

Heidi Sanborn, Executive Director

Heidi has been a leader in the solid waste industry for over 30 years, focused on source reduction and implementation of cost-effective projects that support a circular economy. She is an internationally recognized thought leader and advocate for producer responsibility and truth in labeling.

Collaborating with local government leaders, Heidi was one of two founding co-directors of the [California Product Stewardship Council](#) (CPSC), a 501c3 non-profit formed in 2007 to change the way waste management is funded in California. In 2015, Heidi became the Founding Director of the [National Stewardship Action Council](#) (NSAC), a 501(c)(4) nonprofit organization that advocates for a Circular Economy using Product Stewardship and Extended Producer Responsibility.



In its' first 6 years, NSAC successfully sponsored six bills that were all signed into law. In 2017, NSAC sponsored [Assembly Bill \(AB\) 1158](#) to improve California's existing carpet stewardship program. One year later, NSAC worked to pass [Senate Bill \(SB\)212](#), a first-in-the-nation bill that requires the producers of medications and sharps to fund and operate a statewide take-back program in California. In 2019, NSAC sponsored two bills in CA, both which were signed by Governor Newsom, [SB 726](#) to expand reuse of Household Hazardous Waste instead of incineration and to mandate the first modulated eco-fee in the nation via [AB 729](#). In 2021, NSAC sponsored [SB 343](#) the nations first "Truth in Labeling" bill on use of the chasing arrow, [AB 818](#) on Truth in Labeling on "flushable" wipes so say "Do Not Flush". Both bills were signed into law and are spreading across the U.S. with the introduction of the [WIPPEs Act](#) in congress and ["Truth in Labeling" bill](#) HB 700 in Maryland 2022.

Heidi's ability to both educate legislators, as well as her innate skill at collaboration, negotiation, and strategy, was integral in passing these bills, which are already leading to new collection and recycling opportunities in California. She is consulting with Texas, Illinois, Maryland, New York and the Congress on relevant legislation and programs.

Heidi speaks throughout the world and has won many awards and commendations including most recently in 2020, she was named a [Women Who Mean Business](#) Awardee from the Sacramento Business Journal for her professional accomplishments and contributions to the Sacramento region. She has been frequently published on the topic and interviewed on National Public Radio and CBS Nightly News, and quoted in Time Magazine, the Guardian, and the Wall Street Journal.

In May 2020, Heidi was appointed by the California Environmental Protection Agency to the [Statewide Commission on Recycling Markets and Curbside Recycling](#) and was elected Chair by the 16 Commissioners which have been very impactful by passing 34 policy recommendations with six becoming law in 2021 and more introduced in 2022. In June of 2020, she was appointed to serve on the [Advisory Board for the Solid Waste Association of North America representing "Materials Recovery"](#). She was re-elected to this position in 2023. She also serves on the State Treasurers' Green Bond Market Development Committee.

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.