



ANNUAL BRIEF to the MINISTER OF ENVIRONMENT NEW BRUNSWICK

*Respectfully Submitted
November 2009*

NEW BRUNSWICK ENVIRONMENT INDUSTRY ASSOCIATION

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1.0 INTRODUCTION

The New Brunswick Environment Industry Association (NBEIA) has represented its members - both small and large companies - that routinely provide products and services, and conduct business and associated activities related to the environment industry sector within the Province since 1994. One of the services the NBEIA provides to its members is the facilitation of interaction with Environment New Brunswick (ENB). Over the years, the NBEIA has interacted with ENB to provide the industry's perspective on challenges and issues related to the environmental quality of life of New Brunswickers.

A key component of this interaction is the regular preparation and delivery of a "Brief to the Minister" on behalf of the membership, reflecting their analysis and advice on environmental issues of the day. This document represents the sixth "Brief to the Minister".

The NBEIA Board of Directors, acting on behalf of its membership, takes this opportunity to present to the government relevant environmental and interrelated issues the membership identifies as important to the future of the Province and that should be acted upon. For this Brief, rather than focusing on issues brought forward by the membership, the Board has chosen to reflect on the NBEIA's achievements over the past fifteen years, achievements that could only have occurred with the ongoing positive relationship that has been developed and maintained with ENB and other government departments and agencies over the years. In an ever changing landscape, our members are part of a solution and this reflection will provide a foundation for moving forward with our special relationship with ENB.

2.0 NEW BRUNSWICK ENVIRONMENT INDUSTRY ASSOCIATION

The New Brunswick environment industry sector comprises more than 200 companies, employs over 2,500 people and generates nearly \$250 million in annual revenues. Environmental services and products relating to monitoring, pollution control and prevention, restoration, remediation, waste & resource management, water supply, waste water treatment, as well as numerous associated services are supplied globally by the New Brunswick environment business sector. In New Brunswick, more revenues are generated from the provision of environmental services than from the provision of environmental goods. The environment industry is involved in many of the social and economic undertakings which occur within the Province and continues to provide challenging, dynamic and rewarding opportunities for young New Brunswickers entering the workforce in our picture province.

The NBEIA promotes the highest standards for environmental products and services through its continued commitment to education and professional development for both member and non-member organizations, groups and individuals.

Incorporated in 1994, the NBEIA represents, and acts as a voice for, a large percentage of the environmental business community working in New Brunswick. We have continued to foster links with the various levels of government, the private sector and other related non-governmental organizations.

As an Association, our strength is to provide a network of businesses interfacing with government, continued professional development for both members and non-members and a voice that matters.

3.0 NBEIA -The First Fifteen Years

The New Brunswick Environment Industry Association is celebrating fifteen years of representation of the interests of the environment industry in the Province. Over this period, the NBEIA has been involved in numerous projects and activities, all of which have been directed at improving the quality of life of the residents of New Brunswickers while considering the environmental issues from a business perspective. The following summarizes some of the major accomplishments of NBEIA since its inception:

Memorandum of Understanding with the Department of Environment

In 1999, the NBEIA, in consultation with ENB, developed a joint Memorandum of Understanding (MOU) which outlined the principles and objectives of how the two parties would interact to collectively maintain and improve the quality of New Brunswick's environment. This MOU was renewed in 2007 and again this year. A copy of this latest MOU is appended (Appendix A).

Environmental Trust Fund

The NBEIA has worked closely with ENB on a total of nine Environmental Trust Fund (ETF) projects. The subject matter has included potable water, septic systems, stormwater runoff management, energy conservation, and wetland protection and management. All projects were action-oriented with tangible, measurable results, aimed at protecting, preserving and enhancing the Province's natural environment. A summary of ETF projects successfully completed by NBEIA is appended (Appendix B).

Conferences and Workshops

Over the years, NBEIA has organized a number of conferences, workshops, and public information sessions, all of which have focussed on increasing public awareness on environmental issues of the day.

The issues addressed by means of these forums have included responsible packaging, climate change, environmental impact assessment, wetlands, waste water management, and potable water. Perhaps the most successful NBEIA-sponsored conference was the *"The Water We Drink"* held in 2000 after the Walkerton tragedy. That conference, which attracted over 325 participants from both the private and public sectors, helped raise awareness of the issues related to potable water and fostered a willingness among stakeholders to ensure that such an incident does not occur in New Brunswick.

Brief to the Minister

This is the sixth Brief to the Minister presented by NBEIA. Past submissions have identified specific environmental issues of concern for discussion and resolution. The subject matter has included:

- Groundwater Protection (1999);
- Site Assessment and Remediation-Risk Based Corrective Action (2001); and
- Climate Change and Water Resources (2004).

This input has been well received by the Department which has often been guided by the constructive recommendations.

Summary

The NBEIA has promoted, and will continue to promote, the growth of environmental business in New Brunswick. The NBEIA will continue to listen to its membership, liaise with ENB, and constructively bring forward issues that will contribute to the continued environmental leadership of this province.

4.0 THE WAY FORWARD

The mission of the New Brunswick Environment Industry Association is to promote the growth of environmental business sector in New Brunswick. Over the past 15 years, the NBEIA has accomplished much which is in line with this mission. These efforts have contributed to the improved the environmental quality of life of New Brunswickers.

In going forward, the NBEIA will continue to:

- Promote the achievements of the environment industry in New Brunswick;
- Increase awareness, value, and demand for environmental integrity; sustainability, and stewardship;
- Provide information to members and partners;
- Encourage professional development of our members;
- Develop alliances among members and partners;
- Recommend strategies, policies, and standards relative to the environment industry; and
- Foster the continuous improvement of goods and services offered by its members.

As with the first 15 years, a key to our success will be to preserve and enhance our excellent relationship with ENB. We all need to demonstrate strong environmental leadership and vision in the Province on a never seen before level without compromising the ability of future generations. Working in partnership, the NBEIA can assist the Province in reaching its goal of sustainability while maintaining the quality of life which New Brunswickers value so highly.

The NBEIA looks forward to many more years working together with ENB and the Province to foster environmental leadership in services and products.

Appendix A

Opportunities for Cooperation Between Environment New Brunswick and The New Brunswick Environment Industry Association

Environment New Brunswick (the Department) works with and through a variety of stakeholders with broad environmental interests including non-governmental organizations and those in the private and municipal sectors to promote a vibrant environment and healthy, sustainable communities throughout the province.

The New Brunswick Environment Industry Association (the Association) is dedicated to the growth and development of a strong and diverse environmental industry that provides many of the necessary tools to allow the Department to meet its objectives while positioning member businesses to be part of the Province's self-sufficiency goals.

The Department recognizes the important role the Association and other professional organizations can play in contributing to environmental sustainability, and encourages complementary interaction wherever possible.

Given the links between the mandates of the Department and the Association, opportunities have and will continue to be explored for cooperative activity.

Specifically:

- Efforts will be made to foster a greater understanding of the distinct roles and responsibilities of the Department and the Association, including the recognition of public and private sector interests.
- Attention will be focused on exploring improved education and the development and implementation of technologies and tools for the prevention of degradation, improved protection and for the enhancement of all aspects of the environment.
- Emphasis will be placed on ensuring that information exchange is a centrepiece of public awareness activities by either entity.

Appendix B

Environmental Trust Fund Projects

1999

Produced Fact Sheets on:

- Algae Blooms: Environmental Problem or... environmental phenomenon?
- Tap Water Odour: Hydrogen Sulphide Environmental Problem or... environmental phenomenon?
- Pollen Showers: Environmental Problem or... environmental phenomenon?
- Manganese in Water: Environmental Problem or... environmental phenomenon?
- Foam on the Water: Environmental Problem or... environmental phenomenon?
- Iron in Water: Environmental Problem or... environmental phenomenon?

Produced an Illegal Dumping Poster

2002

Developed and Published brochures:

- All About Your Well
- All About Your Septic System

2003

Produced a Televised TV Campaign for:

- All About Your Well
- All About Your Septic System

2004

Developed and Published brochures:

- All About Water Conservation
- All About Your Septic System (Revised with 2nd printing)

2005

Developed and Published brochure:

- All About Energy Conservation and Efficiency

2006

- Survey on Industry and the Environment

2007

- Organized a National Workshop on the subject of Extended Producer Responsibility (EPR)
- Storm Water Management Research
- All About Your Septic System (reprint)

2008

- Watercourse and Wetland Stewardship Awareness Program – Phase I

2009

- Watercourse and Wetland Stewardship Awareness Program – Phase II



PO Box 637, Station A, Fredericton, NB E3B 5B3

T: (506) 455-0212 • F: (506) 452-0213

nbeia@nbnet.nb.ca

www.nbeia.nb.ca