

CleanTech Alliance Strategic Plan 2021-2023

We create connections that make a difference

2021

Communicate and Connect

2022

Funding, Expand Programs

2023

Branding, Publications, Growth

Advocacy - Smart Expansion, Regional Development, Resources:

Develop focused advocacy efforts across all industry verticals within Washington, Idaho, Oregon, Alaska, and in the other Washington, by building relationships with policy makers and legislators.

Share Government Affairs Committee work with broader membership

Demonstrate economic value of our members

Publish white papers and resources to inform effective legislation

Build relationships with state legislators and non-partisan staff

Add strategic national advocacy efforts that build on state efforts

Strategically engage high-priority federal programs (DOE, EDA, USDA)

Seek partnerships and regional collaborations that expand our geographic reach, attract new members, and strengthen our advocacy and brand.

Events focused on topics important outside current region perspective

Maintain online / digital events to reach expanded geographic audiences

Recognize each state's independent needs in programming and advocacy

Engage members outside our region, expand sub-national org partnerships

Staff attend non CTA events in other areas to represent CTA

Members, as ambassadors, present at events around our region

Justice, Equity, Diversity, and Inclusion:

Increase diversity by launching programming that supports BIPOC and Women entrepreneurs, developing networking and mentoring for BIPOC and Women members.

Mentoring

Increase diversity in leadership/board/speakers

Partner with communities/orgs to bring diversity to events or programs

Scholarships to attend or engage in programming

Connecting funding opportunities to companies

Involve students

Membership and Events - Play to our Strengths, Continue Growth:

Expand networking opportunities, communications to and between members, and continue to refine our website as a tool to promote and connect with members.

Networking events and recruitment also focus on industry verticals

Cluster development for industry verticals with funding opportunities

Member to member business opportunity and connections

Exec Committee outreach; newsletter and website enhancements

Increase in-person member connections/facilitated networking

In-depth member profiles: products, services, market targets

Create new revenue streams via membership levels, expanded member benefits, new events, and grants to build our strategic reserve fund.

Engage strategic sponsors and large entities with published carbon goals

Build capacity to attract sponsorships and grants

Membership growth to strengthen our ecosystem

Improve membership profiles to increase visibility

Continue to expand membership benefits, such as purchasing discounts

Use the size of our org to drive value for startups and small business

Founded in 2007 by business and cleantech leaders, the Alliance facilitates the generation and growth of cleantech companies and jobs through a variety of educational programs, research, products, and services.