

## Cleantech Talk – Concept Draft

### Introduction

The idea of the newly established concept Cleantech Talk is to develop a sufficient tool for finding partners for international cooperation projects - those with optimum expertise, experience and know-how for an optimum composition of the consortium. This covers technology projects as well as technology implementations, joint marketing or sales activities. The format is inspired by the well-known presentation format Pecha Kucha<sup>1</sup>, but modifies this in a way that allows to meet the participants' interest to the highest possible extent. Generally speaking, it should not be considered as strict guide, but is open to adaptations by third parties to meet the related needs.

### Participants in the workshops

1. **Cleantech companies.** As the main intention of the format is establishing international SME cooperations, their participation is essential for the format and their input mandatory. They can take both possible roles: present own project ideas, searching for partners, or participating as audience, interested in joining international consortia.
2. **Potential partners.** Apart from the cleantech companies themselves, more participants are needed. The most obvious ones are:
  - a. **Other companies** who are interested in using products or technologies on new markets and serve as an interface to it.
  - b. **Potential sales partners** from third countries.
  - c. **Subcontractors.** the companies that deliver parts of the total solution sold by the cleantech companies. They could in some cases be companies that define themselves as cleantech companies, in other cases not. It could be both hardware and software or even marketing companies, depending on the composition of the project and the needs of the consortium.
  - d. **Customers.** The customers sometimes have a very good understanding of what could be done to enhance the offer of the cleantech company. This could be customers anywhere down-stream in the value chain.
  - e. **Research institutions.** Sometimes the competence needed in a project development workshop should be looked for in academia. This is especially true if the project is looking for ground-breaking innovations.

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<sup>1</sup> <https://en.wikipedia.org/wiki/PechaKucha>



3. **Facilitators.** Depending on the methodology, skilled facilitator(s) should be chosen mastering the methods that are to be used at the workshop. This is essential for reaching a good result.
4. **Consultants on the financing of projects** (optional). This is a service that can *be* provided if needed, i. e. consultants will get involved on demand to provide information on funding opportunity or to help orienting the project idea to available funding opportunities.

### *Where to look for participants*

The format itself is the best partner search tool that can be offered: Participants can get an easy overview on the project / cooperation idea. Furthermore, the presenting institution will determine as exactly as possible what partners it is looking for in its presentation.

Apart from this, the following search tools might be used - for preparing the Cleantech Talk or filling remaining gaps in the consortium composition:

1. Suitable institutions found in the SB Cleantech Network's company database.
2. Potential partners identified by the cleantech contact points.
3. Partners recommended by partners already identified.

### *Cleantech Talk Agenda*

In the following, the general methodology the format will follow is described. As mentioned before, the principle is a modification of the Pecha Kucha approach. Exact time schedule and allocation of responsibilities is up to the implementing institution - and, of course, depends on the number of participants and composition of the audience.

Within the project "Cleantech International" the format is developed as opportunity to arrange international cooperations, thus, involving representatives of 2 to 4 partner countries, which can cover, for example:

- ❖ Joint R&D projects
- ❖ Finding sales partners abroad
- ❖ Searching for partners who offer new technologies from abroad for implementation on the national market
- ❖ Offering new technologies for implementations abroad and searching for related cooperation partners

Accordingly, the following steps should always be followed:

1. **Determination of a framework topic:** There should be an agreement on one specific field within the huge and heterogeneous Cleantech sector towards enhancing the matchmaking chances from the very beginning. The clearer the topic, the higher the chances that suitable partners will find each other in the context of the event
2. **Call for ideas:** Out of the general framework topic, relevant players (SME and cooperation partners) will be invited to present one project during the event. They are informed about the rules that apply for the presentation: It should not be longer than 3 minutes and answer the following three questions:
  - a. What is the main project idea and what objectives shall be achieved by the project? (includes: What marketable “product” should be the outcome?)
  - b. What roles / specialisations / expertises should be involved into the consortium?
  - c. What is the intended implementation timeframe?
3. **Agenda and Invitation Development:** Elaboration of the Cleantech Talk agenda and invitation of potential cooperation partners from all partner countries. If the format is arranged as international exchange, the involved partners (Contact Points in the case of Cleantech International) have to ensure that the event is implemented in all places at the same time and with a similar setting and audience expectations. Accordingly, it is recommended to elaborate the agenda and invitation together.
4. **Cleantech Talk Event:** 10 to 20 SME and cooperation partners per location will take part in the event in every involved location. Event language is English, interpreting services should be arranged where needed. Every registered participant gets 3 minutes time to present its project idea. After every presentation, the audience in all participating locations has the chance to signalize an interest in joining the consortium a) by sending a signal via a prepared function b) specifying its possible contribution (via the Contact Point representative or by sending a message directly to the presenting person, based on provided contact details). In total, not less than 10 and not more than 20 project ideas should be presented per event.
5. **Arranging the surrounding event:** It might make sense to give the participants in every location the opportunity for local exchange after the international “Talk”. Here, food and drink can be served in a nice atmosphere, additional input can be given, depending on the participants’ interests and expectations.
6. **Follow-up.** Project ideas and consortia that wish to get support with the further specification of their project idea, search for funding opportunities or project setup, can make use of the project development workshops offered by the South Baltic Cleantech Network. In addition, they have the chance to meet potential partners / participants from other places personally during the annual study trips for SME or the annual conferences.

### *Timeline of actions*

<b>Time</b>	<b>Action</b>	<b>Responsibility</b>
<b>3 months in advance</b>	Announce the event, invite potential presenters of project ideas	Workshop organizer
<b>1-2 months in advance</b>	Elaboration and dissemination of an agenda displaying the single project presentations in brief (“telling titles”)	Workshop organizer
<b>1 month in advance</b>	Participant registration, suitability check	Workshop organizer, contact points, other participants
<b>Day of the workshop</b>	Run the workshop according to agenda	Workshop organizer
<b>1 months afterwards</b>	Exchange with the presenting institutions to inquire the progress of the project development and identify potential needs for support	Contact point

Table 1 Planning of a workshop

### *Agenda of the Cleantech Talk*

<b>Time (minutes)</b>	<b>Task</b>
<b>15-20 minutes</b>	Welcoming the participants in every participating location, local introduction by the hosting institution
<b>30-60 minutes</b>	Project idea presentations, 3 minutes each
<b>10 minutes</b>	Closure of the international part of the events (including an invitation to suggest additional partners, contact the partners in the other locations via the Contact Points and inviting the participants to future events)
<b>60 minutes</b>	Local get-together in every location, joint assessment of the format

Table 2 Proposed agenda of workshop