



**E3: ECONOMY • ENERGY • ENVIRONMENT**  
SUPPORTING MANUFACTURING LEADERSHIP THROUGH SUSTAINABILITY

**Western New York Sustainable  
Business Roundtable  
E3 Sustainability Initiative  
Final CHARTER**  
*Updated: 4/27/2015*

**I. Introduction**

E3—Economy, Energy, and Environment—is a coordinated federal, state and local voluntary technical assistance initiative that helps communities work in conjunction with their manufacturing base to adapt and thrive in a new business era focused on sustainability while using green technology.

Joining forces with the local community, E3 provides manufacturers with customized, hands-on assessments of production processes to reduce energy consumption, minimize their carbon footprint, prevent pollution, increase safety and productivity, and drive innovation. It includes but is not limited to assistance with the implementation of Lean-Clean-Green projects; employee training in green skills; and the identification of low interest loan opportunities. In summary, E3:

- Reduces environmental impacts while regaining a competitive advantage;
- Promotes sustainable manufacturing and growth through innovative technology;
- Improves the regional economy by retaining jobs in companies that are better positioned for global competition; and
- Helps foster a smarter, safer and more efficient green workforce with attention to worker safety.

All projects pursued under E3 are focused on achieving the following five goals:

1. Increased energy efficiency and sustainability;
2. The provision of valuable technical training, jobs and skills training, assessments and support;
3. Improved profitability of the local economy;
4. Enabling growth; and
5. Creating and retaining manufacturing jobs.

As a result, E3 reduces environmental impacts while maintaining and increasing competitive advantages; promotes sustainable manufacturing and growth through innovative technology; improves the regional economy by retaining jobs in companies that are better positioned for global competition; and helps foster a smarter, safer and more efficient green workforce with attention to worker safety.

## **II. The Western New York Sustainable Business Roundtable E3 Sustainability Initiative**

Each E3 Initiative is unique. The Western New York Business Roundtable will tailor the E3 projects to meet the environmental, energy and economic needs of the Erie and Niagara County community. In particular, this initiative will develop and maintain a special focus on businesses developing sustainability plans.

This Western New York Sustainable Business Roundtable (WNYSBR) E3 Sustainability Charter defines and describes the details of the WNYSBR E3 initiative, including the goals, background, participant capacities and list of potential E3 projects.

### **A. Goals**

This E3 Initiative will provide resources to assist WNYSBR members with establishing and implementing sustainability plans for their operations. Members will have preferred access to these resources, if they would like to use them.

The implementation of these projects identified in each sustainability plan will accomplish the 4 objectives set forth in the pledge taken by members:

- Reduces waste and pollution
- Protects our waterways
- Optimizes use of energy and materials
- Invests in our communities

### **B. Western New York Business Roundtable E3 Initiative Background**

The following is a summary of the history of E3 and the WNYBRT's concerns anticipated to be addressed by specific projects under the E3 Initiative.

#### **1. Background of E3**

The Economy, Energy and Environment (E3) program is an interagency (U.S. Environmental Protection Agency, U.S. Department of Energy, U.S. Department of Labor, U.S. Department of Commerce, U.S. Small Business Administration) effort to provide a model of collaboration among local, regional and Federal agencies, utilities, manufacturers and other interested organizations in the community to

- Invest in the local communities

- Address energy and sustainability challenges
- Provide valuable technical training and assessments, and
- Enable economic growth.

The E3 business model will provide a community-based approach to leveraging a wide range of technical resources, services, and knowledge from local, state and federal agencies to reduce energy consumption, conserve natural resources, minimize multi-media environmental impacts and strengthen economic savings. Specifically, E3's *Lean-Clean-Green offering* provides significant value to a manufacturer by assessing various aspects of its business in order to help it establish pathways to being competitive and sustainable in the new "green" world.

The WNYSBR is a "business-driven" organization that relies on its member businesses to drive its mission and organize its events. Members are businesses that have employees in the Western New York region and have signed a pledge to create and implement a sustainability plan.

The Western New York Sustainable Business Roundtable was kicked off with 35 founding member businesses on Earth Day 2014 after months of behind-the-scenes planning. Exactly 6 months later, on October 22, 2014, US Environmental Protection Agency Region 2 publicly announced the award of a grant to Empire State Development and Erie County that will be used to fund a staff person for two years to assist the steering committee.

### **C. Public and Private Sector Organizations Participating in the WNYSBR E3 Initiative**

1. The New York State Pollution Prevention Institute (NYSP2I) at Rochester Institute of Technology (RIT) assists companies with creating solutions for a more sustainable business. Leveraging its network of innovative engineering experts and its partner universities (RIT, UB, Clarkson, RPI), NYSP2I provides companies with the technical expertise and project services needed to meet diverse environmental goals. Typically, eligible projects for NYSP2I services are partially subsidized by grant funding from the New York State Department of Environmental Conservation (NYSDEC). NYSP2I works to create a more sustainable environment by identifying cost-effective opportunities that result in measurable change in the areas of water, energy, and chemical use, as well as waste generation. Companies can also engage with NYSP2I to develop sustainability plans, purchasing and supplier programs, and to conform to a standard or certification. NYSP2I's industrial program offerings, including Direct Assistance, Sustainable Supply Chain, and the Green Technology Accelerator Center, create solutions for source reductions, alternative materials and sustainable supply chains. In addition, NYSP2I maintains expertise in the area of life cycle assessments and independent third-party evaluations of new technologies enabling companies to differentiate their product in the marketplace. NYSP2I strives to assist companies with

reaching their environmental targets through innovative, cost effective solutions, while creating a more sustainable environment and fostering economic development across New York State.

2. Insyte Consulting, the Manufacturing Extension Partnership Center in western New York, in partnership with the NYSP2I, The Buffalo and Erie County Workforce Investment Board (WIB) and Buffalo State College Small Business Development Center (SBDC), will conduct outreach to the companies; lean, clean and energy efficiency assessments; technical assistance and training to WNYSBR's manufacturers as part of its goal to reduce costs, save energy, and improve productivity for its clients. Insyte's technical assistance includes, but is not limited to, lean planning and implementation, engineering process improvement projects, strategic planning and product/process innovation services. Insyte will also seek to expand partnerships and secure funding to ensure a successful E3 project in the WNY region.
3. Buffalo and Erie County Workforce Investment Board, Inc. (WIB), established under the provisions of the Workforce Investment Act of 1998, is charged with developing, coordinating and overseeing publicly funded workforce development/training initiatives. A key goal of the WNYSBR E3 project is to foster a smarter and more efficient green workforce. In this regard the WIB can assist in the development of workforce training programs for the targeted manufacturing firms. Working through their One Stop Centers, they can provide recruitment, screening, and referral services to help employers hire skilled workers for E3 related job opportunities.
4. The Industrial Assessment Center at Syracuse University has the mission to reduce energy intensity and carbon emissions among manufacturers in New York State. This is part of their larger mission to transform the way U.S. industry uses energy by supporting cost-shared research and development that provides solutions to the top energy challenges facing industry today. The IAC provides "no cost" energy assessment to manufacturing facilities located in New York State. The IAC assessments include detailed recommendations on how a facility could reduce its energy use, with appropriate cost and pay-back information when the recommendation is implemented. The IAC, in conjunction with the DOE's Advanced Manufacturing Office also seeks to promote a sustained corporate culture of energy efficiency and carbon management within industry. To align with its mission, AMO has embraced a goal to drive a 25% reduction in industrial energy intensity by 2017, guided by the Energy Policy Act of 2005.
5. U.S. EPA Pollution Prevention, EPA's goals are to reduce quantifiable environmental impacts, to motivate manufacturers to implement sustainable practices, and to successfully weave together the activities of the six federal E3 partner agencies. As available, EPA will provide funds to support WNYSBR E3 Initiative activities. In addition, EPA will provide administrative and technical support for the WNYSBR E3 Initiative program and will provide Train the Trainer services on the tools that support the E3 Initiative projects.

6. U.S. Department of Energy (DOE), the goal of the DOE is to reduce energy intensity and carbon emissions among manufacturers in Erie County. This is part of their larger mission to transform the way U.S. industry uses energy by supporting cost-shared research and development that provides solutions to the top energy challenges facing industry today. IAC and ITP also seek to promote a sustained corporate culture of energy efficiency and carbon management within industry. To align with its mission, ITP has embraced a goal to drive a 25% reduction in industrial energy intensity by 2017, guided by the Energy Policy Act of 2005. As available, DOE will provide additional funds to support E3 activities in Western New York.
7. U.S. Department of Labor (DOL), Employment and Training Administration plans to help engage the state and/ or local workforce investment system in E3 Projects in order to assist E3-participating employers in meeting their workforce needs through activities such as connecting employers to local training programs and providing recruitment, screening, and referral services to help employers hire skilled workers; and to help engage the state and/or local workforce investment system to help dislocated workers anticipate and receive training for opportunities arising in areas with high E3 implementation, particularly through listing E3-related job opportunities in the appropriate state labor exchange system.
8. U.S. Department of Commerce (DOC), Manufacturing Extension Partnership (MEP) DOC's MEP program is administered by the National Institute of Standard and Technology (NIST). Through the on-the-ground efforts of its partners (Insyte Consulting in Western New York), the NIST MEP's mission is to improve the competitiveness of US based manufacturing through increased cost competitiveness and top line growth. As available, NIST MEP will provide administrative and technical support for the WNYSBR E3 Initiative program. Through programmatic investments in Insyte Consulting, NIST MEP provides direct technical assistance to manufacturers in this region.
9. Small Business Administration (SBA). SBA's goal is to provide assistance to Western New York small businesses to help them expand and improve. SBA will help design and implement through the local SBDCs a training and assistance program for E3 clients that will provide information about SBA services including SBA guaranteed loan program and assistance in preparing applications to access appropriate loan funds.

#### **D. Recommended Actions**

It is recommended that the WNYSBR E3 Initiative participants:

- Use the E3 name, logo, and other branding materials in accordance with federal E3 guidelines.
- Coordinate activities with the federal E3 program on a regular basis.
- Continue communication throughout project development.

- Sustain communication between WNYSBR E3 Initiative participants and the community throughout E3 project development and implementation in order to ensure effective collaboration and maintain transparency.
- To the extent possible provide metrics and data consistent with federal E3 data metrics. Appropriate metrics should be included in the individual project metrics as defined by the companies and the relevant technical service providers. See list of federal E3 metrics in Appendix C.

**Appendix A: Federal E3 Metrics**

**Economic Metrics:**

- Environmental savings identified
- Lean savings identified
- Other cost savings
- One time potential cost savings identified
- Individuals trained
- Jobs created
- Jobs retained
- Total annual potential impact identified
- Number of small businesses engaged
- Percentage of small businesses engaged
- Number and value of SBA loans granted
- Capital infusion dollars invested
- Hours of consulting provided

**Energy Metrics:**

- Energy conserved (MM BTU/kWh)
- Energy intensity per unit of production
- Carbon reductions (tons)
- Carbon intensity per unit of production

**Environment Metrics:**

- Air emissions reduced (lbs)
- Solid waste reduced (lbs)
- Material intensity per unit of production
- Hazardous waste reduced (lbs)
- Hazardous materials reduced (lbs)
- Water pollution reduced (lbs)
- Water used/conserved (gal)
- Water intensity per unit of production