

**FOR IMMEDIATE RELEASE**

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## **Halifax waterfront's pilot recycling program diverts 95% of beverage containers from landfill**

*Combined container, paper diversion rate 83% from Halifax Harbourwalk*

**HALIFAX, Nova Scotia** – Nestlé Waters Canada and Waterfront Development Corporation Limited (WDC) today announced that the recent pilot public spaces recycling program on the Halifax waterfront resulted in a 95% diversion rate for beverage containers and a combined container, paper diversion rate of 83%.

Public spaces recycling captures the “last mile” of recyclables – items typically captured through Nova Scotia’s deposit-refund and curbside recycling programs that are abandoned by consumers in park spaces, recreational facilities like arenas, street scapes, transit stops, bars and restaurants, elementary and secondary schools, convenience stores and gas stations.

The waterfront program targeted waste, recyclables, paper and organics. Considered one of the greenest initiatives in Canada, it aligned with Halifax Regional Municipality’s bylaw requiring four-stream waste collection and reinforced Nova Scotia’s reputation as a recycling leader.

The highly successful program deployed 15 four-stream receptacles, manufactured by Big Belly Solar, along the Halifax Harbourwalk, from the ferry terminal to Tall Ships Quay. The eco-friendly receptacles feature a solar-powered waste compactor that reduces collection frequency by up to 80 percent according to the manufacturer, saving time, money and reducing pick-up emissions. The 15 receptacles replaced 51 standard garbage bins on the Halifax waterfront.

“The public spaces recycling program along the Halifax Harbourwalk has been highly successful and we are proud to engage in this progressive, green initiative,” said Colin MacLean, President and CEO, Waterfront Development Corporation Limited. “The visitor experience has improved and recycling makes our waste management incredibly efficient. It is a model we are looking at adapting for our other waterfronts.”

“Recycling rates, especially for beverage containers, were significant at 95% diversion after just three months,” explained John Zupo, President, Nestlé Waters Canada. “The combined diversion rate for the container and paper streams was also impressive, with a diversion rate of 83% of total containers and paper generated.

“This rate was achieved even though the bins, signage and messaging were in place for only a short period of time, which bodes well for the ongoing effectiveness of a permanent public spaces recycling program along the Halifax waterfront.”

Nestle Waters Canada, WDCL and RRFB Nova Scotia funded the cost of the pilot project. It was managed by independent product stewardship consultant StewardEdge. The results of the pilot have been forwarded to the Government of Nova Scotia's Department of Environment, the Halifax Regional Municipality and RRFB Nova Scotia.

The Canadian beverage industry is committed to improving its current 66% diversion rate for beverage containers, including investing heavily to establish public spaces recycling programs nationally, which includes continuous public education related to recycling and littering. Quebec is in the final year of a program that is diverting, on average, 84% of recyclable materials from the waste stream. The first permanent program in North America was established by the industry in Manitoba in April 2010. Successful pilots have taken place in Ontario (Sarnia and Niagara Region) and Nova Scotia (Halifax). The industry is poised to initiate a pilot in British Columbia this year.

### **About Waterfront Development Corporation Limited**

Waterfront Development Corporation Limited is a provincial crown corporation developing the strategic potential of waterfronts in Halifax, Dartmouth, Bedford and Lunenburg. Revenues are directly reinvested in the waterfronts to drive economic opportunity, enhance tourism, provide experiences and reflect and protect marine heritage. Other WDCL-lead green initiatives include a CarShare Halifax partnership reducing the number of vehicles on the road, additional waterfront bike racks, and active, healthy living options through Bedford, Dartmouth and Halifax Harbourwalks.

For further information, please visit [www.my-waterfront.ca](http://www.my-waterfront.ca) or contact:

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### **About Nestlé Waters Canada**

Established in 1970, Nestlé Waters Canada is a wholly-owned subsidiary of Nestlé Waters North America of Greenwich, Connecticut. With headquarters in the Township of Puslinch, bottling facilities in Hope, British Columbia, and Puslinch and distribution facilities in Chilliwack, British Columbia; Puslinch and Laval, Quebec, approximately 500 employees support a network of more than 145 retailers across Canada.

For further information, please visit our web site at [www.nestle-waters.ca](http://www.nestle-waters.ca) or contact:

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### **About StewardEdge**

Based in Toronto, StewardEdge includes North America's leading experts in product stewardship and Extended Producer Responsibility (EPR) with a thirty-year experience in designing and implementing recycling programs in North America and internationally. Its mission is to design, implement, and manage cost effective, sustainable packaging and product stewardship programs.

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