

Reducing industrial energy intensity will also contribute to the following ITP objectives:

- **Environmental Quality** - Develop and promote technologies and practices that minimize environmental impact and promote sustainability during the production life cycle.
- **Yield Improvement/Resource Conservation** - Develop and promote technologies and practices that improve product yield and promote resource conservation during the production life cycle. Pursue a "systems" perspective that employs techniques such as materials substitution and waste elimination, reduction, reuse, and recycling.
- **Economic Viability** - Support the development of energy-saving technologies that enhance the competitiveness of U.S. industry by improving product yield, quality, durability, recyclability, and life cycle cost.
- **Energy Security** - Support the development, validation, and implementation of energy-saving technologies that promote independence from foreign energy sources, provide resistance to foreign price competition, and encourage sustainable production capability in the United States for our energy-intensive industries.

## Core Values

In ITP, we believe that the mark of a truly great organization is its people. We embrace and promote the EERE core values of Pride and Passion, Excellence, Optimism, Precision, Leadership, and Education. We bring these core values to our partnerships, our interactions with our stakeholders, and our teamwork with our fellow EERE programs. We strive to:

- foster an environment where individual initiative and accomplishments are valued in a team setting.
- be a world-class leader in all aspects of our operations, including development of our leadership skills.
- continuously improve and grow as an organization and as individuals in all that we do.
- deliver customer satisfaction as dependable and reliable partners.
- provide a workplace that creates spirit, energy, and respect as employees participate in reaching our mutual goals.
- uphold our role as stewards of the public trust.

