

## ESRC E3 Alliance – 2014 Networking Roundtable Series

A four part series of information sharing and networking roundtable sessions were hosted by the Environmental Sustainability Resource Center (ESRC) for State E3 Project Leads in U.S. EPA Regions 3 and 4. Sessions were held bi-monthly from February 2014 through August 2014.

Participants representing funded E3 projects, the U.S. EPA and the ESRC engaged in conversation about the various aspects and experiences with moving the E3 initiative forward by providing state, regional and national perspectives. Discussion topics were identified from a series of one-on-one calls with the E3 project leads in the fall of 2013 and presented in this first session for planning the focus of subsequent session discussions.

Session topics for the series included:

- Session 1: E3 Project Overviews and Initiative Updates
- Session 2: Funding E3 Programs
- Session 3: E3 Implementation
- Session 4: Marketing the E3 Concept

All of the sessions were recorded and have been posted to the ESRC web site at:

<http://esrconline.org/e3-resources/e3-alliance-2014-networking-roundtable-series/>

### **Session 1: E3 Project Overviews and Initiative Updates**

Session Date: February 26, 2014

This was the first in a series of four networking roundtables hosted by the ESRC for E3 project leads in U.S. EPA Regions 3 and 4. Participants representing nine E3 projects, EPA and the ESRC shared introductory overviews of the individual projects, updates and discussion regarding future topics for dialogue that included funding, marketing, implementation and assessments. Additionally, a status on the development of the E3 Projects Profile Web content and demonstration of the draft content was provided by the ESRC.

#### Agenda

- Overview
- 90-second Introductions
- E3 Project Profiles Resource
- EPA Briefing on E3
- Identify Next Discussion Topic
- Next Steps



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### Overview

- The ESRC is part of a network of eight pollution prevention resource exchange centers across the United States funded by the Pollution Prevention Information Network grant.
- The concept for this series is an outcome of the June 2013 E3 Virtual Roundtable (recording available online at <http://esrconline.org/e3-virtual-roundtable-june-17-2013>). The audience was comprised of a much broader group and focus about what's happening with E3.
- The ESRC contacted E3 project leads within EPA Regions 3 and 4 to find out more about what is going on and to determine what common concerns and challenges with establishing and moving E3 forward that there might be.
- It was clear as a result of the E3 project calls that there was an opportunity for networking and to leverage the knowledge base of all of the projects across the states focused on the objectives of E3. There was interest in establishing dialog and making peer-to-peer connections to share experiences and perspectives.

### Introductions

- Each project provided a brief overview of their involvement with E3. Project profiles are available online at <http://esrconline.org/e3-information/e3-project-profiles/> that provide information for funded E3 projects with regard to contact information, assessments, funding and partners (Note: Not all of the projects have profile information available at this time) .
- The following projects provided introductions:
  - Pennsylvania SBDC
  - Pennsylvania Technical Assistance Program (PennTAP)
  - Virginia Manufacturing Technology Center (MTC)
  - E3 West Virginia
  - Alabama Technology Network (ATN)
  - Innovate Mississippi
  - North Carolina State University – Industrial Extension Service
  - South Carolina DHEC
  - Kentucky E3 (KPPC)

### E3 Project Profiles Resource

- The concept for this resource emerged from the project specific calls made in the fall of 2013. There was a consistent affirmation across the calls that knowing about what others were doing in E3 would be a useful resource.
- A survey was sent to E3 project leads in Regions 3 and 4 to provide a means for submitting descriptive information for their E3 project.
- The information was processed into web content that will be hosted and maintained on the ESRC web site at <http://esrconline.org/e3-information/e3-project-profiles/>
- Each project has a web page with multi-tabbed information sections for project description, project outputs, experiences and processes utilized, partners and funding sources.



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- A live demonstration of this web content was provided.

### EPA Briefing on E3

- Region 3
  - Virginia DEQ Environmental Excellence Conference March 11<sup>th</sup>-13<sup>th</sup>
    - Track: Energy Efficiency: Building an Energy Efficiency Culture with ENERGY STAR
    - Two tracks on E3: 1) Virginia's E3 project and 2) roundtable discussion on E3 with NIST MEP
    - Lunch meeting
  - Working with E3 West Virginia
  - Working with E3 in Pennsylvania (PennTAP, DVIRC and SBDC)
    - Networking meeting September 2013 with E3 participants and contributors

### Identify Next Discussion Topics

- Interactive polling of session participants
- Four proposed topics:
  - Assessments (client selection; pre/post training; integrated reports; tools; recommendations)
  - Funding (regional/HQ funding strategy; capital funding vehicles; limitations/lapses; business model approach; fee-based)
  - Implementation (client relationships/interaction; partner engagement; training; tools)
  - Marketing (communicating value proposition/ROI; leveraging marketing resources; repackaging E3?)
- Funding, implementation and marketing were equally weighted in interest by the session participants

### Next Steps

- Work to finalize the E3 Project Profile content on the ESRC web site.
- Identify speakers and topics for future planned networking sessions.
- Next session scheduled for April 23, 2014
- Communication
  - There is a bigger E3 alliance group with a lot of vested stakeholders. These E3 Alliance sessions will focus on dialogue and feedback from the project leads as the primary participants. Information will be made available and shared to the broader E3 alliance group.



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### Session 1 References

- ESRC E3 Information  
<http://esrconline.org/e3-resources/>
- ESRC Region 3 and 4 E3 Project Profiles  
<http://esrconline.org/e3-information/e3-project-profiles/>
- P2Rx Website  
<http://p2rx.org/>

