



Newfoundland and Labrador  
Environmental Industry  
Association

*Building the Business of the Environment*

**FOR IMMEDIATE RELEASE**

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**NEIA Responds to Harper Government's \$23 Million Contribution Toward Clean Air and Energy Efficiency Projects in Newfoundland and Labrador**

St. John's, NL, Canada – April 10, 2007 – On March 30, 2007, Canada's Minister of the Environment, the Honourable John Baird, and Newfoundland and Labrador's Minister of Environment and Conservation, the Honourable Clyde Jackman, announced \$23 million in funding for Newfoundland and Labrador as part of a trust fund set up by the federal government to support provincial and territorial projects aimed at helping to reduce greenhouse gas emissions and air pollutants. The \$1.5 billion trust fund for clean air and climate change is part of the federal government's recent \$4.5 billion budget commitment to make progress on important environmental issues. Other initiatives introduced by the Harper government to reduce greenhouse gas emissions and air pollution include ecoENERGY and ecoTRANSPORT – see Backgrounder.

NEIA is pleased with this announcement. Climate change is arguably the most consequential and pressing issue that governments must currently address, and is considered by many scientists to be the most serious threat facing the world today.

NEIA is also pleased with Minister Jackman's plans for the \$23 million, which include clean energy projects such as:

- Initiatives that will result in measurable reductions in greenhouse gas emissions and waste diversion
- Measures to improve the energy efficiency of public buildings
- Greenhouse gas reductions through enhanced waste management techniques, including methane gas recovery and utilization, and expanded composting under the provincial Waste Management Strategy
- Climate change innovations funding to support energy efficiency and the reduction of greenhouse gas production, particularly in rural and remote areas.

NEIA believes that all of these efforts are commendable and suggests further possible enhancements:

1.) A primary initiative the Department of Environment and Conservation could be to optimize energy efficiency in this province by developing and enforcing a more rigorous environmental regulatory regime. Compliance with new, robust, more rigorous regulations would stimulate both innovation and the economy. Moreover, the use of more advanced technologies would slash greenhouse gas emissions.

2.) To support the development of new, state-of-the-art, clean air technology and climate change innovation, NEIA recommends that government provides support for the Centre of Environmental Excellence (CEE) in Corner Brook. With the CEE running optimally, companies could have prototype technologies tested and refined prior to commercialization.

3.) With regards to enhanced waste management techniques, NEIA suggests that government re-examines the use of modern, high-temperature incineration. This technology eliminates solid waste quickly and efficiently, while minimizing greenhouse gas emissions and leaving a very small environmental footprint. In the past, Newfoundlanders and Labradorians have maintained a "not in my backyard" attitude toward incineration, but

they may have been thinking of the copious quantities of dirty residue and the belching black smoke associated with the old-fashioned, low temperature teepee incinerators. Acceptance of high temperature incineration may be a matter of demonstration and education.

4.) NEIA advocates the introduction of compulsory, three stream recycling as an integral part of the Waste Management Strategy. A three stream system would effect much cleaner segregation of recyclable materials than would be realized with two stream segregation, and would significantly reduce both the strain on landfills and the amount of methane gas produced from organics in landfills.

5.) Finally, NEIA recommends ISO 14000 certification for businesses and municipalities. ISO 14000 is a ready made, internationally recognized system of integrating human activity with the environment in the best ways available. Having municipalities and companies registered to the ISO 14000 level would drive the demand for environmental services and, more importantly, vividly demonstrate the province's support for the environment in a broad sense.

"In light of the actions of the federal government and the planned activities of our provincial government, we're very optimistic about the economic and environmental future of Newfoundland and Labrador. Congratulations to all", says Bonnie Andrews, NEIA's Executive Director.

**About NEIA** – With more than 145 members, the Newfoundland and Labrador Environmental Industry Association (NEIA) is a high-energy organization whose mandate is to promote the growth and development of the province's environment sector through strong leadership, advocacy, educational and training opportunities, and business development initiatives. In its interactions with government bodies, research and educational institutions, and private enterprise, NEIA acts as a common voice for member companies and organizations. Visit [www.neia.org](http://www.neia.org) for more information.

- 30 -

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## **BACKGROUND**

Harper government EcoENERGY initiatives, introduced in January 2007, are designed to alleviate global warming:

- The ecoENERGY Technology Initiative will provide \$230 million for research projects, including carbon capture and storage, clean coal and oil sands technology, hydrogen fuel cells, and next-generation nuclear power.
- The ecoENERGY Renewable Initiative is funded with \$1.5 billion over ten years and is designed to boost Canada's renewable energy supplies. It will fund the examination of alternative, non-polluting energy sources.
- The ecoENERGY Efficiency Initiative will provide \$300 million over four years and will fund research, development and demonstration of clean energy technologies such as tidal and wind power.
- The ecoTrust program provides \$1.5 billion for transfer to provinces and territories. Under this trust, the Province of Newfoundland and Labrador has just been provided with \$23 million.

In February 2007, the Harper government's ecoTRANSPORT Strategy was launched. Under ecoTRANSPORT, over \$100 million in funding will go towards new initiatives in clean transportation. The Strategy is comprised of three programs:

- The ecoMobility program is an up-to-\$10-million investment to work with municipalities to help cut urban-passenger transportation emissions and develop programs, services and products for urban areas.
- The ecoTechnology for Vehicles Program and the ecoENERGY for Personal Vehicles Program, which will provide up to \$36 million in funding for testing and promoting environmentally friendly vehicle technologies, building partnerships with the automotive industry and providing fuel consumption information and decision-making tools to encourage consumers to purchase fuel-efficient vehicles that are currently available in the market.
- The ecoFreight initiatives, totalling up to \$61 million, for new steps to reduce the environmental and health effects of freight transportation through accelerated adoption of emissions-reducing technology.

The ecoTRANSPORT Strategy is designed to result in air pollutant and greenhouse gas reductions by 2010, with continued improvements to 2020.