

Joanne Brasch, Ph.D.
Special Projects Manager

Dr. Joanne Brasch has a Ph.D. in Industrial Economics and Environmental Analysis from the University of California, Davis (UCD), where she also got a Master's in Textile Science and Bachelor's in International Agricultural Development. All three degrees focused on global industrial systems for food and fibers. With over ten years of academic work experience, Joanne has held lecturer and research appointments at UCD, CSU Sacramento, and Donghua University in Shanghai, China. Her topics of interest include supply-chain sustainability, global markets and trade, extended producer responsibility (EPR), and diffusion of innovation.



Joanne has spoken at many conferences, workshops, and webinars internationally, including the following organizations: California Higher Education Sustainability Conference (CHESC, 2011, 2012, 2015), International Society for Industrial Ecology (ISIE, 2015), American Reusable Textiles Association (ARTA, 2011, 2013), Practice Greenhealth (PGH, 2013), and the Center for Environmental Health (CEH, 2012). She has received awards for her research from CSUS Faculty Research Award (2013, 2015) and Jastro-Shields Graduate Student Research Award (2007, 2013, 2014, 2015). For two and a half years (2011-2014), Joanne was the Sustainability Researcher for the UCD Health System, leading projects for waste mitigation and environmentally preferable purchasing for the medical campus. Her efforts with the UCD Health System lead to systematic reduction of textile products in the hospital waste stream and cost-savings for the health system.

Joanne joined NSAC in November 2017 to lead projects that promote EPR and Product Stewardship in the textiles and clothing industry, including products such as carpet, mattresses, and packaging. She also manages a project on preferred fibers funded by nine large companies that together represent \$600 billion in total annual revenue in the United States. The project focuses on incentivizing the use of environmentally preferred fibers/fabrics/garments through lowered or eliminated import tariffs to make the textiles and clothing industry more circular.

Dr. Brasch has two appointments as the Vice-Chair of the California Carpet Advisory Committee and Vice-Chair Mattress Stewardship Advisory Committee.

Contact Joanne at joanne@nsaction.us and/or connect on [LinkedIn!](#)