



Statement

SUNDAY, 1st JULY 2007

STATEMENT FROM IBAL CHAIRMAN DR TOM CAVANAGH REGARDING THE **INCREASE IN THE PLASTIC BAG LEVY** TO 22c FROM TODAY:

“Given the sharp rise in the use of plastic bags in recent years, IBAL welcomes the raising of the levy to 22c. The impact of the 15c levy has waned significantly, with consumption of plastic bags rising by 50 million in the past four years to around 130 million bags last year. While welcoming the levy increase, IBAL does not believe it will be sufficient to stem the unnecessary use of plastic bags, which continue to blight our streetscapes, especially in larger cities. On average, Irish consumers use over 30 bags each per year.

“Recent IBAL surveys have shown plastic bags to be present in almost 30% of sites inspected in Dublin.

“IBAL has long called for a similar levy to be imposed on chewing gum. Softer measures to curb the litter impact of gum have so far failed, and it is high time the Minister for the Environment bit the bullet on this most damaging form of litter.

“The proceeds of such a levy would go directly to financing the removal of gum from our pavements. Currently, irrespective of the publicity campaigns that are undertaken, the gum remains on the streets.”

- ends -

For further information please contact Cullen Communications:

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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, independently in accordance with international grading standards.