



# green tourism

in newfoundland and labrador

---

## Going Green: Managing Your Waste

How you manage your waste, e.g. reducing, reusing, recycling, composting, etc., is one of the most visible business activities that your customers will see - and one of the easiest challenges to tackle.

There are many good reasons to implement waste management policies in your business. In the grand scheme of things, reducing waste decreases consumption. This in turn conserves the resources and energy used to produce these items - and reduces the air, soil, and water contamination caused by their production.

Closer to home, by managing your waste you are decreasing the amount of materials you are sending to your local landfill. In terms of your own business, by looking at 'waste' you will start to see opportunities for savings and decreased costs.



The Multi-Materials Stewardship Board (MMSB) is a Provincial Crown Corporation which supports and promotes modern waste management practices in the province. The MMSB is the best resource in Newfoundland and Labrador for waste management information and guidance for businesses of all types and sizes. This document will reference MMSB resources throughout. Feel free to contact the MMSB directly at [www.mmsb.nl.ca](http://www.mmsb.nl.ca) for more information.

Here are some tips and resources to get you started on managing your business' waste.

### ➤ REDUCE & REUSE

Reducing the amount of waste produced in the first place is by far the most effective way of conserving resources, protecting the environment, and identifying savings opportunities. Reusing items decreases waste and expenditures. Here are some practical 'reduce and reuse' tips for your tourism operation:

- Remember, many businesses pay tipping fees for sending garbage to their local waste management facility. Less garbage means lower fees.
- Before making a purchase, consider: (1) if it is an item you don't truly need; (2) if it as an item you could rent, borrow, or purchase second-hand; (3) if the item is excessively packaged; or (4) if it is an item that is not recyclable or reusable in any way.
- Before disposing of a product, consider: (1) if there is an opportunity to reuse it somehow in your own business; (2) if it has value to another business, community group, or

individual and donate it; or (3) if the item must be disposed, what are more environmentally friendly alternatives to this product in the future.

- Do not purchase disposable items where permanent reusable options are readily available, such as cutlery. Consider the environmental toll these products take through their lifetime: the resources required to manufacture, package, and ship them, only to be disposed of and remain in a landfill for generations. Instead, use non-disposable products - keep your kitchen stocked with cutlery, dishes, and use durable towels, tablecloths, and napkins.
- This is especially true for frequently used amenities such as coffee. Disposable coffee cups and pods add up fast and clog our landfills.
- Routine operations of your business can add up to significant waste. For example, shopping bags, bill payments, and junk mail are all examples of waste that can be reduced or avoided entirely. Use reusable shopping bags, opt for paperless or online billing, and display a “no junk mail” sign on your mailbox.
- Simply reducing the number of waste bins and strategically locating them in your office space or operation can make big difference. You will think twice about using your garbage when you have to move to get there.
- Think about developing a “Purchasing Plan” for your business. This plan would outline factors to consider when making any purchase to meet your business needs, and could serve to decrease waste. Read more on this idea in the “*Be mindful of what you’re purchasing*” section.
- Reusing items gives them a new life, replacing something that might otherwise have been bought new. A simple example would be reusing old towels as cleaning rags. This simple act delays the towel’s trip to the landfill, while at the same time avoids the financial and environmental cost of purchasing a new product.

## ➤ RECYCLE

Recycling makes good business sense. It not only improves your business’ image, can generate revenue for your business or even a contribution to a local community group, but it can also reduce your costs.

Your local waste management facility likely has different tipping fees for regular garbage versus recycling. For example, at the Robin Hood Bay Regional Waste Management Facility, the tipping fees for garbage are \$65.50 per tonne, whereas it is \$20 a tonne for source separated recycling. Your recycling options will differ depending on which town or region you operate in.

Recycling will become second-nature to you in no time, and you will be surprised with how much material you can prevent from being simply dumped at your local landfill. It is a certainty that your business will reduce the size and number of garbage containers used and/or the frequency of pick-up.

And don’t doubt the impact just your operation can make. For example, recycling an aluminum soda can saves 96% of the energy used to make a can from scratch, and produces 95% less air pollution and 97% less water pollution.

- **Beverage container recycling.** Ask your nearest green depot about drop-off services or if pick-up service is available. Find your nearest green depot location on the MMSB's website at <http://www.mmsb.nl.ca/green-depots/>. Alternatively, contact your municipality – it might offer curbside pickup for recyclables.
- **Paper and container recycling.** Contact your municipality or your waste management regional authority about curbside programs:
  - Eastern Waste Management - <http://easternwaste.ca/>
  - Central Newfoundland Waste Management - <http://www.cnwmc.com/>
  - Western Regional Waste Management - <http://www.wrwm.ca/>
  - Labrador – contact your local municipality

There may also be a waste management contractor in your area who is able to provide this service to your business at little cost.

- **Electronics.** Electronics contain valuable metals and components that can be used again in another manufacturing process. Otherwise, these materials will pollute water and air resources without proper disposal. The Electronic Products Recycling Association (EPRA) is responsible for operating an electronic products recycling program that is available for consumers and businesses throughout the province. For a full list of what can be recycled, visit: <http://recyclemyelectronics.ca/nl/what-can-i-do/recycle-what/>. For a full list of electronic products drop-off centres visit: <http://recyclemyelectronics.ca/nl/what-can-i-do/drop-off-centres/>. The EPRA is also active in organizing collection events across the province to facilitate easier access or where demand requires. Keep in contact with them: <http://recyclemyelectronics.ca/nl/>.
- **Household hazardous waste (HHW).** Household hazardous waste such as paint, batteries, CFL light bulbs and household cleaners need to be disposed of properly; it might only take a few drops of HHW to contaminate a drinking water source. In Newfoundland and Labrador, each person generates more than seven litres of HHW each year. HHW can be dropped off at an HHW depot.
  - For a full list of HHW depots: <http://www.mmsb.nl.ca/recyclingprograms/household-hazardous-waste/hhwdepots/>
  - MMSB has been delivering HHW collection events as an interim solution until permanent depots are established across the province. For information on HHW collection events in your community, and other questions on HHW, visit: <http://www.mmsb.nl.ca/recyclingprograms/household-hazardous-waste/>.

## ➤ COMPOST

Composting is a natural process that converts organic material – like food and yard waste – into nutrient-rich soil amendment. Composting separates organic materials from the rest of the recycling and waste in your business. It is an important activity because it reduces waste sent to the landfill, decreases greenhouse gas emissions, reduces pollution, lowers waste disposal costs, and results in a usable resource.

Typical uses for compost are as an amendment to soil in your garden (compost dramatically increases soil quality), for landscaping purposes, and for erosion control which may be critical

depending on your business' location. If your business has no use for the composted material, perhaps nearby businesses or individuals in the community can. Remember – removing organic materials from your garbage will save you in tipping fees.

Though a relatively foreign practice in Newfoundland and Labrador, composting is an everyday activity – and indeed a requirement – in many parts of the Canada and the world. Newfoundland and Labrador, as part of its commitment to reach 50 percent waste diversion, will be implementing composting programs throughout the province in the coming years.

But why not get a head start? Your efforts will certainly be appreciated by your customers. Visit the MMSB's website on composting to discover your composting options:  
<http://www.mmsb.nl.ca/composting/>.

## ➤ INDUSTRIAL WASTE

Through its activities does your tourism operation create a significant amount of industrial waste? As they say, one business' trash may be another business' treasure. It is worth investigating whether your waste can be salvaged by another – and turn it to a potential revenue stream for your business. Contact the Newfoundland and Labrador Environmental Industry Association (NEIA - <http://www.neia.org>) or the MMSB (<http://www.mmsb.nl.ca>) to discuss the possibilities.

## IN CONCLUSION

Establishing modern waste management practices in your business may result in a few bumps in the road to start. But the acts of reducing and recycling will quickly become second nature and be appreciated by your customers. Your new outlook on consumption and waste will present your business with opportunities for savings, decreased costs, and maybe even a new revenue stream.

A good place to get started would be to conduct a 'waste audit', or take the time to analyze exactly what is in your garbage. The audit will help you outline the best opportunities for better waste management and savings for your business.

The MMSB provides an excellent resource for conducting waste audits at the link below. MMSB staff are always available to help you guide your business down the path of proper waste management.

[http://3rguide.m5i.com/uploads/file/Get%20to%20Half%20at%20Work%20Resource%20Guides/4-MMSBWork\\_Waste-Audit.pdf](http://3rguide.m5i.com/uploads/file/Get%20to%20Half%20at%20Work%20Resource%20Guides/4-MMSBWork_Waste-Audit.pdf)

