

November 15, 2010

Provincial Paint Recycling Program to be Established

A waste paint recycling program will soon be established in the province. The Government of Newfoundland and Labrador has implemented amendments to the *Waste Management Regulations* under the *Environmental Protection Act* in order to introduce a paint recycling program targeting waste paint products. Changes to the regulations will allow producers to play the primary role in managing the end-of-life treatment of their products through the development, funding, and management of a recycling program for most types of residential and commercial paints. The program will take an Extended Producer Responsibility (EPR) approach, meaning that paint producers will be responsible for the paint from the point of production through to post consumer recycling. This will be the first EPR-based recycling program for the province.

"New industry-led, financed and operated waste diversion and recycling programs, such as this waste paint recycling program, will bring the province another step closer to achieving the 50 per cent waste reduction goal of the Provincial Solid Waste Management Strategy," said the Honourable Charlene Johnson, Minister of Environment and Conservation. "Paint often contains toxic or hazardous materials and, if these products are dumped into landfills or storm sewer systems, they can pollute the air, land and water. Proper management of waste paint now can help avoid higher clean-up costs in the future."

Under the amended regulation, paint producers are required to:

- Register with the Multi-Materials Stewardship Board (MMSB);
- Submit a plan to develop, finance and manage the collection and recycling of their products either on their own or through a non-government industry-appointed stewardship organization;
- Collect and recycle paint products when they reach their end of useful life;
- Provide adequate geographic coverage to all consumers within Newfoundland and Labrador;
- Maximize local economic benefits;
- Provide proof the waste paint is being recycled in an approved legal manner; and,
- Provide regular updates on how their products are being designed to be more environmentally sustainable.

MMSB is responsible for approving the plans, or plan if submitted by industry organization, and for ensuring compliance with the agreed-upon timelines,

requirements and targets. The regulation also maintains high standards for the collection and recycling of paint waste materials from an environmental, economic, social, and health and safety perspective.

"The extended producer responsibility approach will require the producers of products, such as paint, to play the main role in handling the end-of-life treatment of their products," said Leigh Puddester, Chair and CEO of the MMSB. "Manufacturers will undoubtedly start to think about ways to redesign their products to be more environmentally friendly, and more cost efficient and easier to recycle."

Amendments to the *Waste Management Regulations* under the *Environmental Protection Act* were developed in consultation with the paint industry including manufacturers, distributors and retailers, as well as environmental groups and the general public.

Paint producers now have 90 days to submit a detailed plan outlining their proposed recycling program. The submission will explain the details of how industry proposes to run their recycling program, including planned start-up date, locations to collect waste paint from users throughout Newfoundland and Labrador, and targets for recycling waste paint into new paint. Plans, or plan if submitted by an industry organization, must be approved by the MMSB before the program can be introduced.

For more information on the changes to the Waste Management Regulations, visit www.assembly.nl.ca and www.mmsb.nl.ca.

The MMSB is a provincial Crown agency that reports to the Minister of 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.

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