**GUM LITTER TASKFORCE TIDYTOWNS**

**COMPETITION 2024**

**WHAT IS THE GUM LITTER TASKFORCE?**

The Gum Litter Taskforce (GLT) is a multi-stakeholder organisation established under a negotiated agreement between the Department of Communications, Climate Action and Environment and the chewing gum industry. The GLT has implemented very successful National Environmental Awareness Campaigns since 2006.

The GLT campaign aims to develop a long-term, sustainable solution to gum litter by increasing awareness of the issue, influencing a positive behavioural change towards correct gum litter disposal and the stronger enforcement of the €250 litter fine.

The development of a successful, sustainable solution to gum litter is dependent on your help. We are asking TidyTowns committees around Ireland to develop gum litter initiatives which will help to reduce gum litter in the long-term.

**WHAT IS THE GUM LITTER TASKFORCE COMPETITION?**

Reducing all forms of litter is important in maintaining a tidy and appealing environment. Simply cleaning up littered gum does not get to the root cause of the problem which is people’s irresponsible behaviour. Therefore, the GLT encourages positive initiatives that promote the responsible disposal of gum litter.

The GLT in conjunction with TidyTowns, would like to reward the towns and villages that are working to eliminate gum litter, enabling best practices and novel successful approaches to be shared with other communities.

We are seeking applications from villages, small towns, large towns and urban centres which demonstrate how you have raised awareness of gum litter throughout your community and action programmes you have implemented to tackle gum litter.

**WHAT YOU MUST DO**

To enter the competition please provide information in response to questions in sections 1 and 2 of the form below. There are two GLT categories as follows:

Category A – Village and Small Town, €2,000 prize fund

Category B – Large Town and Urban Centre, €2,000 prize fund

There will also be an additional prize of €1,000 for the overall winner of the two categories.

***NOTE:***Your completed application will be marked out of 100. If you have any questions on the Gum Litter Taskforce or the GLT TidyTowns competition please contact Avril Donlon, GLT Executive at [avril.donlon@ibec.ie](mailto:avril.donlon@ibec.ie) or telephone 01 6051511.

**Closing date for this special category applications is 3 weeks after the main TidyTowns competition closes. Please email your completed application form to** [avril.donlon@ibec.ie](mailto:avril.donlon@ibec.ie)

**TIDYTOWNS / GUM LITTER TASKFORCE COMPETITION 2023**

**PLEASE PROVIDE THE FOLLOWING INFORMATION IN SECTION 1 AND SECTION 2.**

**SECTION 1:**

**TIDYTOWNS COMMITTEE NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CONTACT NAME / PHONE NUMBER: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**POSTAL ADDRESS: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Please indicate which category you wish to apply for:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Category A – Village and Small Town, €2,000 prize

Category B – Large Town and Urban Centre, €2,000 prize

**SECTION 2:**

1. How has your committee or group worked with local authorities in order to raise awareness of gum litter in your community? (eg Does your local authority participate in the GLT campaign and if so can you get involved? Have you contacted your Environmental Awareness Officer to work with them on gum litter reduction in your area?). Please provide examples and details. **(20 marks)**

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2. With regard to the school environment, has your committee or group raised gum litter awareness with schools in your area? (For more information please log onto [www.gumlittertaskforce.ie](http://www.gumlittertaskforce.ie) and https://biniteducation.com/resources/ ). Please provide examples and details. **(10 marks)**

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3. What has the committee done to encourage local organisations (eg Chamber of Commerce etc.) and residents associations to address gum litter? Please provide examples and details. **(10 marks)**

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4. Has your committee or group raised gum litter awareness with local retailers and if so how

has this been achieved? (eg Download the GLT campaign posters and display in retail outlets). Please provide examples and details. **(10 marks)** (www.gumlittertaskforce.ie)

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5. What materials such as GLT posters have you used to raise awareness of gum litter in your local community? (GLT posters can be downloaded at www.gumlittertaskforce.ie). Please show photographic evidence of posters displayed in-situ and/or other written/visual materials used. **(20 marks)**

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6. Additional information – Please provide any other additional information that highlights the efforts in your area in order to tackle gum litter and encourage people to dispose of gum responsibly in the bin (e.g. Poem or poster competitions, awareness days or events etc.).

**(30 marks)**

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**www.gumlittertaskforce.ie**