



October 21, 2013

MMSB Celebrates Waste Reduction Week with Local Innovators

The Multi-Materials Stewardship Board (MMSB) is kicking off Waste Reduction Week with a \$100,000 investment in 10 innovative projects supported through the Solid Waste Management Innovation Fund. Recipients include: Abydoz Environmental; A.N.S. Enterprises; ChrisDarMar Farms; Lester Farms; Morrison Hershfield; Natalie Jewellery; Petty Harbour Mini- Aquarium; Scotia Recycling; Storm Brewing; and the ROLES Project.

“Waste Reduction Week marks an important time for everyone to think of ways to take more responsibility for their actions and the impact they have on the environment,” said the Honourable Joan Shea, Minister Responsible for the Multi-Materials Stewardship Board. “Today’s announcement of 10 Solid Waste Management Innovation Fund recipients provides all Newfoundlanders and Labradorians with inspiring examples of meaningful solutions that not only divert waste from our landfills, but also have the potential to drive new business and economic opportunities in the province.”

As a provincial partner of Waste Reduction Week in Canada, MMSB is also launching a public awareness and education campaign that takes inspiration from local waste reduction heroes and innovators to motivate Newfoundlanders and Labradorians to reduce their waste. Through a clear call to action, residents, businesses, municipalities and schools are encouraged to “pick up a new habit” and adopt one more way to practice the three R’s – Reduce, Reuse and Recycle. More information is available on MMSB’s website at mmsb.nl.ca.

“Many Newfoundlanders and Labradorians are already recycling, but we can all have an even greater impact on protecting our environment simply by picking up a new habit such as using a reusable mug or grocery bags as part of our daily routines,” said Mike Samson, CEO of MMSB.

Waste Reduction Week in Canada is taking place from October 21-27 – learn more at wrwcanada.com.

MMSB is a Crown agency that reports to the Minister of the Environment and Conservation. MMSB supports modern waste management practices in the province, with a particular focus on waste diversion, recycling and public education, in order to ensure a clean and healthy environment throughout Newfoundland and Labrador.

Information about the Solid Waste Management Innovation Fund and this year’s recipients are included in the attached backgrounder.

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BACKGROUNDER
Solid Waste Management Innovation Fund

The Solid Waste Management Innovation Fund provides a maximum \$15,000 non-repayable contribution to provincially-owned and or operated businesses, industry associations and non-profit organizations.

Funding is to be used for the development of new or improved technologies, products, services, or processes that support the management of solid waste in Newfoundland and Labrador at any stage of the waste management hierarchy (reduce, reuse, recycle, or recover).

Proponents are assessed by a selection committee comprising representatives from the Department of Innovation, Business and Rural Development; Newfoundland and Labrador Environmental Industry Association; Research & Development Corporation; National Research Council; Atlantic Canada Opportunities Agency; and, MMSB. Funding for this initiative comes from the Waste Management Trust Fund.

Since the launch of the Solid Waste Management Innovation Fund in 2009, MMSB has funded 18 projects, dispersing more than \$175,000.

For more information about the Solid Waste Management Innovation Fund and to learn how to apply, visit mmsb.nl.ca.

2013 Solid Waste Management Innovation Fund Recipients	Approval Amount
Abydoz Environmental – exploring options to incorporate recycled glass into engineered wetlands and natural sewage treatment systems.	\$11,000.00
ChrisDarMar Farms – focusing efforts on diverting chicken farm waste from the landfill using a compost drum technology to create an environmentally-safe material that can be used as soil amendment.	\$9,658.79
Petty Harbour Mini Aquarium – engaging youth and young at heart through the delivery of the Waste Watchers Program, designed to educate visitors about the impact of garbage and litter on marine life.	\$3,500.00
Scotia Recycling – acquiring a Styrofoam densifier to establish a Styrofoam recycling program targeting the industrial, commercial and institutional sector in the eastern region of the province.	\$15,000.00
Natalie Jewellery – increasing capacity and production of uniquely designed jewellery that is made from reclaimed materials such as copper water pipe, car parts and motors from old appliances.	\$5,000.00
The ROLES Project – restoring abandoned mineral exploration sites in Labrador by properly disposing of hazardous waste that could otherwise negatively impact vegetation, wildlife, habitat and water.	\$11,000.00
Lester Farms – composting commercial coffee grounds to produce and research a soil amendment that yields optimal nutrient values in soil and crops.	\$15,000.00
Morrison Hershfield – creating a Construction Waste Diversion Plan to provide contractors and construction professionals with best practices for reducing, reusing and recycling construction and demolition waste.	\$15,000.00
STORM Brewing – implementing a reuse program to collect and wash bottles for local reuse, reducing the environmental impact of the production and shipping of new glass bottles.	\$12,200.00
A.N.S. Enterprises – upcycling used hot water tanks, wheel rims, oven grates and spark arrestor screens to manufacture fire pits, barbeque pits and culverts.	\$2,587.64
TOTAL	\$99,946.43

