



## **\*\*MEDIA ALERT\*\***

**FOR IMMEDIATE RELEASE:** March 27, 2012

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### **Federal, Local Partners Launch Initiative to Increase Sustainable Manufacturing in Southern California**

*Volunteer Program Will Provide Alternatives for More Affordable Production with Environmentally Friendly Results*

**LOS ANGELES** – On Thursday, federal and local partners launch a new initiative called E3: Economy, Energy and Environment. E3 is a “One-stop” program that provides lean and clean manufacturing assistance to businesses. The volunteer program provides Southern California companies with comprehensive manufacturing assessments to help them produce and deliver goods more affordably and efficiently. Unwanted manufacturing by-products, like unrecyclable trash and hazardous chemical pollutants will also be addressed by identifying cleaner means of production. E3 is a joint collaboration among six federal agencies that will work with state and local partners to provide technical assistance such as energy and water efficiency assessments, pollution prevention analyses, and financial capitalization to ensure economic competitiveness and technological innovation while focusing on sustainability.

The E3 program is officially kicking-off today at the SoCalGas Business Expo 2012 in Pomona, CA. The event, hosted by the Southern California Gas Company, will be attended by over 300 Southern California businesses including Verizon Wireless, Accend Energy, Inc., Phillips-Lightolier, and Testo, Inc.

**Who:** Jeff Scott, Division Director, Office of Waste Management, U.S. EPA  
Sayareh (Sara) Amir, Manager Pollution Prevention and Green Technology, DTSC  
Hal Snyder, Vice President, Customer Solutions, Southern California Gas Co. (SoCalGas)  
Romel Pascual, Deputy Mayor of Environment and Sustainability, City of Los Angeles  
Jim Watson, President and CEO, California Manufacturing Technology Consulting (CMTC)  
Perla Fickenscher, Director, Environmental Training Center

**What:** E3 Signing and Launch

**Where:** Sheraton Fairplex Hotel and Conference Center  
601 W. McKinley Avenue; Pomona, CA 91768

**When:** Thursday, March 29, 2012  
11:30 a.m.

**\*Members of the news media wishing to attend or schedule an interview with participants after the signing should RSVP via email to Nahal Mogharabi at [mogharabi.nahal@epa.gov](mailto:mogharabi.nahal@epa.gov) . Please be sure to include your name, contact information and media affiliation.**

The six federal agencies that are a part of E3 are the Environmental Protection Agency, the Department of Commerce, the Small Business Administration, the Department of Labor, the Department of Agriculture, and the Department of Energy. State and local partners include the City of Los Angeles, South Coast Air Quality Control District, SoCalGas, and Los Angeles Department of Water and Power.

More information about the E3 initiative can be found at: [www.e3.gov](http://www.e3.gov)

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