

A Roadmap for Transforming our Waste into Materials for Tomorrow



**NEW BRUNSWICK'S STRATEGIC ACTION PLAN
FOR SOLID WASTE MANAGEMENT 2023-2030**



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Our Plan

The traditional approach to solid waste management in New Brunswick has primarily focused on activities of collection, diversion, and disposal. This focus must now be broader and include a consideration of climate change and the circular economy. With this in mind, the provincial Department of Environment and Local Government, with input from key stakeholders and other interested parties, has developed a Strategic Action Plan for Solid Waste Management in New Brunswick, 2023-2030, entitled *A Roadmap for Transforming our Waste into Materials for Tomorrow*. This plan charts a path forward that reimagines the way New Brunswickers view and manage “waste”.

The **vision** of the plan is to reduce the amount of solid waste being disposed of in New Brunswick and to create opportunities to transform it into materials for tomorrow. The **goal** is that by 2030, New Brunswick will achieve an annual 40,000-tonne reduction in solid waste being regionally landfilled, while establishing a foundation that enables the province to effectively work towards achieving further reductions in the future.

Pillar 1



COLLABORATION, PUBLIC EDUCATION AND AWARENESS

Strengthen our partnerships with key stakeholders and increase public awareness.

Pillar 2



PROMOTING CIRCULAR ECONOMY

Encourage the growth of the circular economy by implementing the extended producer responsibility approach to our existing and future solid waste diversion.

Pillar 3



ORGANICS

Avoid greenhouse gas emission generation by reducing regional landfilling of organics.

Pillar 4



LAYING THE FOUNDATION FOR 2030 AND BEYOND

A better understanding of opportunities for moving towards a circular economy and further waste reduction that will inform the development of the next Strategic Solid Waste Management Action Plan (2030 – 2035).

2023

- Establish Provincial Advisory Committee
- Education and awareness campaigns
- Partnership with Education and Early Childhood Development
- Updated waste diversion website
- A modernized regulatory framework that supports the Extended Producer Responsibility model
- Establish new or expanded waste diversion programs using the Extended Producer Responsibility model
- Review legislation (distribution bans, disposal restrictions)

2025

- Provincial organics program proposal
- Implement Pharmaceutical Products and Medical Sharps and the Packaging and Paper Products waste diversion programs using the Extended Producer Responsibility model
- Conduct mid-point public survey on awareness of waste diversion initiatives

2027

- Explore options for further reduction of material being landfilled

2029

- Develop new Action Plan

2024

- Develop standardized reporting with performance measures
- Explore options to reduce the regional landfilling of organics

2026

- Litter and illegal dumping surveys and prevention plan

2028

- Establish organics program
- Conduct final public survey on awareness of waste diversion initiatives

2030

- Implement new Action Plan



FOUR PILLARS PROVIDE THE FRAMEWORK FOR THIS PLAN:



Collaboration, Public Education and Awareness



Promoting Circular Economy



Organics



Laying the Foundation for 2030 and Beyond

Each pillar includes measurable, achievable, realistic, and time-specific Department-led **actions** and **outcomes** that answer the following questions:

- *Where are we now* (current state)?
- *What do we want to achieve* (purpose)?
- *How do we get there* (actions)?
- *How do we measure success* (outcomes)?

Some actions can be implemented relatively quickly, while others may require further collaboration, engagement and/or government approval. A timeline for completing the actions has been included in this plan and will be used for reporting and measuring the Department's performance.

An annual progress report (calendar year) will be completed by March 31st beginning in 2024. The strategic action plan will be renewed by January 2030.

Overview of Solid Waste Management in New Brunswick

BUILDING ON A STRONG FOUNDATION

There have been considerable accomplishments in the management of solid waste in New Brunswick over the past four decades. Our province's old, environmentally unacceptable dumps have been closed, and a sophisticated new system of six regional landfills designed to protect our environment are in place. The Department has made a good start with solid waste diversion, but we can do more. We can broaden our focus to include climate action activities that will help avoid the generation of greenhouse gas emissions as well as encourage the growth of the circular economy.

Much of the infrastructure for solid waste diversion already exists across the province. An increasing number of businesses and industries are moving toward stewardship initiatives that position themselves as good corporate citizens. New Brunswickers are interested in opportunities to recycle more and minimize the generation of solid waste. With this strong foundation in place, a clear vision and goal, as well as concrete actions and outcomes, our province is well positioned to be a leader in solid waste management.

HOW WE CURRENTLY MANAGE SOLID WASTE

Solid waste refers to residential; industrial, commercial, and institutional; or construction, renovation, and demolition material.

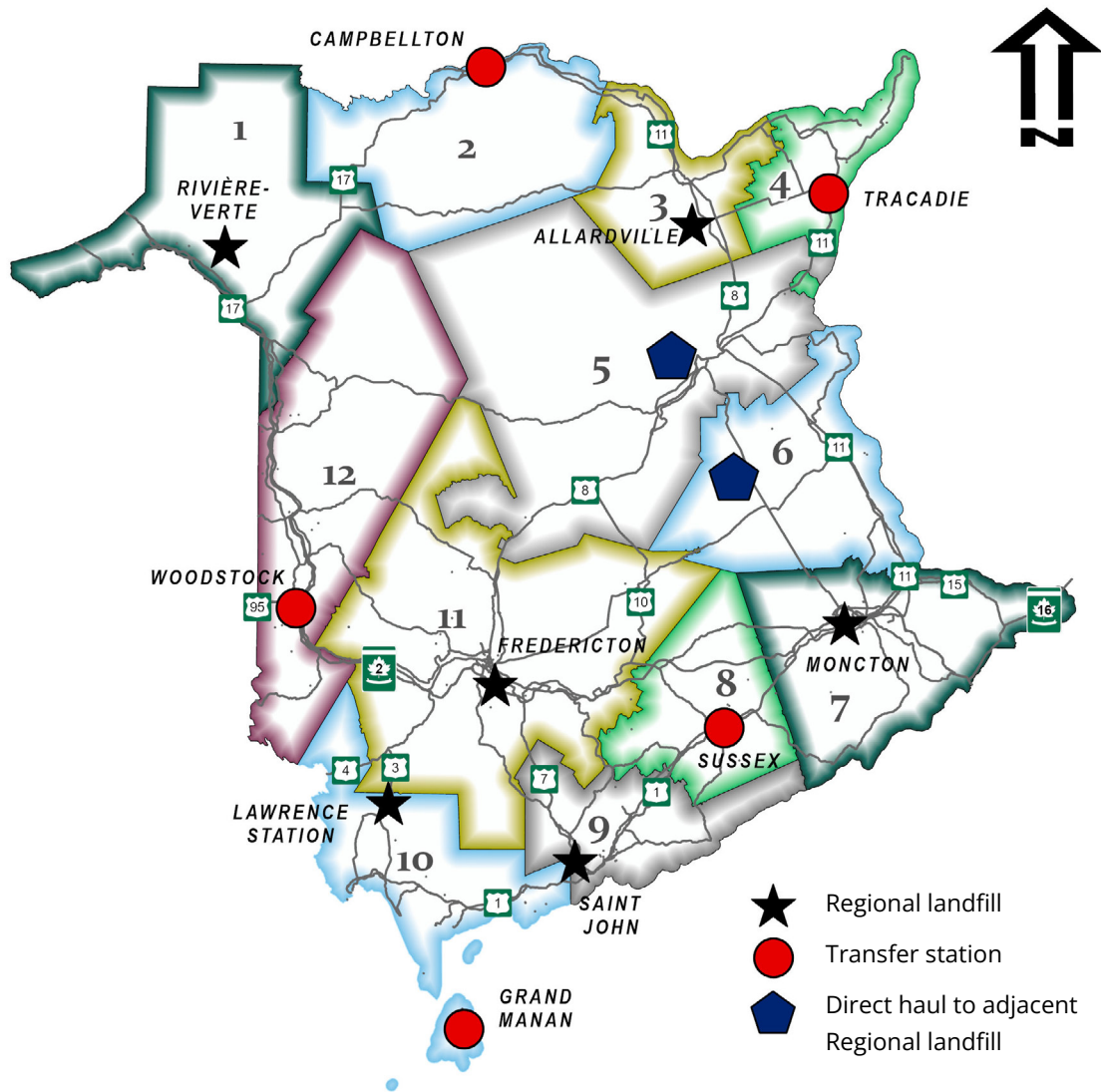
The management of residential or industrial, commercial, and institutional waste in New Brunswick consists primarily of collection, diversion, and disposal activities, described below.

- The **collection** of waste destined for regional landfilling is delivered by local governments, regional service commissions, or the private sector. Differences exist between regions with respect to frequency, form (cart/bag), as well as who offers the service and how it is delivered.

- The **diversion** of waste destined for regional landfilling is accomplished through a series of voluntary and province-wide regulated programs.
 - **Voluntary programs** include organics; plastics; paper; metal; construction, renovation, and demolition materials; batteries; milk containers; appliances; glass; propane tanks; printer cartridges; textiles; and household hazardous waste. Like the collection of solid waste, voluntary diversion programs vary across regions.
 - **Province-wide regulated programs** include beverage containers; tires; paint; oil and glycol; electronics; packaging and paper products; and pharmaceuticals products and medical sharps. These programs are designed to be consistent for all New Brunswickers, regardless of where they live.
- The **disposal** of waste destined for regional landfilling is the responsibility of each regional service commission. This waste may be hauled directly to a landfill or brought to a transfer station, then transported to a landfill. The map in Figure 1 highlights the specific disposal activity for each of the regional service commissions. Of note, the waste from Regions 5 and 6 are disposed of in neighbouring regional service commissions.

Construction, renovation, and demolition sector waste is managed differently throughout New Brunswick because the waste material is considered less deleterious than other materials. There is no provincially regulated diversion program for this waste, and it is being disposed of at both regulated private and regional service commission disposal sites.

**FIGURE 1
REGIONAL SERVICE COMMISSION WASTE DISPOSAL ACTIVITIES**



- | | |
|--|--|
| 1. Northwest Regional Service Commission | 7. Southeast Regional Service Commission |
| 2. Restigouche Regional Service Commission | 8. Kings Regional Service Commission |
| 3. Chaleur Regional Service Commission | 9. Fundy Regional Service Commission |
| 4. Acadian Peninsula Regional Service Commission | 10. Southwest New Brunswick Service Commission |
| 5. Greater Miramichi Regional Service Commission | 11. Capital Regional Service Commission |
| 6. Kent Regional Service Commission | 12. Western Valley Regional Service Commission |



Pillar 1

COLLABORATION, PUBLIC EDUCATION AND AWARENESS

Strengthen our partnerships with key stakeholders and increase public awareness.

WHERE ARE WE NOW?

The Department participates in regular meetings at the provincial, Atlantic, and national levels, as well as with key stakeholders. The purpose of this collaboration is to exchange information, discuss solid waste management issues of common concern, and keep our province aligned with what is happening in other Canadian jurisdictions i.e., promote harmonization where possible and work towards the Canada-wide aspirational waste reduction goals endorsed by federal-provincial-territorial ministers in 2018.

In addition to collaboration, the Department provides public education and awareness on provincial solid waste management activities. Other stakeholders such as regional service commissions and Recycle New Brunswick also undertake public education and awareness initiatives. Generally, regional service commissions focus their messaging on the solid waste services they provide. Recycle New Brunswick, as well as producers of regulated products, are responsible for public education and awareness activities that are specific to the materials they manage.

The participation of New Brunswick's youth is key to achieving the waste reduction vision and goal of this plan. The Department is actively engaged in the yearly Envirothon NB competition and is aware of other initiatives such as the Planet Protector Academy Program or EcoSchools Canada certification program that have been designed for K-12 students.

WHAT DO WE WANT TO ACHIEVE?

Strengthen our partnerships with key stakeholders and increase public awareness.

As the Department moves forward with the implementation of the plan, collaboration and coordination with key stakeholders and other interested parties will be critical for success. Because solid waste management is a shared responsibility, our first step will be to establish a formal **Provincial Solid Waste Management Advisory Committee**, chaired by the Department, to assist us in improving and modernizing solid waste management in New Brunswick. The specific details of the committee, such

as structure and roles and responsibilities, will be determined as part of the development of a Terms of Reference with our partners and stakeholders.

The committee will consist of key stakeholders and other interested parties that may include, but are not limited to, representatives from: Environment and Local Government, regional service commissions, and Recycle New Brunswick. In some cases, sub-committees could be formed to undertake specific initiatives and may include other members such as the public, non-government organizations, and/or subject-matter specialists.

The focus of the provincial advisory committee will be to exchange information, discuss issues of common concern, and guide strategic thinking and decision making on how to best achieve the actions and outcomes outlined in the plan. In addition to its role on the committee, the Department will also continue its collaboration at the provincial, Atlantic, and national levels to keep our province aligned other Canadian jurisdictions.

The provincial advisory committee will also be asked to focus on targeted and coordinated public education and awareness activities (i.e., schools, children) to encourage better solid waste management habits. The Department's intent is not to duplicate initiatives but to support and/or complement current or future activities. The details surrounding what targeted and coordinated efforts will be undertaken, who is involved, how it will be planned, who will lead, and how it will be financially supported, will be established on a case-by-case basis.

The Department will also draw on public feedback to ensure that the information being conveyed on various platforms is current, relevant, easy to understand, and readily available to all New Brunswickers.

Passionate, well-informed youth are key to addressing, and finding solutions to, the world's environmental challenges, including how to reduce and manage our solid waste. The Department recognizes that we can do more to broaden the understanding of waste diversion practices across K-12 schools in the province and will partner with the Department of Education and Early Childhood Development to explore opportunities for new or enhanced waste diversion-related programming.

HOW DO WE GET THERE?

ACTION 1

Establish a Provincial Solid Waste Management Advisory Committee by July 2023. The committee will be governed by an agreed upon Terms of Reference that identifies scope, membership, structure, meeting frequency, and member roles and responsibilities.

ACTION 2

Coordinate targeted public education and awareness campaigns and update the departmental website to create a hub of relevant and easy to access information for New Brunswickers related to solid waste management. This action will be ongoing throughout the duration of the plan.

ACTION 3

Formalize a partnership with the Department of Education and Early Childhood Development that explores opportunities to enhance K-12 curriculum or best practices related to waste diversion.

HOW DO WE MEASURE SUCCESS?

- ✓ The establishment of a Provincial Solid Waste Management Advisory Committee by July 2023.
- ✓ A survey every December with the committee members to determine if the partnership has been strengthened.
- ✓ An updated website to provide public education and awareness information related to solid waste management by Spring 2023.
- ✓ Two public surveys measuring the change in solid waste management awareness of New Brunswickers in 2025 and 2028 compared to the 2022 survey results.
- ✓ Establish a formal partnership with the Department of Education and Early Childhood Development by the end of 2023.





Pillar 2

PROMOTING CIRCULAR ECONOMY

Encourage the growth of the circular economy by implementing the extended producer responsibility approach to our existing and future solid waste diversion.

WHERE ARE WE NOW?

One of New Brunswick's approaches to encouraging circular economy principles is through the application of the extended producer responsibility model. This model requires producers to manage and fund recycling programs for the products they put into the marketplace at end-of-life. Producers are therefore incentivized to find ways to reduce the costs of their recycling programs such as using materials that are durable, easily recyclable, and reusable. Products made with these characteristics tend to stay in the economy longer (circular principle), which reduces impacts on resources and minimizes waste. This circular approach also helps to avoid greenhouse gas emissions (i.e., resulting from the extraction of resources and the management of waste) and is globally considered as a crucial climate action, thereby aligning New Brunswick with other jurisdictions worldwide.

The *Designated Materials Regulation* under the *Clean Environment Act* was enacted in 2008 and launched New Brunswick's first waste diversion program using the extended producer responsibility approach. Through this framework, Recycle New Brunswick was established as the multi-material stewardship board that oversees provincial programs using this model: paint, oil and glycol, electronics, packaging and paper products, and pharmaceutical products and medical sharps. The Department will continue to explore options to add new designated materials using this waste diversion approach.

WHAT DO WE WANT TO ACHIEVE?

Encourage the growth of the circular economy by implementing the extended producer responsibility approach to our existing and future solid waste diversion programs.

The regulatory framework that supports New Brunswick's extended producer responsibility model has been in place for almost 15 years and should be modernized to reflect current waste management trends and best practices. The Department will also continue to work with the provincial advisory committee to explore opportunities to increase recycling, reduce waste destined for landfills or private disposal sites, as well as encourage the growth of the circular economy.

HOW DO WE GET THERE?

ACTION 4

Develop a proposal for government consideration to modernize the *Designated Materials Regulation - Clean Environment Act* and establish new, or expand existing, provincially regulated diversion programs using the extended producer responsibility approach, by end of 2023.

HOW DO WE MEASURE SUCCESS?

- ✓ A modernized regulatory framework that supports the extended producer responsibility model by the end of 2023.
- ✓ The establishment of new or expanded waste diversion programs using the extended producer responsibility model by the end of 2023 (~10,000 tonnes).
- ✓ The implementation of two new waste diversion programs – packaging and paper products, and pharmaceutical products and medical sharps – using the extended producer responsibility model by the end of 2025 (~15,000 tonnes).



Pillar 3

ORGANICS

Avoid greenhouse gas emission generation by reducing regional landfilling of organics.

WHERE ARE WE NOW?

It is estimated that about 30% (by weight) of the solid waste that is disposed of in the province's regional landfills is organic in nature. The disposal of organic waste in landfills leads to the production of landfill gas, which is predominately composed of methane (a powerful greenhouse gas).

All six of New Brunswick's regional landfills currently have landfill gas capture infrastructure to help mitigate the release of greenhouse gases. Five of these generate electricity from methane, while the other flares this gas, effectively converting it to carbon dioxide (a less powerful greenhouse gas). Finally, there are only four out of twelve regional service commissions offering curbside organic solid waste diversion programs in the province.

WHAT DO WE WANT TO ACHIEVE?

Avoid greenhouse gas emission generation by reducing regional landfilling of organics

The Department will work with the provincial advisory committee to explore options to establish a province-wide program to reduce the landfilling of organics.

HOW DO WE GET THERE?

ACTION 5

Explore options to reduce the regional landfilling of organics by July 2024.

ACTION 6

Based on the outcome of the options to reduce the regional landfilling of organics, develop a proposal for government consideration in the fall of 2025 to establish a province-wide organics program by the end of 2028.

HOW DO WE MEASURE SUCCESS?

- √ Organics program implemented across the province by the end of 2028 (~15,000 tonnes).



Pillar 4

LAYING THE FOUNDATION FOR 2030 AND BEYOND

A better understanding of opportunities for moving towards a circular economy and further waste reduction that will inform the development of the next Strategic Solid Waste Management Action Plan (2030 – 2035).

WHERE ARE WE NOW?

There are currently a wide variety of waste reduction programs and initiatives that are administered by the Department and other interested parties throughout the province. Recognizing that we can do more, the Department will continue to explore opportunities to further reduce solid waste in New Brunswick.

WHAT DO WE WANT TO ACHIEVE?

A better understanding of opportunities for moving towards a circular economy and further waste reduction that will inform the development of the next Strategic Solid Waste Management Action Plan (2030 – 2035).

The Department will focus on the following four initiatives.

- **Determine if the current legislative framework supports product distribution bans and/or disposal restrictions.** There are some materials used by New Brunswickers that are commonly mismanaged, negatively impact the environment, are difficult to recycle and might be well-suited for a provincial ban or disposal restrictions. The Department will undertake a legislative review to determine if authority exists to support provincial distribution bans and/or disposal restrictions.
- **Standardize reporting and performance measures.** The Department has set a goal that by 2030, New Brunswick will achieve an annual 40,000-tonne reduction in solid waste being regionally landfilled in the province. However, it is difficult to manage what you do not measure. The Department recognizes the need to measure our performance as it relates to the goal, actions, and outcomes contained within this plan, and we will work with the provincial advisory committee to establish measurable metrics, targets, and reporting regimes. Once this work is complete, the Department will collect the appropriate information to determine baseline levels, as a starting point, and measure performance on an annual basis thereafter.
- **Undertake a litter and illegal dumping survey.** A better understanding of the type of materials found in litter and illegal dumpsites is required to establish

options for disposal that are more accessible and/or affordable for these types of materials, i.e., prevention planning.

- **Explore options to further divert material from being landfilled.** There is a large volume and wide range of material available for diversion beyond our current programs. The Department will work with the provincial advisory committee to explore options to further reduce the landfilling of solid waste.

HOW DO WE GET THERE?

ACTION 7

Complete a review of the current provincial legislation to determine if authority exists to support product distribution bans and disposal restrictions by the end of 2023. In the event the required legislative authority does not exist, the Department will develop a proposal for government consideration to establish this authority, if required.

ACTION 8

Develop standardised reporting and data calls to collect relevant solid waste information for establishing baseline levels and annual departmental performance measuring by the end of 2024.

ACTION 9

Complete surveys to better understand the materials found in litter and illegal dumpsites followed by a litter and illegal dumping prevention plan by the end of 2026.

ACTION 10

Explore options for further reduction of material being landfilled (i.e., industrial, commercial, and institutional waste; construction, renovation, and demolition waste; and plastic waste not yet included in other regulated diversion programs) by the end of 2027.

HOW DO WE MEASURE SUCCESS?

- ✓ Standardized reporting with performance measures developed by the end of 2024.
- ✓ A renewed Strategic Action Plan for Solid Waste Management for 2030-2035.



The Path Forward

The reduction, management, and diversion of waste is one of the world's most pressing environmental issues. The "take-make-waste" economy (i.e., linear approach to resource extraction, production, and consumption) is no longer sustainable and requires a shift in the way we all view and manage waste.

Building upon a strong foundation, this strategic action plan provides a clear vision and goal, as well as concrete actions and outcomes, for the management of solid waste in New Brunswick for 2023-2030. It considers the impacts of climate change and charts a path forward toward a more circular economy.

The plan emphasizes the need for collaboration and public education and lays the groundwork for further waste reduction opportunities and initiatives. It also outlines a commitment to annual reporting on each of the actions, thereby providing a measure of the Department's progress toward its 2030 waste reduction goal.

The transformation in the way we manage waste will take some time, however, with the help of all New Brunswickers, we can work towards a cleaner, healthier, and greener future.

Contact Us

For more information on solid waste management in New Brunswick please email us at elg/egl-info@gnb.ca or visit our webpage at gnb.ca/WasteDiversion.



Glossary of Terms

This section provides an alphabetical listing of terms referenced within the plan and their meaning and/or description.

CANADA-WIDE ASPIRATIONAL WASTE REDUCTION GOALS

These goals are a 30% reduction in solid waste disposed by 2030 and a 50% reduction in solid waste disposed by 2040 for Canada. These percent reductions are based on a 2014 benchmark of 706 kilograms of waste per person per year being disposed. The solid waste includes residential sector, industrial, commercial, and institutional sector, and construction, renovation, and demolition sector waste. The aspirational goals are not specific jurisdiction-by-jurisdiction performance measures and targets.

CIRCULAR ECONOMY

A circular economy is an economy that retains and recovers as much value as possible from resources used to produce products and materials within the marketplace by reusing, repairing, refurbishing, remanufacturing, repurposing, or recycling products and materials. Applying circular principles reduces impacts on resources and minimizes waste, which avoids the generation of greenhouse gas emissions during extraction of resources and the management of waste. This is considered a crucial climate action across the world.

CONSTRUCTION, RENOVATION AND DEMOLITION WASTE

This waste is obtained during the construction, renovation or demolition of a building or structure. It is disposed of at an approved construction, renovation, and demolition disposal site.

EXTENDED PRODUCER RESPONSIBILITY

Extended producer responsibility is an environmental policy approach (i.e., model) in which a producer's responsibility for a product is extended throughout its entire life cycle. It requires the producer to fund and operate programs to manage their products at the post-consumer stage (i.e., recycling programs). These

types of programs are considered the best practice for waste diversion by the Canadian Council of Ministers of the Environment, and a cornerstone to applying circularity principles to waste diversion.

INDUSTRIAL, COMMERCIAL, AND INSTITUTIONAL WASTE

This waste includes discards from businesses, large residential complexes, industries and institutions like hospitals and schools. This includes a wide range of materials from food waste to paper and everything in between.

SOLID WASTE

For the purposes of this plan, solid waste refers to residential; industrial, commercial, and institutional; or construction, renovation, and demolition waste. Both Residential and Industrial, Commercial and Institutional waste is disposed at an approved regional landfill. Construction, Renovation and Demolition waste may be disposed at an approved regional landfill or private site.