



## **Advanced Energy Industry Cluster Roadmap Initiative** **Request for Proposal Summary**

NorTech Energy Enterprise is leading a collaborative regional effort to drive growth across all sectors in advanced energy. By accelerating commercial activity, we are helping to develop an advanced energy cluster in Northeast Ohio, which will result in long-term, positive economic impact on the region. NorTech Energy Enterprise intends to engage a consultant to assist in the development of a series of Advanced Energy Industry Cluster Roadmaps, which will guide Northeast Ohio's efforts to generate economic growth and jobs in the advanced energy industry. NorTech is currently seeking qualified proposals for this project.

A roadmap answers the question "Where do we want to be and how to we get there?" A cluster roadmap provides strategies and action plans to best achieve a vision of the future shared by a critical mass of industry-related organizations. The strategies and action plans are developed according to the unique strengths of the cluster and region as compared to a global market opportunity. Roadmaps will be developed for the Energy Storage, Transportation Electrification, Smart Grid and Biomass/Waste-to-Energy sectors. Based on prior work by NorTech and others in the region, these four sectors within the advanced energy industry represent the best opportunities for economic growth in the Northeast Ohio region.

To produce the Roadmaps, stakeholders from the 21 county Northeast Ohio region, as well as national industry leaders, will be engaged to provide insight, information and opinions. This information will be used to outline a desired vision of the future for the four targeted advanced energy industry sectors in Northeast Ohio and define strategies to move Northeast Ohio toward that vision. NorTech is seeking a consultant with a demonstrated ability to engage groups of constituents and facilitate a process resulting in a consensus view by the group. The desired consultant should have functional knowledge in the energy storage, transportation electrification, smart grid and/or biomass/waste-to-energy advanced energy sectors. It is important that the consultant have sufficient knowledge and experience in each sector to perform market research, catalog regional assets and format a clear vision.

Under this project the Selected Consultant will be contracted to work with NorTech to develop a methodology for the roadmap process to be used for these and future roadmapping efforts by NorTech. This methodology should include methods for defining regional assets, assessing regional competition and gathering up-to-date market research; tactics for collecting data; a process for identifying stakeholder groups; and strategies for leading stakeholders through a discussion/discovery process resulting in a consensus view.

## Cluster Roadmap Development



The deliverables of the project will be a series of four roadmaps, one each for Energy Storage, Transportation Electrification, Smart Grid and Biomass/Waste-to-Energy sectors, that will describe and characterize current assets in the region, global market drivers and opportunities, the competitive landscape, regional opportunities, and how to leverage regional assets to realize the potential economic impact for the Northeast Ohio region. The Selected Consultant will use the developed methodology, working with NorTech, to produce up to four sector specific roadmaps. The roadmaps will build off information from an Industry Cluster Study that characterizes the advanced energy cluster in Northeast Ohio, and will serve as the baseline to measure progress in following years and update the roadmap accordingly. With existing synergies among the targeted sectors, the four Roadmaps may be integrated to serve as an action plan for Northeast Ohio to capture economic growth and job growth opportunities in the advanced energy industry. The resulting roadmaps and action plan will serve as an extremely valuable tool for the region to set priorities, allocate resources and focus regional resources in efforts designed to grow the region's advanced energy economy.

**Firms interested in submitting a proposal should contact Ashley Paessun at [apaessun@nortech.org](mailto:apaessun@nortech.org) or at 216-363-6896.**

### **About NorTech:**

NorTech is a regional nonprofit technology-based economic development organization that serves 21 counties in Northeast Ohio. As a catalyst for growth in technology industries, NorTech is the only organization in Northeast Ohio that focuses solely on the technology-based economy across all sectors. NorTech's efforts are focused on developing regional technology clusters that make Northeast Ohio more economically diverse. By accelerating commercial activity, marshaling resources, and forging collaborations, NorTech is leading an effort to build regional technology clusters in Northeast Ohio that will create jobs, attract capital and have a long-term, positive economic impact on the region.

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