

Environment and Conservation
Municipal and Intergovernmental Affairs
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Engaging Communities in Sustainable Waste Management

New Website Helps Newfoundlanders and Labradorians Rethink Waste

The Multi-Materials Stewardship Board (MMSB) is launching RethinkWasteNL.ca, a new website that offers Newfoundlanders and Labradorians easy access to information on everything they need to know about managing waste in each region of the province. The Honourable Dan Crummell, Minister of Environment and Conservation and Minister Responsible for the Multi-Materials Stewardship Board made the announcement today at MUN Botanical Garden.

“As Newfoundlanders and Labradorians continue to make progress towards achieving our 50 per cent waste diversion goal, RethinkWasteNL.ca now provides residents and businesses with convenient access to information that will help them reduce, reuse and recycle more of their waste and create a cleaner, healthier environment.”

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

With the launch of RethinkWasteNL.ca, residents and businesses can now visit one website to search reuse, recycling and safe disposal options for a range of waste types from household items and scrap metal to hazardous waste and garbage.

“As we continue to implement sustainable waste management infrastructure in Newfoundland and Labrador, the launch of RethinkWasteNL.ca responds to the ongoing need for public education and awareness about available services and programs in each region of the province.”

- *The Honourable Keith Hutchings, Minister of Municipal and Intergovernmental Affairs*

A public awareness campaign supporting the launch of RethinkWasteNL.ca includes online, radio and print advertising as well as social media outreach.

“With the launch of RethinkWasteNL.ca, MMSB together with regional waste management authorities are promoting a call to action that reinforces the need to change how we manage our waste and encourages all Newfoundlanders and Labradorians not only to think differently, but also act differently.”

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

RethinkWasteNL.ca supports the goals of the Provincial Solid Waste Management Strategy and is managed by the Multi-Materials Stewardship Board in collaboration with regional waste management authorities. For more information, visit www.RethinkWasteNL.ca or call 1-800-901-6672.

QUICK FACTS

- MMSB is launching RethinkWasteNL.ca, a new website that offers Newfoundlanders and Labradorians convenient online access to recycling and safe disposal options for a range of common waste types.
- The site also features educational resources for households, schools, businesses and communities as well as an interactive tool that allows users to select a region and enter a specific waste item to help narrow their search.
- The launch of RethinkWasteNL.ca is supported with a public awareness campaign that includes advertising and social media.
- Visit www.RethinkWasteNL.ca or call 1-800-901-6672, for more information.

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