

10 years. These are ambitious goals, but we know that they're achievable goals.

And I want to thank the executives of some of our leading companies in the country who are here, because they're stepping up and making similar commitments. Folks from IBM to GE, Northrop Grumman, some of our biggest Fortune 100 companies are setting their own ambitious goals. And cumulatively, what this is doing is allowing us across the economy to not only hit some key targets that are going to be required in order for us to reduce climate change, but they're also saving money, helping their bottom line, and they're giving a boost to the industry as a whole. Because as we get economies of scale and demand for solar and wind and other renewable energies grows, obviously, that can help drive down the overall price, make it that much for efficient, and we start getting a virtuous cycle that is good for the environment and creates jobs here in America.

So we very much want to thank our private sector partners. You guys have done an outstanding job. And because of the prominence of many of the companies here and the fact that they've got a whole bunch of suppliers up

and down the chain, what you do with respect to energy efficiency is going to have a ripple effect throughout the economy. And we're very pleased with that.

So thank you very much. Thanks, everybody. Thank you, guys.

#### Iran

Q. Have you spoken to Prime Minister Netanyahu—[inaudible]?

The President. Thanks, everybody.

Q. —the Iran talks—[inaudible]?

The President. Thank you, guys. I'm sorry, we were talking about energy, and it's a great story. [Laughter] So, hopefully, you'll focus on it. Thank you, guys.

NOTE: The President spoke at 11:28 a.m. In his remarks, he referred to Christy Goldfuss, Managing Director, Council on Environmental Quality. He also referred to Executive Order 13693, which is listed in Appendix D at the end of this volume. A reporter referred to Prime Minister Benjamin Netanyahu of Israel.

## Videotaped Remarks on the Observance of Nowruz

March 19, 2015

Hello. To everyone celebrating Nowruz, across the United States and in countries around the world: *Nowruz Mubarak*.

For thousands of years, this has been a time to gather with family and friends and welcome a new spring and a new year. Last week, my wife Michelle helped mark Nowruz here at the White House. It was a celebration of the vibrant cultures, food, music, and friendship of our many diaspora communities who make extraordinary contributions every day here in the United States. We even created our own *Haft Seen*, representing our hopes for the new year.

This year, that includes our hopes for progress between the Islamic Republic of Iran and the international community, including the United States. So I want to take this opportunity once again to speak directly to the people and leaders of Iran. As you gather around the

Nowruz table—from Tehran to Shiraz to Tabriz, from the coasts of the Caspian Sea to the Persian Gulf—you're giving thanks for your blessings and looking ahead to the future.

This year, we have the best opportunity in decades to pursue a different future between our countries. Just over a year ago, we reached an initial understanding regarding Iran's nuclear program. And both sides have kept our commitments. Iran has halted progress on its nuclear program and even rolled it back in some areas. The international community, including the United States, has provided Iran with some relief from sanctions. Now our diplomats—and our scientists—are engaged in negotiations in the hopes of finding a comprehensive solution that resolves the world's concerns with Iran's nuclear program.

The days and weeks ahead will be critical. Our negotiations have made progress, but gaps remain. And there are people, in both our countries and beyond, who oppose a diplomatic resolution. My message to you, the people of Iran, is that, together, we have to speak up for the future we seek.

As I have said many times before, I believe that our countries should be able to resolve this issue peacefully, with diplomacy. Iran's Supreme Leader Ayatollah Khamenei has issued a fatwa against the development of nuclear weapons, and President Rouhani has said that Iran would never develop a nuclear weapon. Together with the international community, the United States has said that Iran should have access to peaceful nuclear energy, consistent with Iran's international obligations. So there is a way for Iran—if it is willing to take meaningful, verifiable steps—to assure the world that its nuclear program is, in fact, for peaceful purposes only.

In this sense, Iran's leaders have a choice between two paths. If they cannot agree to a reasonable deal, they will keep Iran on the path it's on today, a path that has isolated Iran and the Iranian people from so much of the world, caused so much hardship for Iranian families, and deprived so many young Iranians the jobs and opportunities they deserve.

On the other hand, if Iran's leaders can agree to a reasonable deal, it can lead to a better path, the path of greater opportunities for the Iranian people: more trade and ties with

the world; more foreign investment and jobs, including for young Iranians; more cultural exchanges and chances for Iranian students to travel abroad; more partnerships in areas like science and technology and innovation. In other words, a nuclear deal now can help open the door to a brighter future for you, the Iranian people, who, as heirs to a great civilization, have so much to give the world.

This is what's at stake today. And this moment may not come again soon. I believe that our nations have an historic opportunity to resolve this issue peacefully, an opportunity we should not miss. As the poet Hafez wrote: "It is early spring. Try to be joyful in your heart. For many a flower will bloom while you will be in clay."

For decades, our nations have been separated by mistrust and fear. Now it is early spring. We have a chance—a chance—to make progress that will benefit our countries and the world for many years to come. Now it is up to all of us, Iranians and Americans, to seize this moment and the possibilities that can bloom in this new season.

Thank you, and *Nowruzetan Pirooz*.

NOTE: The remarks were recorded at approximately 1:20 p.m. on March 12 in the Roosevelt Room at the White House for broadcast on March 19. The Office of the Press Secretary also released a Persian language transcript of these remarks.

## Memorandum on Establishing the Director of White House Information Technology and the Executive Committee for Presidential Information Technology

March 19, 2015

*Memorandum for the Secretary of Defense, the Secretary of Homeland Security, the Director of the Office of Management and Budget, the National Security Advisor, and the Director of the Office of Administration*

*Subject:* Establishing the Director of White House Information Technology and the Execu-

tive Committee for Presidential Information Technology

By the authority vested in me as President by the Constitution and the laws of the United States of America, and in order to improve the information resources and information systems provided to the President, Vice President, and