



Statement 25th January 2006

“This is a missed opportunity. The public awareness and education campaigns proposed won’t bring about less gum on the streets for our 6 million visitors this year. The Department’s own consultants advised that such an agreement could not be enforced. It is our environment that will suffer. The Minister is failing in his responsibilities to the environment.”

“As a business organisation, IBAL does not seek to outlaw chewing gum. Rather, in keeping with the polluter pays principle, we have consistently favoured a levy to pay for its removal. It would cost local authorities 20million to remove gum from our streets each year. A levy of 20c would cover that cost. In the absence of this tax, will the Minister now put these funds at their disposal?”

“As part of its regular litter surveys, IBAL will be homing in specifically on gum in the coming months to highlight the best and worst cityscapes in the country.”

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