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NEWS RELEASE

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## **New Solid Waste Management Innovation Fund Launched**

The Multi-Materials Stewardship Board (MMSB) today launched a new Solid Waste Management Innovation Fund for the research and development of new or improved technology products, services and processes that support the implementation of the Provincial Solid Waste Management Strategy. The \$100,000 fund is available to provincially owned and/or operated businesses, industry associations, post-secondary institutions and non-profit organizations to stimulate new business ideas.

The Honourable Charlene Johnson, Minister of Environment and Conservation, along with Leigh Puddester, Chair and Chief Executive Officer (CEO) of the MMSB, officially launched the fund at a one-day workshop entitled The Upside of Waste Management: Exploring Business Opportunities from the Provincial Solid Waste Management Strategy, sponsored by the MMSB and the Newfoundland and Labrador Environmental Industry Association (NEIA). The workshop focused on potential economic and employment opportunities resulting from the implementation of the waste management strategy.

“One of the key components of the waste management strategy is to maximize economic and employment opportunities associated with waste management in the province,” said Minister Johnson. “We will achieve this through government partnerships with businesses, industry associations and post-secondary institutions, as we continue to move the waste management agenda forward for the province.”

Mr. Puddester said that real business opportunities are going to arise as the Provincial Solid Waste Management Strategy moves through its various stages of implementation.

“There will be business opportunities for processing materials, opportunities for collecting and transporting materials, opportunities to create new made-in-Newfoundland-and-Labrador markets for products, and research and development opportunities,” said Mr. Puddester. “Through our Solid Waste Management Innovation Fund, we will support local organizations and individuals to help them explore the potential of their business concept relating to waste management and waste reduction.”

The minister also said the MMSB has played a major role in helping create and sustain employment in the recycling industry here in Newfoundland and Labrador.

“It is estimated that more than 300 jobs have been created as a result of the various programs MMSB administers and operates here in the province,” said Minister Johnson. “I am delighted that we now have the new Solid Waste Innovation Fund, another MMSB program that will help further stimulate employment opportunities as it relates to waste management for the province.”

The MMSB will fund up to a maximum of \$10,000 per project under the new Solid Waste Management Innovation Fund. Funding for this new initiative comes from the Waste Management Trust Fund.

For more information on the Solid Waste Management Innovation Fund, please call 709-753-0948, or go to [www.mmsb.nl.ca](http://www.mmsb.nl.ca)

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