



Nova Scotians Have Some Sorting Out To Do

RRFB Nova Scotia survey finds that while nine out of 10 residents recycle, many are unsure of what goes where

Truro, NS – October 24, 2008 – According to a survey commissioned by RRFB Nova Scotia, there is much to celebrate when it comes to Nova Scotian's enthusiasm for recycling. However, while 91 per cent of residents in the province are doing their part to improve the environment by recycling, many are in need of a refresher.

The survey, conducted by Bristol Omnifacts Research, found that only 35 per cent of respondents have an excellent knowledge of what materials can be recycled under the beverage-container recycling program. This compares to a surprising 53 per cent who admit to having only a good understanding of recycling and another 12 per cent who rate their knowledge level as either fair or poor.

"Nova Scotians have made a steadfast commitment to recycling and such a high level of engagement demonstrates why the province is recognized as a waste diversion leader," said Bill Ring, CEO of RRFB Nova Scotia. "However, as recycling programs evolve, Nova Scotians need to take a proactive role in understanding recycling guidelines and ensuring the continued success of waste diversion."

Enviro-Depots and municipalities across Nova Scotia continually deal with the results of improper sorting of recyclables, as well as the loss of potential resources that have been disposed of with regular household waste. Common issues include; recyclable paper discarded with garbage, the incorrect sorting of plastic containers and the lost value of recyclables contaminated by food or other materials.

Greater awareness of proper recycling methods is a priority for RRFB Nova Scotia as it continues to educate residents about the value of recycling and increased waste diversion from the province's landfills.

"The recycling efforts of Nova Scotians have been tremendous, but after more than a decade of program adjustments to beverage, plastic and composting programs, we recommend residents review the latest recycling information available from their respective municipality," adds Ring.

RRFB Nova Scotia provides information on provincial recycling programs through its website (www.rfb.com) and toll free number (1-877-313-RRFB). In addition, Nova Scotia's 55

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municipalities set recycling standards for their constituents and can provide up-to-date information, pamphlets and brochures, related to what goes where and when.

Additional Findings

Clear Bags for Garbage

According to the survey, an average of 63 per cent of Nova Scotians surveyed support the use of clear bags for garbage throughout the province. Interestingly, users of clear bags for garbage support implementation more than non-users in Nova Scotia.

- Support for clear bags for garbage is:
 - 81 per cent, among Nova Scotians who live in municipalities that already have a clear bag policy
 - 50 per cent, among Nova Scotians who live in municipalities that DO NOT have a clear bag policy

Role of Industry in Waste Management

A total of 92 per cent of Nova Scotians surveyed felt that it is very important that industry contributes toward waste management

Prioritizing Potential New Programs

Nova Scotians surveyed were also asked to prioritize a list of five categories based on the need for the creation of a new waste program. Respondents indicated the most important types of waste to address:

- 43 per cent - Household Hazardous Waste (Pesticides, used oil containers and filters, flammable materials and used medications)
- 23 per cent - Disposable cups (coffee and fast-food cups)
- 21 per cent - Plastic shopping bags
- 9 per cent - Mattresses and furniture
- 4 per cent - Flyers

Methodology:

Results based on 693 surveys completed by Bristol Omnifacts Research with adult Nova Scotians between June 7th and June 19th, 2008. Results are considered accurate within ± 3.7 percentage points, 19 times out of 20.

About RRFB Nova Scotia

Resource Recovery Fund Board (RRFB) Nova Scotia is a non-profit corporation working in partnership with Nova Scotians to improve the province's environment, economy and quality of life by reducing, reusing, 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. For more information visit www.rrfb.com or call 1-877-313-RRFB (7732)

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