



NATIONAL
STEWARDSHIP
ACTION COUNCILSM

ADVOCATING FOR A RESPONSIBLE, CIRCULAR ECONOMY

ANNUAL REPORT

2023 - 2024



Hannah Martinez, Indorama Ventures representing PET Resin Association; Ian Pigg, Office of Senator Blackburn; Caroline DeLoach, Atlantic Packaging; Heidi Sanborn, NSAC; Susan Collins, Container Recycling Institute educating legislators about the benefits of a National Recycling Refund. Washington D.C. February 2023.



Cody Bass, Mayor of City of South Lake Tahoe; Heidi Sanborn & Victoria Riser, NSAC; Orville Thomas, California Mobility Center; Jordan Wells, NSAC. Touring the Redwood Materials Battery Recycling Facility, McCarran, NV. December 2023.



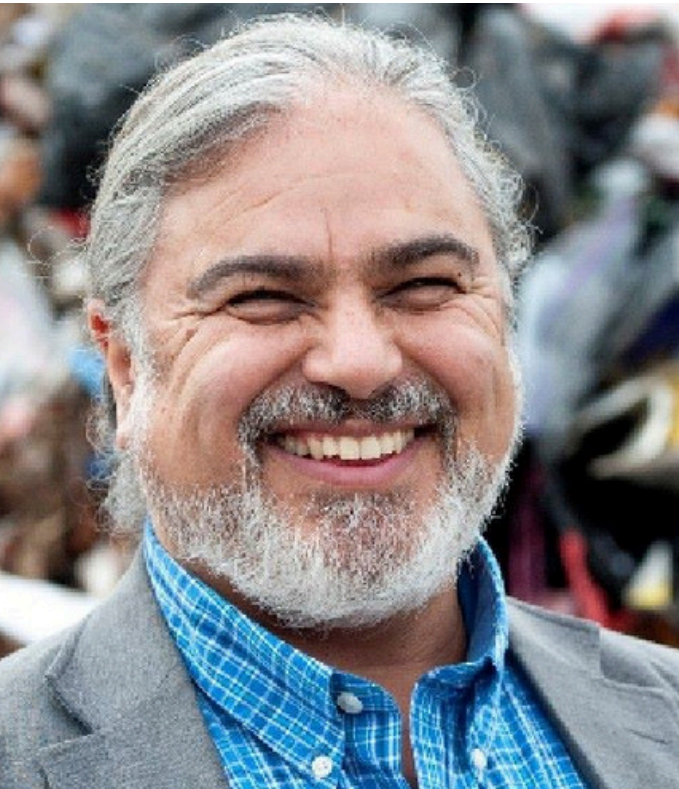
Touring the E. & J. Gallo Winery Bottle Manufacturing Site and Adjacent Gallo Glass Recycling Facility. Modesto, CA. February 2024.



Heidi Sanborn, NSAC; Susan Fife-Ferris, City of Seattle Public Utilities; Adam Ellner, Full Circle Environmental; at the Washington State Recycling Association Conference. May 2024.

COLLABORATE WITH PUBLIC,
PRIVATE, AND NON-PROFIT
STAKEHOLDERS TO ACHIEVE A
RESPONSIBLE, CIRCULAR ECONOMY.

A WORD FROM OUR BOARD PRESIDENT



It's been a watershed year for the National Stewardship Action Council (NSAC). After years of promoting the benefits of extended producer responsibility and an equitable circular economy, we have reached a tipping point. Much of the United States is now embracing EPR, and leaders around the country are singing its praises as a solution to some of our most vexing environmental problems.

NSAC constantly receives urgent requests for assistance in developing groundbreaking legislation and programs. As our track record and accomplishments grow, NSAC'S reputation has never shined more brightly.

You will read in the attached report about the truly astonishing achievements of NSAC staff over the past year. Admirers frequently assume that we are a much larger organization, a testament to how much can be accomplished by such brilliant, dedicated individuals.

Working with our stakeholders, NSAC has identified the key national issues we hope to focus on in the coming year, even as we embrace the wider spectrum of challenges facing our country. You will read below about their critical importance, and how this vital work becomes ever more essential.

It has been among the great privileges of my life to serve as NSAC Board President. Thank you for the support you provide to make it all possible. We couldn't do it without you.

A handwritten signature in dark ink, reading "Tim Goncharoff".

TIM GONCHAROFF
BOARD PRESIDENT



Heidi Sanborn Testifying in Support of NSAC-Sponsored AB 863 (Aguilar-Curry) during the California Senate Judiciary Committee Hearing, July 2, 2024. Signed by Governor Newsom in September 2024.

OUR MISSION

Formed in 2015, the National Stewardship Action Council (NSAC) is a 501(c)4 non-profit organization that advocates for the United States to attain a responsible, circular economy anywhere in the U.S., and at any level of government. The leaders that make up NSAC's outstanding Board and staff have a proven record of passing cutting-edge policy and implementing programs to find practical and affordable solutions for problematic material streams. They are called upon regularly to provide testimony to legislatures and state agencies, as well as often being quoted in the press.

NSAC offers consulting services to state and local governments, corporations, and other organizations to identify solutions to materials management issues for products. These include packaging, pharmaceuticals and sharps, carpet, mattresses, textiles, vaping and cannabis waste, paint, organics, and much more. Visit [**our website**](#) for more information.

STAFF



Heidi Sanborn
Executive Director



Jordan Wells
Director of Advocacy &
Communications



Victoria Reiser
Senior Associate

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Sustainability Office



Yogi Hale Hendlin

UC San Francisco



Chris Ripley

Consultant

NSAC has emerged as the leading force in advancing a responsible, circular economy in the United States. Our intersectional approach to environmental issues has been instrumental in addressing environmental inequality and ensuring that our policies and initiatives are inclusive and fair. Our commitment to reducing waste and pollution, keeping materials in motion, and regenerating natural systems has driven achievement of the world's first circular economy legislation for packaging. Looking ahead, we are more committed than ever to building a sustainable future for all.

THE NATIONAL RECYCLING REFUND

In February 2024, NSAC organized the second annual educational “Walk the Halls” in Washington D.C. NSAC convened a diverse group of stakeholders representing businesses, non-profits, and recyclers in support of the introduction and passage of a National Recycling Refund including Alpek Polyester, Aluminum Association, Atlantic Packaging, Can Manufacturers Institute, Container Recycling Institute, Indorama, NAPCOR, Knauf Insulation, O-I Glass Inc., CLYNK, Clean Water Action of Rhode Island, Virginia Bottle Bill, and more.



L to R: Susan Collins, Container Recycling Institute; Randy Burns, O-I Glass, Inc.; Heidi Sanborn, National Stewardship Action Council; Senator Mike Braun (R-IN); George Phelps, Knauf; Mike Smaha, Can Manufacturers Institute; Zach DeWaters, Alpek Polyester



L to R: Jules Bailey, CLYNK; Shane Trimmer, Office of Representative Huffman; Heidi Sanborn, NSAC



On September 28, 2023, the U.S. Senate Committee on Environment & Public Works met on “Examining Solutions to Address Beverage Container Waste”. Susan Collins, of the Container Recycling Institute, Jules Bailey, formerly with the Oregon Beverage Recycling Cooperative, and Steve Alexander, of the Association of Plastics Recyclers, provided expert testimony on why the United States is in need of a National Container Deposit Return System.

In October 2023, NSAC’s Jordan Wells traveled to Lithuania and Germany on a technical expedition organized by the Ocean Plastics Leadership Network (OPLN) to see best-in-class EPR, deposit return, and refill systems. Tours included but were not limited to GreenDot’s Duales System Germany, one of the as the world’s first EPR schemes, and Tomra Systems reverse vending machines which accept recycling refund materials.



2023 Technical Expedition Delegation at GreenDot Germany

DRIVING “TRUTH IN LABELING”

“FLUSHABLE” WIPES TRUTH IN LABELING ADVANCES IN CONGRESS!

NSAC continued to support the Wastewater Infrastructure Pollution Prevention and Environmental Safety Act (WIPPEs Act), H.R. 2964, which was introduced by Representative McClain (R-MI) on April 27, 2023, and would require the Federal Trade Commission to issue regulations requiring certain products to have “Do Not Flush” labeling no later than two years after the date of enactment. The bill was most recently referred to the Senate Committee on Commerce, Science, and Transportation on June 12, 2024, following the passage out of the House of Representatives with a 351-56 vote.

COLLABORATION WITH THE RESPONSIBLE FLUSHING ALLIANCE

NSAC continued working with the Responsible Flushing Alliance (RFA), the independent, nonprofit trade association that is tasked with executing the Consumer Education and Outreach Program required by NSAC co-sponsored AB 818 by Assemblymember Bloom, which was signed into law in 2021.

2023 ANNUAL MEETING

#FlushSmart



NSAC's Heidi Sanborn Participating in the 2023 RFA Annual Meeting

The Flush Smart Campaign educates consumers about responsible and smart flushing habits in order to reduce damage to our nation's sewage systems. Collaboration with RFA and NSAC included promotion of **Flush Smart Day** each July 1st and participation in their annual meetings.

CALIFORNIA PLASTIC POLLUTION PREVENTION AND PACKAGING PRODUCER RESPONSIBILITY ACT IMPLEMENTATION WORKING GROUP

Join the SB 54 (Allen)
Implementation Working Group
CA'S PLASTIC POLLUTION PREVENTION &
PACKAGING PRODUCER RESPONSIBILITY ACT

NATIONAL
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WHAT IS INCLUDED?

- 1.5 hour monthly calls to discuss proposed regulations
- NSAC staff attendance at regulatory hearings and report outs
- Template regulatory comment letters
- Technical assistance as needed

COST: Annual membership of \$1,000 per year or more (collaborating EJ groups & NGOs can qualify for free)

JOIN TODAY!

Following the passage of SB 54 (Allen), NSAC formed a working group to help ensure successful implementation of this groundbreaking law. Comprised of 202 members, the group includes businesses, recyclers, non-profit organizations, that meet monthly to discuss the law and regulations that must be adopted by January 1, 2025. Subcommittees include California Plastic Pollution Mitigation Fund, Compostable Packaging and Facilities, Labeling and End Use Communication and Education, Local Government, Needs Assessment, PRO Governance, and Reuse/Refill (Reverse Logistics) & Specialty Collection Programs.

ADVOCATING SUCCESSFULLY FOR EPR

PAINTCARE EXPANSION ACT - 1ST IN THE U.S.

Since 2010, California has had a paint recycling program operated by PaintCare, and has resulted in 875 year-round drop-off sites that have collected over 34 million gallons of paint. However, the program did not include all non-industrial paint, creating a bifurcated and confusing system for consumers. NSAC sponsored SB 1143 by Senator Allen to update the existing program to include all paint and paint products under a single system. The first expansion of it's kind, SB 1143 was signed into law by Governor Newsom on September 29, 2024.



CARPET RECYCLING - 1ST CLOSED LOOP IN U.S.

In 2010, California passed the world's first carpet stewardship program that is now operated by the Carpet America Recovery Effort (CARE). Signed into law September 30, 2024, NSAC sponsored AB 863 by Assembly Majority Leader Aguiar-Curry to make critical improvements to the program:

- 5% carpet-to-carpet, closed loop recycled content by 2028
- Four CA. stakeholders added to the CARE Board
- Mandatory sorting starting January 1, 2029
- Backstamping by 2027 for cost-effective sorting

DISTRESS FLARE PRODUCER RESPONSIBILITY - 1ST IN THE WORLD

Pyrotechnic marine flares expire every 42 months and are considered explosive, hazardous waste, but there are very few options for proper disposal in the U.S. Boaters must carry three pyrotechnic flares onboard, or use a Coast Guard-approved alternative such as electronic visual distress signals. NSAC and Zero Waste Sonoma co-sponsored SB 1066 by Senator Blakespear in California to require producer responsibility for pyrotechnic distress flares. A first-in-the-world bill, SB 1066 was vetoed by Governor Newsom on September 29, 2024.



Leslie Lukacs, Executive Director of Zero Waste Sonoma

NSAC supported and provided expert testimony for SB 622 by Senator Allen, which eliminated the redundant requirement to attach a plastic unique identifier at the base of each cannabis plant in California. Signed into law on October 8, 2023, SB 622 will eliminate the use of up to 43 million unnecessary single-use plastic tags each year.



SAYING FAREWELL TO FLUORESCENTS WITH CLEAN LIGHTING LEGISLATION

Following the model established by NSAC-sponsored AB 2208 by Assemblymember Kalra in California which was signed into law in 2022, nine additional states have passed Clean Lighting Legislation including Colorado, Hawaii, Illinois, Maine, Maryland, Minnesota, Oregon, Rhode Island, and Washington. In November 2023, global leaders at the Minamata Convention on Mercury Fifth Conference of Parties unanimously agreed to phase-out fluorescents by 2027.

EDUCATING, CONVENING, COLLABORATING



Jordan Wells, NSAC at the 2023 NAHMMMA Board of Directors Workshop

BOARDS AND COMMITTEES

Representing NSAC and providing technical expertise via participation on: Solid Waste Association of North America (SWANA) Advisory Board and Sustainable Materials Management Committee, Mattress Recycling Organization Advisory Committee, and the North American Hazardous Materials Management Association (NAHMMMA) Board.



Heidi Sanborn, NSAC, Kerrin O'Brien, Michigan Recycling Coalition, and Debra Shore, EPA Region 5 at the Michigan Recycling Coalition's Annual Conference in May 2024.

STUDY TRIPS & TOURS CHANGE THE GAME

NSAC is a member of the **California Foundation on the Environment and the Economy (CFEE)** Board of Directors and in 2019 started the “Recycling Challenge” study trips, which takes labor, business, local government and environmental leaders with elected officials to other states and countries to have solutions-oriented and nonpartisan dialogues. In July 2023, CFEE and NSAC hosted its fifth study trip to British Columbia and Alberta, Canada. On the trip, participants met with government representatives and regulators, stewardship organization operators, recycling business managers, and more. The 2023 trip included, but was not limited to, the following educational briefings and tours:

1. New West Gypsum Recycling
2. United Boulevard Recycling and Waste Centre
3. Alberta Beverage Container Recycling Corporation (ABCRC)
4. Brewers Distributor Limited (BDL) Warehouse
5. Bowridge Bottle Depot
6. NOVA Chemicals
7. Carbon Engineering Direct Air Capture Facility
8. Unbuilders
9. Calgary Composting Facility, and Calgary Aggregate Recycling
10. Town of Banff Library of Things, Biomass/District Heating Facility

2023 CFEE Recycling Challenge Study Trip Delegation at a Calgary Aggregate Recycling Project Site



Wyatt Lundy, CFEE; Christina Seidel, Sonnevera International Corp.; Heidi Sanborn, NSAC; Tony Moucachen, Merlin Plastics; Jordan Wells, NSAC



2023 Delegation at New West Gypsum Recycling



Jordan Wells, NSAC; Assemblymember Tina McKinnor; Heidi Sanborn, NSAC

COMMUNICATIONS WITH RESULTS!



Patti Toews, APTIM & NSAC Board Member; Tim Goncharoff, Consultant & NSAC Board President; CA State Senator Ben Allen; Heidi Sanborn, NSAC speaking at Waste Expo in Las Vegas, NV, May 2024.

6,008 NSAC reached over 6,000 people via virtual and in-person presentations.

3,020 Followers on Facebook, LinkedIn, Instagram, and YouTube.



3,072 NSAC members, media, legislators and legislative staff, and collaborating NGO staff who received weekly newsletters and videos.



Heidi Sanborn Delivering the Keynote Speech at the 2023 NAHMA Conference in Tempe, AZ. September 19, 2023.

National and statewide press coverage quoting NSAC and staff by name: The New York Times, Politico, Associated Press, Outside Magazine, Waste Dive, Waste 360, Western City, The Log, and more.

Conferences at Rubicon, NAHMMA, SWANA, Air & Waste Management Association, Waste Expo, National Recycling Council, Arkansas Recycling Coalition, Michigan Recycling Council, New Mexico Recycling Coalition, Washington State Recycling Association, California Resource Recovery Association, Natural Products Expo West, EarthX, and more.



Heidi Sanborn introducing Shane Buckingham, with the Circular Action Alliance, at REXPO in Modesto, CA in March 2024.



Heidi Sanborn, Recipient of the 2023 Women Who Inspire Award at the Waste360 Awards Ceremony & Reception. Las Vegas, NV. May 7, 2024.

NSAC-Hosted Webinars

- CA. Medications & Needles EPR Implementation for Local Governments, 8/22/2023
- Revolutionizing Recycling: Innovations for a Circular Economy, 6/19/2024
- Review and Stakeholder Input Session: A First in the Nation Marine Flare EPR Bill, 5/6/2024

Collaboration with the American Sustainable Business Network to include NSAC policy updates in their widely-distributed newsletter and participate in their Circular Economy Working Group and stakeholder calls.

PARTNERSHIPS

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

PLATINUM



GOLD



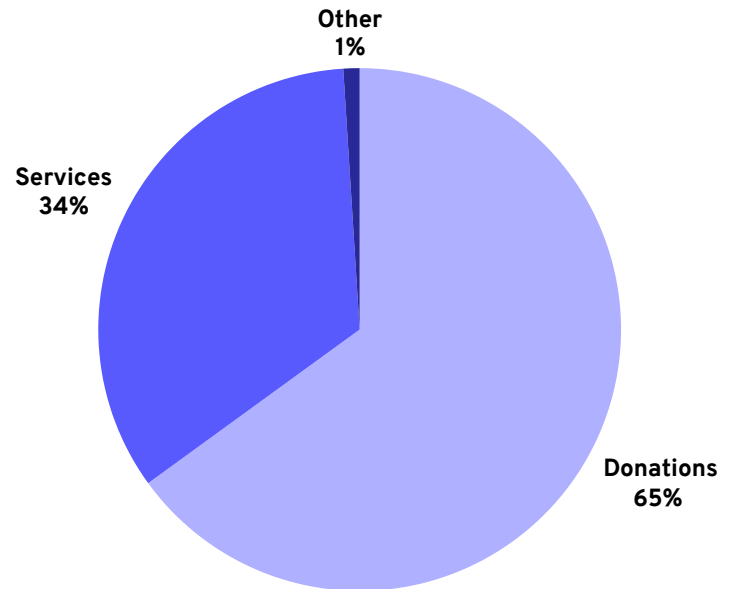
SILVER



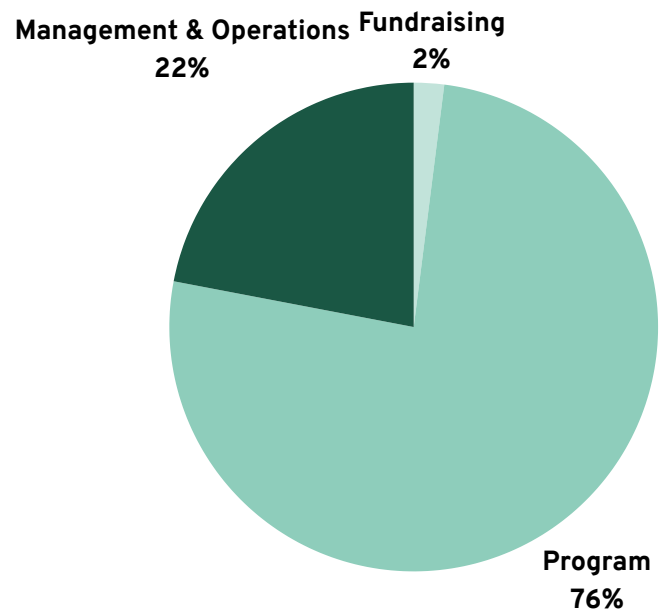
FINANCIAL INFORMATION

Fiscal year 2023-24 was a solid year for National Stewardship Action Council, filled with accomplishments. We received general funding of \$344,244 from corporate, foundation and individual donors. A total of \$181,398 in service revenue was earned and \$554,937 in total expenses were incurred. 76% of our expenses were spent on direct program work. \$29,263 more in expenses were spent than revenue received during 23-24, in order to achieve our program goals.

Sources of Revenue



Programmatic Efficiency



Patty Garbarino

PATTY GARBARINO
BOARD TREASURER

Our financial outlook for the upcoming fiscal year is strong with revenue budgeted at over \$380,000. 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 increase the percentage of our funding toward program expenses and keep fundraising and management expenses to a minimum. The 2024/25 budget includes 15% of the total budget to be set aside for reserves to help ensure our sustainability and growth.

PARTNERSHIPS

NSAC saw the growing need for an affiliated 501(c)3 non-profit organization to educate the public about a responsible, circular economy to support NSAC's advocacy efforts. In January 2021, the **Stewardship Action Foundation (SAF)** was formed for this purpose.



SAF and NSAC have separate boards and budgets, but share the same vision for the U.S. to achieve a responsible, circular economy. The organizations align the public and private sectors through information and partnerships to implement and ensure circular systems where producers have an appropriate share of the responsibility for those systems.



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. NSAC was recommended to the 1% for the Planet network in 2021 and has been a non-profit partner since. NSAC encourages other businesses in the network to select NSAC as their recipient non-profit.



2024 CANDID PLATINUM TRANSPARENCY SEAL

Candid (previously GuideStar) provides information to nonprofits to find funders to support their work. Funders verify and research nonprofits that align with their priorities. NSAC achieved Candid's highest level of transparency - the Platinum Seal. It demonstrates the importance placed on sharing information with the public about in-depth financials, mission, achievements, and progress. Donors can confidently support our work with third-party verification of our openness and financial disclosure.



MEMBER OF THE AMERICAN SUSTAINABLE BUSINESS NETWORK

The American Sustainable Business Network (ASBN) develops and advocates solutions for policymakers, business leaders, and investors that support an equitable, regenerative, and just economy that benefits all—people and planet. NSAC connected with their mission to inform, connect, and mobilize business leaders and investors to transform the public and private sectors toward a sustainable economy. The association members collectively represent over 250,000 businesses across our networks.



HELPSY AFFILIATE

Textile waste is one of the fastest growing waste streams in the US. By extending the useful life of clothing, Helpsy keeps unwanted textiles from becoming trash. NSAC is a Helpsy affiliate, so use our [link to sell, shop, and buy!](#)

QUOTES FROM OUR POLICY MAKERS & PARTNERS



"It was an honor to host Heidi Sanborn at our Next Summit 2024 conference. Heidi's unrivaled knowledge of EPR and sincere passion for its effective and rapid implementation was on full display in her keynote. By weaving together data, industry examples, and recent legislative wins into her presentation, Heidi was able to inspire and educate our diverse audience on the vast opportunity presented by EPR. This was one of the more technical topics included in our speaker program, but Heidi broke down the complexities so that everyone in the audience came away with actionable insights to take back to their teams. Many attendees praised her keynote as being "eye-opening", "timely," and "encouraging for the industry"; they also enjoyed the open workshop Heidi hosted afterward, kindly fielding a range of questions from cities, businesses, and fleet operators. "

-Katie Kinnear, Rubicon



"Thank you so much for NSAC's support and help over the years, you've certainly helped me gain the information I needed to be successful here and been such a powerful voice whenever we've called on you for help. I appreciate you very much and look forward to working with you in the future."

- Sarah Nichols, Formerly with CLYNK and Natural Resources Council of Maine



"Atlantic Packaging is committed to supporting the transition to a sustainable supply chain, and our relationship with NSAC has been a real catalyst in those efforts. We began working with NSAC in 2022, which has resulted in our connections with literally hundreds of stakeholders across the country that are all working together to reduce waste and create more circular solutions in our economy. With the support of NSAC, Atlantic Packaging has presented at national conferences and was appointed to the SB 54 Advisory Board in California. Businesses working to reduce waste will find a great partner with NSAC and we are happy to have sponsored their 2022 Legislative Awards event".

-Wes Carter, Atlantic Packaging



"We are happy to be a part of the SB 54 Implementation Working Group - we believe it offers tremendous value - we have learned a great deal and appreciate the opportunity to contribute when we can."

-Catherine Johnson, Environmental General Counsel



"I am grateful for new friends and partners like Heidi Sanborn and NSAC who are opening doors and creating opportunities to bring diverse stakeholders together to advocate for a common goal: comprehensive federal collection framework that would increase the recycling rate for all materials in the US. The US is behind the rest of the world in the recycling of PET plastic - the most recyclable plastic in the world. We will continue working with the NSAC team in 2025 until we achieve this much needed policy change for our environment and our economy."

-Hannah Martinez, Indorama

LOOKING FORWARD

Over the last nine years, NSAC has grown to be a nationally recognized thought leader and expert on producer responsibility and pollution prevention policies that drive a responsible, circular economy. In 2024-2025, NSAC will be working closely with policymakers and stakeholders from across the country to pass national, state, and local legislation that drive a circular economy. Please contact us if you are interested in working with NSAC!



NSAC's Heidi Sanborn at the Arkansas Recycling Coalition Conference in September 2023.



Susan Collins, Container Recycling Institute, & NSAC's Jordan Wells.



Heidi Sanborn, NSAC & Julia Mangin, Recology after receiving their awards at Waste Expo in May 2024.

OUR SUCCESS IS BECAUSE OF YOU!

SUPPORT OUR WORK BY:

1. Becoming a member / partner
2. Choosing us as your 1% for the Planet non-profit recipient
3. Helpsy
4. Like our social media pages and share our posts





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P.O. BOX 498, WEST SACRAMENTO, CA 95691