



# RESEARCH TRIANGLE CLEANTECH CLUSTER™

» Transformation Through Collaboration



## Accelerating the Cleantech Economy

By 2025, the global cleantech marketplace will have an estimated value of \$4.8 trillion. The Research Triangle Cleantech Cluster (RTCC) works to capitalize on the transformative economic opportunity this global market presents.

An initiative of business, government, academic, and nonprofit leaders, RTCC accelerates the Research Triangle region of North Carolina's cleantech economy through collaboration and partnerships that promote innovation and sector growth.

## Strategy Propels Cluster Growth and Impact

RTCC launched a two-year strategic plan in July 2016 focused on activities most important to members - raising awareness locally and globally of the region's impressive cleantech cluster and catalyzing business and job growth.

An interactive, online Metrics Dashboard, launched in June 2015, illustrates the economic impact of the region's cleantech cluster. Between 2009-2016, more than 10,700 jobs and \$1.3B of investment were announced by cleantech companies.

In FY 2016-18, RTCC is focused on growing our membership, expanding the region's global brand, helping companies recruit and retain talent, connecting companies with market opportunities, and demonstrating regional innovation.

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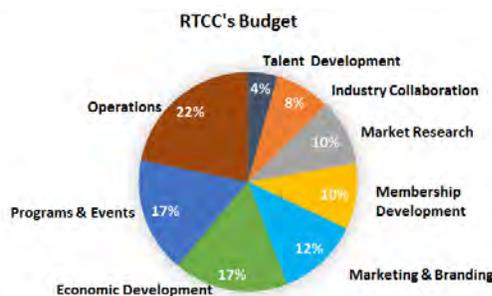
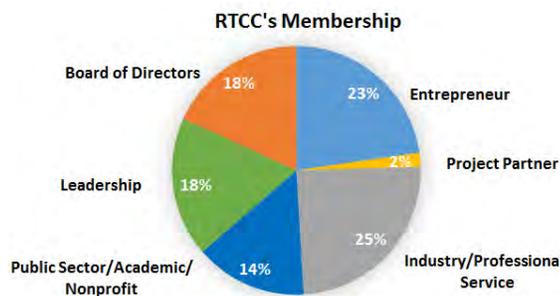
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# RTCC Program of Work 2016-18

## Strategy 1: Business Growth & Marketing

**RTCC promotes business growth and markets the region** by telling the story of our cleantech innovators and the regional ecosystem that supports their success, with the goal of attracting talent, jobs, and investment to the region. In FY 15-16, we expanded our marketing efforts by organizing trade show delegations to DistribuTECH and the Smart Cities Innovation Summit, providing participants with enhanced marketing exposure through our exhibit space, delegate dinners, and speaking opportunities.

**NEXT STEPS:** In 2016-18, we will strengthen our existing partnerships and seek new opportunities to promote the region and connect our members. We will focus on telling our members' success stories, marketing regional assets, and identifying opportunities to enhance networks for entrepreneurs and small businesses.

### FY 15-16 Results

- Hosted 5 international delegations
- Hosted 2 trade show delegations
- Engaged with 14 projects, representing 2,300 new jobs
- Designed new exhibit booth display
- Grew to 630+ followers on Twitter, 11,600+ website visitors, 5,800 distribution list

## Strategy 2: Community & Industry Engagement

**RTCC engages cluster companies and partners** by facilitating meaningful interactions that spark new collaborations, products and services, business investments, and supportive policies. We then nurture those connections with initiatives that create an environment where cleantech innovation thrives.

**NEXT STEPS:** In 2016-18, RTCC will produce and host a Smart Region Summit to identify smart cities solutions deployed in the region and to showcase RTCC members' innovative solutions. We will strengthen partnerships with the State Energy Conference of North Carolina, UNC Clean Tech Summit, NC RIoT, E4 Carolinas, and others to promote members' leadership in the cleantech industry.

### FY 15-16 Results

- Partnered with NC RIoT on Global Cities Team Challenge Initiative and Smart Cities Innovation Summit
- Partnered with all 3 tier-1 research universities on conferences & events
- 50+ sector events hosted or advised
- 100+ speaking engagements featuring cluster members

## Strategy 3: Talent Attraction & Development

**RTCC secures the talent pipeline** by convening cleantech HR leaders and workforce development partners to promote cleantech as a career opportunity to K-12, college graduates, and skilled professionals. This Talent Action Committee was created to address talent recruitment, retention, and development needs identified in our 2015 survey: *Talent Needs in the Energy and Technology Industry*. This survey highlighted projected growth of 3,000+ new jobs in the region over the next two to five years.

**NEXT STEPS:** In 2016-18, RTCC will convene cleantech members and workforce development partners to share best practices, connect with workforce development resources, and brand and marketing cleantech careers and jobs in the region to K-12, college graduates, and skilled professionals.

### FY 15-16 Results

- Hosted first statewide Cleantech Career Fair with 16 employers and 300+ job seekers
- Launched Talent Action Committee
- Supported regional workforce grant opportunities
- Connected industry with STEM opportunities and workforce development resources
- #1 largest concentration of cleantech employees compared to benchmark communities

## Strategy 4: Membership Development

**RTCC is growing our membership** with a new membership structure that provides tiered levels of engagement to diversify our network and involve academic, municipal, and private-sector organizations. To date, RTCC has identified 350+ companies engaged in cleantech in the region and provides the industry with opportunities to connect globally.

**NEXT STEPS:** In 2016-18, RTCC will grow our membership to 100. We will focus on maximizing our members' investment by providing multiple engagement opportunities for individuals within firms to join professionals networks, access resources, and increase their firms' visibility.

### FY 15-16 Results

- Launched new membership structure
- 27 new members joined, 52 total
- Launched 3 Action Committees
- Launched Smart Series and Ceantech Innovators Networking Events
- Implemented CRM system to serve members