## MEMBERSHIP BALANCE PLAN

## ENVIRONMENTAL TECHNOLOGIES TRADE ADVISORY COMMITTEE (ETTAC)

1. **Committee Name.** Environmental Technologies Trade Advisory Committee

2. **Authority.** The Committee is established under the Federal Advisory Committee Act (FACA), 5 U.S.C. App., and pursuant to Section 2313(c) of the Export Enhancement Act of 1988, as amended, 15 U.S.C. § 4728(c).

3. **Mission/Function.** The ETTAC is a non-discretionary committee that advises the Environmental Trade Working Group (ETWG) of the Trade Promotion Coordinating Committee (TPCC), through the Secretary of Commerce, on the development and administration of programs to expand United States exports of environmental technologies, goods, and services and products that comply with United States environmental, safety, and related requirements.

   The Committee functions solely as an advisory committee in accordance with the provisions of the FACA, as amended, 5 U.S.C. App., and pursuant to Section 2313(c) of the Export Enhancement Act of 1988, as amended, 15 U.S.C. § 4728(c). In particular, the Committee shall advise on:

   (1) all matters concerning trade policy development and negotiations relating to U.S. environmental technologies exports;

   (2) the effect of U.S. Government policies, regulations and programs, and foreign governments' policies and practices on the export of U.S. environmental products, technologies, and services;

   (3) the competitiveness of U.S. industry and its ability to compete for environmental technologies, products and services opportunities in international markets, including specific problems in exporting, and provide specific recommendations regarding U.S. Government and public/private actions to assist environmental technologies companies in expanding their exports;

   (4) the identification of priority environmental technologies, products and services markets with high immediate returns for U.S. exports, as well as emerging markets with a longer-term potential for U.S. exports;

(5) strategies to increase private sector awareness and effective use of U.S. Government export promotion programs, and recommendations on how U.S. Government programs may be more efficiently designed and coordinated;

(6) the development of complementary industry and trade association export promotion programs, and greater or more effective coordination of U.S. Government efforts with private sector organizations' environmental technologies industry export promotion efforts; and

(7) the development of U.S. Government programs to encourage producers of environmental technologies, products and services to enter new foreign markets, in connection with which the Committee may advise on how to gather, disseminate, and promote awareness of information on environmental exports and related trade issues.

4. **Points of View.** The Committee shall consist of not more than 35 members appointed by the Secretary of Commerce, in accordance with applicable Department of Commerce guidance and based on their ability to carry out the objectives of the Committee. Members shall represent U.S. exporters of environmental technologies, products and services and shall be drawn from U.S. environmental technologies manufacturing and services companies, U.S. trade associations, and U.S. private sector organizations involved in the promotion of exports of environmental technologies, products and services, provided that, pursuant to 15 U.S.C. § 4728(c)(2), the Secretary shall appoint to the Committee at least one individual representing each of the following:

    a. environmental businesses, including small businesses;
    b. trade associations in the environmental sector;
    c. private sector organizations involved in the promotion of environmental exports, including products that comply with U. S. environmental, safety, and related requirements;
    d. States (as defined in 15 U.S.C. § 4721(j)(5)) and associations representing the States; and
    e. other appropriate interested members of the public, including labor representatives.

The membership balance should reflect the general composition of the U.S. environmental industry in terms of subsector representation on the Committee. All members shall serve in a representative capacity, expressing the views and interests of a U.S. entity or organization, as well as its particular sector; they are, therefore, not Special Government Employees.

5. **Other Balance Factors.** Members shall reflect the diversity of the exporters of environmental technologies, products and services sector, including in terms of company size and geographic location.

6. **Candidate Identification Process.** The Designated Federal Official (DFO) for the Committee solicits applications/nominations for membership to ensure a qualified and diverse pool of candidates through the following mechanisms: a *Federal Register* notice;

Department of Commerce website notification; outreach to 100+ Department of Commerce offices located throughout the United States; outreach to relevant industry trade associations; outreach to past and existing Committee members; and conducting meetings with stakeholders.

The DFO, the Assistant Secretary for Manufacturing and Services, Under Secretary for International Trade, Office of the General Counsel, and advisors and staff from the Office of the Secretary of Commerce, are all involved in various stages of the appointment process and in determining the balance on the Committee. Prospective members are: internally vetted within the International Trade Administration and any other Departmental operating unit that may have an interest in the work of the Committee; externally vetted through various search engines (e.g., Lexis/Nexis, Google, etc.); and subject to an ethics check against the Secretary of Commerce's Disqualification Statement.

The Committee members serve two-year appointment terms and may re-apply for membership every two years in an unlimited basis. Any vacancies created by the departure of an existing member mid-term may be filled in an on-going basis in the same manner prescribed by the Charter. Vacancies may be filled by a representative from the same company of the departing member, or another representative from the same industry sector or genre to ensure balance is retained on the existing Committee. Vacancies will only be filled when there is more than 6 months left in the existing Charter. Otherwise, all membership vacancies are filled simultaneously following the biennial re-chartering process.

7. **Subcommittee Balance.** The Department may establish subcommittees or working groups from among ETTAC members, as may be necessary. All subcommittees or working groups shall be subject to the provisions of the FACA and the Department of Commerce Committee Management Handbook. Subcommittee membership is determined by the Committee members, the Committee Chair, and the Department, and is based upon the expertise of a member relevant to the particular topic and work the subcommittee is to address. Subcommittee members are selected on a volunteer basis among the ETTAC members.

8. **Date Prepared.** October 7, 2010.