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NEWS RELEASE

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MMSB Improves Green Depots to Better Serve Newfoundlanders and Labradorians

The Multi-Materials Stewardship Board (MMSB) announced today new licensing standards for its network of Green Depots throughout the province that will strengthen and improve the system and greatly enhance the public's experience when visiting depots to recycle their used beverage containers.

The Honourable Charlene Johnson, Minister of Environment and Conservation, along with Leigh Puddester, Chair and Chief Executive Officer of the MMSB, officially launched the new licensing standards today during the opening of a new Green Depot on Bell Island, the first depot to be fully operational under the new standards. Joining Minister Johnson and Mr. Puddester for the launch were Wabana Mayor Gary Gosine and Mary Noseworthy, owner/operator of the Bell Island Green Depot.

"I commend the MMSB for implementing these important and strategic improvements that will benefit everyone involved," said Minister Johnson. "The enhanced standards will create a stronger and more efficiently operated system, as well as improve customer service - both of which are fundamental for a more successful Used Beverage Container Recycling Program for the future. Ultimately, these changes will increase the number of beverage containers collected through the network of Green Depots, therefore reducing the amount of waste going into our landfills and will bring us one step closer to achieving the 50 percent waste diversion goal of the Provincial Solid Waste Management Strategy."

Highlights of the new Green Depot Licensing Standards include: customer service benchmarks that will see shorter wait times and improved hours of operations; a new handling fee paid to Green Depot operators that will better position the Depots as a viable long-term investment; an infrastructure loan program up to \$10,000 to assist with the cost of adhering to the new standards; extending the reach of green depot services to better serve rural areas of the province; professional development workshops for depots; improved processing and transportation contracts; a fresh new look for all depots with the addition of new signage; and a consistent brand and marketing approach for all depots.

The MMSB is committed to a Green Depot system that effectively serves the people of the province, while also being a cost-effective and sustainable business opportunity for the depot operators.

"MMSB thoroughly reviewed all aspects of the Green Depot system, from customer service to geographic coverage and accessibility of the depots to the public, with a view to making changes that will strengthen the system and encourage more people to recycle their beverage containers," said Mr. Puddester. "After looking at other jurisdictions, reviewing best practices, and consulting with our depot operators, we are confident that the new standards we are rolling out such as better hours of operation, shorter wait times, and a cleaner environment will result in a quicker, easier

and more rewarding experience for customers. Clearly, the more pleasant the recycling experience is for Newfoundlanders and Labradorians, the greater chance for repeat customers and new customers choosing to do their part to protect our environment. In addition, the new standards will also guarantee a more sustainable Green Depot system for the province. And we are not stopping there - we will continue to monitor and consult with our network of depots with the goal of continually improving the system.”

The new standards will also enable the green depots to be better positioned to participate in new recycling initiatives for e-waste and used paint, which will be introduced as the implementation of the Provincial Solid Waste Management Strategy continues.

“I am thrilled to be the first Green Depot operator in the province to be up and running under the new licensing standards,” said Ms. Noseworthy. “It is very fulfilling to be able to provide the residents of Bell Island with this very important service and to be working with the MMSB to help protect Newfoundland and Labrador’s environment.”

“The Bell Island Green Depot plays an integral role in reducing the amount of waste that we send to our landfill,” said Mayor Gosine. “I want to commend the residents of Bell Island for doing their part to recycle close to 330 used beverage containers each per year, and I want to encourage them to continue to participate in this very important activity.”

All 39 green depot operators licensed under the MMSB support the changes and have committed to be fully operational under the new standards by June 30, 2010.

MMSB is a provincial Crown agency that reports to the Minister of Environment and Conservation. Its mandate is to support progressive 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.

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