

2020-2021 ANNUAL REPORT



NATIONAL
STEWARDSHIP
ACTION COUNCIL

ADVOCATING FOR A CIRCULAR ECONOMY

As NSAC's Board President, I would like to thank all the National Stewardship Action Council's (NSAC) funders, collaborating NGOs, past and present board members, advisors, and supporters. In the 2020-2021 Fiscal Year, NSAC overcame unprecedented changes, challenges, and opportunities. We ultimately exceeded even our own "stretch" goals, from supporting new legislation in Texas to sponsoring legislation in California to helping pass path-breaking legislation implementing EPR for packaging in Maine and preparing for a national bottle bill to be introduced. We now look forward to engaging with even more stakeholders, and to continue providing legislative advocacy, technical support, and public presentations and education while encouraging expansion of the BIPOC representation in our industry. We are excited to continue this journey and look forward to working with you to ensure the U.S. attains a circular economy. With great appreciation and anticipation,

David Stitzhal, Board President



The National Stewardship Action Council (NSAC) advocates for circular economy solutions to waste and pollution problems in the United States. The outstanding environmental leaders that make up NSAC's Board and staff have a proven record of passing cutting-edge policy and implementing programs to find practical and affordable solutions for problematic wastes. NSAC offers consulting services to state and local governments, corporations, and other organizations to identify solutions to materials management issues for products including pharmaceuticals and sharps, carpet, textiles, tobacco, cannabis waste, paint, organics, and much more.

Successful Advocacy

Unlike a 501(c)3 non-profit organization whose ability to lobby is limited, NSAC is a 501(c)4 non-profit that can practice lobbying anywhere in the U.S. and at any level of government. NSAC has had an impressive record of legislative accomplishments in its first six years, including but not limited to:

1. Sponsored and passed [CA Assembly Bill 1158](#) (Chu and Stone, 2017) to **improve the existing carpet recycling program and set clear performance standards.**
2. Passage of [CA Senate Bill 212](#) in 2018 for the **nation's first statewide safe medicine and needle Extended Producer Responsibility (EPR) legislation!** Authored by Senator Jackson and Assembly Members Ting and Gray, SB 212 passed with unanimous vote in the Senate and near unanimous vote in the Assembly.
3. Sponsorship and passage of two bills in 2019 to:
 - a. **Remove barriers for Household Hazardous Waste reuse**, which was signed by the Governor on October 2, 2019. ([CA Senate Bill 726](#), Caballero)
 - b. Ensure the carpet program consumer fee money be returned to the state should the stewardship organization's privileges be revoked and to **incentivize the purchase of recycled and recyclable carpet through differential fees**, which was signed by the Governor on October 9, 2019. ([CA Assembly Bill 729](#), Chu)
4. Forming a Political Action Committee (PAC) and being the lead advocate of a national bottle bill.
5. Co-sponsoring [CA Senate Bill 343](#) and [CA Assembly Bill 818](#) in California for truth in labeling for wipes and packaging.
6. NSAC staff were appointed to the following: [California's Statewide Commission on Recycling Markets and Curbside Recycling](#), [Solid Waste Association of North America Advisory Board](#), California Green Bond Market Development Committee, [California Department of Consumer Affairs Bureau of Household Goods and Services Advisory Council](#), and [Mattress Recycling Organization Advisory Committee](#).



NSAC Assistant Director, Jordan Wells, providing expert testimony for [CA Senate Bill 54](#) (Allen)

NSAC is looked at as a **thought leader and expert on producer responsibility and other policies driving a circular economy in the United States**. Because of this, NSAC Board and Staff are called upon regularly to provide testimony to legislatures and state agencies, as well as often being quoted in the press. NSAC also provides technical assistance to governments and businesses to improve legislation and programs that work to attain a circular economy.

Education & Outreach

In the last year, and amid the COVID-19 pandemic, NSAC worked diligently and was successful at reaching a larger and more influential audience through virtual presentations, written articles, press interviews, social media, countless Zoom calls, and more. Some examples include:

1. **National and statewide press coverage** by: [The Washington Post](#), [Politico](#), [CalMatters](#), [Waste Dive](#), [Waste 360](#), [Resource Recycling](#), [Waste Today](#), and more.
2. Executive Director, Heidi Sanborn, received the [Robert L. Lawrence Lecture Award](#) and was a [2020 Women Who Mean Business Honoree](#).
3. Presentations at events hosted by organizations such as, [NAHMMMA](#), [US PIRG](#), [Solid Waste Association of North America](#), [WasteExpo](#), [National Recycling Council](#), [Beyond Plastics](#), [County Engineers Association of California](#), [Northeast Recycling Council](#), [American Sustainable Business Council](#), [Association of Women in Water, Energy, and Environment](#), etc.
4. Collaborated with the [American Sustainable Business Council](#) to include NSAC policy updates in their membership newsletter and participated in stakeholder calls as well as lobby days in Washington D.C.
5. **Quarterly newsletters**, which were distributed to nearly 2,500 NSAC funders, members of the media, legislators and legislative staff, and collaborating NGO staff.
6. **Hosted webinars** on 1) Cannabis Waste 2) The Basel Convention 3) Organics Recycling 4) Legislation



Heidi Sanborn for the Women Who Mean Business Award Acceptance Video

Information Exchange & Website

Over 4,000 Followers!

The NSAC website is a comprehensive information source for local jurisdictions, businesses, and consumers on issues related to a circular economy. NSAC engages with the public on social media outlets Facebook, Twitter, LinkedIn, and YouTube to share updates and information on a less formal basis. Despite the COVID-19 pandemic, NSAC reached over 9,000 people via virtual and in-person presentations. **One of the many benefits for funders of NSAC is e-newsletters with the latest circular economy news, resources, and legislative updates.** NSAC also offers product specific Listservs, including pharmaceuticals and sharps, tobacco waste, textiles, gas cylinders, carpet, packaging, “flushable” wipes, cannabis waste, solar panels, organics, and mattresses.

California Statewide Commission on Recycling Markets and Curbside Recycling

In 2019, Governor Newsom signed into law The California Recycling Market Development Act ([AB 1583 \(Eggman\)](#)), which requires CalRecycle to convene by July 1, 2020, a [Statewide Commission on Recycling Markets and Curbside Recycling](#) consisting of representative of public agencies, private solid waste enterprises, and environmental organizations that have expertise in recycling. The original bill was amended in 2020 by [AB 2287 \(Eggman\)](#), which requires the Commission to issue preliminary recommendations on or before January 1, 2021, and to issue policy recommendations and identify products that are recyclable or compostable and regularly collected in curbside recycling programs by July 1, 2021. The bill also requires the Commission to provide an opportunity for the public to review and provide comment before finalizing a recommendation or identifying a product described above, and authorizes the Commission to share the recommendations and identifications with the Legislature or any state or federal agency.

NSAC's Executive Director, Heidi Sanborn was one of 17 experts appointed by CalRecycle to the Commission in June 2020 and was subsequently elected Chair by her fellow Commissioners. The Commissioners cumulatively spent well over 2,500 hours in meetings and writing two [reports](#) that included 30 policy recommendations all of which were adopted with 17-0 votes. As of July 2021, 13 of the policy proposals became bills or budget proposals introduced in California. The Commission has received national and international attention as the recommendations apply to other states and nations.



Commissioners voting to approve a motion during one of their virtual Commission

Bottle Bills

Ten states currently have beverage container deposit legislation, better known as “bottle bills”. According to a [study](#) commissioned by Keep America Beautiful, there is half the amount of litter in states with bottle bills compared to states that do not. Additionally, over 75% of respondents support implementing a bottle bill in their state.

NSAC staff are working with the staff from the offices of Senator Jeff Merkley and Representative Alan Lowenthal, and other stakeholders to introduce a standalone national bottle bill. In June 2021, NSAC hired lobbying and public relations firms in Washington D.C. and formed a Political Action Committee (PAC) named the End Litter Now PAC. The PAC will be used to fundraise and advocate for the national bottle bill.

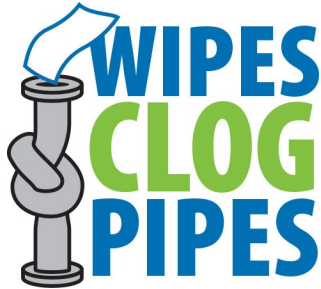


over 75% of respondents supported implementing a bottle bill in their state.

Flushable Wipes

In 2019, the [California Association of Sanitation Agencies](#) (CASA) requested NSAC co-sponsor [Assembly Bill 1672 \(Bloom\)](#) in California for proper labeling of “flushable” wipes with “Do Not Flush” and accompanying moniker, and public education campaign about not flushing wet wipes. NSAC helped to successfully negotiate with companies such as Kimberly Clark and Procter and Gamble to agree on a labeling protocol. Unfortunately, AB 1672 did not move due to the COVID-19 pandemic’s impact on the California legislature.

In 2020, NSAC, CASA, and the Association of the Nonwoven Fabrics Industry (INDA) worked again with Assemblymember Richard Bloom and he introduced [CA Assembly Bill 818](#), a reintroduction of AB 1672. The bill will be heard next on the Senate Floor. To become law, AB 818 must pass off the Senate Floor, be sent back to Assembly for concurrence, and then signed by Governor Newsom.



NSAC is also working with CASA and the National Association of Clean Water Agencies (NACWA) on a federal wipes labeling bill, the [Wastewater Infrastructure Pollution Prevention and Environmental Safety Act \(WIPPEs Act\)](#) that was introduced by Congressmembers Lowenthal and McClain on July 21, 2021.



“We invited NSAC to co-sponsor AB 818 to require proper disposal labeling on wipes, due to their track record of success in negotiating difficult bills with industry groups. Their team was integral in helping us negotiate a bill with the strongest in the country labeling and outreach requirements, which is now the basis for national legislation introduced in 2021. We are grateful for their support and partnership on producer responsibility issues that impact sanitation agencies and the ratepaying public.” – Jessica Gauger, California Association of Sanitation Agencies

Truth in Labeling Advocacy Continues

According to a [report](#) by the Consumer Brands Association, “for many Americans, recycling ranks ahead of some of the most confusing things in life — more confusing than building Ikea furniture, doing their taxes, playing the stock market or understanding the opposite sex.”

To reduce consumer confusion and contamination in the recycling system, NSAC partnered with Californians Against Waste and co-sponsored [Senate Bill 343 by Senator Ben Allen in California](#), which would prohibit the use of the chasing arrows recycling symbol unless the product or package is actually recycled and recyclable in California.

SB 343 is currently in the Assembly Appropriations Committee. To become law, it must pass out of Appropriations, off the Assembly Floor, go back to the Senate for concurrence, then signed by Governor Newsom.

Several states still require the chasing arrows symbol as part of the Resin Identification Code (RIC). Washington, Oregon, and New York introduced similar truth in labeling legislation, but they failed to move.



Mattresses

NSAC Assistant Director, Jordan Wells, was appointed by the CalRecycle Director to serve on the [Mattress Recycling Organization Advisory Committee](#). The Committee's responsibilities are to:

- Provide consultation to the Mattress Recycling Council (MRC) during the development and implementation of their stewardship plan, prior to the submittal of an annual report, and prior to the submittal of an annual budget.
- Prepare a report which includes a summary of the consultative process between the advisory committee and the MRC during the development of the MRC's plan, as well as any other information deemed pertinent by the advisory committee to maximizing the recovery and recycling of used mattresses in the state.
- Prepare a report that includes a summary of the consultative process between the advisory committee and the MRC relating to the ongoing implementation of the plan, as well as any other information deemed pertinent by the advisory committee to maximizing the recovery and recycling of used mattresses in the state.

California Foundation on the Environment and the Economy

In 2019, NSAC became a member of the [California Foundation on the Environment and the Economy \(CFEE\)](#) Board of Directors, a foundation that connects labor, business, local government and environmental leaders with elected officials and policymakers to facilitate solutions-oriented and nonpartisan dialogue on California's fundamental challenges. CFEE organizes discussion forums and study travel projects that are designed to maximize engagement and collaboration to move the needle on complex public policy. In 2019, CFEE hosted its first recycling/waste management study tour to Vancouver, British Columbia, and Seattle, WA. In 2020, the second recycling study trip was in the US due to COVID-19, in Oregon and Washington. The trip was a huge success and **every legislator in attendance introduced waste related legislation in 2021!**



From left to right: Senator Sydney Kamlager; Senator Ben Allen; Assemblymember Laura Friedman; Assemblymember Timothy Grayson; Senator Bill Dodd; Jay Hansen, CFEE; Heidi Sanborn, NSAC; State Treasurer Fiona Ma

1% for the Planet

1% for the Planet was founded on the model of a business membership program where responsible businesses give back to environmental nonprofits to create a healthier planet. Business members join the network and commit to donating the equivalent of 1% of gross sales through a combination of monetary, in-kind, and approved promotional support directly to environmental nonprofits. Non-profit organizations must be recommended by a participating business or individual. In early 2021, a longtime supporter of NSAC recommended the organization for the 1% for the Planet network.

NSAC encourages other businesses in the network to select NSAC as their recipient non-profit.



Partnerships

NSAC offers tiered funder levels, as well as sponsorship opportunities for speaking engagements, webinars, etc. NSAC also partners with companies and governments to help them reach their sustainability goals and engage in policy dialogue.

Platinum+ Partners



Other Sponsors

Other sponsors include a broad range of businesses such as Colorado Medical Waste, California Electronic Asset Recovery, Marin Sanitary Service, Covanta, Call2Recycle, Los Angeles County, PreZero, Aero Aggregates, [and more](#). NSAC is always looking to collaborate with more businesses and governments. To partner with NSAC, visit nsaction.us/donate

“Bio Energy DevCo’s experience as an NSAC Platinum Plus Member has been a positive and rewarding partnership. The experience and insight offered by their team have allowed us to better navigate relevant initiatives at the federal, state, and local levels. We look forward to working together to overcome hurdles in expanding sustainable infrastructure, diverting organic waste from landfills, and reducing carbon in our atmosphere” - Andrew Alexander, Bioenergy DevCo



“NSAC has been an integral partner for Aero Aggregates efforts to expand our recycled content product based business across the United States and site new facilities and secure feedstock, helping us navigate through different state’s regulatory processes and identifying sources of funding. Their connections and knowledge are unparalleled.” - Archie Filshill, Aero Aggregates

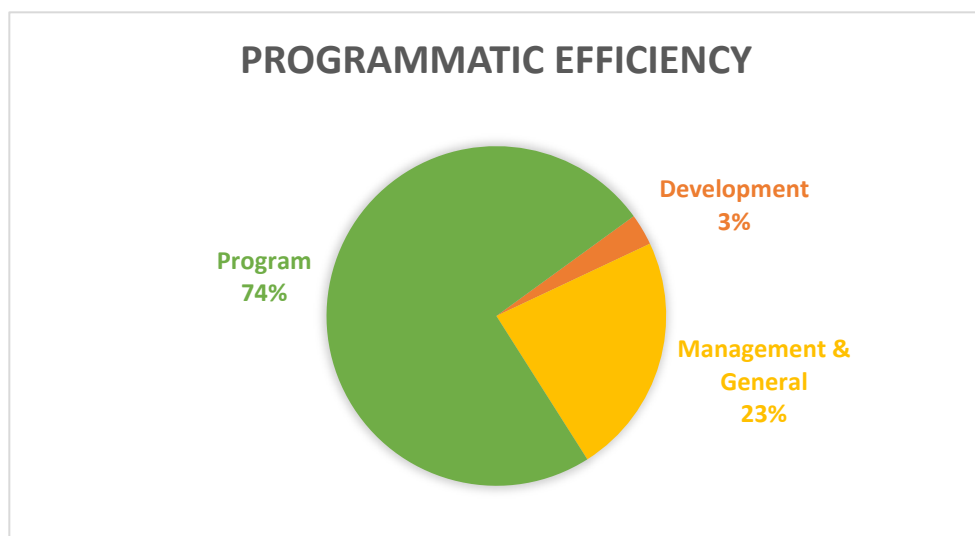
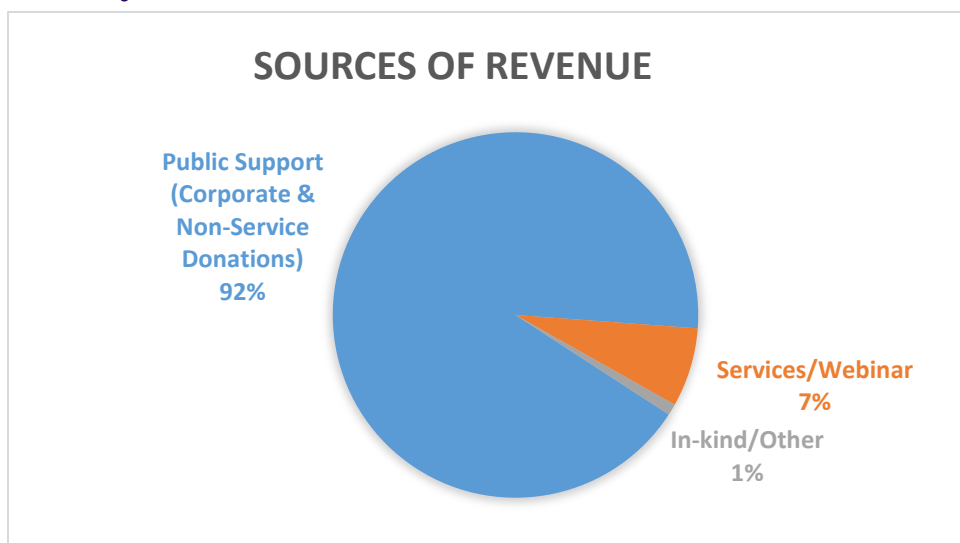
Financial Information

Fiscal year 2020-2021 was a challenge for every organization with the impact of COVID-19. Despite the challenges, we again achieved impressive growth and accomplishments. During 2020-2021, our total revenue exceeded \$666,000 in funding from corporate, foundation and individual donors as well as from webinars. This represents a 106% increase in revenue over the prior fiscal year. We incurred \$433,820 in total expenses during the 2020-2021 fiscal year. 74% of our expenses were spent directly on program work, which was lower than our target of 80% due to the impacts of COVID-19. We ended the year with an increase in net assets of \$232,270 of which \$176,530 are restricted for the National bottle bill.

Our financial outlook for the upcoming fiscal year continues to be strong with revenue budgeted at over \$750,000. We will continue to work on existing grants and anticipate receiving additional funding throughout the year. We also anticipate maintaining or increasing contributions during this upcoming fiscal year. We will continue to apply a high percentage of our funding toward program expenses and keep fundraising and management expenses to a minimum. We have budgeted a breakeven budget for the 2021-2022 fiscal year.

Patty Garbarino
Treasurer, Board of Directors

Funding Sources & Efficiency



Looking Forward

Over the last six years, NSAC has grown from a small, new non-profit to a nationally recognized organization, working at the national level and in numerous states on producer responsibility education and legislation. Just before the close of the 2019-2020 Fiscal Year, the organization began actively seeking more diverse representatives for NSAC's our Board and Advisory Board. At the beginning of 2020-2021 Fiscal Year, NSAC sat five new Board Members and six Advisors, nine of which are Black, Indigenous, or People of Color (BIPOC). Now, NSAC has a Board of Directors and Advisory Committee that better reflects the communities we serve.

In 2021-2022, NSAC will be working closely with stakeholders from across the Country and legislators to pass national, state, and local legislation that drives a circular economy. We will focus our efforts where we feel the political landscape and stakeholder groups are eager to achieve a circular economy. Contact us if you are interested in working with NSAC.

At NSAC, we are working to create a sustainable organization that can withstand the uncertainties of global pandemics and impacted economies. Funders will continue to benefit from cost-savings of keeping hard-to-handle products out of the waste stream and improving product design for circularity. **But we still need your help.**

Ways to Make a Difference

Support our work by:

1. [Becoming a monthly supporter](#)
2. [Choosing us as your 1% for the Planet non-profit recipient](#)
3. Like our social media pages and share our posts:



facebook.com/nationalstewardshipactioncouncil/



twitter.com/NSACTION_US



linkedin.com/company/national-stewardship-action-council/



youtube.com/channel/UCQPjxyFPD4-0ntdf9nbrYRg

Board Members

President: David Stitzhal, Full Circle Environmental, Inc.

Vice-President: Tim Goncharoff, County of Santa Cruz

Treasurer: Patty Garbarino, Marin Sanitary Service

Secretary: Constance Hornig, Constance Hornig, Esq. Law Offices

Maia Corbitt, Texans for Clean Water

Bob Gedert, Consultant

Beverly Hanstrom, Colorado Medical Waste, Inc.

Nicholas Oliver, State of California Department of Consumer Affairs

Rubi Rajbanshi, Terrascope Consulting

Chris Ripley, Smarter Sorting

Michael Simpson, City of Los Angeles

Eric Zetz, Merced Regional Waste Management Authority



David Stitzhal



Tim Goncharoff



Patty Garbarino



Constance Hornig



Maia Corbitt



Bob Gedert



Beverly Hanstrom



Nicholas Oliver



Rubi Rajbanshi



Chris Ripley



Michael Simpson



Eric Zetz

Advisory Committee Members

Ajay Chandramouly, Oracle Corporation

Raj Dhillon, Breathe California of Los Angeles

Yogi Hale Hendlin, UCSF & Erasmus University Rotterdam

Vernell Hill, Llex Conglomerate

Chiman Lee, Corporate eWaste Solutions

Jonathan Lee, GAIACA Waste Revitalization

Michael Rock, City of Ione

Carl E. Smith, Consultant



Ajay Chandramouly



Raj Dhillon



Yogi Hale Hendlin



Vernell Hill



Chiman Lee



Jonathan Lee



Michael Rock



Carl E. Smith



Jonathan Lee

The Circular Economy:

- 1) Design Waste and Pollution Out of the System
- 2) Keep Materials In Motion
- 3) Regenerate Natural Systems



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