

Waste Reduction & Diversion

An Action Plan for New Brunswick

Fall 2001

New  Nouveau
Brunswick
Environment and Local Government
Environnement et Gouvernements locaux

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Introduction

This document outlines the Province's intentions for the management, reduction, and diversion of solid waste over the next five years. It consists of a 10-point plan featuring key initiatives which are designed to help shape New Brunswick's environmental and economic future — by establishing clear province-wide commitments, strengthening regional priorities, and supporting waste reduction actions by individuals, communities, businesses and institutions.

This Action Plan was developed following an extensive consultation exercise that solicited feedback from the general public, as well as from Regional Solid Waste Commissions, Municipal and Local Service District representatives, private sector interests, and environmental groups. And while this exercise generated considerable input relating to our present and future direction, our province's move toward integrated waste management has been evolving over many years.

New Brunswick's approach to organized waste management, reduction and diversion has two distinct phases – an initial and extensive investment in environmental protection, – and a plan to extend the life-span of our waste management infrastructure through new waste reduction opportunities.



Waste Management, Reduction, and Diversion Phase 1

- A Sound Investment -

Years ago, and for generations, the face of waste in New Brunswick was an unpleasant one. Hundreds of dumps were scattered throughout the Province, operated by municipalities, by the provincial Department of Transportation, or by private individuals. No single body had responsibility for the safe disposal of our waste.

At these dumpsites, odour and vermin problems were “solved” by regular open burning of the refuse, which in turn created air pollution and related health hazards. Dumping was largely uncontrolled, and a variety of hazardous wastes were dropped off along with household garbage to be buried or burned. Liquid running off from the refuse was not contained on site, and this leachate was free to enter nearby lakes and streams, threatening drinking water supplies of neighbouring homes.

In response to the growing public concerns about our health and environment, the Province began to apply stricter environmental standards. By the mid-1980s, it had become very clear that our traditional ‘dump-and-burn’ method of garbage disposal could not be sustained; we needed a long-range plan.

A Regional Approach

After considerable background work, New Brunswick’s Solid Waste Management Plan was adopted in 1987. This new plan proposed to establish a series of Regional Solid Waste Commissions, each with direct responsibility for all aspects of solid waste management in its own area. Commission members would be local decision-makers, drawn from Municipal officials, Local Service District Advisory

Committees, and First Nations band councils where applicable.

Volunteer-based “Provisional Committees” were formed to study the waste management options, to consult with local residents, and to develop a long-term waste management strategy for their respective regions. As specific plans for construction of new waste-handling facilities were finalized for each region, its Provisional Committee was replaced by a Solid Waste Commission, empowered by the *Clean Environment Act* to manage that region’s household, commercial, and industrial wastes.

This regional approach allows for the differences in population, infrastructure, and other characteristics between various areas of New Brunswick. Decisions are made on a local basis by representatives of the people most directly affected by those decisions, within the comprehensive waste management strategy that guides the Province as a whole.

Environmental Protection

The Solid Waste Management Plan represented a new approach to waste management, placing a priority on environmental protection. Region by region, a total of six sanitary landfill sites were opened, replacing the hundreds of old, unsafe dumpsites. These modern landfills are designed and operated to prevent seepage into surface and ground water supplies, odours and health hazards from open burning, and long-term soil contamination. In addition to the landfill facilities, five transfer stations completed the Province-wide waste management network.



The roadside collection of solid waste, provided by municipalities to their residents for years, was expanded to include unincorporated areas as the old, local dumps were gradually closed. Under the new plan, Municipalities continued to oversee household waste collection in their respective communities, while the Province, through its provision of services to Local Service Districts, contracted with local haulers for waste collection in rural areas.

After more than a decade of intense effort and extensive public consultation, and with the investment of over \$75 million, New Brunswick now has one of the most environmentally sound waste disposal systems in Canada.

Moving Toward Reduction & Diversion

In 1989, the Canadian Council of Ministers of the Environment (CCME), including New Brunswick, agreed on a national goal to reduce the waste sent for disposal by 50% per capita, by the year 2000. During the ensuing decade, New Brunswick continued to place its primary focus on building safeguards for environmental protection. Even so, effort was made to initiate and support localized and provincial reduction measures, so that as of 2000, we have achieved a 40% per capita reduction in our generated waste — through private sector and voluntary efforts in communities across the Province, and through some ground-breaking environmental legislation.

Beverage Containers

The *Beverage Containers Act* (1992) established a deposit/refund system for soft drink, beer, and liquor containers, to discourage littering and to divert recyclable or refillable containers from our solid waste stream and our landfills. Juice containers were added to the list of returnables in 1993.

Under this program half of the deposit on beverage containers is refunded when consumers return them to a redemption centre. The balance goes to industry to help offset the costs of collecting and recycling the containers, and to the New Brunswick Environmental Trust Fund.

Over 100 distributors of beverages, and over 3,000 brands and types of containers are now covered by the legislation. To date, over one billion recyclable containers have been returned, and redemption centres and processing facilities around the Province employ over 250 people in full and part-time jobs.

Scrap Tires

In New Brunswick, we buy about 700,000 new tires each year. Improper storage and disposal of our many discarded tires can create real environmental hazards in the event of fire, including air pollution and groundwater contamination.

In 1995, the government partnered with tire manufacturers, distributors, and retailers to explore a new way of handling scrap tires. The result was the NB Tire Stewardship Board, set up under the *New Brunswick Tire Stewardship Regulation* (1996) with representatives from both industry and government.

The Board uses an “environmental levy” on tire sales to subsidize a private processing facility that grinds used tires into “rubber crumb” then manufactures new products. To date, over 2.5 million tires have been diverted from our landfills under this stewardship program.

Composting

Composting of organic matter not only produces a valuable soil additive; it can divert up to 1/3 of household wastes from landfills. Yard wastes and grass clippings, food wastes, and wood products can be successfully composted.



Two Solid Waste Commissions in New Brunswick have fully-implemented large scale composting to date, and other commissions are moving in this direction, and voluntary home-based composting is quickly gaining in popularity. As well, a number of municipalities hold backyard composting workshops and/or supply low-cost compost bins for their residents. Some communities also sponsor Christmas and other tree mulching programs, utilizing the mulch on public green spaces.

A number of municipalities produce organic bio-solids from their respective wastewater treatment plants, producing compost which can benefit soil structure and enhance crop performance. Bio-solids also provide restorative cover for land reclamation projects, and reduce the need to deplete valuable topsoil.

Other Examples of Recycling

- There are a variety of locales where “do-it-yourself-ers” can take their used oil. It is then collected and transported to companies that can process and “clean” it, to be used again for fuel or other purposes.
- Salvage yards have traditionally bought and sold scrap metal for recycling into new metal products; and used auto parts in good condition are often sold to consumers and garages for repairing other vehicles.
- Since 1997, the Canadian Household Battery Association has voluntarily operated a national program to collect and recycle used Nickel-Cadmium (Ni-Cad) rechargeable batteries. A number of New Brunswick retailers accept these and other household batteries, or automotive batteries, for recycling.
- Some large manufacturers of wood products now make saleable products, such as fuel for wood-pellet stoves, from their own wood waste.
- There is a growing re-sale market in New Brunswick, as elsewhere, for used dimensional lumber, mouldings, fixtures, and other building materials saved from demolition or left over from construction. Construction waste offers considerable potential for recycling: for example, scraps of drywall or plasterboard can be crushed, screened, and recycled into new gypsum products.
- Plastics, glass and paper wastes of various types are widely collected for recycling, by commercial recycling companies or through community-based programs under each Regional Solid Waste Commission.

Our opportunities for recycling do vary considerably from one region to the next, and change from time to time. Much depends on each region’s population and how it is distributed, as well as on such factors as transportation costs and changes in the marketplace.



Where Do We Go From Here?

We can look back on two decades of considerable accomplishment. New Brunswick's old, environmentally unacceptable dumps have been closed; and a sophisticated new system of sanitary landfills protects our environment from further harm. And we've made a good start in the area of recycling.

With our landfill infrastructure in place, New Brunswick can now focus strongly on waste reduction and diversion — on initiatives to divert waste from our landfills by *reducing* the amount of waste generated, *reusing* materials which would otherwise become waste, and by *recycling*.

It is inevitable that waste reduction efforts will have an impact on all New Brunswickers through changes in lifestyle and workplace habits, as well as the investments required to achieve province-wide waste reduction goals. As a result, we will continue the regional approach to waste management, where decisions that impact each region will continue to be made locally, within the broader provincial legislative and regulatory framework, and in conjunction with the delivery of this Action Plan.

The cornerstone for waste reduction already exists in organizational and physical infrastructure across the province. There is greater private sector activity in waste handling than ever before. Business and industry are moving toward the stewardship initiatives that mark them as good corporate citizens, and residents throughout the province are calling for increased opportunities to minimize waste. With these variables in place, and a strong commitment to realizing the initiatives outlined in this document, New Brunswick can be a leader in waste reduction and diversion.



Waste Management, Reduction, and Diversion - Phase 2

- Looking to the Future -

New Brunswick has made important strides in managing solid waste. Now we look to the future with an emphasis on reducing and diverting waste, not only to prolong the life of the sanitary landfills, but also to create new opportunities both provincially, and locally. The development and delivery of this Action Plan will require focussed effort and commitment at all levels of government, by regional and community interests, and by the private sector. And individual New Brunswickers, who are empowered as consumers, taxpayers, waste generators, and participants in waste reduction programs, will help determine its success.

Listening to New Brunswickers

In December of 1999, a Discussion Paper, featuring 16 key discussion points was made publicly available on the Internet and through the Department of Environment's regional offices and Service New Brunswick Centres. The Paper, based on a review of solid waste management practices in New Brunswick and other North American jurisdictions, was also distributed directly to over 300 key stakeholders throughout the province. A period of three months was provided for the submission of public comments, and the paper formed the basis of more detailed discussions with representatives of the 12 Regional Solid Waste Commissions, Municipalities and Local Service Districts, private sector interests, and environmental groups (see below). Stemming from the Discussion Paper, the department received 88 written submissions from across the province for consideration in developing the Action Plan.

Simultaneous to the release of the Discussion Paper, a Household Reply Card was distributed randomly to residents in each of the province's 12 solid waste regions. The card was designed to gather information about New Brunswickers' attitudes toward, and commitment to expanded waste reduction and diversion initiatives. A very positive return rate of over 10% (2,590 cards) provided the department with a clear sense of public views.

In conjunction with the New Brunswick Solid Waste Association, the department conducted a series of discussion sessions with stakeholders in each of the 12 Solid Waste Regions of the province. One hundred and thirty four attendees, representing a broad range of perspectives and interests, participated in these sessions. The resulting 100-page summary of their input created a valuable tool in the development of the Action Plan.

Organization and Accountability

The first step toward implementation of the Waste Reduction and Diversion Action Plan would be the development by the Department of the Environment and Local Government, of a work plan to aid all parties in achieving positive results within the targeted time frames. This work plan would guide both the legislative and operational aspects of the Provincial Government's role, as well as setting clear objectives for Regional Solid Waste Commissions. It would serve not only as an organizing tool, but also as a means of measuring and reporting to New Brunswickers on progress in implementing the Action Plan.



A Continuing Commitment to Involvement

Throughout the development of this Action Plan, there has been an ongoing commitment to involve the key players in the province's waste management sectors as initiatives are introduced. In keeping with this commitment, Regional Solid Waste Commissions, Municipalities and Local Service Districts, Business and Industry would be made aware of any major initiatives which are likely to have an impact on their respective areas of interest, and provided respective opportunities for input when an initiative places direct responsibility on any one of these sectors.

The adoption of this Action Plan would have definite implications for the key players involved, both in financial terms as well as in increased or evolving management responsibilities. The Plan also heralds new opportunities, with a potential for the development of new resources and markets and in accompanying job creation. With a commitment to continued dialogue between the Province and key stakeholders, aided by an effective liaison role within the Department of the Environment and Local Government, the signature of a new era in waste reduction and diversion should be one of respectful collaboration.



An Action Plan for New Brunswick: Summary of the Initiatives under the 10 Point Plan

1. Ensuring Province-wide Consistency

- Legislated Waste Diversion Standards

Local decision-making has guided solid waste management in New Brunswick for more than a decade, an approach that has allowed for the differing needs and objectives of diverse regions. And while it is recognized that local decision-making has been important to actions such as siting and maintaining sanitary landfills, a regional approach can also create inconsistencies in the broader waste management and reduction spectrum. It doesn't mean that decisions shouldn't continue to be made locally and activities carried out in the respective solid waste regions, but simply that there should be some consistency across the province so that our collective efforts to reduce waste will have greater impact provincially.

Some regions of the province have developed comprehensive waste diversion and recycling programs for municipal and industrial, commercial, and institutional waste while other regions lag considerably behind. The result is that New Brunswickers in some areas do not have access to the waste reduction programs their fellow citizens enjoy elsewhere. Similarly, there are fewer business opportunities related to waste management and reduction in some locales.

Most people who live and conduct business in the province recognize the importance of environmental protection. They also know that the longer a landfill lasts, the less money and effort will have to be spent locally to create a new one, and that by investing in reduction

and diversion instead, New Brunswick will be better off environmentally as well as economically in the future.

Initiatives under Point 1

In response to the need for province-wide consistency on waste diversion, the Province would establish regulated standards to ensure certain recycling services for all residents of New Brunswick, as follows:

- **Each Regional Solid Waste Commission would be required to implement region-wide recycling programs for:**
 - **Corrugated cardboard, newsprint, box board, and office paper by December 31, 2003**
 - **Polyethylene terephthalate (PET) and high density polyethylene (HDPE) plastics, (#1&2) by December 31, 2004**
 - **Composting of all organic waste by December 31, 2006.**
- **All Regional Solid Waste Commissions would be required to establish region-wide solid waste recycling programs for these specific wastes within their respective regions. The particular recycling program to be adopted by each region would be determined as part of a regional solid waste reduction and diversion plan (see Point 5).**
- **Each Commission would also be required to report annually, on a form provided by the department, to the Minis-**



ter of the Environment and Local Government on the amount of material diverted from their respective regional landfills.

The waste reduction and diversion standards outlined above allow for the implementation of the regional waste diversion initiatives in phases. That is, the standards allow for an incremental development of appropriate legislative support, regional planning and infrastructure over the five-year implementation period. It should also be noted, that these standards are a benchmark, and do not preclude continuing or additional activity toward waste reduction and diversion in solid waste regions.

2. Leading by Example

- A Green Procurement Policy for Government

The business of running government and delivering services to New Brunswickers makes demands on a wide variety of resources, both in terms of purchase and utilization. Concerted efforts to reduce waste are not only desirable in environmental terms, but can also mean more effective use of public funds.

Among other positive outcomes, implementing sound environmental practices among government employees can have far-reaching behavioural impacts in communities across the province, and by changing our business practices, an additional gain can be made in the likely increase in market volume of particular recyclable commodities.

In all of these respects, the provincial government has an opportunity to lead by example, by setting and achieving reduction targets for its own operations.

The government also acts as the central purchasing body on behalf of New Brunswickers,

which means it sets certain standards for purchasing activities. By including environmental considerations in its purchasing policies, the government can not only help reduce waste, but also influence the practices of the business community from which it makes those purchases.

The Province recognizes that demands will be made of virtually every sector in the province, including individual citizens, if this Action Plan is to see positive results over the next five years. Accordingly, the government is prepared to not only guide the implementation of the overall initiatives in the Action Plan, but to be an active participant in achieving waste reduction and diversion in New Brunswick.

Initiatives under Point 2

In a commitment to lead by example, the Province would:

- 1. Conduct a government wide waste audit to measure current waste reduction and diversion practices, identify areas where waste reduction and diversion can be applied, and to set a benchmark for measuring reduction and diversion performance over time.**
- 2. Develop and adopt waste reduction guidelines for use by departments in conducting their everyday operations.**
- 3. Undertake the development of an environmentally responsible and economically sound procurement and tendering policy. All government departments, agencies and boards would be required to adhere to the policy.**
- 4. This process would include the establishment of an interdepartmental committee to review procurement and tendering options, including those asso-**



ciated with construction and demolition activities.

5. **As part of its mandate, the Interdepartmental Committee would be asked to consider whether an environmentally responsible procurement policy should be adopted as regulation.**
6. **Examine the links between any provincial waste reduction and procurement policies and those of municipalities.**
7. **Encourage those municipalities which produce municipal bio-solids to give preference, in suitable applications, to the use of manufactured topsoil using composted bio-solids in place of topsoil from agricultural land.**

It should be noted that a strategy for waste reduction through gains in energy efficiency has been outlined in the Province's Energy Policy, and includes:

- directing provincial government departments to include energy efficiency in all relevant decisions and policies, including procurement.
- expanding the Energy Accounting System (which sets measurable standards of energy use for building managers) to include oil and natural gas.
- extending the scope of the Provincial Buildings Initiative to include indirectly funded buildings such as hospitals, nursing homes and buildings owned or operated by crown corporations.

3. Encouraging Personal and Community Action

- Enhanced Public Education and Awareness

The success of community, regional, and provincial waste programs, hinges to a great extent on the acceptance and active participation of individual New Brunswickers. Public education and awareness plays an important role in fostering this acceptance and promoting personal action. An informed public can engender a more environmentally-responsible public, as people come to understand and act on their individual and inter-dependent roles.

There has been considerable waste-related educational activity across the province over the past several years. Several municipalities as well as community and environmental groups have created demonstration projects and staged events to call attention to particular waste related issues. Regional Solid Waste Commissions have led the way in explaining local waste management and reduction services to residents. The Province, in turn, has supported both individual and community awareness through departmental activities and educational materials, as well as through sponsorship under the Environmental Trust Fund.

In the area of waste reduction, perhaps the single most active contingent of the population has been New Brunswick's school children, and particularly those in elementary and middle schools. These youngsters, with support from teachers and parents, have established a broad roster of recycling and conservation programs that serve as a constant reminder of what collective effort can accomplish.



With the implementation of the Waste Reduction and Diversion Action Plan, the development of focussed, New Brunswick-specific education initiatives would become a priority across all sectors.

Initiatives under Point 3

With the aim of encouraging personal and community action, the Province would:

- **Develop and disseminate educational materials via the Department of the Environment and Local Government which**
 - **explain the public’s role under waste reduction legislation or policies;**
 - **promote changes in overall consumer and user behaviour regarding waste generation and management;**
 - **provide practical information to guide New Brunswickers in making sound waste reduction related decisions.**

Areas for particular consideration would include a) the benefits of the three R’s (reduction, re-use, recycling), b) household hazardous waste, and c) illegal dumping.

- **Support regional and community-based waste reduction awareness efforts through**
 - **recommendations for funding under the Environmental Trust Fund as appropriate;**

- **in-kind support stemming from the delivery of Provincial waste reduction programs (e.g. technical knowledge of waste systems)**
- **and continued provision of Provincial education materials for local use.**

- **Promote, via the Department of Education, the comprehensive adoption of recycling and other conservation programs in New Brunswick schools.**

4. Enabling Our Local Partners

- Support for Local and Regional Waste Reduction Initiatives

The Phase 1 development of a province-wide waste management system would not have been realized had there not been financial investments from both the provincial as well as local governments and the people they represent. Of equal importance, this undertaking required organizational support during the respective planning, development and construction activities. This support continues today through the ongoing management, funding and regulation of those waste systems.

The move toward increased waste reduction opportunities will also require money and other resources. The experience of communities or regional waste commissions where waste reduction and recycling activities are already well underway, tells us that such investments are required to achieve future improvements. And just as authorities have had to devise ways of operating regional landfill facilities and transfer stations, or local blue box programs with economic viability in mind, so the implementation of expanded waste reduction measures will require sound



economic decisions.

To enable local and regional action both financial and organizational investments will have to be made from a spectrum of sources. Apart from the elements of support referenced above (Point 3), and the potential funding opportunities which can be identified at federal and provincial levels, individual communities and Regional Solid Waste Commissions will be encouraged to seek innovative means of delivering waste reduction programs as economically as possible. This could include reducing collection costs through householder waste reduction (see Point 9), or seeking private sector partnerships. Whatever the approach, the most immediate dividends will be for an improved environment.

Initiatives under Point 4

To facilitate support for local and regional waste reduction initiatives, the Province would:

- **Ensure that all municipalities are aware of funding opportunities under the Canada-New Brunswick Infrastructure Program, and carefully consider applications for funding in light of Provincial waste reduction objectives.**

It should be noted that the present funding criteria includes a Provincial commitment to dedicating a minimum of 70 % of the total funding to Green Local Government infrastructure, including that associated with waste management.

- **Encourage applications to the Environmental Trust Fund which demonstrate achievable results under this Action Plan and which identify, wherever possible, alternative and/or complementary sources of funding.**

- **Establish an inter-departmental committee to examine the potential for creating economic opportunities associated with waste reduction and diversion, including the development of end-use or product markets for New Brunswick and Atlantic Canada.**

5. Bringing the Solid Waste Regions into Focus

- Waste Reduction and Diversion Plans

New Brunswick's Regional Solid Waste Commissions have all achieved the original threshold of managing solid waste disposal. A number of commissions have gone beyond that initial stage to develop recycling and waste reduction programs. As envisioned at the outset of the established solid waste management in New Brunswick, the development of disposal facilities was to be the cornerstone in a broader spectrum of waste management options. To achieve that goal, and do so consistently across the province requires concerted planning.

Developing comprehensive plans on a regional basis will facilitate the development of concrete targets for waste reduction. It is also widely regarded as a way to ensure that all sectors within a particular region are actively involved in waste diversion and reduction programs for that region. With established Provincial standards in place (see Point 1), regional commissions will have a benchmark that either complements their existing operations, or forms a foundation on which to build new services. As the standards are for specific materials and target dates, individual commissions will continue to be able to develop region-specific plans for these recycling initiatives.



Initiatives under Point 5

As a means of enabling Regional Solid Waste Commissions to meet the requirements of Provincial waste reduction and diversion standards, and to encourage consistency in waste reduction planning throughout New Brunswick, the Province would:

- **Require that each Regional Solid Waste Commission develop a Waste Reduction and Diversion Plan to be submitted to the Minister of the Environment and Local Government for review and approval, by December 31, 2002. The plan would have to:**
 - **Respond to the province-wide waste reduction standards for commissions, and include an implementation schedule to meet those standards.**
 - **Be developed with the full involvement of the Municipalities and Local Service Districts, (including Local Service District Advisory Committees), as well as First Nations Councils, where applicable within a specific region.**
 - **Be region-wide in scope.**
 - **Have provision for disposal of household hazardous wastes.**
 - **Include projected diversions rates.**
 - **Include a public awareness and education strategy.**
 - **Consider all alternatives for delivery, including partnering with the private sector.**

- **Provide a complete cost-analysis for all proposals included in the Plan.**

Where more than one commission is serviced by a sanitary landfill, the commissions would be encouraged to pool their resources to develop a joint plan.

The Department of the Environment and Local Government would act as a liaison with commissions during the development of the waste reduction and diversion plans.

6. Promoting Environmental Compliance

- Prevention of Illegal Dumping

Illegal dumping has been an unfortunate part of New Brunswick's societal and physical landscape for many years. Its effects can be a detriment to the environment and can pose a threat to human health and to wildlife. The very visual aspect of this practice can also have an impact on the recreational enjoyment of the province's residents and visitors.

Even with the advent of sanitary landfills and transfer stations, a system which provides virtually every New Brunswick with access to curb-side garbage collection on a weekly basis, there are still instances of illegal dumping.

There have been a variety of approaches taken over the years to reduce the impacts of illegal dumping, including derelict vehicle removal and unsightly premises action programs, which have removed thousands of eyesores from our landscape. And there have been measures to pursue cases of illegal dumping, although it is very difficult to patrol all corners of the province. The inspection



and enforcement approach carries a substantial investment of time and tax dollars and doesn't always guarantee a change in the behaviour of those who dump illegally. And so, while enforcement efforts continue, the primary emphasis must be placed on preventing this behaviour in the first place.

The province supports the premise that there will be greater long-term success in diminishing illegal dumping through public awareness (see Point 3) and the greater availability of disposal alternatives.

Apart from roadside pick up for household garbage, New Brunswick's Solid Waste Commissions also co-ordinate bi-annual collections of over-sized items, such as furniture and appliances. In some areas, this collection schedule has been enhanced to provide additional opportunities for householders to dispose of these items. There are also inspected and approved sites for construction and demolition waste which offer a reduced tipping fee to individuals and companies.

While these options are a good starting place, there is a need to increase waste diversion alternatives and with it, to strengthen the prevention of illegal dumping.

Initiatives under Point 6

In an effort to address illegal dumping, the Province would:

- **Seek to formalize the implementation of a policy for expanded waste collection in Local Service Districts as current waste collection contracts expire. This entails:**
 - **including a provision in all Local Service District waste collection service contracts, to allow residents to put out garbage and refuse ordi-**

narily associated with special waste collection days (i.e., small furniture pieces, building material, etc.)

- **allowing for this collection on a weekly basis**

The policy may not be applicable to all Local Service Districts. In regions where there are established recycling programs that require specially modified waste collection vehicles, it may not be possible to accommodate bulky wastes. Similarly, restrictions may be placed on white goods (appliances – refrigerators, stoves, etc.) and large items (i.e. sofas, arm-chairs) as many waste haulers operate one-person enterprises and the pick up of larger items would be too difficult for an individual to manage. Large items could be disposed of through special waste days generally held by waste commissions 2-3 times per year.

- **Work with the Department of Justice to develop legislative or regulatory measures which could be adopted to enhance compliance and enforcement efforts, including the potential for on-site ticketing by Department of the Environment and Local Government Inspection staff in instances of illegal dumping.**

While the permanent long-term improvement in the management and control of illegal dumping is expected to come about as a result of improved rural waste pick-up, the additional impact of issuing tickets would add to the Province's enforcement capabilities.

7. Weighing in Nationally

- Advocating Mandatory Recycled Content

Instituting mandatory recycled content means requiring that manufacturers and packaging companies adhere to established percent-



ages of recycled materials when producing their products. Given that most manufacturers produce for a broad, often national or even larger market, individual provincial requirements for content would be both inefficient, which can lead to other forms of environmental waste (e.g. energy, water consumption) as well as so cost-prohibitive as to deter compliance. In order to have maximum impact, a recycled content requirement should be national in scope, or as a minimum, involve several neighbouring jurisdictions.

Another waste management concept which is generating considerable interest is ‘extended producer responsibility’ (EPR). Under this model, a producer takes back a product once it has expended its useful life for the consumer, and the costs of managing this waste are incorporated into the price of the product.

The concepts of mandatory recycled content and extended producer responsibility have been in circulation for some time. In order to move them off the drafting board and onto consumer shelves, New Brunswick must join forces with its provincial, territorial, and federal colleagues to mobilize the move toward waste reduction at this level.

Initiatives under Point 7

In order to effect national change, which will have positive implications for New Brunswick, the Province will:

- **advocate for the adoption of mandatory recycled content by the Federal Government through the Canadian Council of Ministers of the Environment (CCME), of which the Minister of the Environment and Local Government is New Brunswick’s representative.**

- **encourage other provincial and territorial jurisdictions to consider the adoption of compatible mandatory recycled content regulations, either as a complement to federal legislation or as a pre-cursor to its development.**
- **advocate for the study of Extended Producer Responsibility and it’s applicability to Canada through the CCME.**

8. Calling for Life-cycle Product Management

- Industry Stewardship

‘Industry stewardship’ is a term used to describe the management by industry of waste associated with a depleted consumer good or service, originally provided by that industry. Historically, this stewardship has come under one of two headings: regulated or voluntary.

Regulated stewardship follows legally required management provisions and may provide an economic incentive for individuals to participate, or place an environmental levy on a product to off-set recycling costs. In New Brunswick regulated stewardship has been adopted to manage beverage containers and scrap tires. In a voluntary stewardship program, an industry voluntarily takes back its products (i.e. nickel cadmium (Ni-Cad) batteries, Brita water filters, plastic bags). The costs associated with managing waste under this model are often built into the price of the product or service.

The call for more active industry stewardship to divert waste from landfills has wide-spread support in the province among the public and waste management stakeholders. Regulated stewardship is seen as the preferred approach, including among potentially affected industries, which see it as a means to ensure



all competitors in the industry concerned are placed 'on a level playing field'.

In an era when individuals are seeing themselves as having some responsibility for environmental sustainability, industry stewardship is an obvious next-level ownership of waste reduction and diversion solutions.

Initiatives under Point 8

In recognition of the significant contribution industry can make to waste reduction and diversion, through the lifecycle management of its products and services, the Province will:

- **finalize a milk container stewardship program with the New Brunswick Dairy Industry during 2002,**
- **develop a model for Paint Stewardship during 2002, and**
- **finalize a Used Oil Regulation for implementation by Spring 2002.**

9. Devising Waste Management Alternatives

- Municipal and Regional Options

Presently in New Brunswick, municipalities are responsible for waste collection within their boundaries. In turn, the respective Regional Solid Waste Commissions manage the disposal of this waste. For both entities, the cost of collecting and managing waste is a growing issue.

Municipalities are conscious of the pressure placed on their budgets by waste collection, and interested in finding alternative means of funding this service other than to increase municipal taxes. In this regard, attention is

being given to reducing the volume of waste that goes to the landfills. Commissions, meanwhile, are dependent to some extent on the tipping fees associated with the tonnage of waste sent for disposal, which creates both an environmental and economic conundrum.

Some Municipalities and Commissions favour a collection and disposal fee (sometimes referred to as a user-pay system), in which residents pay for waste collection based on the volume of waste generated. This provides an economic incentive to reduce the amount of waste each household generates. For the municipality, a decreased volume of municipal waste can potentially stabilize or slow the increasing costs of waste collection. From a legal perspective, the *Municipalities Act* does not presently allow for a collection and disposal fee approach, although this is currently under exploration. Additionally, there are concerns that collection and disposal fees will prompt an increase in illegal dumping.

There are alternative means of reducing household waste which, if adopted in a comprehensive manner, could alleviate the strain on municipal collection costs as well as the processing costs associated with recycling by Commissions. Additionally, there may be opportunities for creating new waste streams as a source of regional revenue. Source separation is the most familiar of these avenues. By sorting waste where it is generated (in households or commercial settings), the costs of disposal are reduced, and the quality of the materials collected (whether organics for large scale composting, or high grade plastics for recycling), combined with less time spent sorting by the Commissions can mean considerable savings.



The success of a source separation program relies to some extent on the volume of sorted waste which can be collected, and therefore a high participation rate by residents and other users. Whatever options municipal and regional interests pursue, New Brunswickers have indicated that waste reduction should be the primary consideration.

Initiatives under Point 9

In promoting the exploration of alternative municipal and regional waste management options, the Province would:

- undertake a review of applicable legislation to determine what instruments might be put in place for use by Municipal and other bodies in managing waste volumes locally.
- Encourage an examination by Waste Commissions of a tiered tipping fee approach for managing waste from the ICI (Institutional, Commercial, Industrial) sector.

10. New Directions for Diversion

- Consideration of Landfill Bans

A landfill ban is a regulatory measure that prohibits the disposal of a solid waste that can be recycled or is not appropriate for disposal in a sanitary landfill. Proponents of landfill bans point to the potential for diversion of recyclable materials from disposal facilities, and the requirement it places on industrial, commercial and institutional sectors to source-separate their waste. Those who oppose landfill bans cite a likely increase in illegal dumping or the creation of a glut in materials for which there may be fluctuating markets. Some Regional Solid Waste Commissions

see landfill bans as a potential loss of revenue to private sector recycling and waste management enterprises.

There can be both environmental and economic benefits to landfill bans, as long as equitable arrangements are made between parties and a fully developed system is in place to ensure both the environmental and economic viability of associated programs.

Initiatives under Point 10

Recognizing that landfill bans may be a beneficial option in achieving waste reduction in New Brunswick, the province will:

- consider proposals to the Department of the Environment and Local Government for landfill bans, per the following:
 - Such a ban is requested by one or more Solid Waste Commission(s) and would be region or province-wide.
 - There are viable alternatives to disposal for the banned material (e.g. recycling and reuse programs).
 - There is an appropriate collection mechanism (e.g. source separation) in place for use by the public and industry.

A Note about other initiatives

The initiatives under this 10-point plan encompass many of the proposals originally put forward in the Waste Reduction and Diversion Discussion paper. The remaining concepts should be considered as potential future directions, which can be re-visited at any time during the five-year period covered by this



Action Plan or as the foundation for waste reduction and diversion once it is better established across the province.

For example, initiatives such as the establishment of a marketing cooperative for recyclables may be a natural next step in the management of New Brunswick's waste resources, but can be better evaluated once individual regional plans for recycling are in place.

We can also anticipate potential modifications to future waste reduction and diversion planning, based on the experience gained from implementing this Action Plan.



Conclusion

New Brunswick has established an environmentally sound solid waste disposal system through its network of regional sanitary landfills and transfer stations. There are also a number of provincial, regional, and local recycling initiatives underway.

Over the next five years, measures will be introduced by the Province to ensure a broader spectrum of recycling opportunities for all New Brunswickers and a subsequent reduction in the overall waste generated and/or disposed of across the province. It is anticipated that regionally-based initiatives will be co-ordinated by the Solid Waste Commissions in conjunction with other key players, including Municipalities and Local Services Districts, as well as private sector interests.

Key stakeholders will be involved throughout the development and delivery of this Action Plan, and the public will be kept apprised of the progress being made on waste reduction and diversion across the province.



To Submit Comments

To submit comments or questions concerning the Action Plan, please use the enclosed Comment Form, or contact:

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The Action Plan and Comment Form are also available on the department's web site at the following address: <http://www.gnb.ca/elg-egl/0372/0005>

