

## Heidi Sanborn, MPA Founding Executive Director, CPSC

Heidi has been a trailblazer in the materials management industry for almost 30 years, working with companies, governments and the public to reduce waste, improve product design and recyclability, and implement cost-effective projects and policies which protect human and environmental health. 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. Heidi served as staff at the California Integrated Waste Management Board for 8 years including advisor to Chair Linda Moulton-Patterson from 2000-2002 where she helped ensure product stewardship and a goal of zero waste were in the state strategic directives.



Collaborating with local government leaders, Heidi started the [California Product Stewardship Council](#) (CPSC) in 2007 to change the way product waste is funded and managed. Since 2007, Heidi has led CPSC to become an internationally recognized leader and driver for innovative product stewardship programs.

A major milestone in Heidi's career was providing technical support to Alameda County as it adopted the first EPR ordinance in the country which was challenged in court by manufacturers, but Alameda won after the 9th circuit court of appeals ruled in its favor and the U.S. Supreme Court refused to hear the case. Alameda lead the country in determining the "legal rules of the road" regarding local government authority to hold producers of products responsible for their management which was a game changer in our industry with over 16 counties and cities in the US having passed EPR for medicines and sharps in four states.

Heidi's collaborative, yet tenacious, problem-solving approach has delivered unprecedented success in developing Extended Producer Responsibility (EPR) public policy at national, state and local levels. She engages with diverse stakeholder groups to create and promote best-in-class programs. Nationally, Heidi was integral to the adoption of EPR policies by the National League of Cities (NLC) and the US Conference of Mayors. In 2008, CPSC successfully co-sponsored [AB 2347](#) with the Sierra Club, creating a comprehensive statewide take-back program for mercury thermostats. CPSC has also sponsored and passed [SB 1229](#) in 2016 to provide liability protection to pharmacists hosting medicine collection bins and [SB 212](#) in 2018 the first EPR bill in the U.S. for medications & sharps with strong bi-partisan support.

Due to the national impact of CPSC's work, in 2015, Heidi and others formed the [National Stewardship Action Council](#) in 2015 to advocate for a circular economy all over the U.S. NSAC was the sponsor of [AB 1158](#) which became law in California in 2017 to improve the product stewardship program for carpet.

Heidi speaks throughout the world and is frequently published on the topic and done interviews on [NBC Nightly News](#), National Public Radio and quoted in the Wall Street Journal, to name a few. Heidi continues to support CPSC's efforts as the Executive Director of the [National Stewardship Action Council](#) which sponsors legislation in California and supports and testifies across the U.S. and presents all over the world educating/advocating for a circular economy.

In per private life, she serves as an elected official on the [Sacramento Municipal Utility District Board](#).