We are the Research Triangle Cleantech Cluster (RTCC), an initiative of business, government, academic, and nonprofit leaders working together to accelerate the Research Triangle region’s cleantech economy. Since 2012, RTCC has worked to focus stakeholders on a single vision to promote cleantech innovation, accelerate research, and support sector growth in the region and North Carolina.

The Research Triangle region is recognized as a global cleantech hub, with 350+ cleantech companies and research institutions developing innovations and technologies to shape a more sustainable future for cities, communities, and citizens.

WE ARE A TRUE PARTNERSHIP OF INNOVATORS, DISRUPTORS, AND COLLABORATORS.
Market potential for the global cleantech revolution is estimated to reach $4.8 trillion by 2025, due to the global need for technologies that can deliver clean, efficient sources of energy, alternative modes of transportation, and adequate clean water.

Source: Roland Berger Study
RTCC works with our members to strengthen the region as a global leader in cleantech, identify opportunities for collaboration, facilitate demonstration projects, advance company growth, and attract cleantech investment.

Our cluster’s unique combination of hardware, software, and data analytics companies provide the key building blocks for regional innovation with global applications.

As a member, you will join a network of multi-nationals, entrepreneurs, professional services firms, universities, and public-sector organizations that know partnerships are key to capture market opportunities. Our organizational structure, leadership model, and institutional partnerships offer a level of unparalleled community engagement, access, and collaboration that is transforming the region’s economy.

MEMBERSHIP IS COMPANY-WIDE, SO ALL OF YOUR EMPLOYEES CAN BENEFIT.
AMPLIFY & ENGAGE

OUR FOUR-PART STRATEGY AIMS TO CREATE COMPETITIVE ADVANTAGE FOR CLEANTECH COMPANIES AND POSITION THE REGION AS A WORLD LEADING HUB.

4 PART STRATEGY

» Business Growth & Marketing
» Membership Development & Engagement
» Talent Attraction & Development
» Community & Industry Engagement

MEMBERS
Entrepreneurs
Academic | Gov’t | Nonprofit Industry | Professional Services Project Partners Leadership Board of Directors

KEY AREAS OF FOCUS

» SMART GRID
» WATER
» TRANSPORTATION
» SOFTWARE/ANALYTICS
» MANUFACTURING
» ENERGY EFFICIENCY
» INTERNET OF THINGS
» SMART CITIES
RTCC WORKS ON YOUR BEHALF TO:

Promote the region as a global cleantech hub

Make strategic connections

Promote business growth to expand jobs, investment, and market opportunities

Tell your unique story and ours

Demonstrate regional innovation and thought leadership

Attract talent and expand the talent pipeline

Announced cleantech projects in the Research Triangle region resulted in the creation of 10,700 recurring jobs and $1.3 billion in recurring investment from July 2009 - June 2016.
INDUSTRY CONFERENCES

Our network of global, economic development, and industry partners connect our region and companies with opportunities around the world. Members of RTCC can leverage the power of the cluster through hosted delegations, discounts to conferences, speaking engagements, exhibit opportunities, and strategic connections.

THOUGHT LEADERSHIP & SPEAKING OPPORTUNITIES

RTCC hosts and partners with over 50+ events, conferences, and programs to showcase our members as thought leaders and industry experts on topics and trends important to the sector.

ECONOMIC DEVELOPMENT & INTERNATIONAL MARKET OPPORTUNITIES

RTCC is active in supporting the expansion of cleantech companies, attracting international investment, and engaging organizations interested in technologies and innovations being developed in the region. Through our connections with organizations such as the International Cleantech Network (ICN) and Smart Cities Council, we provide members with access to international market opportunities.

TALENT ATTRACTION & DEVELOPMENT

Our members compete for talent both regionally and globally. Our 2015 talent survey indicated that 80 percent of cleantech firms surveyed planned to hire on average one to nine employees resulting in 3,000+ new jobs over the next two years. RTCC formed the Talent Action Committee to address this tremendous demand. The Committee provides HR and talent acquisition employees of member companies with opportunities to learn from peers, create relationships with workforce development partners, and brand and market cleantech career opportunities.

The Research Triangle region has the largest concentration of cleantech employees when compared to peer regions Austin, Atlanta, Denver, Boston, and San Diego: a true competitive advantage.

CLEANTECH CONNECT CAREER FAIR

The Cleantech Connect Career Fair is hosted in partnership with industry events to promote your company’s employment and internship opportunities in the cleantech and energy sector to job seekers, students, and skilled professionals. Members can promote their job openings throughout the year through RTCC’s company career webpage and job announcements through social media and our monthly newsletter.

EXTEND YOUR REACH AND IMPACT

Membership with RTCC provides you with access to cleantech industry delegations and events, talent acquisition programs, speaking opportunities, and marketing partnerships to share your firm’s stories of impact.

RTCC connects you to the following opportunities:

18.4%

In the 10-year period from 2004 to 2015, the cleantech workforce in the Research Triangle region grew by 18.4%, the third-largest growth rate among peer regions.

In 2015, the Research Triangle region had the largest percentage of cleantech STEM employees when compared to peer regions.
RTCC events and programs provide you with valuable connections to cleantech disruptors and innovators to strengthen your business opportunities.

SMART SERIES
A series featuring interactive panel discussions with cleantech companies on trends, disruptive technologies, best practices, and case studies that impact and accelerate the growth of our regional cleantech economy.

CLEANTECH MARKETPLACE
A members-only forum to connect industry with municipalities, utilities, and developers. Members will learn about the priorities, challenges, and investments in regional, smart cities opportunities. Municipalities, utilities, and developers will learn how regional, technology providers can address their sustainability and efficiency goals.

CLEANTECH INNOVATORS NETWORKING EVENT
An evening event featuring disruptive, emerging, and innovative technologies from companies and entrepreneurs in the Research Triangle Cleantech Cluster. The event attracts a mix of industry leaders, entrepreneurs, research institutions, and students interested in emerging technologies in the cleantech sector.

ANNUAL MEETING
The Annual Meeting brings together members and the broader cleantech community to connect with RTCC’s leadership, celebrate the organization’s accomplishments over the past year, and preview programs and priorities for the upcoming year.

SMART REGION SUMMIT
The Smart Region Summit convenes leaders from industry, government, and the real estate community to share best practices and technologies specific to cleantech, IoT, and smart cities initiatives. We highlight regional, smart cities applications, showcase global solutions that have been developed in the region, and explore opportunities to deploy technology solutions locally that further promote the Research Triangle area as a smart region.
Members have a voice in the work of the cluster. The value of an RTCC membership is through engagement with our network. Members can broaden their employees' professional networks and increase their company’s visibility by participating in our advisory council and committees.

The **Advisory Council** is comprised of leaders within our membership who provide insight and advice throughout the year. Board of Directors and Leadership Members each receive one seat on the Advisory Council.

**Talent Action Committee** — works to identify talent needs, challenges, and opportunities relevant to the energy and technology industry and for creating and leveraging partnerships to address these needs.

**Programs and Communications Action Committee** — increases visibility of the Cluster by promoting RTCC and industry partner programs and events, developing appealing program content, and identifying speakers and relevant sponsors. This committee provides an opportunity for public relations, communications, and marketing professionals to promote the region’s cleantech industry.

**Membership Action Committee** — helps grow and promote RTCC membership by identifying, recruiting, onboarding, and retaining members. RTCC members are the organization’s best sales and marketing tool. This group provides an opportunity for sales and business development professionals to open doors for the Cluster and their individual companies.

**New Member Orientations** — are hosted both in person and virtually to provide new, prospective, and existing members with an overview of the benefits of membership with RTCC.
Our members take full advantage of our market research, marketing and branding opportunities, and digital engagement resources to position their company’s expertise and brand in the cleantech sector.

**Regional Success Stories** highlight the work of our member companies. Publicize your successes by sending us case studies, success stories, or company milestones.

**Digital Engagement** ensures members can share member news and stay informed through our social media networks, monthly newsletter, featured industry blog, special events calendar, and job announcements.

**Market Research & Economic Development Support** can be used by members and prospect companies seeking to relocate to the region. In 2015, RTCC created an Economic Development Metrics Dashboard that provides metrics on the strength of the cleantech cluster. RTCC provides industry information and organizes site tours for companies considering expansion, relocation, or new operations in the Research Triangle region.

**Strategic Connections** through RTCC enables members to discover market and business opportunities, and to tackle talent acquisition needs with peer firms and professional services companies. Everyone you need to talk to is right here in the region, so let us introduce you.

**Marketing & Branding** through RTCC provides multiple strategies for companies looking for increased visibility. These include our events, programs, website, delegations, and speaking opportunities. Check out sponsorship opportunities on our website to learn more about how we can promote your company to the cleantech community.
We offer tiered membership levels for engagement. Membership applications require approval from our Board of Directors.

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<th>Category</th>
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<tr>
<td>ENTREPRENEURS</td>
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<tr>
<td>ACADEMIC/GOV'T/ NONPROFIT</td>
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* Annual dues for our industry/professional level memberships are based on the total number of full-time employees in North Carolina.

For a full list of benefits for each category, please visit our Membership Page at: www.researchtrianglecleantech.org