



For you. For the better.

SOUTHEAST RSC NEWSLETTER

HIGHLIGHTS:



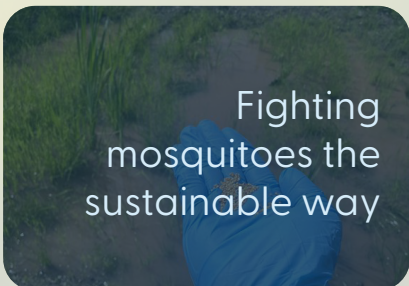
OECD -
New Brunswick
Conference




The regional
tourism map



Donate
Don't
Throw away



Fighting
mosquitoes the
sustainable way



Composting:
from trash
to treasure

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A word from our CEO

Dear readers,

As summer reaches its peak and our beautiful region shines with its winning features, I want to take a moment to express my gratitude and appreciation.

Our newsletter now has over 4,000 readers, and it is thanks to your continued interest that we are able to keep sharing news, local initiatives, community events, and promising projects that benefit our region.

Southeast New Brunswick is rich in diversity, breathtaking landscapes, and above all, its people. This summer, let's take the time to rediscover our communities, support our local businesses, take part in cultural activities, and enjoy everything our corner of the world has to offer.

On our end, we continue to pursue our mission with passion and dedication. Summer also gives us time to reflect on new ways to better serve you, stay attuned to your needs, and keep building together a vibrant, inclusive region that looks to the future.

In that spirit of forward-looking collaboration, we're proud to share some big news. On October 2 and 3, 2025, our region will host the first-ever OECD conference on place-based economic development to be held in Canada - and the very first OECD event ever in the Maritimes. This major international event will bring together experts from around the world along with local voices, to talk about the challenges facing today's global economy, with the aim of proposing personalized action plans and solutions inspired by the realities and specific characteristics of each territory. Read the first article in the News section for more details about the OECD-New Brunswick Conference.

In this issue, we invite you to rediscover our region, map in hand. Our regional tourism map, now widely used and appreciated, has quickly become a must-have for visitors eager to explore the hidden gems that make our region unique.

Join us this October for the Reuse Expo and help build a cleaner and greener future. The Reuse Expo aims to support residents in need, give a second life to waste and reduce the amount of waste going to landfill. Your participation helps us recycle more and waste less. Since its launch in 2021, the Reuse Expo has contributed to diverting approximately 135,000 pounds of reusable materials from the landfill.

Learn more about the surveys and studies conducted by our mandated services to guide our decision-making process and ensure we're up to the tasks we've been assigned. This *modus operandi* is the basis of our actions and enables us to serve your interests effectively.

In recent months, we've been working on several community-driven initiatives to help improve the quality of life of residents across the Southeast Region. One of these initiatives is the campaign to reduce mosquito populations, led by Mosquito360. Mosquito360 is responsible for the sustainable management of mosquitoes in Moncton, Dieppe, Riverview, and parts of Fundy Albert, through a comprehensive, preventive and environmentally friendly approach. Take a closer look at the team's hands-on work in the field and uncover how their proactive efforts are making a lasting difference for these communities.

Come tour our composting facilities and we'll show you how we transform waste into nutrient-rich compost, the very same compost we use to nourish our on-site garden.

As the season unfolds, I wish you a restful end to the summer, filled with meaningful moments, new encounters, and delightful local discoveries.

Looking forward to reconnecting with you this fall!

With warm regards,



Roland LeBlanc, P. Eng.
Chief Executive Officer



Southeast New Brunswick to Host OECD Conference on Place-Based Economic Development

On October 2 and 3, 2025, Southeast New Brunswick will host the first-ever OECD-led conference on place-based economic development in Canada - and the very first OECD event in the Maritimes.

This event will bring together regional, national and international thought leaders and practitioners from the business, public and civil society sectors to debate ideas, policies and practices that respond to the challenges and opportunities brought about by major global trends, collectively adding to the evidence base on what works for resilient regional development. This will be the first-ever Organization for Economic Co-operation and Development-led event of its kind hosted in Canada.

The two-day program will feature discussions on topics such as climate change, demographic challenges, population well-being, productivity barriers, territorial attractiveness policies, and trade uncertainties. The gathering aims to foster the sharing of best practices, open debate, constructive dialogue, and the development of concrete actions.

The conference will feature distinguished speakers whose proven expertise is widely recognized: Claire Charbit, OECD Head of Unit - Regional Attractiveness and Migrant Integration; Adrienne Oldford, Executive Director of the McKenna Institute; our own Francesco Calazzo, General Director - Economic Development at the Southeast RSC; Lana Asaff, Senior Economist at the Atlantic Economic Council; and many other practitioners and authorities to make sure that the best practices will find a way forward with timely application.

The OECD is an international body composed of 38 member countries such as France, Italy, Ireland, Portugal, Mexico, the United States, Canada, Australia, to name but a few, that work together to:

- Promote effective public policies in areas such as economy, education, employment, innovation, and the environment.
- Share data, analysis, and best practices to improve sustainable economic growth, financial stability, and social well-being.
- Encourage cooperation between governments on global economic, social, and environmental issues.

Learn more and register here:
www.oecd-events.org/2025-oecd-new-brunswick-conference/en



The regional tourism map now accessible online and offline!

Scan the QR code and explore the attractions that will take you on a journey across Southeast New Brunswick - no travel required! Plan your holidays in advance and get ready to be amazed by unforgettable experiences.

The Southeast RSC - Regional Projects Division has been working on a regional tourism map, designed to guide, inform, and highlight key attractions unique to our region. These destinations are only a portion of the astonishing number of exceptional and inspiring places across our region. Take the tour from Moncton's stunning Magnetic Hill Park to the natural beauty of the historic Fort Beauséjour in Tantramar, the Petitcodiac Military Museum in Three Rivers, to the breezy shores of Aboiteau Beach in Cap-Acadie.

Why use our regional tourism map?

- It highlights major attractions.
- It helps plan visits across the region and in our different communities.
- It's easy to use and works offline.

Ready for new adventures? We can't wait to show you the hidden treasures that make our majestic region so renowned. Scan the QR code now!



The Regional Transportation Feasibility Study revealed

The Southeast RSC – Regional Projects Division recently completed a feasibility study that explored ways to improve accessibility, availability, and affordability of transportation services across our region, with the goal to support both residents and visitors.

The key findings of the study have been presented to a number of partners and stakeholders across the region. The proposed approach to effective and efficient regional transportation received positive comments and feedback, as many eagerly await the implementation of a transportation system that meets residents' needs and benefits all levels of the population in the region.

A variety of solutions were analyzed such as micro transit, intercity shuttles, and the professionalization of volunteer driver services - all with the aim of improving access to healthcare, retaining workforce, enhancing quality of life, and providing adapted, eco-friendly transportation options to Southeast region's residents.

4 Benefits of a Regional Transportation System

- Access to essential services regardless of where you live, thanks to efficient transportation.
- Better connections between rural and urban areas for daily travel.
- Greater regional cohesion through cultural, social, and economic exchange.
- Easier commutes to work, school, and medical appointments across the region.

Further discussions on regional transportation opportunities are ongoing, including the Regional Transportation Governance Study. Commissioned by the Southeast RSC, this study will explore and assess various governance models to enhance coordination, decision-making, and service delivery across Southeast

New Brunswick. The goal is to identify key challenges and recommend a governance framework that supports the development of an efficient and effective regional transportation system.

Bringing non-profits together to harmonize efforts

The Southeast RSC - Community and Social Development Division is halfway through an Organizational Assessment Study, which will provide a better understanding of the strengths, challenges, assets and needs of local not-for-profit organizations.

To support the long-term development of municipalities, the division works closely with not-for-profit organizations operating in the Southeast region. Given that these organizations support causes that contribute to building our communities, and that there is currently no provincial body in charge of this sector, the data collected will help to strengthen the coordination of actions and initiatives.

By participating in this survey, nonprofits are helping:

- Strengthen collaboration across the region.
- Identify bilingual accessibility.
- Reduce duplication of efforts.
- Identify opportunities to reinforce community pillars.

Survey details:

- Takes 25 minutes to complete
- Must be completed in one sitting
- Accessible on any device
- Should be completed by an Executive Director or similar role familiar with the organization's day-to-day operations

Deadline: September 30, 2025

[Click on this link](#) to participate!

Password: nbse123



Garden-fresh fruits and vegetables for vulnerable communities

Each summer, the Southeast RSC grows fresh produce to distribute to those in need through nonprofit partners such as Harvest House.

Erin Klinghammer and Eddy Arsenault have been leading this project since its debut a few years ago. This year, they were assisted by our summer students, who quickly grasped the impact of the initiative and threw themselves into the work to ensure a bountiful harvest.

The team planted an array of crops this season: tomatoes, beets, cucumbers, carrots, onions, strawberries, green beans, radish and more. These heart-grown, organically cultivated foods are meant to bring both nourishment and joy to the people who receive them.

In the coming weeks, Harvest House, a nonprofit that connects those in need with compassionate donors and volunteers, will receive and deliver the harvest to those who need it most.

Founded in 1999, the association supports individuals facing difficult times by offering personalized programs and hope for a brighter future.

As the number of vulnerable populations continues to grow, Harvest House needs our support more than ever!

To donate, click on the link!
<https://harvesthouseatlantic.org/donate/>

Stop throwing things away, make someone happy and do something good for our planet!

Are you one of those people who have a garage or basement full of items they don't use, even though they're in good condition? Would you like to give a second life to items you no longer use? Do you want to support vulnerable communities and at the same time protect the environment? Join us on October 4 and 5, 2025, at the Moncton Coliseum, for the second Reuse Expo 2025.

Launched in 2021, the Reuse Expo has contributed to diverting approximately 135,000 pounds of reusable materials from the landfill. Since then, many events of this type have been organized, twice a year. The main objectives of the reuse expo are to help residents in need, give a second life to waste and reduce the amount of waste going to landfill.

Join the movement and come and meet us with items such as mattresses, sofas, chairs, washers, dryers, clothes, household appliances, toys, bicycles, sports equipment, decorative items, school materials, and so on. We also accept perishable and non-perishable food, clean, clear and coloured glass for recycling, and redeemable beverage containers. No need to get out of your vehicle; we, at Eco360 will take care of everything.

We also offer on-site repair services. You probably have items that have minor breakdowns that could be repaired by our volunteer technicians. Don't shy away, these items can make a difference to someone else's life.

All the items recovered on this occasion will be made available to community organizations of the Southeast region. They will be responsible for distributing them to residents in need.





Fighting mosquitoes the sustainable way: behind the scenes with Mosquito360

The Mosquito360 Division is responsible for the sustainable management of mosquitoes through a comprehensive, preventive, and eco-friendly approach. In other words, this division works to reduce mosquito populations in certain communities of Southeast New Brunswick – Moncton, Dieppe, Riverview, and parts of Fundy Albert – in ways that are effective, sustainable, and safe for both people and the ecosystem.

This season, the team is focused on identifying mosquito species to tailor their strategies which will use a combination of effective and safe mosquito control solutions. Take a look at Mosquito360's work this summer.



Figure 1 - Vectobac 200G, this is the granular larvicide formulation applied to aquatic mosquito-larvae habitats.

Figure 2 - Depicts a period of saturation within the marsh after prolonged periods of hot and dry conditions.



Figure 3 - Difficult to see, but depicts a surface application of Vectobac 200g with larvae (yellow arrows) also present in the water.



Figure 4 - Various instars (stages/sizes) of mosquito larvae (yellow arrows), prior to Vectobac 200G application.





Figure 5 - Sites, like our local parks, may be monitored and treated by various means, including bicycles!

Figure 6 - Technicians sampling and treating a shaded body of stagnant water after rainfall.

Figure 7 - The Petitcodiac River, one of the most significant hydrological inputs into the adjacent wetlands.

Figure 8 - Field Technician getting geared up to perform ground sampling across potential marsh-mosquito habitats.





Figure 9 - Technicians will take dips in viable aquatic habitats to help gauge the level of larval mosquito activity.



Figure 10 - Technicians spend much of their time performing surveillance across different site classes (trails, parks, marsh, urban areas), looking for viable larval-mosquito habitat!



Figure 11 - Water parameters are measured in the field to help inform breeding potential and monitor general environmental conditions.



Figure 12 - Mosquito larvae can successfully develop in pockets of water as small as a few mm in volume (think a bottle cap)! Technicians will check forested areas for these small depressions/pockets of water.



Figure 13 - This image depicts a channel historically accessed by ground equipment - having transitioned to a drone-based approach we now see vegetation returning.

Figure 14 - Our new to 2025, all electric Gator utility vehicle, which allows us to efficiently monitor and treat trails, parks, and other site classes.

Figure 15 - Our applicator drone being prepared for take-off - this drone is used to apply our larvicide, while minimizing disturbance to the wetland ground area.

Figure 16 - Even the creepiest crawlers serve a purpose - spiders and other predators help reduce mosquito numbers naturally. A little respect goes a long way!





Composting: from trash to treasure

Compost is a familiar word to gardening enthusiasts and soil lovers alike. More than just a gardening aid, compost is essential to soil health and plays a key role in the fight against global warming. Composting refers to the natural process of transforming organic matter into a nutrient-rich natural fertilizer that improves soil structure and fertility, with positive impacts on the climate: reduced methane emissions, carbon storage in the soil, and less need for chemical fertilizers.

Each year, Eco360 transforms around 24,000 metric tons of organic waste into compost, supplying landscaping companies, municipalities and other clients. This compost is used right here in our garden, helping our plants thrive while supporting a full-circle approach to sustainability.

Janet Lee Hale, Compost Facility Operations Manager at Eco360, guides us through the amazing journey of transforming food scraps into brown gold.

Step 1. *Organic waste is prepared for composting through a fully automated process: green bags are opened, plastics and large non-organic items are screened out, metals are removed with a magnet, and the remaining material is shredded into a uniform size, now ready for composting.*

Step 2. *Prepared organic waste is blended with wood chips, creating the perfect composting recipe. The material is then placed in indoor silos, where water and air are added as needed to maintain ideal composting conditions.*

Step 3. *Large tilling machines move along the top of the silos, turning and mixing the composting material. By controlling and monitoring the process indoors, high temperatures, reaching up to the low 70s °C, are maintained to efficiently eliminate pathogens and weed seeds.*

Step 4. An added benefit of controlling the composting process indoors is reduced odour. At the Compost Facility, air is filtered through a biofilter filled with woodchips, where naturally occurring microorganisms break down odorous compounds, effectively, neutralizing them before the air is released into the environment.

Step 5. After spending about one to two months in the silos, the composted material is screened through the refine process, before the compost is moved to outdoor windrows on the curing pad for final processing. A recent enhancement to the refine, was adding a windsifter, which effectively removes any remaining plastic debris from the reject material. This creates the opportunity to reintegrate the rejected material back into our composting process.

Step 6. At this stage of the outdoor windrow composting process, activity has slowed, requiring less frequent management. Some compost batches can reach volumes over 700 cubic meters. They are still regularly monitored for temperature and moisture and turned as needed to support proper curing.

Step 7. On the screening pad, the compost is finely screened to ¼ inch to remove any remaining impurities, such as glass. The finished product is then aged, with samples sent to a lab for analysis to ensure it meets both provincial and national standards before being sold to the market.

Step 8. Finished compost.



Boost your business with intercultural training!

In a context marked by growing cultural diversity, the Southeast RSC – Economic Development Division believes that businesses in Southeast New Brunswick stand to gain significantly by integrating intercultural concepts into their development.

In partnership with the “Centre d'accueil et d'accompagnement francophone des immigrants du Sud-Est du Nouveau-Brunswick” (CAFi) and the Multicultural Agency of the Greater Moncton Area (MAGMA), the division offers free courses to businesses. In 2024, the initiative saw unexpected success with the participation of more than 750 professionals from around 40 regional organizations. For the participants, investing to get a deeper understanding of interculturality represents an opportunity to not only enhance their attractiveness and competitiveness but also to help build inclusive and sustainable workplaces. This year, the dedicated team of trainers aims to focus on:

- Improving intercultural communication within teams and with clients.
- Facilitating the integration of newcomers into the workplace.
- Preventing cultural misunderstandings and promoting a climate of mutual respect.
- Strengthening team cohesion and organizational performance.
- Valuing diversity as a driver for innovation and growth.

Some success stories...

The New Brunswick Community College (NBCC) has established itself as a leader in equity, diversity, and inclusion (EDI) by creating a learning environment where students from all backgrounds feel respected, supported, and valued. Some key initiatives include the implementation of an EDI policy and the appointment of a dedicated advisor, integrating diversity into its 2022–2027 strategic vision, and the creation of groups such as RéconciliAction and Fierté CCNB. Nearly 45% of the student body are international students, who receive personalized support from qualified professionals.

Garderie Garde Amis, a community daycare, has embraced cultural diversity in its educational approach by working with children and educators from various backgrounds. Its goal is to promote intercultural understanding from an early age. This inclusive daycare is a place where children learn to respect differences and families feel welcomed and recognized. Some initiatives include activities and games inspired by different cultures (storytelling, music, cooking), collaboration with parents to integrate family traditions, and intercultural training for staff.

Looking to transform your business, enhance social cohesion, and foster collective success? Reach out to the Economic Development Division of the Southeast RSC today.



BRIEFS

- **Economic Development:** The regional workforce strategy for 2026–2030 will be made public at the end of 2025. This roadmap will be useful for employers seeking qualified labour, job seekers, newcomers or graduates in transition, educational institutions adjusting their training offerings, and policymakers. The Southeast RSC - Economic Development Division - is working in collaboration with the Southeast Labour Market Partnership and consulting firms Stiletto and CC Goodwin to create a shared vision and coordinated actions to build a resilient, inclusive workforce adapted to current and future economic realities.
- In partnership with CCNB and NBCC, the Entrepreneurship subdivision is preparing to launch a series of new courses that will lead to micro-credentials in key business areas such as marketing, human resources, and other essential topics for aspiring or established entrepreneurs. This initiative aims to help local businesses and individuals acquire new skills, innovate, and remain competitive in a constantly evolving economic environment.
- **Plan360:** New Brunswick has adopted the 2020 National Building Code of Canada (NBC) and the 2020 National Energy Code of Canada for buildings (NECB), which are official sets of standards and regulations developed to guide the construction and energy efficiency of buildings across Canada. For houses, businesses, schools, and more, this means improvements in safety (fire prevention, stairs, windows), accessibility (access for people with reduced mobility), structural strength, and building durability. These codes also ensure the construction of more energy-efficient buildings to reduce long-term electricity costs. [Learn more!](#)
- **Regional projects:** The website dedicated to Southeast regional tourism is now up and running. This online platform, accessible from anywhere in the world, showcases the

region's assets - its landscapes, gastronomy, and events. It also provides practical information such as accommodation options, restaurants, and tourist guides, while highlighting our cultural values, local identity, and heritage.

- **Eco360** and the **Community and Social Development** Division announce the release of the very first edition of their newsletters. Check out these publications on their respective digital platforms for news, regular updates and other important events.

UPCOMING EVENTS

Talent Expo

Date: September 16
Location: Canvas, Moncton

OECD – New Brunswick Conference on Place- Based Economic Development

Date: October 2 & 3, 2025
Location: Delta Beauséjour, Moncton

Reuse Expo

Date: October 4 & 5, 2025
Location: Moncton Coliseum



A big thank you to **OUR TEAM**

This newsletter would not exist without the hard work of our communications team who carefully gathers the content that keeps you informed and connected. Thank you for your dedication and professionalism.