



For Immediate Release

September 9, 2010

WATERFRONT DEVELOPMENT CORP. -- Halifax Waterfront Site of Pilot Recycling Program

A new green initiative was launched today, Sept. 9 at Nova Scotia's most visited destination -- the Halifax waterfront.

Waterfront Development Corporation (WDC), Nestlé Waters Canada, and RRFB Nova Scotia announced the Halifax waterfront public spaces recycling program which is the first of its kind in Atlantic Canada. The initiative involves a usage study and incorporates new technology.

Public spaces recycling captures the last mile of recyclables -- items normally collected through Nova Scotia's deposit-refund and curbside recycling programs but left by consumers in areas such as ~~like~~ parks, streetscapes, and other public spaces.

Four stream receptacles, manufactured by Big Belly Solar, are located along the Halifax Harbourwalk, from the ferry terminal to Tall Ships Quay. The eco-friendly receptacles feature a solar powered waste compacter that reduces collection frequency by up to 80 per cent, saving time, money and reducing pick-up emissions.

"The Halifax waterfront is an ideal location to launch our new clean, green initiative. The program will enhance visitor experiences by making recycling and waste management more convenient," said Colin MacLean, president and CEO, Waterfront Development Corporation. "This partnership will set a strong example for waterfronts and communities nation wide."

The program targets waste, recyclables, paper and organics. Considered one of the greenest initiatives in Canada, it aligns with aggressive Halifax Regional Municipality by-laws and reinforces Nova Scotia's reputation as a leader in recycling.

"Nova Scotia has long been recognized as a leader in waste diversion," said Sterling Belliveau, Minister of Environment. "Effective source separation programs such as this will help us achieve our goal of having one of the cleanest and most sustainable environments by 2020, making life better for Nova Scotia families."

The partners will fund the cost of the new bin systems that were set up in August through StewardEdge, a leading national recycling consultant. The three-month study phase aims to change behavior in the most challenging realm for waste separation compliance -- public spaces. It also includes bin signage and public education. Waste audits will be conducted to measure the effectiveness with results of the pilot project being forwarded to the Nova Scotia Environment Department.

..../2

The Canadian beverage industry and Quebec launched the program in 2008. This particular public spaces recycling methodology is achieving recovery rates as high as 97 per cent for items such as glass, aluminum, plastic and paper.

"It is our objective to collect 100 per cent of the plastic beverage containers we produce," said John Zupo, president, Nestlé Waters Canada. "If the results we've seen in Quebec, Ontario and Manitoba are any indication, the introduction of this kind of public spaces recycling in Nova Scotia will go a long distance towards helping us to achieve that goal."

Other WDCL-lead green initiatives include a CarShare Halifax partnership reducing the number of vehicles on the road; additional waterfront bike racks; sponsorship of FRED the Bus (Free Rides Everywhere Downtown), and active, healthy living options through Bedford, Dartmouth and Halifax Harbourwalks.

For more information on the partners and program visit www.my-waterfront.ca .

FOR BROADCAST USE:

A new green initiative was launched today, (September 9th) at Nova Scotia's most visited destination -- the Halifax waterfront.

Waterfront Development Corporation (WDC), Nestlé Waters Canada, and RRFB Nova Scotia announced the Halifax waterfront public spaces recycling program which is the first of its kind in Atlantic Canada. The initiative features a usage study and incorporates new technology.

Four stream receptacles, featuring solar powered waste compactors are located along the harbourwalk, and can reduce collection by up to 80 per cent.

The program targets waste, recyclables, paper and organics, reinforcing Nova Scotia as a recycling leader.

For more information on the partners and program visit W-W-W DOT my DASH waterfront DOT ca .

Media Contacts: Kelly Rose

Waterfront Development Corporation
902-422-5115, ext. 111
E-mail: kelly@wdcl.ca

John B. Challinor II APR
Nestlé Waters Canada
1-888-565-1445, ext. 6441
E-mail: john.challinor@waters.nestle.com

Jamie Jo Alton
National Public Relations
416-848-1370
E-mail: jalton@national.ca

Jeff Myrick
Resource Recovery Board Inc.
902-897-3253
E-mail: jmyrick@rrfb.com

Ken Friesen
StewardEdge
416-646-1550
E-mail: kfriesen@stewardedge.ca

About the Partners:

About Waterfront Development Corporation

Waterfront Development Corporation is a provincial Crown corporation developing the strategic potential of waterfronts in Halifax, Dartmouth, Bedford and Lunenburg. More than \$30 million has been reinvested into public infrastructure. Recently, the Corporation launched a wireless waterfront in Halifax. Visit my-waterfront.ca

About Resource Recovery Board Inc.

Resource Recovery Fund Board Inc. (RRFB Nova Scotia) is a not-for-profit corporation working in partnership with Nova Scotians to improve the province's environment, economy and quality of life by reducing, re-using, recycling and recovering resources. Recognized globally as an innovator in waste diversion solutions, RRFB Nova Scotia manages a network of 83 independently owned Enviro-Depots throughout the province. As a leader in Nova Scotia's waste diversion efforts, RRFB Nova Scotia delivers education and awareness programs, partners with industry to develop and implement stewardship agreements, and promotes innovation through the development of value added manufacturing. Visit www.rrfb.com, or call 1-877-313-RRFB (7732).

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

About StewardEdge

StewardEdge Inc. is the leading Canadian consulting company specializing in product stewardship and Extended Producer Responsibility (EPR) programs. StewardEdge includes North America's leading experts in the design and implementation of cost effective and efficient and sustainable product stewardship programs for a variety of waste streams including packaging, waste electrical and electronic equipment (WEEE) and small generator hazardous waste.