



NEWS RELEASE

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MMSB Announces Funding for Waste Management Initiatives

Regional waste management initiatives in the Northern Peninsula and Green Bay areas received support today totalling \$110,000. The funding for these initiatives comes from the Newfoundland and Labrador Waste Management Trust Fund that is administered by the Multi-Materials Stewardship Board (MMSB).

The Honourable Charlene Johnson, Minister of Environment and Conservation, said the investments made by the MMSB from the trust fund will help these regions move forward with their waste management efforts. The funding will also play an important role in achieving a more modern and regionally-based approach to waste management throughout the province.

"The trust fund supports regional progressive waste management practices in Newfoundland and Labrador and, in doing so, plays an important role in ensuring the environmental sustainability of our province," said Minister Johnson. "The leadership shown by the NorPen and Green Bay Waste Management Authorities in moving the waste management agenda forward is an example of Newfoundland and Labrador's commitment to the environment, and we are pleased to support their efforts through MMSB's Waste Management Trust Fund."

In order to maintain momentum in the further development and implementation of new waste management plans for both the Northern Peninsula and Green Bay, the NorPen and Green Bay Waste Management Authorities received \$50,000 each to support ongoing waste management activities. The funds are being provided to help the authorities continue to help advance their new regional waste management plans to the implementation stage.

In addition, NorPen Waste Management Authority received \$10,000 to support their ongoing regional education and awareness initiatives to support the implementation of their long-term regional waste management plan.

"Regional co-operation is critical to the success of the Provincial Solid Waste Management Strategy," said the Honourable Dianne Whalen, Minister of Municipal Affairs. "This is an excellent example of such co-operation and we look forward to continuing to partner with all regions as we work towards our goal of full modern waste management province-wide by 2020."

"On behalf of the Northern Peninsula Regional Service Board, I would like to extend our gratitude and appreciation to MMSB for their continuous support in assisting us with implementing the Provincial Solid Waste Management Strategy on the Northern Peninsula," said Doug Mills, Chair of the Northern Peninsula Regional Service Board. "MMSB has given support to the Northern Peninsula Regional Service Board from its early beginnings. The authority is looking forward to continuing to work with the MMSB and all levels of government to enhance the delivery of waste management within each region."

Pat Williams, Chair of the Green Bay Waste Management Authority, is pleased with the funding from the MMSB. "Green Bay Waste Management Authority has been in operation for several years," said Mr. Williams. "MMSB plays a key role in assisting us with the implementation and improvement of our waste collection and curbside recycling collection processes."

Mike Samson, MMSB interim Chair and CEO, said that MMSB will continue to make strategic investments through the Newfoundland and Labrador Waste Management Trust Fund to support the regional waste management committees in advancing their initiatives. "Working with regional waste management committees around the province is paramount to advancing the Provincial Solid Waste Management Strategy and ensuring that all regions are well positioned to meet their long-term waste management goals," said Mr. Samson.

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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Media Contacts:

Cara Pike
Director of Marketing and Communications
MMSB
709-757-3696
cpike@mmsb.nl.ca

Melony O'Neill
Director of Communications
Environment and Conservation
709-729-2575
moneill@gov.nl.ca

Susanne Hillier
Director of Communications
Department of Municipal Affairs
709-729-1983, 690-2498
SusanneHillier@gov.nl.ca

BACKGROUNDERS

The Newfoundland and Labrador Waste Management Trust Fund

In 1997, the Provincial Government established the Newfoundland and Labrador Waste Management Trust Fund. The trust fund provides financial assistance to aid in the development and implementation of waste management initiatives in the province. It is governed by provincial waste management regulations and is administered by the MMSB under direction of the Minister of Environment and Conservation. The principal source of funds for the trust fund is surplus revenues from the province's Used Beverage Container Recycling Program.

In its early years, the trust fund financed a wide variety of waste management initiatives, ranging from local education and information projects, community cleanups, school recycling programs, pilot projects on waste diversion, and municipal studies to investigate the practicality of regional approaches to managing waste in a more environmentally responsible manner. Activities that MMSB will continue to support through the trust fund include:

- Strategic support for the start-up planning and organizational development needs of the 15 regional waste management authorities.
- Development of comprehensive long term waste management plans in each of the 15 regions;
- Financing of demonstration or pilot projects for innovative waste diversion initiatives that have potential application throughout the province;
- Public education and waste reduction awareness campaigns at the provincial level, such as the Get to Half campaign;
- Continuation of MMSB's Household Hazardous Waste Collection (HHW) Program until permanent HHW collection infrastructure is established through the 15 regional waste management authorities;
- Co-ordination of province-wide research into waste disposal alternatives for those isolated communities that will not be able to participate in a regional approach to waste management because of practical considerations; and
- Permanent closure of existing waste disposal sites that do not meet the new environmental standards set in the Provincial Waste Management Strategy.

The Provincial Solid Waste Management Strategy

In May 2007, the Provincial Government announced implementation of the \$200 million Provincial Solid Waste Management Strategy, with a goal for full implementation by 2020. The strategy calls for full-service regional waste management facilities in three areas – Avalon, Central and Western – of the island portion of the province and programs that will be developed for the zones in Labrador to meet the provincial waste management goals.

The provincial strategy aims to reduce the amount of garbage going into landfills in the province by 50 per cent. This strategy is supported by the use of disposal bans, the development of new infrastructure to facilitate the implementation of broad-based recycling activities at the regional level and an aggressive public education campaign to focus attention on reducing the amount of waste generated in the first instance.

At the time of implementation, there were over 240 waste disposal sites in operation throughout the province and today there are fewer than 200. Open burning has been reduced – and even eliminated on the Greater Avalon – and regional waste management committees and boards have been established in most regions.

The Provincial Solid Waste Management Strategy is led by a partnership of government departments, the MMSB, regional boards/committees and municipalities, each with a specific role in the strategy.

The Department of Municipal Affairs is responsible for the strategy's implementation and capital funding. The province has committed \$200 million to cover 100 per cent of the capital costs for the infrastructure needed by municipalities to implement the new regional waste management systems.

The Department of Environment and Conservation is the author of the strategy and is responsible for overall policy and setting environmental standards and regulations governing waste management.

The Department of Government Services is responsible for inspection of waste management sites, enforcement of environmental standards and facilitation of site closures.

The Multi-Materials Stewardship Board is a Crown agency that is responsible on a province-wide basis for recycling specific waste streams that pose particular environmental or other challenges and which do not lend themselves to proper management at the local level. The MMSB is also responsible for providing start-up planning and organizational development support to the 15 regional waste management authorities that will enable them to implement modern waste management systems throughout the province. The MMSB has also been mandated to develop and implement province-wide public education and awareness initiatives to promote more environmentally progressive waste management practices, with a particular focus on waste reduction themes.

Regional boards/committees are responsible for the planning, design, implementation and operation of comprehensive new waste management systems throughout the province. Municipalities are responsible for all operating and maintenance costs associated with waste management, which is similar to any municipal service. This includes waste diversion and curbside recycling costs.