



Press Release,  
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## Dublin to face comparisons with European Litter Levels in latest IBAL Survey

Irish Business Against Litter today announced the launch of a European Litter League. The European league will compare Dublin's litter level with that of similar cities throughout Europe.

Ten European cities including Dublin have been selected. Each will be surveyed by an Taisce and will be ranked in order to ascertain what levels of litter Dublin has compared to its European counterparts. The cities chosen for the European anti-litter league survey include Strasbourg, Barcelona, Zurich, Amsterdam, Cologne, Riga Stockholm, Copenhagen and Vienna.

"This will be a major challenge for Dublin Corporation, businesses and residents. Previous performance suggests that Dublin needs to improve significantly if it wishes to do well in this league. Cities all over Europe are constantly striving to be cleaner and there is no reason why Dublin shouldn't be just as clean. It has one of the top incomes per capita when compared to the 25 states of the European Union" commented Tom Cavanagh, Chairman, IBAL.

While Dublin might have a lot to do to become as clean as many other cities in Europe, most of the other cities and provincial towns in Ireland have improved enormously since the IBAL Litter League began six years ago. From an average of "Litter Blackspot" in 2001 they are now only 3 points away from reaching the European Average of 80 points.

"This has come about because councils have moved litter up the scale of priorities. The councils have given responsibility to a named staff member, cleaning schedules have improved, extending from 5 days to 7 days and most councils now employ a full time Litter Warden" continued Mr Cavanagh.

In the 2007 National anti-litter league, in a significant new departure, a minimum of 20% of the overall marks will be allocated to approach roads, ring roads, roundabouts and airports roads.

"Without clean roads, no town can claim to be a success in terms of litter. For many urban areas this new element in the league survey will cause problems. While the areas they control are improving, the approach roads are never cleaned by the appropriate council. These approach roads are hugely important when creating a first impression and in many cases they are letting towns and cities down, despite the good work in the centre. IBAL will highlight this issue in the 2007 National anti-litter league survey. An Taisce will assess and rank 210 approach roads nationwide," continued Mr Cavanagh

Chewing gum will also be a major focus of this year's National anti-litter league, An Taisce will survey all areas for chewing gum specifically and bonus points will be awarded to the areas with the least amount of chewing gum littering their streets.

**-ENDS-**

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**Editors note:**

Set up in 1996, Irish Business Against Litter is an alliance of companies sharing a belief that continued economic prosperity - notably in the areas of tourism, food and direct foreign investment - is contingent on a clean, litter-free environment.

As part of the IBAL Anti-Litter League, An Taisce monitors all towns of population 6,000 and over, covering approximately 2 million people. The towns are monitored independently in accordance with international grading standards.