



NATIONAL  
STEWARDSHIP  
ACTION COUNCIL<sup>SM</sup>

ADVOCATING FOR A RESPONSIBLE, CIRCULAR ECONOMY

# STRATEGIC PLAN 2025 -2030

*Adopted by the NSAC Board of Directors on July 8, 2025*



## **NSAC Mission**

*Collaborate with public and private stakeholders to advance product stewardship and extended producer responsibility.*

## **NSAC Vision**

*The United States attains a responsible, circular economy.*

## 2025 – 2030 NSAC Strategic Plan Goals

### **1. *Develop Partnerships***

- a. Position NSAC to be the first NGO that companies contact when designing closed-loop systems and/or reducing waste in their product category. Partner with private and public entities, encouraging collaboration to craft robust policy, and to develop and implement closed-loop systems.
- b. Work with interested parties to pilot and implement projects to meet the goals of reducing waste and designing effective closed-loop systems.
- c. Be a lead facilitator of voluntary and legislated collaborations and discussions of how to maximize closed-loop systems.
- d. Consider merging with other NGOs with similar mission and vision to expand impact and assure more efficient utilization of resources.

### **2. *Legislation and Programs***

- a. As an IRS approved 501c (4) non-profit corporation, introduce, track, and engage in Extended Producer Responsibility (EPR)/product stewardship and circular economy programs at the federal, state, and local levels.
- b. Monitor EPR, product stewardship, and circular economy policies and legislation and candidates at the federal, state, and local levels to ensure they are working as planned, and if not, making it a priority to fix legislation if needed.
- c. Engage the press to cover these issues and programs to ensure everyone understands the circular economy model as well as they now understand EPR.
- d. Establish NSAC as the thought-leader on Circular Economy/EPR in the US.
- e. Strategically review and select priority products and materials for each year's Work Plan so as to align with the Strategic Plan, reasonable workloads, and current legislative, policy, programmatic, and societal opportunities.
- f. Educate legislators through materials, meetings and study trips to support their becoming legislative champions of the work.

### **3. *Ensure Financial Sustainability***

- a. Establish a diverse funding base and formidable 6-month reserve to ensure financial security and longevity.
- b. See 1d. There are too many NGOs in this space competing for too little available funding so if we can combine forces with policy aligned NGOs we can save time, money and resources.

### **4. *Establish Baseline of Operational Security***

- a. Ensure NSAC has the staff and facilities to meet our vision and mission.
- b. Actively review and balance staffing levels with workload responsibilities.
- c. Board of Directors development.
- d. Advisory Committee development.
- e. Strategic Plan review, maintenance, and development.

## **5. *Media and Communications***

- a. Earn local, state, and national press coverage including television, radio, trade press, and online/print outlets to maximize our goals and influence.
- b. Harmonize media and communications efforts with policy and program efforts.

## **6. *Measures of Success***

- a. Have a robust combination of board members with different backgrounds, and skillsets that are honest at reviewing their own performance as well as the staff and follow good governance protocols such as updated Conflict of Interest forms and maintain fundraising efforts to sustain the organization with the vision of transitioning to a fundraising board.
- b. Have a healthy and broad group of diverse, partnering NGOs to maximize impact.
- c. Passage of supported and sponsored legislation.
- d. Successful implementation of programs and expansion of programs from local to state to national.
- e. Establish financial security with a sustainable funding base and reserves of 4-6 months of operating costs.
- f. See increases over time of media exposure for all campaigns.