

**News Release**  
**June 22, 2021**



## **Multi-Materials Stewardship Board (MMSB) Celebrates 25<sup>th</sup> Anniversary**

MMSB recognized today the success of waste diversion and recycling programs in Newfoundland and Labrador in honour of its 25th Anniversary.

The Government of Newfoundland and Labrador established the MMSB in 1996 to implement a beverage container deposit refund system to divert containers from landfills. Since that time, MMSB's mandate has grown significantly. Today, MMSB operates the Used Beverage Container Recycling Program and Used Tire Management Program, and provides oversight for provincial industry led waste diversion programs for paint, electronic waste and used oil and glycol. Through these diversion programs, residents of Newfoundland and Labrador have recycled or diverted:

- Over 3.37 billion beverage containers since 1997
- Over 7.76 million tires since 2002
- Over 1.4 million litres of paint since 2012
- Over 6 million kilograms of electronics since 2013
- Over 3.6 million liters of used oil and glycol, as well as 132,000 kilograms of filters since 2019.

MMSB also supports sustainable waste management through public education, research and funding opportunities for businesses, organizations and communities. Over the last 25 years, over \$29 million in funding has been distributed from the Waste Management Trust Fund for nearly 600 projects or initiatives. Additionally, MMSB matches the recycling refunds for K-12 schools in Newfoundland and Labrador which has resulted in over \$24.4 million being raised since 2000. MMSB is also pleased to promote backyard composting through its bin distribution program. Since 2005, MMSB has distributed more than 33,000 compost bins to residents across the province in partnership with communities.

MMSB recognizes the important role that all Newfoundlanders and Labradorians play in reducing, reusing and recycling. In honour of its partners and residents, MMSB will run a social media campaign over the next 12 months to recognize 25 Champions for a Greener Future. This campaign will recognize initiatives and actions taken by environmental leaders in the community that are helping make a greener future a reality.

To learn more about MMSB's history and milestones, visit [mmsb.nl.ca](http://mmsb.nl.ca).

### **Quotes:**

"Thank you to the Board of Directors and staff of MMSB, as well as all partners, for their work and dedication over the past 25 years and the contribution they have made to waste management and diversion in our province. I believe reduce, reuse and recycle has become the norm rather than the exception for the majority of residents of the province, assisted by such initiatives as the Waste Management Trust Fund with over \$29 million being distributed for nearly 600 projects. There is more work to be done and we can not lose sight of our shared responsibility to protect our environment for future generations by making greener choices every day."

- Honourable Bernard Davis, Minister of Environment and Climate Change

“Incredible advancements in waste management have been achieved over the past 25 years. I extend a heartfelt thank you to our partners and MMSB’s current and past Board of Directors and staff for their unwavering commitment to our environment and helping build a greener future for the people of this province. We look forward to finding new, innovative ways to further divert waste from our landfills and keep our province clean, beautiful and healthy.”

- Derm Flynn, Chair, MMSB Board of Directors.

**Learn more:**

- MMSB Historical Timeline and Accomplishments
- Follow MMSB on [Twitter](#) , [Facebook](#) and [Instagram](#)

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