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NEWFOUNDLAND AND LABRADOR
ECONOMY AND THE ENVIRONMENT FORUM

Opportunities in the Green Economy

*As Identified by the NewLeef 2012
Breakout Sessions*

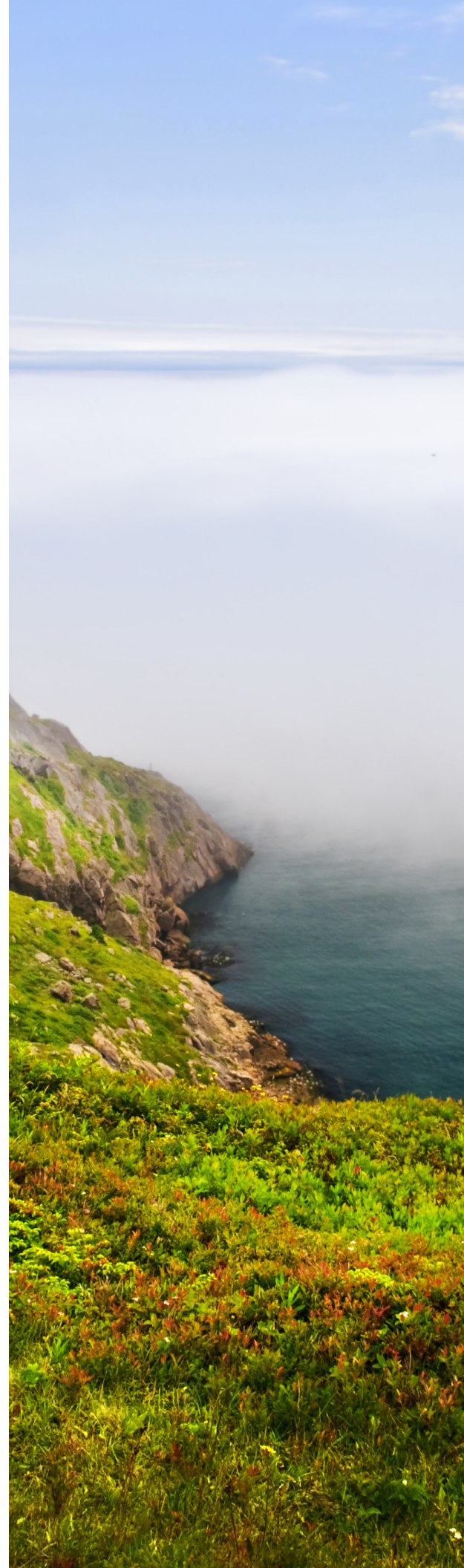


On October 24th, 2012 the Newfoundland and Labrador Environmental Industry Association (NEIA) held **NewLeef 2012: The Newfoundland and Labrador Economy and the Environment Forum**.

The forum focused on a recent report published by Globe Advisors and AMEC, solicited by the Office of Climate Change, Energy Efficiency, and Emissions Trading and the Department of Innovation, Trade, and Rural Development entitled *“An Analysis of the Economic Development Opportunities Associated with the Green Economy in Newfoundland and Labrador.”*

The conference featured presentations and breakout sessions with attendees in waste management, green building, and sustainable resource management. With the help of staff and resources from the Rural Secretariat and NEIA volunteers, thoughts and ideas originating in the breakout sessions were transcribed and fed into a database. In the weeks following **NewLeef 2012**, NEIA staff analyzed the breakout session data uncovering themes and identifying ideas. These ideas were then discussed with sector stakeholders to confirm their validity.

NewLeef 2012 provided invaluable information on the state of the business of the environment in Newfoundland and Labrador; this document focuses on what **NewLeef 2012** participants identified as opportunities for growth for the sector. The following eight opportunities for the environmental sector have been classified as priorities.





1. Education

A consistent theme throughout the NewLeaf 2012 breakout sessions was the notion that there was a lack of awareness of benefits of environmentally sound products and services, and the availability of such services in Newfoundland and Labrador. This knowledge gap was cited as an important issue both with respect to those outside the industry (the general public, consumers), and those within (decision makers, employees). Greater education about the environmental options available and their benefits will positively affect each and every aspect of the sector.

1.1 Educating the Public

As there are often up-front costs associated with acquiring greener and/or locally produced products or services, consumers will typically choose the least-cost option if they are unaware of the benefits of 'going green'.

There are powerful economic, practical, and intrinsic arguments to be made for environment sector products and services; thus there is a substantive opportunity to educate the public on these factors and thereby drive demand for them and grow the sector.

Opportunity

- 🍁 Grow demand for sector products and services by increasing awareness of benefits and availability; inform the public to make educated decisions on purchases which relate to the green economy.

Actions

- 🍁 Sector to assess which components of the green economy would benefit most from an awareness campaign.
- 🍁 Sector to assess how to best pursue development of awareness campaign(s).
- 🍁 Sector to investigate possibility of labelling products and services and being sustainable and local to increase awareness and attractiveness to consumers.

1.2 Educating the Worker

The idea that many managers, employees, or other decision-makers in Newfoundland and Labrador are working with and even within the green economy without even knowing it is one that surfaced many times at NewLeaf 2012. Increased awareness of environmental product and service benefits within the supply chain, from decision makers to those physically performing the work, can drive demand and growth in and for the sector.

Opportunity

- 🍁 Educate and train decision makers, managers, and workers to make environmentally sound choices in their products, services, and processes.

Actions

- 🍁 Sector to assess which supply chain(s) working with relation the green economy would provide most impact on the sector with an awareness and training strategy.
- 🍁 Sector to develop awareness and training strategy.



2. Waste

There are streams of waste in Newfoundland and Labrador which have economic value, but at present are being sent straight to dumps and waste facilities. Some of these waste streams face challenges in their collection and sorting, while other opportunities are challenged by a sparse Newfoundland and Labrador population and island isolation. However, each of the streams identified also have tried and tested alternative uses.

2.1 Compost

Organic compost is proven to be an excellent fertilizer, and NewLeaf 2012 attendees felt there was significant opportunity for businesses in this area; local producers have a competitive advantage in that their product would not have to be shipped to the island.

Yet there are other practical uses for organic compost. Compost can be used to effectively control erosion in construction and road building; to remediate turf grasses; and in many landscaping activities.

The challenge is infrastructure. Though there is economic value in compost, and despite the fact that households could reduce their waste by an average of 30% through composting, most Newfoundland and Labradorians are left to their own motivations and devices to collect it. Unfortunately, most individuals are not interested in managing their own compost through a backyard system, and there are virtually no collection services existing in the province. There are also very few facilities in the province which can handle composting on an industrial scale.

Opportunity



Collect compost – an economic asset that is otherwise thrown in the trash.



Manufacture local goods with local compost materials.



Actions

- ✿ Sector to continue to explore and develop economically viable products using compost materials, increasing demand for local composting.
- ✿ Sector to pressure province and municipalities to begin collecting compost from residents – to reduce household waste by 30%, and build local business opportunities.
- ✿ Sector to address issue of lack of composting facilities in the province.

2.2 High-Density Waste Collection

There is established economic value in recyclables and compost, however even in municipalities with curbside collection programs, no such programs are available for high-density complexes such as apartment buildings, condominiums, commercial buildings, and industrial areas. These businesses and individuals are left to their own devices to recycle or compost. High-density is an ignored, but rapidly growing, stream of waste.

Opportunity

- ✿ As high-density complexes will produce high-density volumes of recyclables, collection represents a business opportunity.

Actions

- ✿ Sector to investigate business opportunities in the collection of recyclables and compost in high-density areas.
- ✿ Sector to investigate solutions to high-density waste collection in other regions, and determine if such solutions are applicable to Newfoundland and Labrador.



3. By-Products

There are established and growing industries in Newfoundland and Labrador which produce waste through the nature of their day-to-day activities. Many of these by-products have alternative uses, sometimes even in completely unrelated business areas. Linking manufacturers of these by-products with consumers (1) provides a new revenue stream or decreases waste management costs for the manufacturer, (2) provides a local asset for the consumer, and (3) significantly reduces waste.

3.1 Fish Product Bio-Waste

Outlined in “An Analysis of the Economic Development Opportunities Associated with the Green Economy in Newfoundland and Labrador” as a sector primed for significant growth within the province, the expansion of aquaculture means more fish by-product. Combined with traditional fish processing activities, there may be a considerable supply of fish by-product available for economical gain.

Uses for fish by-product include the production of: human supplements, biochemicals, proteins and oils; human foods and ingredients; industrial ingredients; pet food ingredients; aquaculture ingredients; pig and chicken feed ingredients; fertilizers; and fuels.

Opportunity

- 🍁 Collection and value-added production of province’s fish by-products.

Actions

- 🍁 Sector to assess feasibility of economic opportunities for fish by-products within the province, and also export potential.
- 🍁 As per “An Analysis of the Economic Development Opportunities Associated with the Green Economy in Newfoundland and Labrador” recommendation, sector to research development of bio-fuels and possibility of supply-chain development for product (e.g. future use in marine, land transportation).



3.2 Forestry Bio-Waste

Opportunities for diversifying the forestry sector in Newfoundland and Labrador, and making use of already-produced by-products was a popular discussion at NewLeaf 2012. Uses for timber produced in this province include: use in cogeneration; production of wood pellets for burning as a source of heat and energy; production of biofuels; inclusion in and as fertilizer; and the production of cross laminate timber.

Opportunity

- Value-added production of forestry industry by-products; diversification of forestry industry through new products.

Actions

- Sector to assess feasibility of economic opportunities for forestry sector by-products, alternative products.



4. Green Building

Green building is a wide segment of the environmental sector which refers to a structure and using a process that is environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and demolition. Green building can involve anything from the procurement of more environmentally friendly products; to the use of more efficient materials to increase energy efficiency; to using sustainable landscaping practices.

As there are often up-front costs associated with green building, it is an area of the environmental sector that is particularly sensitive to government intervention and direction. As such, many of the opportunities outlined at NewLeaf 2012 to grow the segment in Newfoundland and Labrador would be, in fact, government-led initiatives:

- Create / expand on subsidies available for green building
- Create / expand on subsidies available for green retrofitting of existing businesses
- Create disincentives for building 'inefficient' buildings
- Strengthen building codes, regulations, standards, and o targets to encourage (and in some cases require) greener approaches
- Create incentives for builders to use locally produced products

Opportunity

- 🍁 Spur growth potential for green building segment in Newfoundland and Labrador by supporting the development of incentives and disincentives in policies, codes, legislation, etc.

Actions

- 🍁 Sector to identify specific incentives and disincentives it believes to be appropriate for government(s) to implement with the view to grow the green building segment.
- 🍁 Sector to lobby government(s) to implement identified recommendations.



5. Pushing for 'Buy Local'

There are many economic and 'green' benefits associated with the idea of 'buying local'. Supporting local businesses also means decreased transportation costs and a greater knowledge of product origins and production. Much of the discussion at NewLeaf 2012 was directed at government implementing 'buy local' procurement policies, particularly with respect to environmental sector goods and services. However, in pursuing 'buy local' initiatives, it is also important to understand that Canadian governments are bound to certain international trade agreements which would forbid such official 'buy local' regulations.

With this in mind, there were some 'buy local' initiatives that could be investigated and pursued by the sector, including: allowing direct sale of locally caught seafood; the development of a co-op to procure local green goods and services for small businesses and non-profits; tying local food production with food security, health, and tourism objectives; and the vigorous promotion of the advantages of buying local in applicable industries e.g. construction.

Opportunity

- 🍁 Drive growth of environmental sector in Newfoundland and Labrador by cultivating 'buy local' culture, and removing barriers to accessing local goods and services.

Actions

- 🍁 Sector to investigate which segments or industries would provide greatest positive impact to environmental sector through 'buy local' strategies.

Sector to develop partnerships with segment stakeholders and representatives to explore 'buy local' strategies.





Newfoundland and Labrador
Environmental Industry Association

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