



**PRESS RELEASE
UNDER EMBARGO UNTIL APRIL 22**

THE MRC AND THE CLD OF BROME-MISSISQUOI ARE CELEBRATING BIG FOR EARTH DAY

A NEW ENVIRONMENTAL MANAGEMENT SERVICE AND SYMBIOSIS RESULTS THAT EXCEED ALL EXPECTATIONS

Cowansville, April 22, 2020. This being Earth Day, the MRC and the CLD of Brome-Missisquoi are announcing the creation of a dynamic partnership for environment-related matters. In fact, an internal reorganisation has produced the new Environmental Management Service. This new service is formed by a trio of graduates from the University of Sherbrooke's Environmental Management Master's program: Ms Oriana Familiar, environmental management service coordinator and sustainable development advisor, Ms Valérie Nantais-Martin, waste management advisor, and Ms Marie-Pier Lussier, circular economy advisor. The trio will offer innovative approaches for supporting economic development through their business and organisations service, in accompanying municipalities in healthy waste management, and by implementing circular economy strategies with the Brome-Missisquoi Symbiosis.



From left to right : Oriana Familiar, environmental management service coordinator and sustainable development advisor, Valérie Nantais-Martin, waste management advisor, and Marie-Pier Lussier, circular economy advisor.

The long-awaited association will have plenty of projects to work on! The MRC is currently developing a new waste management awareness campaign, as well as a review of the *Plan de gestion des matières résiduelles* (PGMR or Waste Management Plan), which will begin this year. As for the CLD, their support for sustainable development within businesses and

organisations is constantly expanding. Furthermore, the Symbiosis has become more and more dynamic year after year.

The Brome-Missisquoi Symbiosis is an initiative steered by the CLD of Brome-Missisquoi since it was first launched in 2014. The goal of a symbiosis is to create an inter-enterprise exchange network for materials, expertise and services.

Some numbers for the Brome-Missisquoi Symbiosis since 2014:

- More than 900 exchanges, half of which are recurrent;
- The participation of more than 370 businesses and organisations, all benefiting from an improved image, and an increase in their competitiveness and performance;
- Continuous training of more than 400 employees;
- Economic gains of more than \$1.7 M relating to waste management and purchasing;
- Valorisation of more than 8 700 metric tons of waste;
- A 10 600-ton savings of CO₂, equivalent to taking more than 2250 cars off the roads.

About the MRC Brome-Missisquoi

The MRC Brome-Missisquoi groups 21 municipalities with 6 distinct economic areas. The MRC's goal is to support territory development of this unique, dynamic and innovative natural living environment. Surrounded by exceptional landscapes, the region positions itself as being "Quebec's wine region" and stands out through its inspiring and engaged population as well as through its advantageous location, offering an uncountable number of activities and business opportunities.

About the CLD of Brome-Missisquoi

The CLD of Brome-Missisquoi is a non-profit organization that accompanies, free of charge, entrepreneurs and leaders in start-ups or business development. Its mission is to stimulate economic growth and to develop entrepreneurship from a sustainable development perspective, by collaborating with stakeholders from the rural, cultural, tourism, agri-food and manufacturing sectors.

If you have a request concerning sustainable development assistance for municipalities, businesses and organisations, or would like to implement a circular economy approach, contact our Environmental Management Service.

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Source:

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