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Press Release

The S.M.A.R.T Community Initiative Launches in Atlanta *Bringing Together US & International Business Communities*

ATLANTA, GA --- U.S. and international business leaders and investors are teaming up on a set of projects aimed at improving and accelerating S.M.A.R.T Community development. A S.M.A.R.T Community uses Digital Technologies, Information Communication Technologies (ICT), and Clean Technology, to enhance quality and improve performance of business and public services. What this does is reduce costs and resource consumption, improves economic growth, and actively engages with businesses and citizens more effectively.

The partnership will be announced on August 27, 2015, at the World Trade Center Atlanta by the Eco Commerce Exchange (ECE). The S.M.A.R.T partnership seeks to explore, develop and share some of the best ideas from S.M.A.R.T community developers.

“Our S.M.A.R.T Community projects today represent a total of over \$7 billion in funding from the private and public sector. We seek to expand and improve access to funding for S.M.A.R.T projects through our global network. Targeting urban and rural communities, the ECE provides a collaboration platform for S.M.A.R.T Community experts, investors and partner organizations”, says Minna LeVine, Co-founder Eco Commerce Exchange (ECE).

ECE has a high-profile reputation as an Eco Commerce pioneer and leader, thanks to its strong and rapidly growing international network of business leaders, entrepreneurs, impact investors and catalytic philanthropists. The S.M.A.R.T effort will involve enterprises and researchers at a variety of U.S. and international institutions. ECE Atlanta is leading the effort on the U.S. and the international side. The new collaboration represents the recent acceptance of S.M.A.R.T Community development and the creation of more international partnerships in research. “In a nutshell, S.M.A.R.T pairs up with experts and investors starting out on a bilateral, U.S. and international basis. We bring together S.M.A.R.T solution providers and funding. As a network, we create a much more synergistic, higher-powered set of strategies and opportunities”, says Tana Torrano, Co-founder Eco Commerce Exchange (ECE).

The S.M.A.R.T collaboration is focused on commercialization of Eco Innovation, workforce training and STEM education. A series of webinars targeting business leaders, investors, researchers, educators, and policymakers, will begin in October 2015, through www.EcoCommerceExchange.org, providing updates on the work of the various S.M.A.R.T Community projects worldwide. [Submit your S.M.A.R.T Community initiative or project HERE.](#)

“The S.M.A.R.T projects allow our partners and clients to support important research focused on the engagement of learners in S.M.A.R.T Community development across continents,” adds LeVine.

For more information about the initiative contact Tana Torrano at 256.520.7544 or Tana@EcoCommerceExchange.com. You can also go to: <http://ecocommerceexchange.com/s-m-a-r-t-communities-exchange-event/>

About Eco Commerce Exchange (ECE)

The ECE brings together individuals and organizations through a powerful global platform to drive more sales and investment in Eco Innovation. The ECE believes that a viral community of experts, leaders, and learners working together will provide balanced and effective solutions for Business, Environment, and Society. www.EcoCommerceExchange.com