



**NATIONAL
STEWARDSHIP
ACTION COUNCIL**
ADVOCATING FOR A CIRCULAR ECONOMY

**STRATEGIC PLAN
2020 -2025**

Adopted by the NSAC Board of Directors on November 22, 2019



NSAC Mission

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

NSAC Vision

The United States attains a circular economy.

2020 – 2025 NSAC Strategic Plan Goals

1. *Develop Partnerships*

- a. Partner with private and public entities, encouraging collaboration to develop and implement closed-loop systems.
- b. Position NSAC to be the first NGO that companies contact when trying to design closed-loop systems and/or reduce waste in their product category.
- c. Work with interested companies to pilot and implement projects to meet the goals of reducing waste and designing effective closed-loop systems.
- d. Be a lead facilitator of voluntary collaborations and discussions of how to maximize closed-loop systems.

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 programs 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.

3. *Ensure Financial Sustainability*

- a. Establish a funding base and reserve to ensure financial security and longevity.

4. *Establish Baseline of Operational Security*

- a. Ensure NSAC has the staff and facilities to meet our vision and mission.
- b. Board of Directors development.
- c. Advisory Board development.
- d. Disincorporate from the California Product Stewardship Council by mid-2020.

5. *Media and Communications*

- a. Earn local, state, and national press coverage including television, radio, and online/print outlets to maximize our goals and influence.

6. *Measuring Success*

- a. Have a healthy and broad group of partnering NGOs to maximize impact.
- b. Passage of supported and sponsored legislation.
- c. Successful implementation of programs and expansion of programs from local to state to national.
- d. Establish financial security with sustainable funding base and reserves of 3-4 months of operating costs.
- e. See increase over time of media exposure for all campaigns.