

# THERE IS A CLIMATE CRISIS. THE NEED FOR MITIGATION AND ADAPTATION CREATE REAL OPPORTUNITIES FOR GROWTH.

Businesses whose leaders make **smart, informed decisions**, will thrive. Those that don't will remain part of the problem.

The Cleantech Group immerses you **in the flow** of cleantech intelligence and ideas through deep real-world conversations leading to actionable opportunities.



North America | Europe | Asia

Contact us

[Info@Cleantech.com](mailto:Info@Cleantech.com)

[www.cleantech.com](http://www.cleantech.com)



**The Cleantech Group.**  
Championing sustainable innovation. Catalyzing business opportunities.

# How Our Consulting Practice Helps Clients: Opportunities for Corporates to Engage External Innovation

**Objective:** Identify and engage external innovation to meet strategic objectives: creating new business opportunities, improving sustainability of existing operations, expanding to adjacent activities.



Based on a bottom-up understanding of participants and market dynamics, create a market landscape with prioritized activities aligned with the client’s strengths, capabilities, and objectives.

Collaboratively build an actionable roadmap to engage the landscape: innovators, investors, partners, and other ecosystem participants from hypothesis through diligence.

Support Corporates to develop pilot programs, recruiting innovators to pitch, helping to evaluate, finding good fits, and assisting finalists in pilot projects to test in their own environments before resources are committed.

## How Our Consulting Practice Helps Clients: Opportunities for Organizations to Develop and Improve Ecosystems

**Objective:** Develop a strategy and roadmap for creating, strengthening, or participating in a cleantech innovation ecosystem – at the city, regional, national, or global scale.

### EXAMPLE ACTIVITIES

Conduct rigorous primary research for insight into how the ecosystem, roles, services, funding, strategies, and participation are evolving with an eye toward the future.

Evaluate and align strengths, objectives, and activities with regional and global demand trends.

Identify areas for development and capacity building, informing public support mechanisms to accelerate cleantech growth.

