

# Transformation Through Collaboration:

## 2016- 2018 Program of Work



The Research Triangle Cleantech Cluster (RTCC) is an industry-led and funded program of the Research Triangle Regional Partnership. RTCC works to ensure the region is recognized globally for its leadership in research, innovation, and market growth in the clean technology sector. We create competitive advantage for the region by strategically focusing business, government, nonprofit, and academic partners on a single vision to promote cleantech innovation and regional growth.

### Strategic Plan

In 2016-2018, RTCC will:

- Lead a global marketing program that builds the region's brand as a global cleantech destination and positions cluster companies as thought and market leaders.
- Promote cleantech business growth and enhance the region's cleantech ecosystem through programs that attract talent, supporting grant opportunities, introducing potential business partners, and generating economic development projects.
- Engage and convene cluster companies and partners to promote innovation, support business development, and demonstrate innovations being developed by cluster members.
- Tell our unique story, and yours, to showcase why this region is one of the top locations in the world for cleantech talent, innovation, investment and impact.
- Demonstrate regional innovation and thought leadership, by convening and connecting private, public, and academic partners to realize implementation, demonstration, and pilot projects in the region and elsewhere.

New Initiatives:

- Grow RTCC to 80-100 members, with a focus on our cluster strengths in smart grid, water, and transportation and beyond with companies engaged in smart infrastructure, energy efficiency, sustainability, connectivity (Internet of Things), analytics, and advanced manufacturing.
- Expand membership engagement opportunities to include action committees, local events and programs, and industry focus groups.
- Convene, facilitate and promote cleantech demonstration and smart cities initiatives in the region
- Secure the talent pipeline by seeking collaborative opportunities to support talent attraction and development programs that ensure a regional workforce trained and capable of delivering technology innovations.

### Member Opportunities

RTCC funding partners comprise sector-leading industries, professional services firms, and academic and public sector organizations.

Our organizational structure, leadership mix, and institutional partnerships offer a level of unparalleled community engagement and collaboration that is transforming the region's economy.

Read more about our plans and how to become a member at:

[www.researchtrianglecleantech.org](http://www.researchtrianglecleantech.org)

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## **BUSINESS GROWTH AND REGIONAL MARKETING**

**Attract jobs, investment, and talent by promoting the region's brand position and competitive advantage a global hub for cleantech**

1. Pursue media opportunities to showcase cleantech companies and initiatives in the region
2. Cultivate expansion and attraction of cleantech companies with economic development partners
3. Track and report market intelligence and economic development indicators to illustrate the strength of the region's cleantech cluster
4. Support international trade missions and business opportunities
5. Identify speaking opportunities for members and RTCC to promote innovation, thought leadership, and strength of the region's cleantech cluster
6. Identify and promote cleantech and smart cities initiatives that have been deployed in the region
7. Highlight successes and identify opportunities to enhance networks for entrepreneurs

## **COMMUNITY & INDUSTRY ENGAGEMENT:**

**Convene industry, academia, government, and nonprofit partners to build a robust cleantech network**

1. Launch Action Committees to convene members in specific areas of interest to fulfill strategic goals identified by RTCC
2. Generate new business opportunities for the cluster by cultivating relationships with developers, municipalities, utilities, and academia
3. Host RTCC programs to promote the cluster, educate constituents, provide networking, and develop business opportunities
4. Partner with industry organizations to deliver valuable content and connections to the cluster
5. Pursue opportunities to connect the cluster with demonstration, pilot, and implementation projects
6. Convene industry roundtables to discuss sector-specific topics and emerging opportunities

## **TALENT ATTRACTION & DEVELOPMENT**

**Expand the number of highly skilled employees in the region to enable companies to grow locally and compete globally**

1. Launch a Talent Action Committee to develop a plan to address the needs of the cluster
2. Identify and leverage trade shows, career fairs, and industry-specific events to attract and connect highly skilled talent with cleantech companies
3. Enhance connectivity and engagement in the areas of STEM, workforce development, employee training, university partnerships, internships, recruitment, and other initiatives

## **MEMBERSHIP DEVELOPMENT:**

**Grow and diversify membership across the cleantech network representing industry, academic, nonprofits, municipalities, and professional service firms.**

1. Launch Membership Development Action Committee to identify prospects, partnerships and promote the value and benefits of membership with RTCC
2. Produce marketing materials highlighting engagement opportunities, member success stories, and regional cleantech assets
3. Identify and leverage RTCC's website, newsletter, and social media as platforms to promote members and industry news