

A Roadmap for Transforming our Waste into Materials for Tomorrow



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

INFOGRAPHICS

A Roadmap for Transforming our Waste into Materials for Tomorrow



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

VISION

- Reduce the amount of solid waste entering our landfills.
- Create opportunities to transform our waste into materials for tomorrow.

GOAL (BY 2030)

- Reduce the solid waste being regionally landfilled by 40,000 tonnes/year.
- Establish a foundation that enables the province to work towards achieving further reductions in the future.

Pillar 1

COLLABORATION, PUBLIC EDUCATION AND AWARENESS

Strengthen partnerships and increase public awareness.



Pillar 3

ORGANICS

Reduce the amount of organics landfilled to avoid greenhouse gas emissions.



Pillar 2

PROMOTING CIRCULAR ECONOMY

Make producers responsible for their product waste.

Pillar 4

LAYING THE FOUNDATION FOR 2030 AND BEYOND

Explore opportunities to further reduce materials being landfilled.



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

KEY MESSAGE

Solid waste management is a shared responsibility between all levels of government.

Pillar 1

COLLABORATION, PUBLIC EDUCATION AND AWARENESS

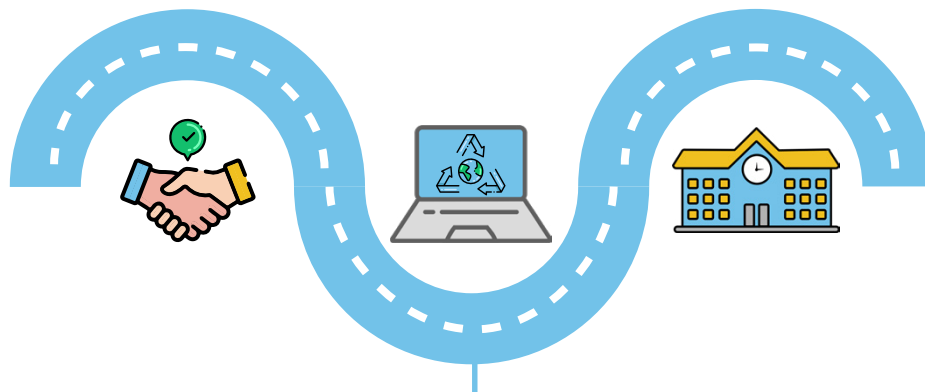
Strengthen partnerships and increase public awareness.

Action 1:

Create a Provincial Solid Waste Management Advisory Committee.

Action 3:

Establish a partnership with the Department of Education and Early Childhood Development to explore learning opportunities.



Action 2:

Coordinate public education and awareness campaigns and create a webpage dedicated to solid waste management.

Measuring success:

- ✓ Provincial Advisory Committee
- ✓ Public education and awareness campaigns and surveys
- ✓ New solid waste management webpage
- ✓ Partnership with Education and Early Childhood Development



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

KEY MESSAGE

An Extended Producer Responsibility model incentivizes producers to make products that are easier to recycle and/or last longer which promotes a circular economy.

Pillar 2

PROMOTING CIRCULAR ECONOMY

Make producers responsible for their product waste.

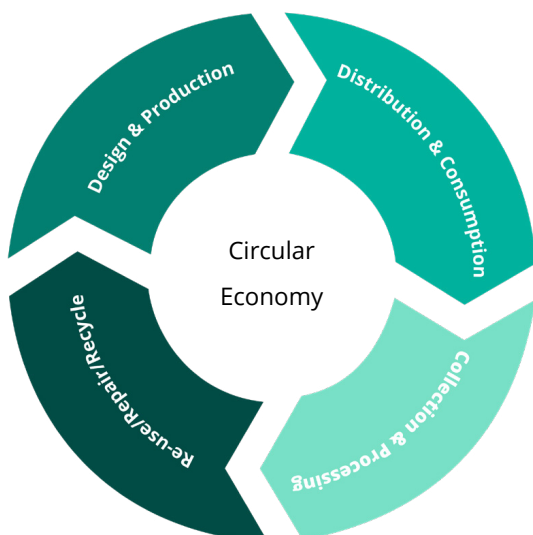
Action 4:

Modernize regulation and establish new or expand existing regulated waste diversion programs using the Extended Producer Responsibility (EPR) model.



Measuring success:

- ✓ Modernized regulation
- ✓ Developed new or expanded waste diversion programs
- ✓ Implemented Packaging and Paper Products (PPP) Program
- ✓ Implemented Pharmaceutical Products and Medical Sharps Program



What is a circular economy?

A circular economy retains and recovers value by reusing, repairing, repurposing, or recycling. This helps reduce reliance on natural resources, minimizes waste, and avoids the generation of greenhouse gas emissions.



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KEY MESSAGE

Landfilled organic waste generates greenhouse gases for decades.

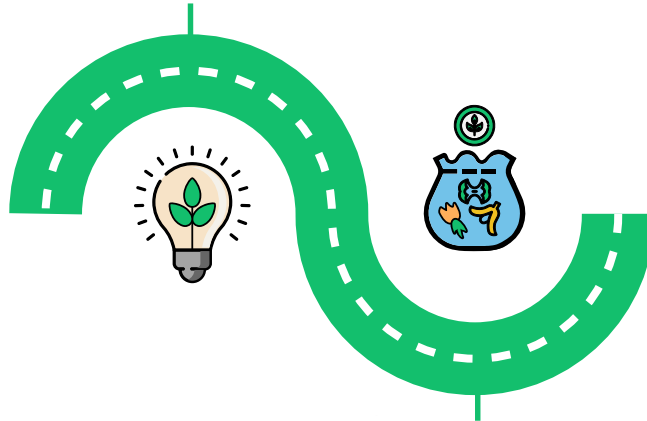
Pillar 3

ORGANICS

Reduce the amount of organics landfilled to avoid greenhouse gas emissions.

Action 5:

Explore options to reduce the regional landfilling of organics.



Action 6:

Develop a proposal to establish a province wide organics program.

Measuring success:

- ✓ Provincial organics program
- ✓ Avoidance of greenhouse gas (GHG) emissions
- ✓ Reduced landfilling of organics

In New Brunswick, organics make up approximately 30% of landfilled waste:



Organic waste disposed of in landfills is made up of food waste, soiled paper, yard waste and animal waste.



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

KEY MESSAGE

Transformation in waste management will take time, but with the help of all New Brunswickers we can work towards a cleaner, healthier, and greener future.

Pillar 4

LAYING THE FOUNDATION FOR 2030 AND BEYOND

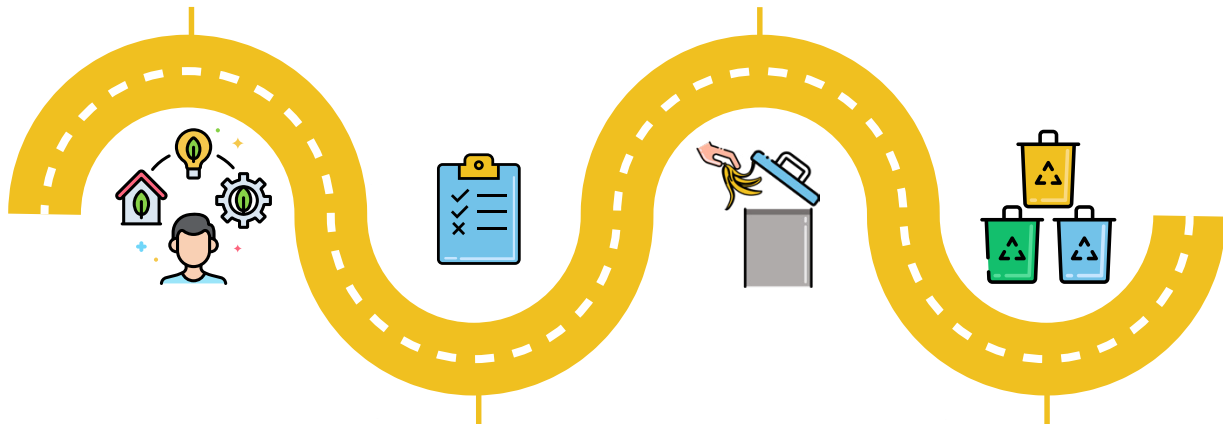
Explore opportunities to further reduce materials being landfilled.

Action 7:

Review legislation to determine if it supports product distribution bans and disposal restrictions. If not, develop a proposal for government.

Action 9:

Better understand litter and illegal dumping to develop a prevention plan.



Action 8:

Develop a standardized reporting approach to establish a baseline and annual performance measuring.

Action 10:

Explore ways to further reduce waste being landfilled.

Measuring success:

- ✓ Renewed Strategic Action Plan
- ✓ Standardized reporting
- ✓ Litter and illegal dumping prevention plan