

**News Release**  
**October 14, 2021**



## **Multi-Materials Stewardship Board Proclaims Waste Reduction Week**

Today, the Honourable Bernard Davis, Minister of Environment and Climate Change, joined Charles Bown, CEO of the Multi-Materials Stewardship Board and Terry Greene, Program Director for the Electronic Products Recycling Association (EPRA) Newfoundland and Labrador, to proclaim October 18 to 24, 2021 as Waste Reduction Week in Newfoundland and Labrador and to recognize the expansion of electronic items that can now be recycled in Newfoundland and Labrador.

In 2013, an extended producer responsibility (EPR) program was launched in Newfoundland and Labrador for the responsible end-of-life management of electronic products. The Minister of Environment and Climate Change and MMSB's Board of Directors have expanded the list of electronic products accepted through the program. Residents of the province are now able to also recycle external storage drives and modems, electronic readers, video game devices, navigation systems and counter-top microwave ovens. These items and other electronic products are accepted by EPRA at over 50 convenient drop-off locations throughout the province.

MMSB will also engage in other activities throughout Waste Reduction Week in Canada, a national campaign lead by the Circular Innovation Council and supported by a coalition of organizations from across Canada. This year's overall theme is Then – Now – Future. MMSB plans to recognize the campaign's seven theme days, (Circular Economy; Textiles; E-Waste; Plastics; Food Waste; Sharing Economy; and Swap and Repair) through a social media public education campaign. In addition, Government House will also be lit in blue and green on October 18 to recognize the importance of waste reduction. MMSB will also release a schedule for its popular online composting workshops, which will focus on continued composting throughout the fall and winter season.

To learn more, please visit [rethinkwaste.nl.ca](http://rethinkwaste.nl.ca).

### **Quotes**

“We can all play a part as environmental stewards to protect our environment. During Waste Reduction Week, we can encourage each other to start habits and find alternatives for waste reduction. I am pleased to see the expansion of electronic items that are now accepted for recycling in our province as every action we take to reduce waste helps us protect our beautiful province. This week, I encourage everyone to visit the MMSB's website for activities and more tips and ideas that we can use to further reduce waste in our province.”

Honourable Bernard Davis  
Minister of Environment and Climate Change

“Waste Reduction Week provides an additional opportunity throughout the year to recognize the actions we can all take to reduce the amount of waste we send to our landfills. At MMSB, we are committed to developing programs and public education that can increase diversion and cultivate positive attitudes and behaviours towards sustainable waste management at home, in the community and at work or school. Together, with our partners such as EPRA and the residents of this province, we can create less waste and protect our environment ”

Derm Flynn

Chair of the Multi-Materials Stewardship Board

"We are delighted to work together with the Honourable Minister Bernard Davis and the Multi-Materials Stewardship Board (MMSB) as they expand the list of obligated electronic products that can be recycled in Newfoundland and Labrador. Together, we continue to identify and remove barriers to participation and encourage recycling and ensure access and convenience. We are proud to commit to educating and motivating residents to recycle their end-of-life electronics and protect our environment."

Terry Greene

EPRA Program Director, Newfoundland and Labrador.

- 30 -

**Learn More:**

- [List of Electronics Accepted through EPRA](#)
- [Extended Producer Responsibility Programs in Newfoundland and Labrador.](#)
- [Composting Workshops](#)
- [Rethink Waste NL](#)
- [Waste Reduction Week Canada](#)

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