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Supporting Programs that Benefit the Environment and Build Sustainable Communities

Pilot Project Explores the Potential to Increase Recycling at School

Recycle at School, a pilot project designed to explore the potential for schools to expand current recycling initiatives by diverting additional types of waste from landfills throughout the province, was announced today at Crescent Collegiate in Blaketown. The project, which supports the 50 per cent diversion goal of the Provincial Solid Waste Management Strategy, is a joint initiative between Eastern Waste Management, the Newfoundland and Labrador English School District and the Multi-Materials Stewardship Board.

“The Recycle at School pilot project demonstrates the importance of establishing partnerships between government and industry stakeholders in building sustainable communities and helping achieve our 50 per cent provincial waste diversion goal. By educating and empowering students and teachers to recycle more at school, we are fostering environmental stewardship among our future leaders, contributing to the long-term positive impact on the environment.”

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

Through the pilot project, the Multi-Materials Stewardship Board has provided participating schools with recycling bin systems and educational resources to recycle paper fibre and mixed containers, in addition to beverage containers.

“Promoting environmental stewardship in our young citizens is so important to future sustainability in Newfoundland and Labrador and teaching that lesson to our K-12 students reinforces a personal and shared responsibility for the environment. I encourage all students to take part in this initiative, and wish all participants the best of luck.”

- *The Honourable Susan Sullivan, Minister of Education and Early Childhood Development*

Six schools within the eastern region of the province have been selected to participate in the *Recycle at School* pilot project during the 2014-15 school year.

“The Newfoundland and Labrador English School District is pleased to participate in the *Recycle at School* pilot project, which not only provides the necessary infrastructure to encourage additional recycling, but also includes educational materials to help schools understand the importance of recycling and waste diversion. Providing additional resources to our students, who are leaders in this area, will have an immediate and lasting impact on the health and well-being of our communities.”

- *Darrin Pike, CEO and Director of Education, Newfoundland and Labrador English School District*

As a partner in the *Recycle at School* pilot project, Eastern Waste Management is responsible for the collection of recyclable and waste materials.

“By reinforcing the importance of diverting waste from landfills and reusing valuable resources such as cardboard, paper and plastics, we hope that students participating in the *Recycle at School* pilot project will share the message at home and throughout their communities to help increase participation in our curbside collection programs.”

- Ed Grant, Chair, Eastern Regional Service Board

Opportunities to expand the *Recycle at School* pilot project to include schools from other regions of the province will be explored as recycling infrastructure and services are implemented throughout Newfoundland and Labrador.

QUICK FACTS:

- *Recycle at School* is a pilot project designed to explore the potential for schools throughout Newfoundland and Labrador to divert more waste from landfills by recycling paper fibre and mixed containers, in addition to beverage containers.
- Participating schools in the *Recycle at School* pilot project include Woodland Elementary in Dildo, St. Bernard's Elementary in Witless Bay, Dunne Memorial Academy in St. Mary's, Stella Maris Academy in Trepassey, Crescent Collegiate in Blaketown and Mobile Central High School in Mobile.
- In 2013-14, more than 14 million beverage containers were collected and diverted from landfills through the efforts of 265 schools in Newfoundland and Labrador.

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