV and Video On Demand), Out-of-home advertising (OOH), and digital audio platforms.

In 2022 we needed to drive mass awareness to ensure that the 'Bin Your Gum When You're Done' initiative continue the high level of awareness seen in previous years.

The campaign strategy was built on three key pillars – reach, relevance and reaction – in order 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 are 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 during the Summer for seven weeks and it successfully reached over 50% 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 of 691,889 views recorded. 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 Coronation Street, Emmerdale, Love Island, RTE News 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. These included posters at bus stops, ads on the side of Dublin Buses and on digital screens at shops.

Partnership

A media partnership with Greencastle Media Group (GMG) in August also allowed the GLT campaign to engage with the target audience on Ireland's popular Joe.ie. The digital campaign ran across JOE.ie in August, comprising of a number of different elements (On site competition for €150 One4All, social support, IG reel & TikTok, IG grid post, ROS display) to complement and support the brand activities.

GMG in-house content creators, alongside JOE personality Eric Lalor, were utilised to produce and edit a high quality social video for Instagram Reels and TikTok which elevated the reach of this campaign.

JOE writers also assisted with writing the content pieces for this campaign (editorials and social copy) to ensure tone of voice was native and in line with the 'guerrilla news style' - a favourite and strong performing style with readers on the site. The success of this campaign involved multiple GMG departments working collaboratively (creative, sales, production, design, social, editorial, ad ops and client service).

The campaign achieved KPI on all fronts while ensuring maximum reach and awareness for the overall 'Bin your gum when you're done' campaign. The competition for the €150 One4All voucher generated 1,361 on site entries and 3,030 engagements.

Strong social reach across a combination of social elements supporting the on site competition, including an Instagram story (21.9K views) and Facebook & Twitter posts (128.2K reach).

Radio

Regional 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 Beat 102-103 & Spin 1038. The campaign also ran prime time slots on Classic Hits, iRadio 98FM, Spin SW.

The GLT spokespeople also engaged with national and local radio stations throughout the duration of the campaign, securing a number of opportunities around the launch, local authority engagements and Bin It! Roadshow to ensure that the campaign reached audiences across the country over a sustained period.

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 were two core strands of media activity through the campaign - during the Summer local authority engagements and during the Bin It! Roadshow, with coverage secured in national outlets and in regional outlets across 23 counties as a result.

Highlights include two 'Picture of the Day' features in national newspapers, and front-page coverage and full-page pieces of coverage in regional outlets.

The key messages and call to action were carried universally in media reports, and there was significant buy in from local authority representatives with many quotes and pictures involving local Mayors and Councillors included in the coverage throughout the first phase of the campaign.

Throughout the second phase, we arranged for photography to be captured at a number of Bin It! roadshow schools to generate further local coverage of the campaign. This tactic proved successful in securing greater reach in these locations, as reflected in the coverage results. There is a full breakdown of all media coverage secured in Appendix I.

We were also able to secure a number of broadcast opportunities at a later stage of the campaign.

The new cycle gave us the opportunity to adapt the existing strategy to continue with what has worked well to date while also focusing on younger audiences that needed more attention.

Social Media Strategy

Social media offers the best way to reach younger audiences. With over 94% of people in Ireland now claiming to actively use at least one social media channel each day, we invested in the creation and development of social channels to reach this specific audience.

Channel Strategy

Each of the channels were carefully chosen to match the target audience and we prioritised allocation of spend according to the budget and our defined key target audiences. All digital plans and activity were risk assessed and undertaken having considered all restrictions on confectionary brands advertising to minors. The goal of this proposed activity was to support the GLT campaign and amplify messages around proper disposal of gum to over 16 year olds.

As a starting point, we set up a Twitter and Instagram to capture both political stakeholders and the younger, hard-to-reach audience, respectively.

We repurposed old GLT content which comprised of social graphics, infographics, media coverage and photography from previous activations to build out the social channels so they reflected the legacy of the campaign. We identified key digital stakeholders on both platforms and engaged with them through the new channels. This was executed in advance of the launch of this year's campaign to establish a digital presence that could be built upon.

We also used these platforms to deliver content on an ongoing basis throughout the campaign. This activity leveraged campaign momentum and recognition so we could reinforce the campaign message when our audience was most active and engaged.

We used GLT social channels to do pre and post event content for maximum reach and engagement during the local authority activations and also shared content from schools involved in the "Bin It! Roadshow" where permitted.

Instagram

Instagram was important to engage with our youth audience. We amplified the campaign through the unique functionality of Instagram – for example, we mainly used Stories, Reels, and video as the algorithm favours this type of content. We focused on creating both awareness and engagement, measurable by impressions and post engagements/profile visits.

We also leveraged micro-influencer content on Instagram, sharing their TikTok videos on GLT Instagram Stories.



On Instagram we have gained



150 followers



1.03M reach



1,008 engagements



42,688 reel views

Twitter

Twitter was incorporated into our campaign as it has proven to be a useful tool to engage journalists, stakeholders and influencers. Through our Twitter activity we engaged with a number of key political stakeholders, local authorities and community groups. We also supported organic activity around the launch with a paid campaign. We targeted government and media stakeholders, as well as the general public interested in environmental issues through a reach campaign on Twitter to build awareness around the launch.

Throughout phase one of the campaign, we generated followers organically by sharing content & engaging with key stakeholders. We also ran a paid follower campaign targeting the relevant audience. We kept cost down by capping the spend at €1.20 per follower, which is a very low bid. The niche targeting of the campaign was highly successful as it allowed us to gain followers with a legitimate interest in the campaign who will remain engaged long-term, at a low rate.



On Twitter we have gained



530 followers



4.5M impressions



6,378 engagements

TikTok micro-influencer campaign

Using research and having identified the need to shift the focus to a new and younger audience, we supplemented last year's successful TikTok macro-influencer campaign with micro-influencers that could reach and engage with our hard-to-reach core target audience - 16-20 year olds.

Research has shown that the younger hard-to-reach demographic of under 20s are a key contributor to gum litter. We engaged with some well-known Irish TikTokers, appealing to their concerns about the environment and challenged these young content creators to convey the importance of disposing their gum correctly in an engaging style that would resonate with our audience.

We commissioned 8 micro-influencers to create TikToks across the agreed 4-week period, starting in September, to drive awareness and education of the Gum Litter Taskforce campaign. We worked with influencers across lifestyle and sustainability who have a highly engaged following but are not yet heavily involved in brand endorsements. The GLT channels engaged with and shared their Reels on Instagram while also sharing their TikToks on GLT Instagram Stories.

The content demonstrated the importance of proper gum disposal and raised awareness of the negative environmental impacts of littering. The main focus was on positive environmental messaging rather than the €150 fine, with messaging centred around doing the right thing - *'do your bit - bin your gum when you're done'*.

Alongside the earned and organic media plan, we ran a strategic digital ad campaign across Facebook and Instagram, that also targeted the 16-20 age demographic.

Results



Views

844,050



Likes

96,928



Comments

550



Shares

690



Saves

1,946



National Launch

The campaign launch took place on 20th June in Merrion Square, with the help of schoolchildren from St. Mary's Primary School, and dancers from Steptacular.

The launch successfully captured strong creative photography of the event that landed in a number of media outlets and was utilised across the social channels. Recognising the appeal of an interactive activation element, we commissioned artwork for a specially designed portable mural that travelled with the roadshow to each activation event. The mural invited participants to pose as though they were disposing of their chewing gum in front of colourful graffiti. This mural proved popular among participants and was heavily featured in photography at each location.

The mural was included also in the photography of the national launch event.

Local Authority Activity

Local authorities participated in the campaign across the country. The participating authorities that held launches in 2022 were:

Local Authority	Launch date
Carlow	July 13th
Cavan	July 19th
Clare	August 11th
Donegal	July 29th
Dublin City	August 12th
Dublin South	June 30th
Dun Laoghaire/Rathdown	June 29th
Fingal	June 27th
Galway County	August 10th
Kilkenny	July 14th
Laois	July 4th
Leitrim	July 25th
Limerick	August 3rd
Longford	July 18th
Louth	July 22nd
Offaly	July 27th
Waterford	August 9th
Wexford	July 15th



Each of these events involved the mural and a number of GLT ambassadors, branded immersive games and assets, as well as a representative from the local council and members of the Gum Litter Taskforce.

Engagement was very positive across each location and received pick up across local media outlets.

Bin It! Education Campaign



The Bin It! Education Campaign is aimed at primary and secondary schools, focusing on 6th class and first year students.

The goal of the campaign is to raise awareness of the importance of the responsible disposal of gum.

The recent renewal of the GLT education campaign for a fifth cycle includes ambitious plans for the Bin It! Roadshow to host the interactive workshop in 180 schools by 2025. In addition, the campaign will continue to provide useful lesson plan material on its website, with materials already made available to almost 730 schools across Ireland to date.

The Bin It! Education Campaign comprises of;

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



This years campaign visited a total of 54 schools across the six weeks of the campaign, delivering a total of 60 performances in 22 counties across the country



Green-Schools

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 once again a great success in 2022, highlighting the litter issue with school children.

Green-Schools staff continued with online learning using innovative ways of delivering programme content using a variety of online tools and platforms. The programme differed from the previous with a gradual return to in person events and greater engagement with schools. During the last academic year, the website received 330,103 page views and 118,841 sessions from 73,392 user

There is currently 3,652 schools registered for the programme and in total 2,731 of these have been awarded the Green Flag throughout the period 2007 to 2021.

During the academic year 2021 - 2022, a total of 607 schools renewed the Green Flag and 36 schools were awarded their first Green Flag for litter and waste. Overall, 889,882 students take part in the Green Schools programme.



National Spring Clean

As part of its commitment to the GLT agreement, Mars Wrigley continued to sponsor 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. 2022 was the 24th year of the campaign, which took place throughout the month of April. An Taisce has released the 2022 campaign report which indicates that:

- ▶ **There were 5,640 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.



Neat Streets

The current Neat Streets programme, part funded by Mars Wrigley Ireland, has engaged over 157,000 students in eleven full years of activity, averaging 14,346 students per annum. Across the eleven years there has been an average 60% 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 in school by 40% and 20% in the wider community over the last year (2021-2022). 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 accepted 33 school registrations for inclusion on the 2021-22 programme. The participation of these schools represents a student body of 17,394 individuals. These schools were located nationwide across 16 local authority administrative areas and 13 counties, with the highest proportion of schools situated in County Dublin.



Tidy Towns Awards

The GLT has traditionally sponsored a category in the Tidy Towns competition since its inception in 2007. This sponsorship has enabled the GLT to achieve its goals while it also rewards the local community for their hard work throughout the year. Traditionally the GLT sponsorship of the award has been divided across two categories with an overall winner for:

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

These GLT Awards focus on gum litter in the school environment, local community groups, residents' associations, and partnerships with local retailers. 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.

However, unfortunately the agreement between the industry and the government to renew the GLT Campaign was later than usual this year meaning that regretfully it was too late to activate the Tidy Town sponsorship. Looking ahead to 2023, the GLT plan to resume their sponsorship of the two Tidy Town Awards once again.





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 went into market (pre and post-advertising surveys). Due to Covid-19 the survey migrated from an on-street survey to an online approach in 2021. We have continued with this methodology this year, so the 2022 results are comparable vs 2021.

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 1,000 were interviewed post campaign.

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

- ▶ **68% agree that the campaign has already had, or will have, an effect on convincing people to stop dropping gum; a 12% increase since 2019.**
- ▶ **70% of those surveyed said the campaign made them think about the effect of gum littering. This is a 4% increase on 2021.**
- ▶ **87% of people surveyed said that they always dispose of their gum correctly.**
- ▶ **Nearly half (45%) 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.**
- ▶ **Littering is ranked highest in terms of being the least socially acceptable thing to do.**
- ▶ **Two in three (63%) acknowledge that dropping chewing gum is litter, third only to fast food wrappers and cigarette butts.**
- ▶ **General awareness of gum littering prevention initiatives has increased marginally this year in the post campaign research – 51% say they have seen or heard something in this regard; this is up from 40% in 2021.**

Gum Litter Monitoring

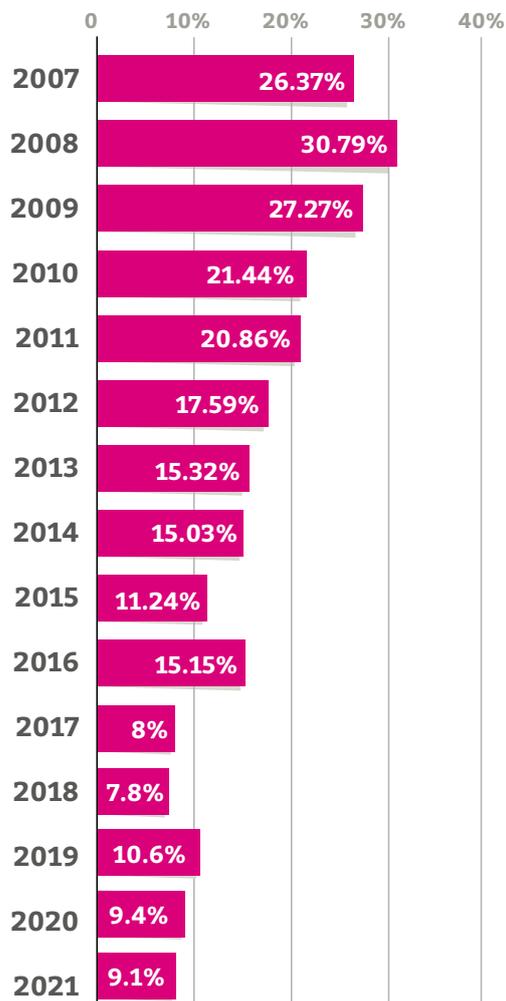
The primary method of measurement for the GLT campaign is the attitudinal research. To supplement this research, the GLT had previously operated a monitoring system as part of the campaign.

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 2021 figures were released in September 2022 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 9.1% in 2021.

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 2007-2021





Conclusion

2022 was another successful year for the GLT campaign and since its inception in 2007 gum litter has continued to decline. These results are highlighted in the National Litter Pollution Monitoring Survey which shows chewing gum litter has continued to fall – from a high of 30.8% in 2008 to 9.1% in 2021. These results also show that the measures adopted under the GLT agreements have been effective.

Overall, the marketing campaign achieved KPI on all fronts while ensuring maximum reach and awareness for the overall ‘Bin your gum when you’re done’ campaign. 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. Additionally, the school’s education campaign allowed us to reach younger audiences right across the country.

The key focus for the new 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. The GLT creative will be refreshed for the 2023 and 2024 campaign and it is hoped that this new artwork will continue to make an impact and change people attitudes towards gum litter.

Appendix I

Media Coverage Breakdown for the GLT 2022 Campaign

Media Coverage			Circulation
21.06.22	Buzz.ie	Chewing gum litter has reduced dramatically thanks to educational campaign	14,403
21.06.22	Con-telegraph.ie	Gum Litter Taskforce calls on the people of Mayo to bin their gum responsibly	493
21.06.22	corksafetyalerts.com	Ireland sees 70% reduction in gum litter since 2007	147
21.06.22	Tiptatler.ie	Ireland sees 70% reduction in gum litter since 2007	789
24.06.22	Kilkenny Observer	Eh, by gum, girls!	3,500
24.06.22	Kilkenny Observer	We're no longer chewing gum	3,500
28.06.22	Carlow People	Bin It' roadshow hits schools	12,000
06.07.22	Greystonesguide.ie	Giving Litter a kick in the Gum	2,958
06.07.22	Council.ie	Dún Laoghaire-Rathdown Tackles Gum Litter	148
07.07.22	Laoislive.ie	Laois winning the battle against chewing gum litter	2,890
08.07.22	LaoisToday.ie	Laois County Council launch campaign aimed at tackling gum litter	7,395
11.07.22	KCLR FM	KCLR FM @ 11-Jul-2022 11:22	63,000
11.07.22	KCLR FM	KCLR FM @ 11-Jul-2022 11:29	63,000
11.07.22	kclr96fm.com	KCLR LIVE: Monday 11th July 2022	986
12.07.22	The Laois Nationalist	Awareness campaign hopes to reduce chewing gum litter	405
14.07.22	DublinGazette.com	Mayor of South Dublin County Council launches 2022 Gum Litter Taskforce Campaign	690
14.07.22	Dublin Gazette	Dubliners urged to dispose of chewing gum correctly	13,420
14.07.22	The Echo (Ballyfermot)	'Bin It' education campaign launched to tackle gum litter	7,486
14.07.22	The Echo (Clondalkin)	'Bin It' education campaign launched to tackle gum litter	7,486
14.07.22	The Echo (Lucan)	'Bin It' education campaign launched to tackle gum litter	7,486
14.07.22	The Echo (Tallaght)	'Bin It' education campaign launched to tackle gum litter	7,486
16.07.22	Laois-nationalist.ie	Laois County Council getting to grips with the sticky problem of chewing gum	246
17.07.22	NewsGroup.ie	2022 Gum Litter Taskforce Campaign	148
18.07.22	KilkennyLive.ie	Gum Litter Campaign Visits Kilkenny	3,264
21.07.22	Cavancoco.ie	Ireland sees 70% reduction in gum litter since 2007	690
25.08.22	Echo.ie	'Bin It' education campaign launched to tackle gum litter	1,578
25.07.22	Tallaght News	2022 Gum Litter Taskforce Campaign	25,977
25.07.22	Rathcoole & Saggart News	2022 Gum Litter Taskforce Campaign	3,997

Media Coverage			Circulation
25.07.22	Lucan News	2022 Gum Litter Taskforce Campaign	11,990
25.07.22	LongfordCoCo.ie	Gum Litter Taskforce launched for County Longford	490
26.07.22	Louthlive.ie	Gum Litter roadshow hit the streets of Dundalk	2,107
25.07.22	Clondalkin News	2022 Gum Litter Taskforce Campaign	7,996
26.07.22	Wicklow Times	Gum Litter Taskforce takes to streets of Greystones	44,200
26.07.22	Leinster Express	Getting to grips with a very sticky problem	8,280
28.07.22	Argus.ie	Gum Litter roadshow hits streets of Dundalk	4,080
28.07.22	The Anglo- Celt	Ireland sees 70% reduction in gum litter since 2007	11,911
29.07.22	Kilkenny People	Winning the fight against gum litter in Kilkenny	10,951
02.08.22	Midlands 103	Midlands 103 @ 02-Aug-2022 07:00 - (gum)	66,000
02.08.22	Midlands 103	Midlands 103 @ 02-Aug-2022 09:05 - (gum)	66,000
02.08.22	Midlands 103	Midlands 103 @ 02-Aug-2022 10:02 - (gum)	66,000
02.08.22	Midlands 103	Midlands 103 @ 02-Aug-2022 10:26 - (litter)	66,000
02.08.22	Midlands103.com	Offaly Town Accelerates Efforts To Combat Gum Litter	1,479
02.08.22	Dundalk Democrat	Gum Litter roadshow hit streets of Dundalk	5,539
03.08.22	The Argus	Gum Litter roadshow hits streets of Dundalk	9,307
03.08.22	Leitrim Observer	Launch of Gum Litter campaign in Leitrim	6,487
04.08.22	Tullamore Tribune	Bin you gum' campaign launched in Tullamore	9,914
07.08.22	Newstalk FM	Newstalk FM @ 07-Aug-2022 12:41 (litter)	375,500
09.08.22	Newstalk FM	Newstalk FM @ 09-Aug-2022 05:20 (litter)	375,500
10.08.22	Dundalk Leader	Gum Litter Taskforce Roadshow visits Dundalk	18,000
11.08.22	OffalyIndependent.ie	Taskforce reports big reduction in gum litter	2,465
11.08.22	Offaly Topic	Gum Litter awareness launched in Offaly	2,875
12.08.22	Longford Leader	Campaign to tackle gum litter launched	7,167
13.08.22	Offaly Independent	Taskforce reports big cut in gum litter	13,040
15.08.22	Limerick.ie	Gum Litter Taskforce to visit Limerick schools this new school year	12,818
15.08.22	WLRFM.com	Gum has got to go: Gum Litter Taskforce launched	4,437
15.08.22	WaterfordCouncilNews.com	Gum Litter Taskforce Campaign Launch in Dungarvan	500
16.08.22	Live 95FM	Live 95FM @ 16-Aug-2022 07:04 (bin it)	96,000
16.08.22	Live 95FM	Live 95FM @ 16-Aug-2022 08:05 (litter)	96,000
16.08.22	LongfordLeader.ie	Longford launch campaign tackling gum litter	6,409
16.08.22	LimerickPost.ie	Gum taskforce to visit Limerick schools	3,022
16.08.22	ILoveLimerick.ie	Gum Litter Taskforce to visit Limerick schools in the 2022 school year	1,676
17.08.22	Weekly Observer	Gum Litter Taskforce to visit Limerick schools this new school year	7,500
18.08.22	Vale Star	Gum Litter Taskforce to visit Limerick schools this new school year	8,000
18.08.22	Mallow Star	Gum Litter Taskforce to visit Limerick schools this new school year	8,000
19.08.22	Dungarvan Leader	Gum Litter Taskforce Campaign Launch in Dungarvan	7,500

Media Coverage			Circulation
19.08.22	LimerickLeader.ie	Gum Litter Taskforce to visit Limerick schools following summer holidays	38,191
19.08.22	Dungarvan Observer	Gum Litter Taskforce Campaign Launch in Dungarvan	10,000
22.08.22	Limerick Leader	Gum Litter Taskforce to visit schools	5,778
22.08.22	Waterford News & Star	Chewing Gum Campaign	6,128
23.08.22	WLR FM	WLR FM @ 23-Aug-2022 17:45 (gum)	60,000
23.08.22	Munster Express	Gum Litter Taskforce Campaign Launch in Dungarvan	5,389
29.08.22	Donegalnews.com	Gum Litter Taskforce Roadshow takes to streets of Letterkenny	1,257
29.08.22	Donegaldaily.com	Gum Litter Taskforce visits Letterkenny, but doesn't stick around!	42,143
29.09.22	Meath Topic	Plenty of hard work being done to tidy up but the mindset of litter louts doesn't seem to be changing	2,875
29.09.22	Westmeath Topic	Plenty of hard work being done to tidy up but the mindset of litter louts doesn't seem to be changing	2,875
29.09.22	Athlone Topic	Plenty of hard work being done to tidy up but the mindset of litter louts doesn't seem to be changing	2,875
29.09.22	Offaly Topic	Plenty of hard work being done to tidy up but the mindset of litter louts doesn't seem to be changing	2,875
12.10.22	Leitrim Observer	Bin It! to win it!	6,487
20.10.22	The Herald	Picture of the Day	28,940
20.10.22	Irish Independent	Sticky Problem	83,900
25.10.22	Phoenix FM	Phoenix FM @ 25-Oct-2022 10:10	1,500
02.11.22	Wicklow People (West edition)	Bin It! Roadshow	10,050
02.11.22	Wicklow People (Arklow edition)	Bin It! Roadshow	10,050
11.11.22	RedFM.ie	Gum Litter Taskforce set to bring roadshows to Cork schools	8,840
16.11.22	Kerryman (North edition)	Gum Litter Taskforce Bin It Roadshow in Killorglin	19,886
16.11.22	Kerryman (South edition)	Gum Litter Taskforce Bin It Roadshow in Killorglin	19,886
16.11.22	Kerryman (Tralee edition)	Gum Litter Taskforce Bin It Roadshow in Killorglin	19,886
20.11.22	KillarneyToday.ie	Students told bin it at gum roadshow	8,381
26.11.22	The Southern Star	Litter roadshow for schools	13,500
30.11.22	Donegal Post	First Year Bin It Workshop	4,085
07.12.22	Connemara FM	Connemara FM @ 07-Dec-2022 11:35	1,500
10.12.22	LeitrimObserver.ie	Gum Litter Taskforce Bin It! Roadshow takes to Leitrim to tackle litter attitudes	2,516
28.12.22	The Argus	The Gum Litter Taskforce Bin It! Roadshow takes to Louth schools	9,307
28.12.22	Mid-Louth Independent	The Gum Litter Taskforce Bin It! Roadshow takes to Louth schools	12,000
28.12.22	Drogheda Independent	The Gum Litter Taskforce Bin It! Roadshow takes to Louth schools	6,852
30.12.22	WestmeathIndependent.ie	Gum Litter Taskforce Bin It! Roadshow travels to Athlone school	884

Media Coverage			Circulation
05.01.23	Athlone Advertiser	Coosan National School hosts Gum Litter Taskforce 'Bin It' Roadshow	12,000
05.01.23	Advertiser.ie/Athlone	Coosan National School hosts Gum Litter Taskforce 'Bin It' Roadshow	9,860
05.01.23	Drogheda Leader	'Bin your gum'	29,000
05.01.23	Dungarvan Leader	Dungarvan Leader News review: August	7,500
Total			2,207,904

Appendix II

Geographical Breakdown of Media Coverage

Counties reached via regional media
Mayo
Galway
Tipperary
Kilkenny
Wexford
Dublin
Laois
Carlow
Cavan
Longford
Louth
Wicklow
Offaly
Westmeath
Kildare
Meath
Limerick
Cork
Roscommon
Waterford
Kerry
Donegal
Leitrim
Total : 23



GUM LITTER TASKFORCE