

Jordan Wells
Director of Advocacy and Communications
National Stewardship Action Council

Jordan joined the National Stewardship Action Council (NSAC) at its formation in 2015 and currently serves as the organization’s Director of Advocacy and Communications. Prior to working for NSAC, Jordan worked at the California Product Stewardship Council for nearly five years.



Jordan is NSAC’s registered lobbyist in California and has navigated numerous bills from inception to passage including the first-in-the-nation Truth in Recycling Labeling law (SB 343 – Allen) in 2021. She is passionate about legislation and enjoys advocating for an equitable, circular economy, including the development of strong coalitions to advance policy change. At NSAC, she advocates for source reduction and pollution prevention policies, and helped California to pass the nation’s first sales ban on mercury-containing fluorescent compact and linear lamps up to eight feet in 2022 (AB 2208 – Kalra). Her work to update the 2008 mercury thermostat Extended Producer Responsibility (EPR) law led to CA securing the country’s highest bounty of \$35 each for mercury thermostat recycling.

Jordan excels at building partnerships, working pragmatically to find solutions with stakeholders such as local governments, materials managers, producers, and other NGOs. Jordan is skilled at project management including developing and executing public relations campaigns, and facilitates virtual, national webinars and press conferences. She has given presentations to audiences in numerous states and nationally in a variety of venues including conferences, workshops, webinars, and to legislative and regulatory bodies.

Jordan is a Board Member of the North American Hazardous Materials Management Association (NAHMMA) and currently serves as the Board Secretary. In June 2021, Jordan was appointed by the Director of the California Department of Resources and Recycling (CalRecycle) to the Statewide Mattress Recycling Organization Advisory Committee and currently serves as Secretary of the Committee.

Jordan helped plan and participated in the California Foundation on the Environment and the Economy’s annual “California’s Recycling Challenge” Study Trips to Washington, Oregon, Maine, and the Provinces of Alberta, British Columbia, Ontario, and Quebec. In 2023, she traveled to Germany and Lithuania with the Ocean Plastics Leadership Network to study EPR programs and Deposit Return Systems with 30 other leaders in the national bottle bill discussion.

Jordan earned a B.A. in Sustainability from San Diego State University (SDSU) and studied abroad at the University of Oxford. Jordan was named the 2014 Outstanding Graduate Award by SDSU's Sustainability Department for her GPA and extracurricular activities.

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