



guiding our province
to a greener future

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Public Education Guides Communities Towards Greener Future

New Programs and Resources Promote Waste Diversion in Newfoundland and Labrador

In 2014, the Multi-Materials Stewardship Board (MMSB) implemented new public education outreach programs for schools, communities and businesses to strengthen participation in recycling and waste diversion programs in Newfoundland and Labrador.

“As waste diversion programs and services expand across the province, MMSB’s public education outreach programs play a critical role in motivating schools, communities and businesses to do their part to protect the environment. We applaud all individuals who are adopting new practices and establishing sustainable habits to help achieve our 50 per cent waste diversion goal as set out in the Provincial Solid Waste Management Strategy.”

- *The Honourable Dan Crummell, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board*

Over the past year, the following new public education initiatives have been implemented:

- *Learn to Compost* workshops hosted by MMSB in 12 communities across the province to teach residents how to successfully maintain a backyard compost bin.
- A digital library offering free recycling signs for the Institutional, Commercial and Industrial (ICI) sector online at www.mmsb.nl.ca.
- A school pilot program in partnership with Eastern Waste Management, Newfoundland and Labrador English School District and MMSB to explore the potential for schools to expand current recycling initiatives by diverting additional types of waste from landfills.

In addition, during the 2013-14 school year, MMSB delivered more than 190 presentations to students across Newfoundland and Labrador through its environmental education program. Schools further demonstrated their environmental commitment by

recycling over 14.4 million beverage containers and raising approximately \$1.5 million through MMSB's School Matching Program.

"MMSB is committed to educating Newfoundlanders and Labradorians about the importance of waste reduction and diversion. We are especially proud of our school education program and the role it plays inspiring and empowering youth to be leaders in guiding our province to a greener future."

- *Mike Samson, Chief Executive Officer of the Multi-Materials Stewardship Board*

As implementation of the Provincial Solid Waste Management Strategy progresses, MMSB continues to identify public education opportunities that will have a long-term positive impact on the environment.

QUICK FACTS

- MMSB implemented new public education outreach programs in 2014 including a series of backyard composting workshops, a digital library of recycling signage and a school recycling pilot project.
- MMSB develops and executes public awareness and education campaigns to promote modern waste management practices in Newfoundland and Labrador and encourage a shift in public attitudes and behaviours toward reducing the amount of waste generated in the province.
- The MMSB is a Crown agency that reports to the Minister of Environment and Conservation.

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Media contacts:

Deborah Thomas
Director of Communications
Department of Environment and
Conservation
Office of Climate Change and Energy
Efficiency
709-729-2575, 728-8092
deborahthomas@gov.nl.ca

Jill Thomas Myrick
Director of Marketing, Communications,
and Public Education
Multi-Materials Stewardship Board
709-757-3696, 689-4795
jmyrick@mmsb.nl.ca