




RESEARCH TRIANGLE  
CLEANTECH CLUSTER

» Transformation Through Collaboration

# ANNUAL REPORT 2018

 tricleantech

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The Research Triangle Cleantech Cluster (RTCC) is an initiative of business, government, and academic leaders focused on accelerating the growth of the region's cleantech economy.

2nd-Fastest  
Growing Cluster  
in the U.S.

26,950  
Cleantech  
Jobs

1,859  
Cleantech  
Companies

\$1.6b  
Annual  
Recurring  
Impact

#1 Cleantech  
Patents  
per Million  
Residents

RTCC was founded by a group of industry and university leaders who saw the impact of cleantech in the Research Triangle region. Today, our 60+ members represent industry, academia, and government of all sizes, and share a passion for economic development, innovation, and sustainability. We work on behalf of our members, who are strengthening the region's reputation for innovation by receiving national recognition for smart cities collaborations, innovative grid solutions, record-breaking fuel-efficient vehicles, and much more.

We're pleased to share highlights from our 2018 Program of Work, which is focused on Business Growth & Economic Development, Regional & Global Marketing, and Talent Attraction & Development. Also this year, RTCC celebrated two milestones: our sixth anniversary and the formation of a new, stand-alone organization.

In 2019, we will build closer relationships between cities, utilities, industry, and universities and colleges, and we commit to helping our members form relationships that accelerate their growth and create economic value for the region.

Thank you for your support and involvement. We are proud to work with you and look forward to continued collaboration this year.



Gary Rackliffe  
VP Smart Grids North America, ABB  
Chair, RTCC Board



Susan Sanford  
Executive Director  
RTCC

# PROGRAM OF WORK 2018

## REGIONAL & GLOBAL MARKETING

- ▶ **Regional Events:** Hosted 11 programs reaching 1,000+ attendees, including SMART Series, Innovators' Networking, and Marketplace
- ▶ **Featured Governor Cooper** in video showcasing cleantech's economic development role
- ▶ **Stories of Innovation:** demystified cleantech by producing 6 member Stories of Innovation
- ▶ **Cleantech Asset Map:** developed with UNC students to showcase regional cleantech projects
- ▶ **Social Media:** amplified members' successes and news through RTCC's platform - 49% increase in Facebook followers, 42% increase in Twitter impressions, 28% increase in email reach
- ▶ **Thought Leadership:** created speaking opportunities for members at the State Energy Conference of North Carolina, UNC Clean Tech Summit, PowerAmerica's Manufacturing Day, and Duke University (featuring Greentech Media)
- ▶ **Educated local government about cleantech,** including town managers and officials through Triangle J Council of Governments and the Town of Pittsboro's Council and staff

## BUSINESS GROWTH & ECONOMIC DEVELOPMENT

- ▶ **International Delegations:** connected delegations from Ireland and Australia to RTCC members
- ▶ **DistribuTECH 2018:** Led delegation of 13 companies to the leading electric power transmission and distribution event in the country
- ▶ **International Cleantech Network:** hosted 13 global cleantech clusters in 2018
- ▶ **Chatham Co. Economic Development Council:** spoke about cleantech at annual meeting
- ▶ **Entrepreneurship & Innovation:** partnered with Joules Accelerator to connect cleantech entrepreneurs to the Research Triangle region's municipal and industry leaders
- ▶ **National & International Representation:** represented the region at Smart Cities Week (D.C.), Smart City Expo World Congress (Barcelona), and NYT ClimaTECH (San Francisco)

## TALENT ATTRACTION & DEVELOPMENT

- ▶ **Cleantech Connect Career Fair:** attracted 300 attendees and 17 employers, leading to hires
- ▶ **Duke Energy Week Spark Career Fair:** recruited cleantech employers to pitch to students
- ▶ **Careers in Cleantech videos:** produced 13 interviews featuring young, diverse, cleantech talent
- ▶ **K12 Educator Immersion Day:** organized visit from 20 Wake County educators to RTCC member company to embed cleantech into K12 curriculum
- ▶ **FREEDM Systems Center 'Perfect Pitch':** recruited 8 employers to judge students' pitches



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## BOARD OF DIRECTORS



## PROJECT PARTNER



## LEADERSHIP



## MEMBERS

Acorn Innovestments    Advanced Energy    bioMASON    Cherokee Investment Partners  
 City of Raleigh    Collaborative Consulting Group 360    CTIA    Delta Products  
 DNA Group    Duke University Energy Initiative    E4 Carolinas    EnviroLink    Field2Base  
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