



## NEWS RELEASE

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### **Green Depot Pilot Project to Help Streamline Recycling Efforts**

Recycling efforts in the province may become more streamlined as an innovative system created by Ever Green Environmental is tested at two independent green depots. With assistance of \$51,100 from the Newfoundland and Labrador Waste Management Trust Fund, Ever Green will implement its information technology (IT) based management information system as a three-month pilot project.

"This project demonstrates the commitment by the Provincial Government to continue to seek out creative means to improve existing waste diversion and recycling programs to better meet the needs of Newfoundlanders and Labradorians," said the Honourable Charlene Johnson, Minister of Environment and Conservation. "We are very pleased to support Ever Green Environmental as they endeavor to advance and share the management information system they have successfully integrated into their operations."

In 2006, Ever Green Environmental created an IT-based Management Information System which has enabled them to double the volume of units managed daily and eliminate error rates. The company also introduced a recycling card which eliminates wait times and line-ups for customers, and allows them to track their usage and account revenues online. The recycling card and the management information system were created and developed in Newfoundland and Labrador by Ever Green Environmental and Blue Communications, a local IT company, and are the first of their kind in North America. Under this initiative, Ever Green, which is a charitable entity, has undertaken to make its technology available to other green depots in the province.

"We have recently implemented new licensing standards for our network of green depots throughout the province which will greatly enhance the public's experience when visiting depots to recycle their used beverage containers," said Leigh Puddester, Chair and Chief Executive Officer of the Multi-Materials Stewardship Board (MMSB). "We will continue to make strategic investments through the trust fund that make it easier and more convenient for people of the province to recycle and help support our provincial goal of diverting 50 percent of our waste by 2015."

If the pilot project is successful, a provincial roll-out of the Management Information System across all green depots will be considered.

“We are very proud of the fact that our system is the first of its kind in North America, and we are excited about the possibility of incorporating this program in other green depots in the province,” said Ed Drover, Chair of the Board of Directors of Ever Green Environmental. “Ever Green has invested \$250,000 over the past four years in the development of our Management Information System.

The 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.

For more information on the Newfoundland and Labrador Waste Management Trust Fund administered by MMSB, please visit [www.mmsb.nl.ca](http://www.mmsb.nl.ca) or call MMSB 709-753-0948.

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