

Biographical Sketch for Heidi Sanborn

Executive Director, California Product Stewardship Council



Heidi has been active in the solid waste industry in California for 20 years, working in various public and private positions including with consulting firms to cities and counties on reducing waste and increasing recycling, as an independent consultant, and serving in state government as the technical advisor to the Chair of the California Integrated Waste Management Board (CIWMB), now CalRecycle. In her positions, Heidi observed the lack of attention to true “source reduction,” recognizing that local governments are not the source, but that manufactured products are responsible for 71% of our waste. Heidi became interested in Extended Producer Responsibility (EPR) as a policy tool to change the economics so costs of product waste are internalized back on the manufacturers instead of being externalized onto the taxpayers and garbage ratepayers.

As a consultant, Ms. Sanborn was the primary author of the contractor’s report to the CIWMB titled “Framework for Evaluating End-of-Life Product Management Systems in California” (7/07). This report analyzed different policy systems around the world and recommended that California utilize EPR policy for problem products to ensure fully funded and sustainable recycling systems for products banned from disposal like mercury lighting and batteries.

Ms. Sanborn is widely recognized as the expert in EPR policy in California. She has been called to serve as an expert witness, and in 2009 she made presentations on packaging to the California Ocean Protection Council, National EPA Pollution Prevention conference in Washington D.C, and on two EPA national webinars on EPR. She has authored numerous articles and reports on product stewardship.

She helped found and is currently the Executive Director of the California Product Stewardship Council (CPSC). Heidi speaks internationally on producer responsibility and in the fall of 2010 presented in Brussels, Belgium at the international packaging EPR conference and Zurich, Switzerland at the WEEE Forum. She continues to speak to legislators and large audiences in conferences across the United States.

Ms. Sanborn is a graduate of the University of California at Davis with a Bachelor of Arts in Political Science – Public Service and a Master’s of Public Administration from the University of Southern California. She lives in Sacramento with her husband Brad.