

Heidi Sanborn Executive Director

Heidi has been a leader in the solid waste industry for almost 30 years, working with industry, government, and the public to reduce waste, improve product design and recyclability, and implement cost-effective projects and policies which protect public health and the environment and support a circular economy.

Collaborating with local government leaders, Heidi was one of two original co-directors of the [California Product Stewardship Council](#) (CPSC), a non-profit formed in 2007 to change the way waste management is funded and managed in California; she has since become an internationally recognized thought leader and driver for producer responsibility programs.



After eight years of success in California, in 2015 Heidi and the CPSC Board formed the [National Stewardship Action Council](#) (NSAC) as an affiliate of CPSC. CPSC, which is a 501(c)(3) environmental education and protection organization under IRS rules, may only conduct limited legislative lobbying activities. With CPSC's legislative successes in California have come increasing demands from across the country for assistance, creating the need for an entity that can carry CPSC's work across the country without lobbying limits. In contrast to CPSC, NSAC is a 501(c)(4) nonprofit organization that will engage in lobbying and advocacy work for Extended Producer Responsibility (EPR) and Product Stewardship, anywhere in the U.S. and at any level of government interested in EPR legislation.

In 2017, NSAC sponsored its first piece of legislation [Assembly Bill 1158](#) to improve California's existing carpet stewardship program which became law. One year later, NSAC worked with CPSC to drive [Senate Bill 212](#) to passage, a first-in-the-nation bill that requires the producers of mediations and sharps to fund and operate a take-back program statewide in CA. Heidi's ability to both educate and advocate legislators, as well as her innate skill at collaboration, negotiating, and strategy was integral in passing both bills but is already leading to new collection and recycling industry in CA. In 2019 NSAC sponsored two bills in CA, both which were signed by Governor Newsom, to expand reuse of Household Hazardous Waste instead of incineration [SB 726](#) and to mandate the first modulated eco-fee in the nation via [AB 729](#).

Heidi's collaborative, tenacious problem-solving approach has delivered unprecedented success in developing mandatory and voluntary recycling programs at national, state, and local levels. She has engaged diverse stakeholder groups to promote product stewardship programs for pharmaceuticals, mercury thermostats, carpets, paint, fluorescent lights, batteries, and gas cylinders. Nationally, Heidi was instrumental in the adoption of EPR policies by the National League of Cities (NLC) and the US Conference of Mayors. Heidi speaks throughout the world and has won many awards and commendations. She has been frequently published on the topic, done interviews on National Public Radio and CBS Nightly News, and been quoted in the Wall Street Journal. Heidi earned a B.A. in Political Science - Public Service from the University of California at Davis and a Master of Public Administration from the University of Southern California.