A N N U A L R E P O R T 2 0 0 8 - 0 9

# GET TRASH TALKIN'



**REDUCE • REUSE • RECYCLE** 



Committed to educating, enabling and motivating Newfoundland and Labrador to reduce waste,

MMSB offers a broad range of resources, tools and programs to

#### GET OUR PROVINCE TO HALF.



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### TRANSMITTAL LETTER TO THE MINISTER

Honourable Charlene Johnson Minister of Environment and Conservation Government of Newfoundland and Labrador 4th Floor, West Block, Confederation Building P. O. Box 8700 St. John's, NL A1B 4J6

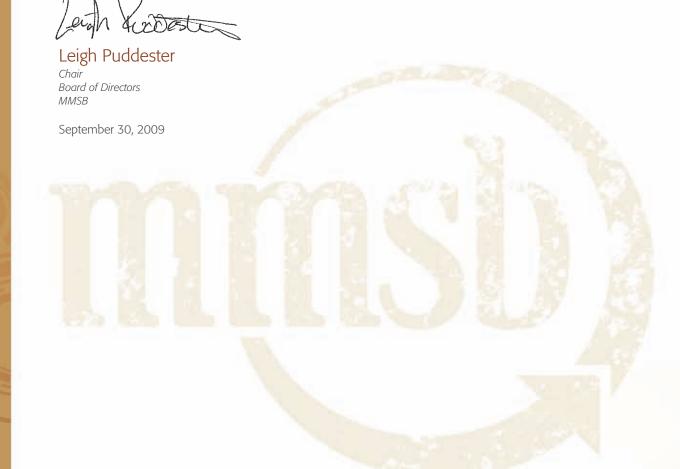
Dear Minister Johnson:

On behalf of the Board of Directors of the Multi-Materials Stewardship Board (MMSB), I am pleased to present our Annual Report for the 2008-09 fiscal period in accordance with the Transparency and Accountability Act.

This report outlines the achievements and outcomes of MMSB's efforts in relation to the goals established in its 2008-09 strategic plan based on the strategic policy direction provided to the Board by government.

As Chair of the Board, my signature below is indicative of the Board's overall accountability for the preparation of the 2008-09 Annual Report and the accuracy of the results reported herein.

Respectfully submitted,



#### MESSAGE FROM THE CHAIR AND CHIEF EXECUTIVE OFFICER

Across Newfoundland and Labrador, people are speaking up about waste. A movement is happening in schools, workplaces and homes and it's stirring within all of us. People are becoming empowered to make positive efforts to Get to Half and reduce their waste. They're doing it for themselves, they're doing it for their kids, they're doing it for their province... they're doing it because it's the right thing to do.

As an organization, MMSB is excited to be able to motivate and enable the positive results you will read about throughout this report, but we are even more excited about the personal commitments and initiative being undertaken by our province's citizens. Working together, we are striving towards reaching our goal of diverting 50 per cent of our waste by 2015.

This year, we have continued to achieve our mandate by providing our province with the tools and knowledge to make responsible waste management choices. We've expanded our efforts to target the greatest change agents – youth. We reached approximately 8,000 students in 24 communities by delivering presentations and providing teachers and administrators with resource guides in schools across the province. We revamped our website to be the ultimate resource for all of our programs, services and initiatives to help citizens Get to Half. And, we launched our new television awareness campaign to motivate people to change their habits by focusing on simple, easy tasks they could embrace.

We launched all of these initiatives while continuing with our three key lines of business: Waste Diversion, Capacity Building and Public Awareness. The combination of these pillars and our management and staff's commitment to waste reduction has led to a very successful year as an organization and as a province. But it goes beyond this, it's your commitment to our programs that is making the real difference, and that is what makes us proud. Indicators such as an increase in the number of beverage containers recycled and higher participation in Household Hazardous Waste (HHW) days truly let us know we are doing a good job. When we prosper as an organization, it means we're protecting our province for future generations and creating positive environmental change.

To achieve our goals in 2008-09, it was truly a year of collaboration. With increased waste diversion and recycling initiatives, it was the actions of others that helped contribute to our success. Whether it's Green Depots serving as the face of our Used Beverage Container Recycling Program, schools teaching youth about waste reduction, or the involvement of regional waste management authorities – we all worked together.

As the new Chair and CEO of the MMSB, I'm excited to join this forward-thinking team as we strive for even greater results in the coming year. The work done by MMSB's staff and partners clearly shows an unwavering commitment to our goals and objectives. While exploring this annual report, remember that these successes are all of ours to share – every beverage container recycled, every composting program started, every HHW day participated in, every item of waste diverted. I genuinely hope you also take pride in these accomplishments and find greater motivation to engage yourself in waste reduction efforts province-wide.

Leigh Puddester
Chair and Chief Executive Officer



#### KEY ACCOMPLISHMENTS AND HIGHLIGHTS

Newfoundlanders and Labradorians are delivering a strong, positive message about the importance of recycling and waste management in the province. The successes we have attained this year have benefitted the environment, our economy and our communities.



#### 📣 2008-09 Highlights:

- 找 More than 149 million used beverage containers were collected and recycled through MMSB's province-wide network of Green Depots. That's 10 million more containers than the year before a record high since the program started in 1997.
- 🛟 Over 14.4 million containers were collected and diverted from Newfoundland and Labrador's landfills from over 300 schools province-wide through the Get to Half at School Program. This is 2.6 million more containers collected then the previous year!
- 🛟 Schools raised over \$1.4 million in recycling refunds and matching grants provided by MMSB through beverage container recycling. Schools have reinvested these funds in a wide range of environmental and other educational initiatives, including school-yard clean-ups, composting programs and field trips.
- 🛟 Since the launch of the Get to Half at School Program in October, over 225 presentations have been delivered in 40 schools province-wide, impacting almost 8,000 youth!
- 🛟 Over 5,300 households participated in HHW collection events and these households dropped off in excess of 120,000 litres of HHW.
- 🚓 By helping smaller communities come together to form strategic partnerships, MMSB was able to offer HHW collection services to a record 21 communities in 2008-09 – up from 15 in 2007-08.
- 🛟 Approximately 332,000 used tires were collected and diverted from waste disposal sites in Newfoundland and Labrador, bringing the total number of tires diverted from landfills to 2.1 million since the commencement of the program in 2002.
- 🛟 Over \$570,000 was committed through the Waste Management Trust Fund to support the planning and organizational needs of regional waste management authorities to advance the Provincial Solid Waste Management Strategy at the local level.
- 🛟 The implementation of a new public education and awareness waste reduction campaign under the Get to Half banner was implemented to further motivate Newfoundlanders and Labradorians to reduce waste.
- Sustained employment within the recycling industry estimated at more than 300 jobs throughout Newfoundland and Labrador.
- 🛟 With a revised website, new television and print awareness campaign, and expanded partnerships, MMSB successfully increased public awareness and participation in their programs.



#### Background

From partnerships to targeted programs to public education, Multi-Materials Stewardship Board (MMSB) is Newfoundland and Labrador's on-the-ground environmental organization focused on the reduction of waste. A Crown agency of the Government of Newfoundland and Labrador, MMSB reports to the Minister of Environment and Conservation. MMSB was established in 1996 to develop, implement and manage waste diversion and recycling programs on a province-wide basis for specific waste streams designated by the government.

#### Governance



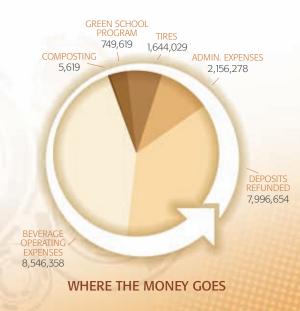
MMSB is governed by a Board of Directors, appointed by the Minister of Environment and Conservation. The Board is responsible and accountable for the overall business affairs of the MMSB.

The day-to-day work of MMSB is carried out by management and staff employed by the Board under the direction of a Chief Executive Officer (CEO). However, much of the work of the organization is achieved through a range of relationships with other organizations (such as regional waste management authorities and municipalities) and "third-party" contracted service providers (such as Green Depots). Its current corporate structure is made up of a headquarters office based in St. John's with 16 professional and administrative employees, and four "field offices" (Mount Pearl, Bishop's Falls, Stephenville and Wabush) with four employees that support the Used Beverage Container Recycling Program – of these 20 employees, six are male and fourteen are female.

#### Operations and Finance

MMSB is a self-financed Crown agency that does not receive any funding from the Government of Newfoundland and Labrador. Its revenues are derived from levies applied on various waste streams as authorized and prescribed under provincial legislation (presently beverage containers and tires), as well as from the sale of recyclable materials it collects under its various programs. MMSB's operating revenue stream in 2008-09 was approximately \$22.9 million. MMSB's operating expenditures in 2008-09 were approximately \$21.1 million.







One of the uses of the operating surpluses generated by MMSB is for investment in the Newfoundland and Labrador Waste Management Trust Fund to support the implementation of the Provincial Solid Waste Management Strategy. As of March 31, 2009, there was a total of \$9.6 million in the Trust Fund for projects already committed to and for investment in new projects over a multi-year period.

#### Mandate

The mandate of MMSB is derived from the *Environmental Protection Act* and accompanying *Waste Management Regulations*, as well as from the Provincial Solid Waste Management Strategy of 2002 and its associated implementation plan of 2007 and MMSB's strategic business plan. MMSB is mandated, through these legislative and policy instruments, to support and promote modern waste management practices in the province, with a particular focus on waste reduction and recycling, as a means of helping to ensure a clean and healthy environment throughout the province.

Through the Provincial Solid Waste Management Strategy, the Government of Newfoundland and Labrador has set a long-term objective of diverting 50 per cent of the solid waste stream from disposal in landfills by the year 2015. It is this goal that is driving households, businesses and schools across the province to reduce their waste and Get to Half.

The need for environmental action is rapidly increasing, and in response, our mandate has also expanded over time. MMSB's mandate now includes:

- Administration of the Newfoundland and Labrador Waste Management Trust Fund (supporting the implementation of the Provincial Solid Waste Management Strategy).
- Development and implementation of province-wide public education initiatives to promote the adoption of more progressive waste management practices in Newfoundland and Labrador.

The delivery of this mandate is achieved in partnership with various departments and agencies of the Government of Newfoundland and Labrador, primarily through an Interdepartmental Waste Management Steering Committee comprised of the Department of Environment and Conservation, the Department of Municipal Affairs and the Department of Government Services. Other key stakeholders include regional waste management authorities, Municipalities Newfoundland and Labrador, and the Newfoundland and Labrador Environmental Industry Association (NEIA). Working together in mutually beneficial partnerships, MMSB is committed to enabling greater environmental change.

#### Vision

The vision of MMSB is of a clean and healthy environment throughout Newfoundland and Labrador founded in part on a progressive waste management system that incorporates effective waste diversion practices and behaviours on the part of all Newfoundlanders and Labradorians.



#### Mission



Mission Statement: By March 31, 2011, MMSB will have strengthened its promotion of and support for modern waste management practices in the province as embodied in the Provincial Solid Waste Management Strategy.

MMSB is an "agent of change" whose fundamental responsibility is to promote and support modern waste management practices in the province, with a particular focus on waste reduction and recycling, as a means of contributing to a cleaner and healthier environment throughout Newfoundland and Labrador. Our mission is founded on MMSB playing a leadership role in guiding regional waste management authorities and other stakeholders toward this goal in keeping with the principles embodied in the Provincial Solid Waste Management Strategy and the specific target of diverting 50 per cent of the solid waste stream from disposal in landfills by the year 2015.

Complementary to the leadership role to be exercised by MMSB, the fifteen (15) regional waste management authorities will play a vital role in moving the agenda forward, on-the-ground, at the local level. They will be responsible and accountable for designing, implementing and operating comprehensive new waste management systems throughout the province. These new systems will provide communities in each region with modern waste separation and recycling services (at curbside for households); access to centralized composting facilities; specific disposal sites for construction and demolition debris and metals; household hazardous waste management and disposal services; and access to centrally-located end use solid waste disposal facilities (new environmentally engineered landfills) that will accept waste products that are not diverted from the general waste stream.



#### A NEW ONLINE HOME... MMSB.NL.CA

This past year we redeveloped and launched our website at mmsb.nl.ca. Packed with resource guides, detailed instructions, and fun interactive sections, we've created the ultimate online resource to help Newfoundlanders and Labradorians to use to reduce their waste at home, school or work!



Through tools, resources and infrastructure, MMSB delivers a range of programs that are enabling people and organizations province-wide to reduce waste. From communicating vital knowledge to ensuring the necessary programs and infrastructure are in place, in delivering its mandate, MMSB provides the following lines of business:

#### 1. Waste Diversion – Recycling

MMSB develops, manages and administers the implementation of provincial waste diversion programs and services in accordance with government priorities as prescribed in the Waste Management Regulations or as authorized through policy directives issued by the Minister of Environment and Conservation (arising from recommendations made by the Board of Directors of MMSB or otherwise). Specific waste diversion programs and services provided by MMSB in 2008-09 included the following:



#### Province-wide Used Beverage Container Recycling Program

- 🋟 Administered as a deposit-return system in accordance with specific parameters established under the Waste Management Regulations.
- Captures all ready-to-drink beverage containers, with the exception of milk, infant formula, medicinal nutritional supplements and beverages sold in refillable containers.
- Financed through a consumer deposit of 8 cents on non-alcoholic beverages (5 cent refund when a consumer returns the container to a Green Depot) and 20 cents on liquor containers (10 cent refund).
- 🛟 Used beverage containers collected and recycled through the program include products sold in aluminum, glass, plastic, steel and mixed fibre packages.



#### Community Composting Pilot Project

- 🛟 Building on the success of the Residential Backyard Composting Program launched in 2005, MMSB is piloting a Community Composting Project that will see the establishment of community-based organic (kitchen and yard waste) drop-off locations in the province.
- Community composting utilizes low-tech composting methods such as an open air windrow to compost leaf, yard and household organic materials (fruit and vegetable peels, egg shells, coffee grinds) materials that are typically composted in a backyard composter.
- Under the new Community Composting Pilot Project, MMSB will provide the initial capital investment from the Waste Management Trust Fund to establish the sites and the required training to operate the programs in each of the participating communities.



#### LINES OF BUSINESS



#### 🏳 Province-wide Used Tire Recycling Program

- MMSB has set up a province-wide collection system to retrieve tires from retailers for end-use recycling.
- Close to 600 tire retailers participate and are responsible for taking used tires back from consumers free of charge.
- 🔼 Administered in accordance with specific parameters established under the Waste Management Regulations.
- 🚓 Financed through retailer-based levies on the sale of new highway tires (\$3 on tires with a rim size of 17 inches or less and \$9 on tires above that size but under a 24.5 inch rim).





#### Household Hazardous Waste (HHW) Collection Program

- Delivered in partnership with municipalities and Regional Waste Management Authorities in those areas of the province where meaningful volumes of HHW can be diverted and recycled in a cost-effective manner.
- 🋟 Financed through the Waste Management Trust Fund and from municipal contributions on a cost-shared basis with MMSB.
  - 🚺 Delivery is set annually by MMSB's Board of Directors based on program criteria approved by the Minister of Environment and Conservation.

Designed as an interim waste diversion measure pending the establishment of permanent HHW collection infrastructure in the province by regional waste management authorities as outlined in the Provincial Solid Waste Management Strategy.



#### Regional-Community Fibre (Cardboard and Paper) Recycling Program

- MMSB partnered with select communities by providing one-time capital financial investment through the Waste Management Trust Fund to participating municipalities to introduce sustainable and permanent fibre recycling programs in their communities.
- This program was designed as an interim waste diversion program (pending broad-based recycling programs) aimed at diverting and recycling meaningful volumes of fibre waste in a cost-effective manner.



## NEWFOUNDLAND AND LABRADOR WASTE MANAGEMENT TRUST FUND

The Newfoundland and Labrador Waste Management Trust Fund is a statutory fund established in 1999 to aid in the development and implementation of waste management initiatives in the province. Governed by legislation and administered by MMSB, it is financed by MMSB's surplus operating revenues and is used to support the objectives of the Provincial Solid Waste Management Strategy.

## 2. Capacity Building – Implementation of the Provincial Solid Waste Management Strategy

With our team of environmental experts and their specialized expertise, MMSB uses financial resources allocated under the Waste Management Trust Fund to provide capacity building support to regional waste management authorities and the Interdepartmental Waste Management Steering Committee to facilitate the implementation of the Provincial Solid Waste Management Strategy. Specific activities to achieve the goal of "Getting to Half" include the following:

- the identification of markets for recyclable waste materials not captured under MMSB's own recycling programs;
- research into the feasibility and design of new province-wide waste diversion programs;
- support for and financing of the development of long-term regional waste management plans in each of the 15 designated waste management regions of the province;
- support for and financing of the formative organizational development needs of the Interdepartmental Waste Management Steering Committee to advance and coordinate the overall implementation plan for the Provincial Solid Waste Management Strategy;
- support for and financing of the formative organizational development needs of each of the 15 designated waste management authorities in the province, including support for regional waste management coordinators in each area;
- research into new policy approaches to achieve the province's waste diversion goals, such as extended producer responsibility (industry stewardship) models;
- the coordination of province-wide research into waste disposal alternatives for isolated communities unable to participate in a regional approach to waste management because of practical considerations;

#### LINES OF BUSINESS

- financing the permanent closure of existing waste disposal sites that do not meet modern environmental standards or that can be consolidated with other waste disposal sites to achieve a more efficient regional approach to the management of solid waste in the province, identified by regional waste management authorities and municipalities;
- support for research into opportunities to maximize economic and employment benefits from the implementation of the Provincial Solid Waste Management Strategy; and
- support for and financing of demonstration/pilot projects for innovative waste diversion initiatives that have potential application throughout the province.

#### 3. Public Education and Awareness

MMSB develops, manages and implements public information and education initiatives to support the goals of the specific waste diversion programs that fall directly under its responsibility. MMSB also develops, manages and implements province-wide public awareness and education campaigns to encourage a fundamental shift in public attitudes and behaviours toward the handling and management of waste, focusing in particular on the need to reduce the amount of waste Newfoundlanders and Labradorians generate in the first place.

Complementary to these province-wide efforts, MMSB also supports the 15 regional waste management authorities in the development of their own public education campaigns and helps to promote waste reduction and waste diversion initiatives of other stakeholders in the province. These collective efforts are financed through the Waste Management Trust Fund.

#### TELEVISION AWARENESS CAMPAIGN

In 2008, MMSB launched a new Get to Half television awareness campaign. Showcasing people in everyday situations, the three spots profiled the simple, easy things we can all do to reduce waste at home, work and at the grocery store. Getting people 'trash talkin' was important to bring the issue to the forefront and help reach our goal of getting our waste to half. Complemented with online resources, we empowered the province to talk about waste and ways to reduce it. We shifted the public's perception and showed that our goals were attainable and well within our reach.







Taking into consideration government's Provincial Solid Waste Management Strategy – in respect to recycling, composting and extended producer responsibility policy, as well as the mandate and financial resources available to MMSB – three key strategic priorities were identified by MMSB in 2008-09. These strategic priorities are outlined below, along with the progress and accomplishments made towards MMSB's specific goals that were established in 2008-09.

#### Waste Diversion and Recycling

Strengthening existing MMSB recycling and waste diversion programs and developing new provincial recycling initiatives is essential to achieving the long-term waste diversion target set for 2015 in the Provincial Solid Waste Management Strategy.

Throughout 2008-09, MMSB made tremendous progress on strengthening its existing waste diversion and recycling programs – the Household Hazardous Waste Collection Program was the most successful to date, with over 120,000 litres of HHW being diverted from Newfoundland and Labrador's waste disposal sites and the number of beverage containers collected and recycled through the network of Green Depots also reached a record high. In addition, MMSB also laid much of the groundwork required for the introduction of new waste diversion and recycling programs in the province. For instance, a new Community Composting Pilot Program was introduced and much work towards the development of a framework for the introduction of an e-waste recycling program was developed.



GOAL 1: By March 31, 2011, MMSB will have continued to strengthen its existing recycling programs, implemented new recycling and waste diversion programs within its mandate, and fostered the development and implementation of new waste diversion initiatives through its partners as a means of increasing overall waste diversion in the province toward the 2015 target.

Waste diversion and recycling is one of the key components of the Provincial Solid Waste Management Strategy and MMSB, through the various recycling programs it directly administered and in partnership with regional waste management authorities, municipalities and other stakeholders, has played a leadership role in addressing this element.

OBJECTIVE 1: By March 31, 2009, MMSB will have strengthened its existing recycling programs over 2007-08 levels and will have moved forward with the development of new recycling and waste diversion programs.

Performance Measure 1.1: MMSB recycling programs are strengthened.

#### USED BEVERAGE CONTAINER RECYCLING PROGRAM

#### Planned Results (Indicators)

The Province's network of Green Depots is strengthened in geographic reach and in terms of customer service standards as a means of increasing recovery levels in MMSB's Used Beverage Container Recycling Program.

#### Actual Results (Performance)

Achieved. The new Green Depot Licensing Best Practices and Standards Manual was further developed and implemented.

- More than 149 million used beverage containers were collected and recycled in 2008-09 through MMSB's province-wide network of Green Depots. That is 10 million more containers than the year before a record high since the program started in 1997.
- The Get to Half at School Program contributed in a major way to the success of the Used Beverage Container Recycling Program over 14.4 million containers were collected and diverted from Newfoundland and Labrador's landfills from over 300 schools province-wide. That is 2.6 million more containers recycled than the previous year!
- In the past year, the MMSB has successfully carried out a number of initiatives and activities that will result in increases in waste diversion and recycling in Newfoundland and Labrador. Current programs have been strengthened; frameworks for new waste diversion programs have been developed; and relationships and partnerships with key stakeholders have been established and built upon.
- In addition to the environmental benefits of the Get to Half at School Program, schools also raised over \$1.4 million in recycling refunds and matching grants provided by MMSB. Schools have reinvested these funds in a wide range of environmental and educational initiatives, including school-yard clean-ups, composting programs and field trips to help achieve curriculum outcomes.
- Since 1997, over 1.45 billion used beverage containers have been diverted from provincial waste disposal sites.
- MMSB is committed to providing the residents of Newfoundland and Labrador with convenient access to Green Depots. The network of 39 main depots, 20 satellite depots and 17 mobile collection services located throughout the province provides 88 per cent of the population with access to recycling services within 20 km (or approximately 15 minutes) of their home. In addition, there is a network of over 300 schools that participate in the Get to Half at School Program and who, through this initiative, actively support recycling efforts within their respective communities.
- To better meet the recycling needs of Newfoundlanders and Labradorians, the new Green Depot Licensing Standards and Best Practices Manual that was developed and piloted in 2007-08 was rolled out for implementation province-wide to all 39 main Green Depots and 20 satellite Green Depots. These new standards and best practices will extend the geographic reach of Green Depots to more adequately service customers in even the most rural of areas of the province, therefore further strengthening the program with a view of improving the overall recovery rate to 70 per cent in future years.
- The groundwork for strengthening the Green Depot System through improved customer service and geographic reach was initiated by the launch of the new Green Depot Licensing Standards and Best Practices Manual. Although there was an increase in the number of used beverage containers collected through the program, it will take time for measurable improvements to the geographic reach and customer service at the Green Depots to be attained.

Measurable improvements in strengthening the geographic reach of the Green Depots and improving the customer experience at the Green Depots should be fully realized by 2011.

#### USED TIRE RECYCLING PROGRAM

#### Planned Results (Indicators)

Recovery rates for MMSB's Used Tire Recycling Program have improved and a plan for the recycling of used tires that are presently being stockpiled in the province is implemented.

#### Actual Results (Performance)

Achieved. The recovery rate of MMSB's Used Tire Recycling Program increased from approximately 56% in 2007-08 to approximately 62% in 2008-09.

Pending Implementation. In an effort to maximize the environmental, social and economic benefit of recycling tires, MMSB has more fully considered and developed additional long-term plans for the recycling of used tires in the province.

- Approximately 332,000 used tires were collected and diverted from waste disposal sites in Newfoundland and Labrador in 2008-09, bringing the total number of tires diverted from landfills to 2.1 million since the commencement of the program in 2002.
- The overall recovery rate for used tires also continued to grow, reaching approximately 62% in 2008-09.
- Tires generated in Labrador continued to be shipped to Quebec-based end markets.
- Although, a formal plan has not been implemented for the recycling of used tires in the province, MMSB in 2008-09 expanded its analysis of potential elements and solutions for the recycling of used tires in the province. These alternatives are being considered by the Board.
- MMSB is committed to implementing a long-term, viable solution to recycling tires that works for Newfoundland and Labrador's vast geography and distance to end markets.

#### HOUSEHOLD HAZARDOUS WASTE COLLECTION PROGRAM

#### Planned Results (Indicators)

Participation rates in MMSB's HHW program are increased through stronger promotional activities and the development of a new delivery model that will be offered on a pilot project basis to a number of regional waste management authorities and municipalities.

#### Actual Results (Performance)

Achieved. Over 5,300 households participated in the HHW collection program in 2008-09, up from 4,300 in 2007-08. These households dropped off in excess of 120,000 litres of HHW, up from 94,000 litres in 2007-08.

In 2008-09, NorPen Regional Services Board (NorPen) and the Town of Channel-Port aux Basques agreed to participate in MMSB's HHW Depot Pilot Project.

- In 2008-09, 5,300 households participated in the HHW collection program, up from 4,300 households in 2007-08. These households dropped off in excess of 120,000 litres of HHW, up from 94,000 litres in 2007-08.
- By helping smaller communities come together to form strategic partnerships, MMSB was able to offer HHW collection services to a record 21 communities in 2008-09 up from 15 in 2007-08, thereby broadening the reach of the program.
- Since the inception of the HHW Collection Program in 1998, almost 745,000 litres of HHW have been diverted from landfills in this province and recycled or disposed of in an environmentally responsible manner. This is a significant accomplishment since it only takes a few drops of hazardous waste to contaminate an entire community's drinking water supply.
- Besides providing a convenient and environmentally friendly way for residents to dispose of household hazardous waste, MMSB's HHW program also aims to raise public awareness about the dangers associated with such waste if not managed and disposed of properly.
- Fundamental changes in the management of the HHW program and an aggressive marketing and public education campaign have resulted in significant increases in participation over the past number of years. For instance, a proactive media relations campaign to heighten the public's awareness of the HHW program through increased media coverage was executed; the awareness campaign developed in 2007-08 focusing on the environmental risks associated with the improper disposal of HHW materials was further developed and implemented through aggressive print and radio campaigns; and a direct mail campaign targeted at the household level was also developed and carried out all of which have resulted in this year's program being the most successful to date.
- In an effort to improve the effectiveness and convenience of the HHW Program, MMSB consulted with key stakeholders (i.e., regional waste management authorities and municipalities) and evaluated HHW models in other jurisdictions across Canada. As a result, a new HHW delivery model was developed for the program. Under the new HHW Depot Pilot Program, select municipalities and regional authorities were offered \$20,000 to establish a permanent HHW depot for the collection of HHW in their area.



- To date both NorPen and Channel-Port aux Basques have accepted MMSB's offer and had HHW depot infrastructure in place by March 31, 2009.
- Information collected through the Pilot Project will provide municipalities and regional authorities with valuable insight into the types of programs that they can implement to meet and exceed the requirements of the Provincial Solid Waste Management Strategy.
- In 2008-09, MMSB contributed more than \$293,000 from the Waste Management Trust Fund towards HHW collection events and permanent HHW depots.

## REVIEW OF THE DEPARTMENT OF ENVIRONMENT AND CONSERVATION'S USED OIL RECYCLING PROGRAM.

#### Planned Results (Indicators)

A review is led and coordinated by MMSB of the Department of Environment and Conservation's Used Oil Recycling Program with the objective of strengthening existing recovery levels and capturing other like lubricants (e.g. antifreeze) and related containers (e.g. oil filters) under the program in future years as deemed feasible.

#### Actual Results (Performance)

Achieved. In consultation with the Department of Environment and Conservation, Department of Government Services, and industry, a review of the Used Oil Recycling Program was carried out by MMSB.

- 1 2008-09 a review of the Department of Environment and Conservation's Used Oil Recycling Program was carried out by MMSB in consultation with the Department of Environment and Conservation, the Department of Government Services, and industry.
- Based on the results of the review, recommendations on a go-forward model for the management of oil and other similar waste products will be put forward to the Board for review and consideration.

Performance Measure 1.2: New recycling and waste diversion programs developed and/or launched.

#### PAINT RECYCLING PROGRAM

#### Planned Results (Indicators)

With the appropriate authority granted by the Minister of Environment and Conservation, a new province—wide paint recycling program is launched.

#### Actual Results (Performance)

Ongoing. MMSB and the Department of Environment and Conservation finalized an Extended Producer Responsibility (EPR) draft regulation for the recycling of paint in Newfoundland and Labrador.

- The EPR principles used to guide the development of the new draft regulation for paint recycling are in keeping with those accepted by both industry representatives and provincial governments operating similar paint recycling programs within the Atlantic region.
- To help facilitate the development of the draft regulation for Newfoundland and Labrador and to ensure the best possible program is developed for the province, a review of national and international best practices, as well as an analysis of common pitfalls of similar types of regulations, was carried out.
- While the framework for a Used Paint Recycling Program developed in 2008-09 envisioned the launch of the program during that year, additional research was deemed warranted before implementation could proceed.

#### MEDICAL SHARPS AND WASTE PHARMACEUTICALS PROGRAM

#### Planned Results (Indicators)

A framework for the introduction of a consumer-based collection and diversion program for medical sharps (e.g. insulin needles) and waste pharmaceutical products (e.g. old medication) is developed for the consideration of the Minister of Environment and Conservation.

#### Actual Results (Performance)

Ongoing. As a result of extensive industry consultation and research, a preliminary framework for the collection and diversion of medical sharps and waste pharmaceuticals is being developed.

- As a result of research and industry consultations, MMSB is reviewing possible options for the delivery of a province-wide, consumer-based collection and diversion program for medical sharps and waste pharmaceuticals.
- The framework for a provincial medical sharps and waste pharmaceuticals program has not been fully developed due to challenges with carrying out the primary research, which is imperative to developing a framework that works for Newfoundland and Labrador and key stakeholders.

#### ELECTRONICS (E-WASTE) RECYCLING PROGRAM

#### Planned Results (Indicators)

A framework for the introduction of a province-wide electronics (e-waste) recycling program is developed for the consideration of the Minister of Environment and Conservation.

#### Actual Results (Performance)

Ongoing. The Electronic Waste Recycling Framework is well underway by MMSB and will be ready for consideration of the Minister of Environment and Conservation in the coming months.

- MMSB and the government recognize the importance of diverting e-waste from our landfills and we are committed to introducing a province-wide e-waste recycling program that will result in these materials being recycled in a timely and environmentally responsible manner.
- The framework that MMSB is developing for Newfoundland and Labrador's e-waste recycling program is known as Extended Producer Responsibility (EPR). Under an EPR approach, e-waste producers/manufacturers are typically required, under government regulation, to develop, finance and manage e-waste collection and recycling programs either on their own or through an industry stewardship organization.
- An EPR approach also maintains high standards for the collection and recycling of e-waste materials from an environmental, social, and health and safety perspective.
- EPR is the approach taken by most other jurisdictions in Canada, including ACES in Nova Scotia, SWEEP in Saskatchewan and ESABC in British Columbia, as a solution for the proper collecting and recycling of electronic waste.
- While significant research and work has been performed on the development of an EPR framework for e-waste recycling, it was identified by MMSB that to meet the needs of key stakeholders further research was required before the framework could be finalized.



#### **COMMUNITY COMPOSTING**

#### Planned Results (Indicators)

A community composting pilot program is developed through the Waste Management Trust Fund to demonstrate the benefits and practical means of diverting organic waste through "small-scale low-tech" approaches at the community level.

#### Actual Results (Performance)

Achieved. MMSB developed a community-based composting pilot program and is prepared to establish a number of community-based compost drop-off facilities in the province.

- Building on the success of the Residential Backyard Composting Program launched in 2005 (as a result of this program, participation in residential backyard composting increased by 60 per cent), MMSB is piloting a Community Composting Project that will see the establishment of community-based organic (kitchen and yard waste) drop-off locations in the province.
- Establishing community composting sites throughout the province will help extend the life of landfill sites; decrease the cost of transportation and disposal of waste at regional facilities (once operational); and decrease greenhouse gas emissions and leachate associated with organic waste management.
- Under the new Community Composting Pilot Project, MMSB will provide the initial capital investment to establish the program and the required training to operate the programs in each of the participating communities.
- MMSB has committed \$60,000 from the Waste Management Trust Fund to support the training of operators, the establishment of infrastructure, and the local promotion of the community composts in participating communities.
- Participating communities in the Pilot Project have been strategically selected to represent a variety of geographic, climatic and demographic conditions throughout the province. This will aid in the development of a best practices manual that will be used to help other communities around the province develop and implement their own community composting programs.
- Specific information collected and shared through this Pilot Project will provide real, cost-effective options for communities who are working to meet and exceed the 50 per cent waste diversion rate set in the Provincial Solid Waste Management Strategy.
- As part of this program, MMSB will support and further develop the composting knowledge base in the province by hosting an annual composting forum in which local and national composting experts will share their knowledge.

## Capacity Building – Implementation of the Provincial Solid Waste Management Strategy

Regional waste management authorities and the Interdepartmental Waste Management Steering Committee require dedicated resources and access to specialized expertise in the areas of waste diversion and public education in order to advance the implementation of the Provincial Solid Waste Management Strategy at the local level. MMSB will support these needs over multiple planning cycles through its professional staff complement and the Waste Management Trust Fund.



GOAL 2: By March 31, 2011, MMSB will have strengthened the capacity of active regional waste management authorities and the Interdepartmental Waste Management Steering Committee to advance the implementation of the Provincial Solid Waste Management Strategy.

Specific steps were taken in 2009-10 to continue to support the regional waste management authorities through the Capacity Building Program and the Interdepartmental Waste Management Steering Committee with the goal of continuing to strengthen their capacity to advance the Provincial Solid Waste Management Strategy at the local level. For instance, funding was provided to active regional waste management authorities under the Capacity Building Program that resulted in the employment of regional waste management coordinators and the implementation of regional education and awareness initiatives; new partnerships were established with organizations such as the Centre of Environmental Excellence out of Corner Brook. MMSB continued to provide support from its waste diversion and public education lines of business to regional waste management authorities and the Interdepartmental Waste Management Steering Committee.

OBJECTIVE 2: By March 31, 2009, MMSB will have commenced the implementation of the new capacity framework to enable active regional waste management authorities and the Interdepartmental Waste Management Steering Committee to effectively pursue and discharge their roles in the implementation of the Provincial Solid Waste Management Strategy.

Performance Measure 2.1: New capacity building framework implemented for active regional waste management authorities and the Interdepartmental Waste Management Steering Committee.

#### CAPACITY BUILDING FUNDING

#### Planned Results (Indicators)

The formative planning and organizational needs of active regional waste management authorities are supported through MMSB's new Regional Waste Management Capacity Building Program under the Waste Management Trust Fund.

#### Actual Results (Performance)

Achieved. A total of \$570,000 was invested from the Waste Management Trust Fund to support the needs of the regional waste management authorities.

- The Greater Avalon Regional Waste Management Authority (GARWMA), one of the host regions on the Island portion of the province that will operate the large scale waste management facilities serving the entire island, was the second recipient of support through the Capacity Building Program. In 2008-09, GARWMA received \$400,000. In 2007-08, the Central Newfoundland Waste Management Authority received \$505,000.
- The funds for the Greater Avalon Regional Waste Management Authority are being provided over a two-year period to help the committee advance their new regional waste management plan to the implementation stage. The target date established in the Provincial Solid Waste Management Strategy for full implementation of the new Avalon regional waste management system is 2010.
- Under the Capacity Building program, three non-host regions NorPen, Burin Peninsula, and Green Bay received a combined sum of approximately \$150,000 in 2008-09 to support the employment of regional waste management coordinators. In addition, NorPen and Green Bay received a combined sum of approximately \$20,000 to support regional education and awareness initiatives.

#### WASTE MANAGEMENT PLANS

#### Planned Results (Indicators)

Support of the development or updating of long-term regional waste management plans is provided to active regional waste management authorities under the Waste Management Trust Fund in areas of the province where such plans have not yet been completed.

#### Actual Results (Performance)

Ongoing. No applications were made to MMSB for waste management plans during 2008-09.

- Not all the waste management regions in the province are up and running with a committee and/or a coordinator to facilitate this process. To date, MMSB has committed over \$1.3 million towards regional plans/studies with an additional \$600,000 left to commit over the next few years. The timing of future commitments is dependent on when additional regional authorities are established.
- Support for the development or updating of long-term regional waste management plans will be provided to active regional waste management authorities under the Waste Management Trust Fund in those regions of the province where such plans have not yet been completed.
- Although, no new applications were made to MMSB for the completion of waste management studies or plans, the Burin Peninsula Waste Management Committee did complete phase two of its regional waste management study that was funded by MMSB in 2007-08 through the Waste Management Trust Fund.

#### ISOLATED COMMUNITIES RESEARCH

#### Planned Results (Indicators)

Strategic research is initiated into waste disposal alternatives for isolated communities that are unable to participate in a regional approach to waste management because of practical considerations.

#### Actual Results (Performance)

Achieved. In partnership with the Department of Municipal Affairs, MMSB continues to research waste disposal alternatives for isolated communities in Newfoundland and Labrador.

- In addition to the ongoing research with the Department of Municipal Affairs, in 2008-09 MMSB initiated HHW and Community Composting Pilot Projects, each of which include research components designed to yield further insight into waste disposal alternatives for isolated communities.
- In 2009-10, MMSB will continue to work with the Department of Municipal Affairs on possible waste disposal alternatives for isolated communities in Newfoundland and Labrador through its HHW and Community Composting Pilot Projects.

#### PROFESSIONAL STAFF COMPLEMENT

#### Planned Results (Indicators)

MMSB provides relevant and effective support from its professional staff complement to active regional waste management authorities and the Interdepartmental Waste Management Steering Committee in MMSB's core waste diversion and public education lines of business.

#### Actual Results (Performance)

Achieved. MMSB has provided regional waste management authorities and the Interdepartmental Waste Management Steering Committee with effective and relevant support from its core waste diversion and public education lines of business.

- MMSB continues to be an active member of the Interdepartmental Waste Management Technical and Steering Committees, both of which provide policy direction and support for the implementation of the Provincial Solid Waste Management Strategy.
- On a regional level, MMSB staff are in weekly contact with Regional Waste Management Coordinators providing policy advice, technical support and education and awareness support and guidance.

#### WASTE MANAGEMENT PARTNERSHIPS

#### Planned Results (Indicators)

A Waste Management Research Partnership is formed with key stakeholders to identify and pursue strategic research needed to support the successful long-term implementation of the Waste Management Strategy.

#### Actual Results (Performance)

Ongoing. Although a Waste Management Research Partnership has not been formed, MMSB has developed valuable partnerships with a multitude of key stakeholders that will support the research needed for the continued implementation of the Provincial Solid Waste Management Strategy.

- Although a Waste Management Research Partnership has not been formed, MMSB has established successful partnerships with organizations such as: the National Research Council; Atlantic Canada Opportunities Agency; the Department of Innovation, Trade and Rural Development; the Newfoundland and Labrador Environmental Industries Association; Memorial University of Newfoundland; and the Centre of Environmental Excellence.
- One of the new projects stemming from these partnerships was in partnership with the Centre of Environmental Excellence and Sir Wilfred Grenfell College that involved investigating the merits of establishing a composting program at the university level.
- MMSB will continue to rely upon these partnerships when developing new programs, projects, pilot projects and research projects.

#### GETTING TO HALF @ SCHOOL



"St. Kevin's High School has been involved with the MMSB recycling program since it started. In the past 9 years the volume of beverage containers that we have recycled in this community has tripled, thanks to the matching funds program. This program really does motivate schools to get students, their parents and the community involved. Also, the Get to Half education program is fabulous and I would recommend that all schools have this presentation for their students."

Valarie Davis St. Kevin's High School, Goulds, NL

#### Public Education and Awareness

Achieving modern waste management in the province requires a significant change in attitude and behaviour among Newfoundlanders and Labradorians with regard to the handling and management of waste. A strong and ongoing public awareness and education program, focusing in particular on the need to reduce the amount of waste we generate in the first instance, is required to achieve these changes.



GOAL 3: By March 31, 2011, MMSB will have increased public awareness of modern waste management practices.

MMSB has been active on this front for many years and in 2007-08 a new strategic marketing, communications and public education plan was developed with a goal of strengthening overall efforts in this domain. Implementation of this new plan continued throughout 2008-09 with an increased focus on waste reduction as a means of protecting and enhancing the province's environment. For instance, new approaches to promote and encourage stronger participation in MMSB's existing recycling and waste diversion programs were developed and implemented; MMSB's existing Get to Half public education and awareness campaign was strengthened; and a new dynamic corporate and public education website was developed and launched to support the waste reduction and diversion information needs of Newfoundlanders and Labradorians – all in an effort to increase public awareness of modern waste management practices.

OBJECTIVE 3: By March 31, 2009, MMSB will have put all the foundations in place and commenced the implementation of its updated strategic marketing, communications and public education plan that was developed in 2007-08.

Performance Measure 3.1: Stronger and expanded delivery of public education programs and services.

#### Planned Results (Indicators)

New approaches to promote and encourage stronger participation in MMSB's existing recycling and waste diversion programs are developed and implemented.

#### Actual Results (Performance)

Achieved. Numerous new marketing and public education tactics were developed and implemented.

- 🏠 Through direct mail and print advertising in regionally-focused outlets, the number of communities reached in 2008-09 with the HHW Collection Program increased from 15 to 21 - leading to a 23% increase in households participating.
- ⇔ MMSB expanded awareness efforts in 2008-09, focusing and targeting audiences with marketing and education tactics. A new television awareness campaign, print and television tip advertising, MMSB Green Reports, online advertising, and a new website were all executed this past year.
- 🏡 These expanded tactics helped MMSB reach a record high 149 million containers recycled through the Used Beverage Container Recycling Program – 10 million more than the year before.

With a dramatic increase in the number of school presentations delivered and the development of resource binders and tool kits, the School Recycling Program also saw participation increase – leading to 2.1 million more containers recycled than in 2007-08.

#### Planned Results (Indicators)

New tools and support mechanisms are developed and made available to active regional waste management authorities to help them develop and implement public education initiatives and activities at the local level.

#### Actual Results (Performance)

Achieved. Ongoing guidance and support is provided to the active regional waste management authorities with respect to public education initiatives at the local level.

- Initial meetings with the Central Newfoundland Waste Management Authority and the Greater Avalon Regional Waste Management Authority took place earlier this year in which guidance and direction was provided to help determine the tools and tactics that they should consider when developing their public education initiatives and activities. Guidance and support was provided on the use of newsletters, brochures, community outreach initiatives and other tactics that the regional authorities could use to convey their messages.
- In addition, ongoing support and guidance was provided to NorPen and Green Bay on the tools they currently use for marketing and communications efforts, including newsletters. As well, input and suggestions were provided on possible new approaches that could be implemented by both groups to further the reach of their initiatives, including participating in community fairs and trade shows.
- As the plans for the authorities continue to be implemented, MMSB will continue to work with the authorities to ensure the appropriate activities and messages are conveyed to the public.

#### Planned Results (Indicators)

MMSB's existing Get to Half public awareness and education campaign continues to be strengthened and is expanded, with a particular focus on out-of-home opportunities to reduce and divert waste.

#### Actual Results (Performance)

Achieved. A new, enhanced Get to Half television campaign is launched in the fall of 2008.

In October of 2008, MMSB launched a new, invigorated Get to Half television campaign that focused on motivating individuals to take action to reduce the amount of waste they generate.

- The ads raise awareness about the amount of waste generated in the province at the household level. To achieve this, the Get to Half message was elevated with seriousness and emotion.
- The new campaign is also designed to provide individuals with high-level solutions for managing waste by layering in specific how-to messaging simple tips that could easily be incorporated into daily lives both in and out of home.

#### Planned Results (Indicators)

MMSB's Green School Routine Program is enhanced to incorporate stronger waste reduction themes and encourage more active in-school recycling and waste diversion "champions".

Actual Results (Performance)

Achieved. A new Get to Half at
School Program has been launched.

- To coincide with Waste Reduction Week in October, a new school initiative branded the Get to Half at School Program was launched province-wide.
- The new Get to Half at School Program promotes environmental stewardship within Newfoundland and Labrador's school system, with an enhanced focus on waste reduction as a means of protecting our environment by providing the tools and resources to bring these practices into the classroom.
- MMSB is committed to continuing to educate our province's youth about positive contributions they can make to the environment by incorporating the 3Rs into their daily routine.
- To help position MMSB as a valuable resource for schools and to encourage more active in-school recycling and waste diversion "champions", a number of tools for use in the schools have been developed. These include dynamic and interactive presentations and activities that teach students about the importance of waste reduction, recycling and reusing for the future of Newfoundland and Labrador's environment; "how-to" guides to help schools reduce their waste through composting and other waste diversion initiatives; and age-appropriate posters that promote the 3Rs.
- Since the launch of the program in October, over 225 presentations have been delivered in 40 schools province-wide, reaching almost 8,000 youth!

#### Planned Results (Indicators)

A new, more dynamic and integrated corporate communications and public education website is developed and launched to support the waste reduction and diversion information needs of Newfoundlanders and Labradorians at all levels.

#### Actual Results (Performance)

Achieved. A new dynamic and integrated corporate communications and public education website was developed and launched in March.

- The new website serves as a dynamic and interactive educational tool providing information on reducing, reusing and recycling to multiple stakeholders while serving as a corporate communications vehicle that is reflective of the MMSB brand.
- The site features everything you need to Get to Half, including: simple tips, videos, MMSB Green Reports, resource guides, important contacts, and how-to guides! Designed to be a fun, easy-to-use place on the Web, it's the ultimate resource for all things related to the environment in this province.
- The website is designed to enhance customer service by providing a better quality and improved online experience; improve organizational efficiency the web will become the first point of contact for information; and improve accountability to stakeholder groups by providing greater details relating to Trust Fund investments, programs and other corporate information.

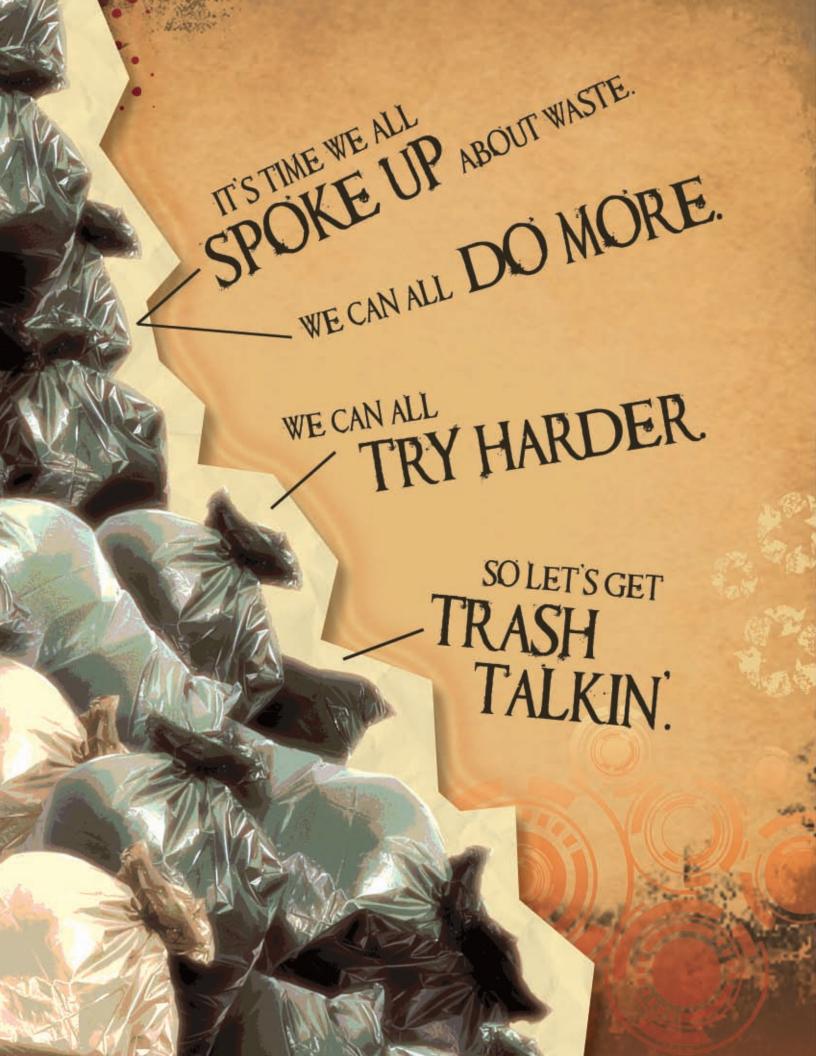
#### MMSB AND NL ENVIROTHON

NL Envirothon is a fast-paced provincial environmental competition held annually in the spring. The Model Forest of Newfoundland and Labrador, the organizing sponsor of this event, proudly partnered with MMSB for the 2009 event, held at Max Simms Camp in Bishop's Falls. As a

partner in this event, MMSB supported one of the few High School environmental competitions held in this province. NL Envirothon gives students the opportunity to learn about the environment and natural resources of our province, and put this into practice in field tests and oral presentations



delivered at the competition. Students were also able to see a vermi-composting system, wind generator, and a bike-powered generator at this year's competition. Envirothon provides an avenue for the environmental messages of MMSB to get to High School audiences both at the competition and after the competition as students return to their communities and schools.



## KEY PRIORITIES FOR 2009-10

In consideration of government's strategic direction and the mandate and financial resources of MMSB, the following areas have been identified as the key priorities for MMSB for 2009-10.

OBJECTIVE 1: By March 31, 2010, MMSB will have continued to strengthen its existing recycling programs, implemented new recycling and waste diversion programs within its mandate, and fostered the development of new waste diversion initiatives through the regional waste management authorities.

Performance Measure 1.1: Existing recycling programs strengthened.

#### Indicators:

- In 2009-10, MMSB will continue to strengthen the network of Green Depots through the ongoing implementation of the Licensing Standards and Best Practices by MMSB's field support staff.
- In 2009-10, recovery rates for MMSB's Used Tire Recycling Program will be improved and a plan for the recycling of used tires will be advanced.
- In 2009-10, participation rates in MMSB's Household Hazardous Waste Collection Program will be maintained and an additional location for MMSB's HHW Depot Pilot Project will be identified.
- Recommendations on the go-forward model for the management of oil and other similar waste products will be put forward by MMSB to the Minister of Environment and Conservation for review and consideration in 2009-10.

Performance Measure 1.2: New recycling and waste diversion programs developed and/or launched.

## Indicators:

- It is anticipated that a paint recycling regulation will be put forward to Government in 2009-10 and launch of the program will follow afterwards.
- A framework for the management of waste pharmaceuticals and medical sharps will be developed for the consideration of the Minister of Environment and Conservation in 2009-10.
- An E-waste Recycling Program framework will be developed for the consideration of the Minister of Environment and Conservation in 2009-10.
- In 2009-10, MMSB will continue to work with select communities throughout the province to establish community composting sites that will aid in the development of a best practices manual to help other communities around the province develop and implement their own community composting programs.

## KEY PRIORITIES FOR 2009-10

OBJECTIVE 2: By March 31, 2010, MMSB will have advanced the implementation of the capacity building framework for the Provincial Solid Waste Management Strategy, with a particular focus on meeting the formative planning and organizational needs of newly activated regional waste management authorities.

Performance Measure 2.1: New capacity building framework implemented for active regional waste management authorities and the Interdepartmental Waste Management Steering Committee.

## Indicators:

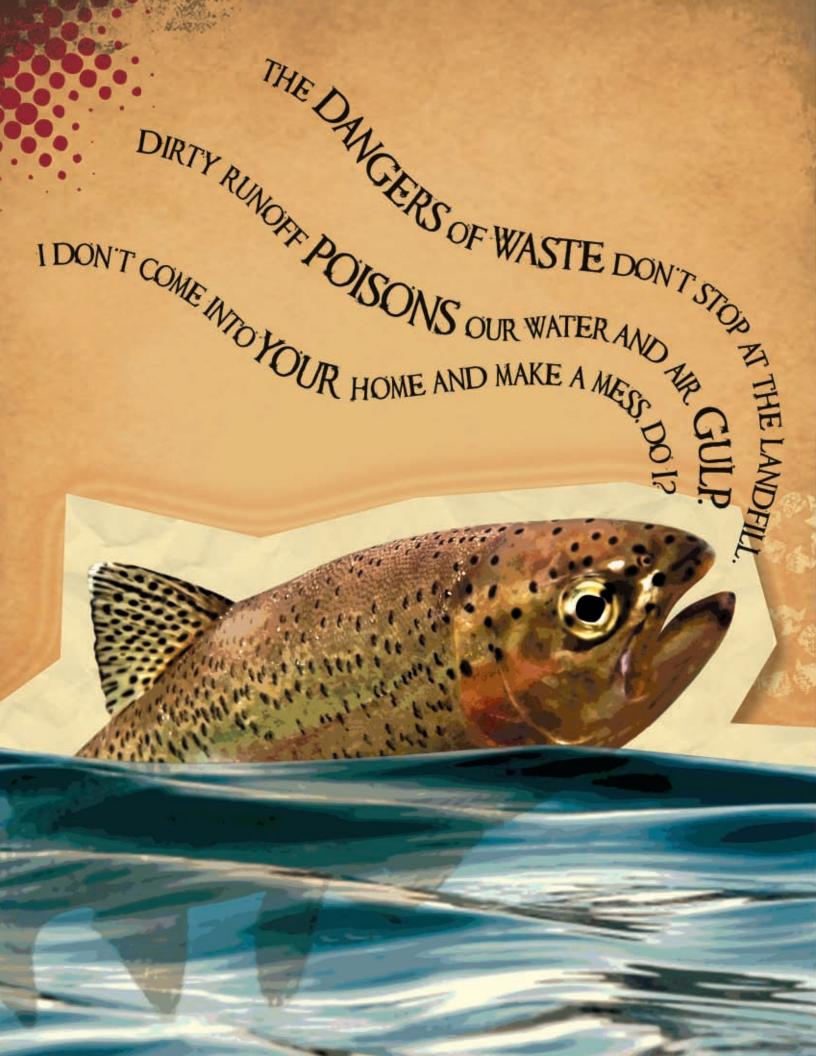
- Throughout 2009-10, MMSB will continue to support the formative planning and organizational needs of active regional waste management authorities through the Regional Waste Management Capacity Building Program under the Waste Management Trust Fund.
- In 2009-10, support for the development or updating of long-term regional waste management plans will be provided to active regional waste management authorities under the Waste Management Trust Fund in those regions of the province where such plans have not yet been completed.
- In 2009-10, MMSB will continue to work with the Department of Municipal Affairs and the Department of Environment and Conservation on research relating to waste management alternatives for isolated communities in Newfoundland and Labrador.
- Throughout 2009-10, MMSB will continue to provide relevant and effective support from its professional staff complement to active regional waste management authorities and the Interdepartmental Waste Management Steering Committee in MMSB's core waste diversion and public education lines of business.
- \$\times\_10.009-10, additional waste management research partnerships will be formed with key stakeholders to identify and pursue strategic research needed to support the successful long-term implementation of the Provincial Solid Waste Management Strategy.
- A Solid Waste Management Innovation Funding Program will be launched to provide support for research into opportunities to maximize economic and employment benefits from the implementation of the Provincial Solid Waste Management Strategy.

OBJECTIVE 3: By March 2010, MMSB will have advanced the implementation of its updated strategic marketing, communications and public education plan, including the continued development of new initiatives consistent with the plan.

Performance Measure 3.1: Stronger and expanded delivery of public education programs and services.

## Indicators:

- Marketing and communications tactics will be implemented and strengthened to encourage stronger participation in MMSB's existing waste diversion and recycling programs.
- MMSB will continue to provide support and guidance to the active regional waste management authorities to help them develop and implement public education initiatives and activities at the local level.
- MMSB will sustain momentum throughout the year for the topic of waste reduction and recycling as a means of protecting Newfoundland and Labrador's environment through the "Get to Half" public education campaign.
- MMSB, through the "Get to Half at School Program," will continue to promote environmental stewardship within Newfoundland and Labrador's school system, with a particular focus on waste reduction, by developing new tools and resources to bring the topic of waste reduction into the school system.
- Additional resources, materials and information will be added to MMSB's new dynamic corporate and public education website that will help position the site as the "go to" online resource for information on waste reduction, recycling and modern waste practices in Newfoundland and Labrador.
- To maintain momentum of the topic of the 3Rs (Reduce, Reuse, Recycle) among the youth of Newfoundland and Labrador, new youth-targeted public education and outreach initiatives will be developed and implemented.
- MMSB will develop a new "Get to Half at Work" public education and outreach program that will focus on educating organizations and businesses in Newfoundland and Labrador on how to become more "waste smart" by focusing on simple waste reduction practices in the workplace.



## OPPORTUNITIES AND CHALLENGES AHEAD

As we move beyond 2008-09, MMSB will face many new challenges and opportunities as it continues to advance the goals and objectives of the Provincial Solid Waste Management Strategy, as the province moves closer to achieving its 50 per cent waste diversion target.

Considerable progress has been made on this front to date, as outlined in this Annual Report, and key priorities have been established by MMSB for the next several years to advance the agenda even further, including the following measures:

- Increasing recovery rates in the beverage container and used tire recycling programs, and examining opportunities for expanding the scope of each of these programs to capture additional recyclable products.
- Extending the reach of the HHW program to include more communities and to encourage greater participation by households wherever feasible until the regional waste management authorities are in a better position, financially and organizationally, to establish permanent HHW infrastructure throughout the province.
- Examining the best way of implementing new province-wide recycling and waste diversion programs to address particular waste streams that are significant in terms of their impact on the environment and/or their special handling needs. Products including paint, pharmaceuticals, and electronics will receive particular attention by MMSB in this regard.
- Investing in the regional waste management authorities through the Newfoundland and Labrador Waste Management Trust Fund. Priority and emphasis will be given to strengthening the planning and organizational capacity of regional waste management authorities to enable them to implement modern waste management systems throughout the province, including curbside recycling services for their residents.
- Strengthening and expanding public education and awareness activities, with a particular focus on waste reduction themes. Success in reducing the amount of waste we generate in the first instance will pay enormous dividends for our environment and also generate significant savings for individuals, municipalities and businesses from the avoided cost of otherwise having to dispose of waste through conventional means.

Our goals for the coming years are aggressive, yet achievable. MMSB looks forward to working with its stakeholders and partners as we continue to guide our province to a greener future.

REDUCEALLY THINK RESHARDS A E Shalle white a printed the printed by the print COMPOST ORGANIC WASTE. WASTE-FREE LUNCHES RECYCLING.

## **AUDITORS' REPORT**

To the Directors of the Multi-Materials Stewardship Board

We have audited the consolidated statement of financial position of the Multi-Materials Stewardship Board at March 31, 2009, and the consolidated statements of operations, changes in net assets and cash flows for the year then ended. These consolidated financial statements are the responsibility of the Board's management. Our responsibility is to express an opinion on these consolidated financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these consolidated financial statements present fairly, in all material respects, the consolidated financial position of the Board as at March 31, 2009, and the consolidated results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Grant Thornton LLP
Chartered Accountants

St. John's, Newfoundland and Labrador June 5, 2009

Grant Thornton LLP

# Multi-Materials Stewardship Board CONSOLIDATED STATEMENT OF OPERATIONS

Revenue       \$ 20,489,496       \$ 19,067,314         By-product revenue       2,329,179       2,210,029         Residential Backyard Composting Program       3,749       72,809         Household Hazardous Waste Program       71,526       66,596         22,893,950       21,416,748         Cost of sales (Note 10)       18,942,279       16,984,930         Gross margin       3,951,671       4,431,818	
Gross revenue from deposits By-product revenue Residential Backyard Composting Program Household Hazardous Waste Program  22,893,950  21,416,748  Cost of sales (Note 10)  \$\$ 20,489,496 \$ 19,067,314	CYCLE
Residential Backyard Composting Program Household Hazardous Waste Program 22,893,950 21,416,748  Cost of sales (Note 10) 18,942,279 16,984,930	
Household Hazardous Waste Program 71,526 66,596  22,893,950 21,416,748  Cost of sales (Note 10) 18,942,279 16,984,930	
22,893,950 21,416,748  Cost of sales (Note 10) 18,942,279 16,984,930	
Cost of sales (Note 10) 18,942,279 16,984,930	
Gross margin <b>3,951,671</b> 4.431.818	
July 200	
Miscellaneous income 386,856 663,484	
Income before expenses 4,338,527 5,095,302	
Expenses	
Administrative (Page 51) 2,156,278 2,514,985	
Grant disbursements 2,929,149 1,133,647	
<b>5,085,427</b> 3,648,632	
Excess of (expenses over revenue) revenue over expenses \$\(\frac{\\$(746,900)}{\}\)\$ \$1,446,670	

# Multi-Materials Stewardship Board CONSOLIDATED STATEMENT OF CHANGES IN NET ASSETS

	Year Ended March 31				2009	2008
CE REUSE RBCYCLE	JCE REUSE RECYCLE REDUCE REUSE RECYCLE REDUCE REUSE RECYCLE REDUCE REUSE RECYCLE REDU	Ci	Invested in apital Assets	Unrestricted  Net Assets	reuse recycle reduce reuse recycl	le reduce reuse recycle reduce reuse recyc
ISE RECYCLE REDU	Net assets, beginning of year	\$	409,960	\$ 18,525,281	\$ 18,935,241	\$ 17,488,571
CE REUSE RECYCLE REDUCE REU	Excess of (expenses over revenue) revenue over expenses		(114,133)	(632,767)	(746,900)	1,446,670
	Investments in capital assets		65,146	(65,146)	-	-
RECYCLE REDU	Net assets, end of year	\$	360,973	\$ 17,827,368	\$ 18,188,341	\$ 18,935,241

## Multi-Materials Stewardship Board CONSOLIDATED STATEMENT OF FINANCIAL POSITION

March 31	2009	2008	E DECYCLI
Assets Current Cash and cash equivalents	\$ 20,635,456	\$ 18,603,196	
Receivables (Note 5) Inventories (Note 6) Prepaids	2,416,004 44,998 46,312	2,950,951 118,918 53,707	
SELUCY SERVICES RECOVERS THE SERVICES S	23,142,770	21,726,772	
Long term investments	465,121	445,396	
Property and equipment (Note 7)	360,975	409,960	
ENDACE REPORT	\$ 23,968,866	\$ 22,582,128	
Liabilities Current			
Payables and accruals Grants payable Unearned revenue	\$ 819,831 2,546,635 1,694,858	\$ 590,840 984,412 1,615,159	
OUCE RELICATION	5,061,324	3,190,411	
Performance bonds payable	719,201	456,476	
OUCH RELYER RE	5,780,525	3,646,887	
Net Assets			
Net assets invested in capital assets Unrestricted net assets	360,973 17,827,368	409,960 18,525,281	
E HIDACIBLE III	18,188,341	18,935,241	
BEDOCCE SELECTION OF THE SELECTION OF TH	\$ 23,968,866	\$ 22,582,128	

Commitments (Note 9)

On behalf of the Board

\_ Chairperson

Edward Delaney Director

# Multi-Materials Stewardship Board CONSOLIDATED STATEMENT OF CASH FLOWS

Year Ended March 31	2009	2008 USE RECYCLE REDUCE REUSE RECYCLE REDUCE REUSE RE	FCYCLE
Increase (decrease) in cash and cash equivalents			
Operating Excess of (expenses over revenue) revenue over expenses Depreciation Loss on disposal of equipment	\$ (746,900) 114,133	\$ 1,446,670 115,338 24,489	
	(632,767)	1,586,497	
Change in non-cash operating working capital (Note 8)	2,487,173	(27,714)	
	1,854,406	1,558,783	
Financing Increase in performance bonds payable	262,725	23,386	
Investing Increase in long term investments Purchase of property and equipment Decrease in note receivable	(19,725) (65,146)	(12,306) (287,922) 60,000	
	(84,871)	(240,228)	
Net increase in cash and cash equivalents	2,032,260	1,341,941	
Cash and cash equivalents			
Beginning of year	18,603,196	17,261,255	
End of year	\$ 20,635,456	\$ 18,603,196	

### Multi-Materials Stewardship Board NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2009

#### 1. Nature of operations

The Multi-Materials Stewardship Board is a statutory corporation established pursuant to The Environmental Protection Act. This Board manages the Used Beverage Container Deposit Refund System, the Used Tire Recycling Program, the Residential Backyard Composting Program, and the Newfoundland and Labrador Waste Management Trust Fund in the Province of Newfoundland and Labrador and is mandated to support and promote the protection, enhancement and wise use of the environment through waste management programs.

The Board is exempt from income taxes under Section 149(1)(d) of the Canadian Income Tax Act.

#### 2. Basis of consolidation

These consolidated financial statements include the accounts of the Multi-Materials Stewardship Board, the Residential Backyard Composting Program, and the Newfoundland and Labrador Waste Management Trust Fund.

The Multi-Materials Stewardship Board – Newfoundland and Labrador Waste Management Trust Fund is a restricted fund, managed by the Board, and its accounts have been grouped in these financial statements for consolidated purposes. Effective April 1, 2006, the accounts of the Household Hazardous Waste Program were combined with the accounts of the Newfoundland and Labrador Waste Management Trust Fund. Separate audited financial statements have been issued for this Trust Fund, with an audit report date of June 2, 2009.

The accounts of the Residential Backyard Composting Program have also been grouped in these financial statements for consolidation purposes. Separate audited financial statements have also been issued for this Program with an audit report date of May 29, 2009.

## 3. Summary of significant accounting policies

#### (a) Fund accounting

Fund accounting is generally accepted as the basis of accounting for public sector organizations. A summary of significant accounting policies relating to fund accounting is as follows:

- property and equipment are recorded at cost, net of proceeds on disposal;
- ii) capital additions financed from the unrestricted funds are included in the net assets invested in capital assets account; and
- iii) depreciation of property and equipment and gains (losses) on disposal are included in the net assets invested in capital assets account.

#### (b) Use of estimates

In preparing the Board's consolidated financial statements in conformity with Canadian generally accepted accounting principles, management is required to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements, and reported amounts of revenue and expenses during the year. Actual results could differ from these estimates.

#### (c) Cash and cash equivalents

Cash and cash equivalents include cash on hand, balances with banks, and short term deposits with original maturities of one year or less. Cash and cash equivalents also include a balance of \$254,080 (2008 - \$11,080) in restricted cash related to the performance bonds payable.

#### (d) Revenue recognition

Deposit revenue is recognized when remittances are collected plus an estimated accrual based on subsequent receipts.

Byproduct revenue is recognized upon shipment and when all significant contractual obligations have been satisfied and collection is reasonably assured.

Revenue from the sale of compost bins is recognized when the bins are sold by the depots or to municipalities.

Revenue from the Household Hazardous Waste Program is recognized as the municipalities are invoiced and collection is reasonably assured.

Grant revenue is recognized in the period in which entitlement arises. Revenue received for a future period is deferred until the future period when related costs have been incurred.



### Multi-Materials Stewardship Board NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2009

Miscellaneous income (including interest income) is recognized as earned.

#### (e) Inventories

Inventories, which are comprised of aluminum beverage containers, PET beverage containers and compost bins, are valued at the lower of cost and net realizable value.

During the year, \$958 (2008 - \$Nil) of inventory was written off to cost of sales.

#### (f) Long term investments

Investments in guaranteed investment certificates are restricted to repay performance bonds at the end of the contracts if all conditions have been met by the parties involved.

#### (g) Description

Rates and bases of depreciation applied to write-off the cost of property and equipment over their estimated lives are as follows:

Rocaps equipment 30%, declining balance
Office furniture and equipment 20%, declining balance
Leasehold improvements 5 years, straight line
Computer hardware 30%, declining balance
Computer software 30%, declining balance
Bags and tubs 30%, declining balance
Vehicle 30%, declining balance

#### (h) Impairment of long-lived assets

Long-lived assets are reviewed for impairment upon the occurrence of events or changes in circumstances indicating that the value of the assets may not be recoverable, as measured by comparing their net book value to the estimated undiscounted cash flows generated by their use. Impaired assets are recorded at fair value, determined principally using discounted future cash flows expected from their use and eventual disposition.

#### (i) Unearned revenue

Unearned revenue consists of deposits on containers yet to be returned for redemption and recycling. The amount recorded by the Board as unearned revenue consists of sixty days of deposits received from distributors, adjusted by an estimated recovery rate of 68% (March 31, 2008 – 68%).

#### (j) Financial Instruments

The CICA Handbook Section 3855, "Financial Instruments – Recognition and Measurement", requires the Board to revalue all of its financial assets and liabilities at fair value.

This standard also requires the Board to classify financial assets and liabilities according to their characteristics and management's choices and intentions related thereto for the purposes of ongoing measurements. Classification choices for financial assets include: a) held for trading – measured at fair value with changes in fair value recorded in net earnings; b) held to maturity – recorded at amortized cost with gains and losses recognized in net earnings in the period that the asset is no longer recognized or impaired; c) available-forsale – measured at fair value with changes in fair value recognized in other comprehensive income for the current period until realized through disposal or impairment; and d) loans and receivables – recorded at amortized cost with gains and losses recognized in net earnings in the period that the asset is no longer recognized or impaired.

Classification choices for financial liabilities include: a) held for trading – measured at fair value with changes in fair value recorded in net earnings and b) other – measured at amortized cost with gains and losses recognized in net earnings in the period that the liability is no longer recognized. Subsequent measurement for these assets and liabilities are based on either fair value or amortized cost using the effective interest method, depending upon their classification. Any financial asset or liability can be classified as held for trading as long as its fair value is reliably determinable.

In accordance with the standard, the Board's financial assets and liabilities are classified and measured as follows:

Asset/Liability Cash and cash equivalents	<b>Classification</b> Held for trading	<b>Measurement</b> Fair value
Receivables	Loans and receivable	Amortized cost
Long term investments and performance bonds payable	Held for trading	Fair value
Payables and accruals	Other financial liabilities	Amortized cost

## Multi-Materials Stewardship Board NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2009

Other balance sheet accounts, such as inventories, prepaids, property and equipment, and unearned revenue, are not within the scope of these accounting standards as they are not financial instruments.

The fair value of a financial instrument is the estimated amount that the Board would receive or pay to terminate the instrument agreement at the reporting date. To estimate the fair value of each type of financial instrument various market value data were used as appropriate. The fair values of cash approximated its carrying value.

#### Accounting standards and policies adopted during the year

#### (i) Inventories

In March 2007, the CICA issued Section 3031 "Inventories", which has replaced existing Section 3030 with the same title. The new Section establishes that inventories should be measured at the lower of cost and net realizable value, with guidance on the determination of cost. This standard is effective for financial statements relating to fiscal years beginning on or after January 1, 2008 and is applicable for the Board's year ended March 31, 2009.

#### (ii) Financial Instruments - Disclosure

CICA Section 3862 "Financial Instruments – Disclosure" and CICA Section 3863 "Financial Instruments – Presentation" replaces CICA Section 3861, "Financial Instruments – Disclosure and Presentation". CICA Section 3862 requires increased disclosures regarding the risks associated with financial instruments such as credit risk, liquidity risk and market risks and the techniques used to identify, monitor and manage these risks. CICA Section 3863 carries forward standards for presentation of financial instruments and nonfinancial derivatives and provides additional guidance for the classification of financial instruments, from the perspective of the issuer, between liabilities and equity. These standards are effective for financial statements relating to fiscal years beginning on or after October 1, 2007 and are applicable for the Board's year ended March 31, 2009.

#### 4. Risk management

The Board's policy for managing significant risks includes policies, procedures and oversight designed to reduce the risks identified to an appropriate threshold. The Board of Directors is provided with timely and relevant reports on the management of significant risks. Significant risks managed by the Board include liquidity, credit and market risks.

#### Liquidity risk

Liquidity risk is the risk that the Board will be unable to meet its contractual obligations and financial liabilities. The Board manages liquidity risk by monitoring its cash flows and ensuring that it has sufficient cash available to meet its obligations and liabilities.

#### Credit risk

Credit risk is the risk of loss associated with a counterparty's inability to fulfill its payment obligations. The Board's credit risk is attributable to receivables. Management believes that the credit risk concentration with respect to financial instruments included in receivables is remote.

#### Market risk

Market risk is the risk of loss that may arise from changes in market factors such as interest rates.

#### i) Interest rate risk

Interest rate risk is the risk that the value of a financial asset will fluctuate due to changes in market interest rates. The Board is exposed to interest rate risk through its cash and cash equivalents and long term investments. Interest rate risk is managed through holding low risk cash and cash equivalents and long term investments.

## Multi-Materials Stewardship Board NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2009

5. Receivables					2009		2008	
Deposits					<b>\$ 2,308,708 \$</b> 2,696			
Trade and other					107,296	254,436		
				\$	2,416,004	\$	2,950,951	
6. Inventories					2009		2008	
Aluminum beverage containers				\$	33,765	\$	91,913	
PET beverage containers				,	11,233	Ψ.	21,419	
Compost bins					· -		5,586	
				\$	44,998	\$	118,918	
7. Property and equipment					2009		2008	
		Acc	cumulated		Net		Net	
	Cost	De	preciation	Е	Book Value	I	Book Value	
Rocaps equipment	\$ 144,928	\$	57,842	\$	87,086	\$	117,996	
Office furniture and equipment	128,546		69,230		59,316		59,148	
Leasehold improvements	8,912		2,885		6,027		7,374	
Computer hardware	69,755		38,367		31,388		38,563	
Computer software	206,021		167,882		38,139		51,933	
Bags and tubs 395,875 264,882					130,993		124,071	
Vehicle	33,142	đ	25,116	đ	8,026	đ	10,875	
	\$ 987,179	\$	626,204	\$	360,975	\$	409,960	
8. Supplemental cash flow informa	tion				2009		2008	
Change in non-cash operating working	g capital							
Receivables				\$	534,947	⊄	(680,376)	
Inventories				Þ	73,920	Ф	80,897	
Prepaids Payables and accruals Grants payable Unearned revenue					7,395		(2,147)	
					228,989		(115,166)	
					1,562,223		560,720	
					79,699		128,358	

## Multi-Materials Stewardship Board NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

March 31, 2009

#### 9. Commitments

The Board is committed to minimum annual lease payments for property and equipment for the next four years as follows: 2010 - \$245,265; 2011 - \$213,479; 2012 - \$212,456; and 2013 - \$49,453.

The Board has entered into the following agreements:

- (i) processing and transportation of beverage containers to July 2014;
- (ii) collection of used tires in Labrador West area to April 2012;
- (iii) collection and transportation of used tires in the island portion of Newfoundland and Labrador and the Labrador Straits to February 2010;
- (iv) collection of used tires in Happy Valley-Goose Bay area to February 2010;
- (v) transportation of used tires collected in Labrador to May 2010;

- (vi) recycling of used tires collected in Labrador to May 2010; and
- (vii) transportation and disposal of processed glass to December 2009.

#### 10. Cost of sales

In June 2004, the Board terminated its contract under the Used Tire Recycling Program with its previous contractor. Subsequent to this termination, the Board assumed responsibility for the Program and implemented a contingency plan for the storage of used tires. Included in the cost of sales is \$787,938 (2008 - \$662,535) of interim contingency costs for the storage of used tires. The costs will be incurred until the Board is able to make alternate arrangements under the Used Tire Recycling Program.



# Multi-Materials Stewardship Board CONSOLIDATED SCHEDULE OF ADMINISTRATIVE EXPENSES

Year Ended March 31	2009	2008
REDUCE REUSE RECYCLE REUSE REUSE RECYCLE REUSE RECYCLE REUSE REUSE RECYCLE REUSE REUSE RECYCLE REUSE RECYCLE REUSE	LE REDUCE REUSE RECYCLE REDUCE RE	USE RECYCLE REDUCE REUSE RECYCLE REDUCE REUSE RECYCLE
Advertising	\$ 143,859	\$ 92,613
Doubtful accounts	42,626	60,000
Depreciation	114,133	115,338
Directors' remuneration	19,653	18,121
Advertising Doubtful accounts Depreciation Directors' remuneration Dues, licenses and education Equipment rental Insurance Interest and bank charges	26,865	31,796
Equipment rental	24,809	25,866
Insurance	8,681	9,219
Interest and bank charges	6,448	11,688
Marketing and communications	170,711	707,272
Marketing and communications Meetings and entertainment Miscellaneous Professional fees Rent Repairs and maintenance	8,278	6,055
Miscellaneous	1,219	4,384
Professional fees	133,712	154,193
Rent	109,824	113,337
	6,940	6,218
Rocaps supplies Stationery and office supplies Telecommunications Travel – board and staff	16,568	26,333
Stationery and office supplies	42,820	57,109
Telecommunications	33,130	31,882
Travel – board and staff	85,177	61,596
Vehicle operating	8,960	15,165
Wages and benefits	1,151,865	966,800
MED OF THE PROPERTY OF THE PRO		
TO COLOR	\$ 2,156,278	\$ 2,514,985

## **BOARD OF DIRECTORS**

## 2008-2009

## Leigh Puddester

Chair and Chief Executive Officer

### Bill Parrott

Department of Environment and Conservation

### John Patten

St. John's Beverage Industry Representative

## **Edward Delaney**

Bay Roberts Member-at-large

## Catherine Barrett

Goulds Member-at-large

## Derm Flynn

Appleton Member-at-large

#### Don Hann

Port Aux Basques Member-at-large

## Bassem Eid

St. John's Newfoundland and Labrador Environmental Industry Association Representative

#### Hal Cormier

Corner Brook Member-at-large

#### Paul Hanlon

St. John's Member-at-large

## Maisie Clark

Campbellton Consumer Representative

## Graham Letto

Labrador City Member-at-large (Labrador) and Newfoundland and Labrador Federation of Municipalities Representative





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