

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.

Collaborating with local government leaders, Heidi was one of two founding co-directors of the [California Product Stewardship Council](#) (CPSC), a 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 five years, NSAC successfully sponsored four bills that were all signed into law. In 2017, NSAC sponsored [Assembly Bill 1158](#) to improve California's existing carpet stewardship program. 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 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, [Senate Bill 726](#) to expand reuse of Household Hazardous Waste instead of incineration and to mandate the first modulated eco-fee in the nation via [Assembly Bill 729](#). 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, New York and the Congress on relevant legislation and programs.

Heidi's collaborative, tenacious problem-solving approach has delivered unprecedented success in developing 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 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 17 Commissioners. 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 also serves on the State Treasurers Green Bond Market Development Committee and was appointed by California Department of Consumer Affairs Director to the Bureau of Household Goods and Services (BHGS) Advisory Council to make recommendations on creative solutions to consumer and industry problems

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.