

Fredericton Region Solid Waste



BATTERIES:

A Serious Matter for Residents,
Businesses & Landfill Operations



What RSC11 SWD is Trying to Avoid

- Each year, RSC11 Solid Waste Division receives some 80,000 tons of garbage from coverage area.
- Out of that tonnage, batteries are disposed in garbage bags, hidden in cardboard boxes or tossed in debris.
- We want the public to understand there is a human element to simply discarding batteries.



This is Reality



This is Reality



This is Reality



This is Reality



Community Messaging

- RSC11 SWD has consistently advertised the danger of batteries in garbage, landfill, recycling boxes.
- Significant increase in household hazardous waste drop off, three rural events a year and partnership with Call2Recycle.
- Message needs to reach communities on a continuous basis.
- Too easy to toss batteries and think that's the end of that. It isn't. There are major human and business elements involved.



Advertising Campaigns

TAKE CHARGE!

DO NOT put batteries in the garbage or recycling boxes.



Get Them Out of Your Garbage



HHW Reminders, Off-Site all Help

frswc.ca

KINGSCLEAR
and surrounding communities
HOUSEHOLD
HAZARDOUS WASTE DAY
Saturday, Aug. 21, 2021, 11 am - 3 pm
Upper Kingsclear Fire Department

 **New Brunswick**
Your Environmental Trust Fund at Work
Votre Fonds en fiducie pour l'Environnement au travail



Increased On-Site Signage

**ABSOLUTELY
No Batteries in the
Garbage or Recycling Boxes.**

***NE PAS JETER*
les piles à la poubelle
ni dans les bacs de recyclage.**



Fredericton Region Solid Waste
Gestion des déchets solides de la région de Fredericton

REGIONAL SERVICE COMMISSION
COMMISSION DE SERVICES REGIONAUX



In Our RSC11 Communities

Household Hazardous Waste
MOBILE DEPOT / DÉPÔT MOBILE
Déchets domestiques dangereux



Recycle Hotline
Info-recyclage
453-9938
www.frswc.ca

TMF 503

New Brunswick
Brunswick
New Brunswick's Waste Agency



Message Needs to be Out There



One Less Battery Can Save \$\$\$



The Public Needs to Know

- **One person not placing batteries in landfill can literally save millions. And potentially save lives.**
- Three devastating fires:
- Landfill debris fire (2005)
- Baler building fire (2013)
- Materials Recovery Facility fire (2014)
- MRF fire was \$3.5-million incident.
- That is 35X annual marketing budget
- That's not being dramatic.



Why We Do It

- Staff, capital investments on site means millions invested.
- Create responsible waste management/diversion practice.
- Consistent advertising can help prevent devastating landfill fires that are dangers to employees and equipment. HHW marketing is critical.
- Fires are monthly challenges in debris & our buildings.
- Since media blitz in late September, SWD has dealt with six fires in debris.



Questions?

