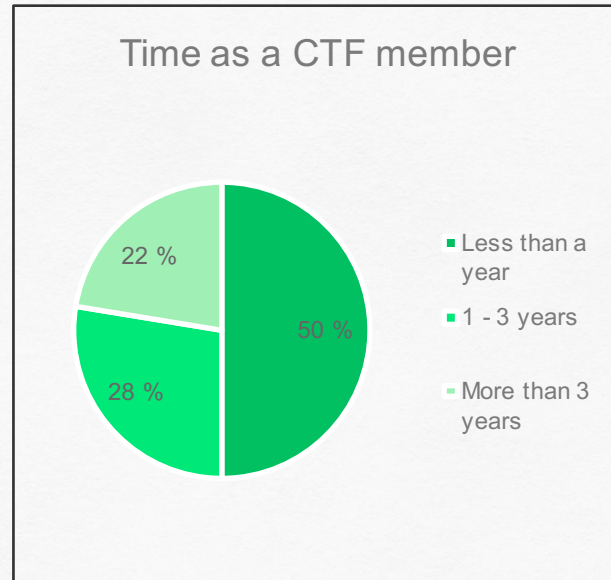
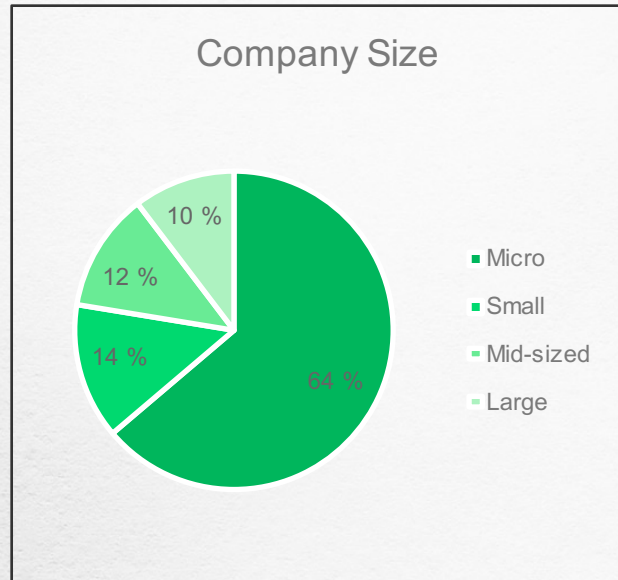


CLEANTECH
FINLAND

Cleantech Finland Member Survey 2016 Results

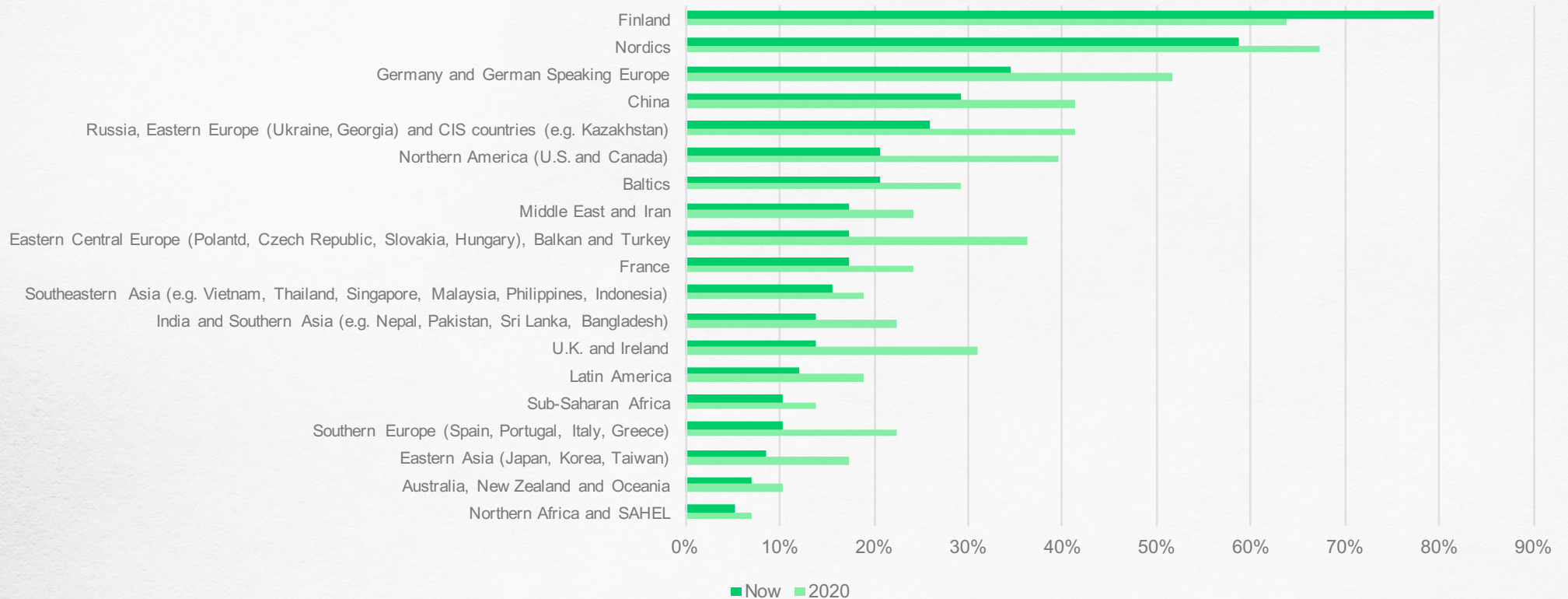
Majority of the respondents were small companies and relatively new members



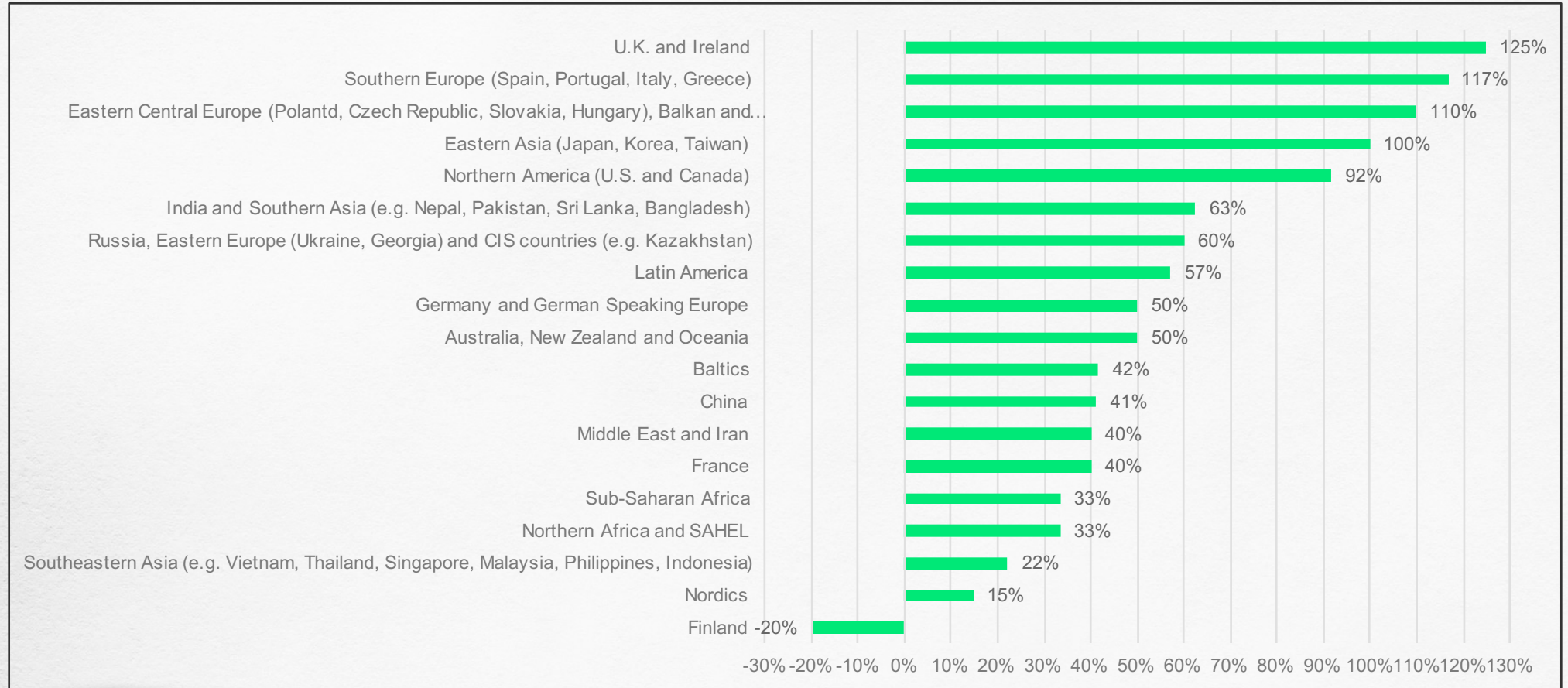
- New members eager to achieve membership benefits and "enthusiasted" to reply
- What does it tell that older members were lazier to reply? Decreased expectations?

Neighboring markets and China important for the members

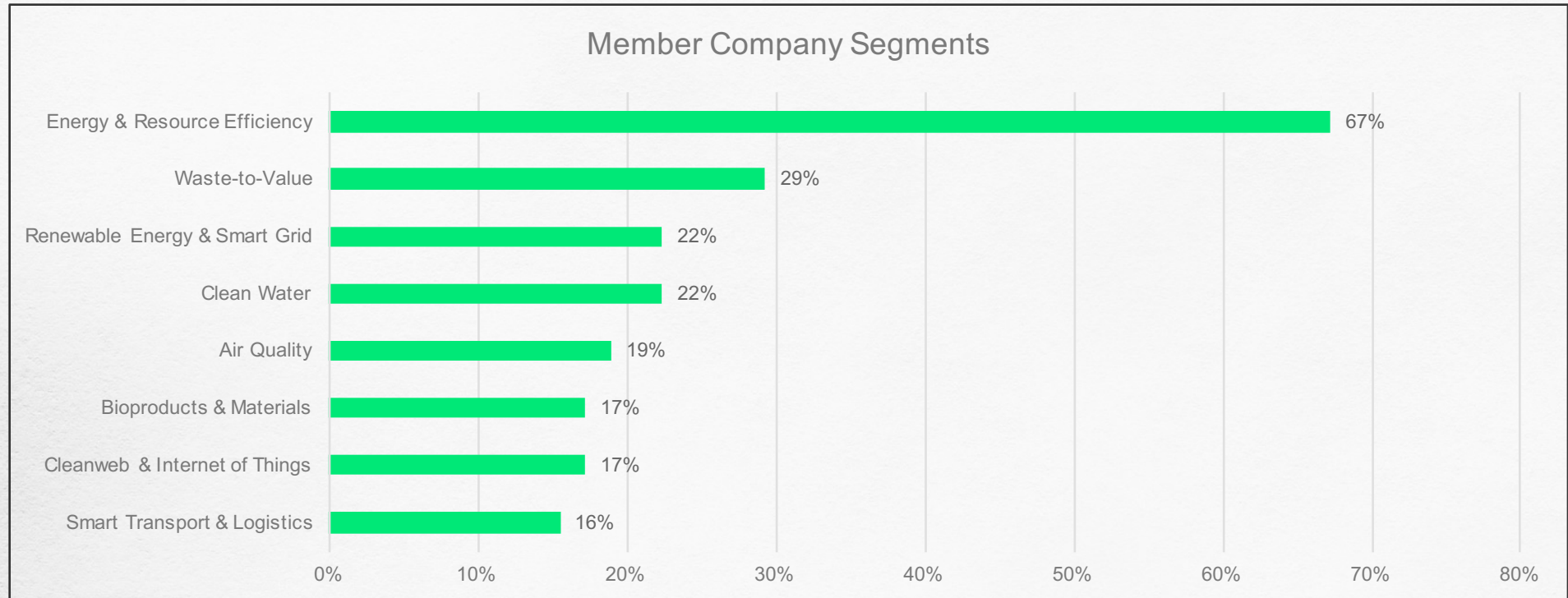
Most important markets now and in 2020



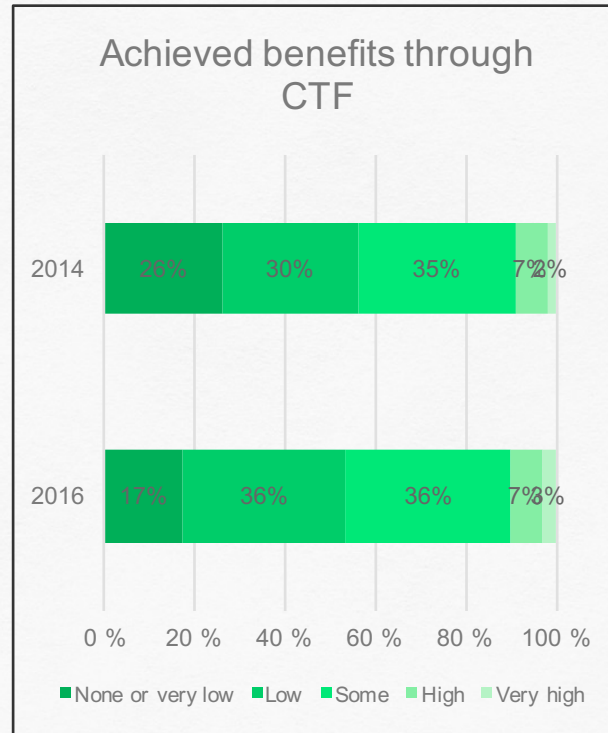
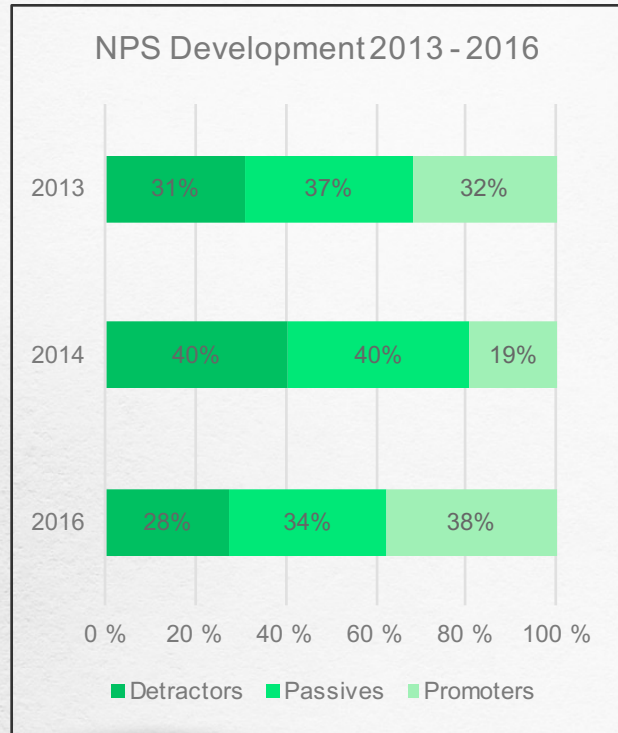
Developed markets will grow importance the most



Respondents Strong in Energy & Resource Efficiency

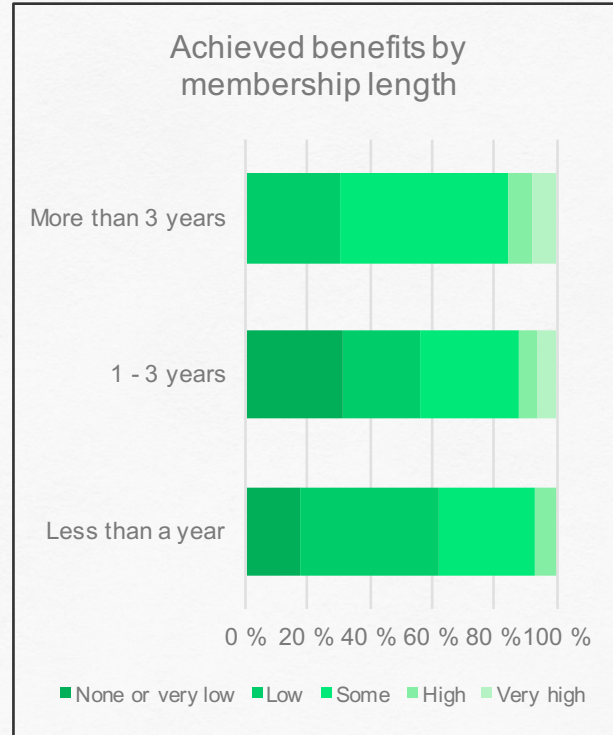
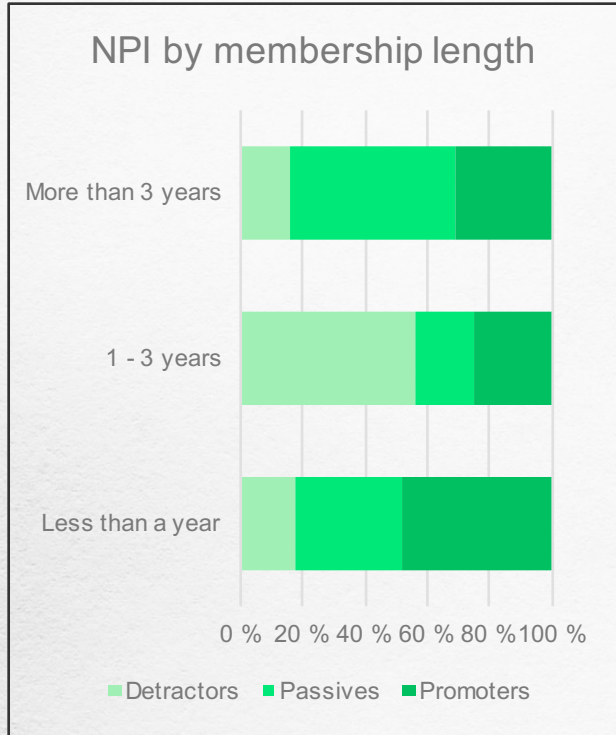


NPS positive, but achieved benefits low



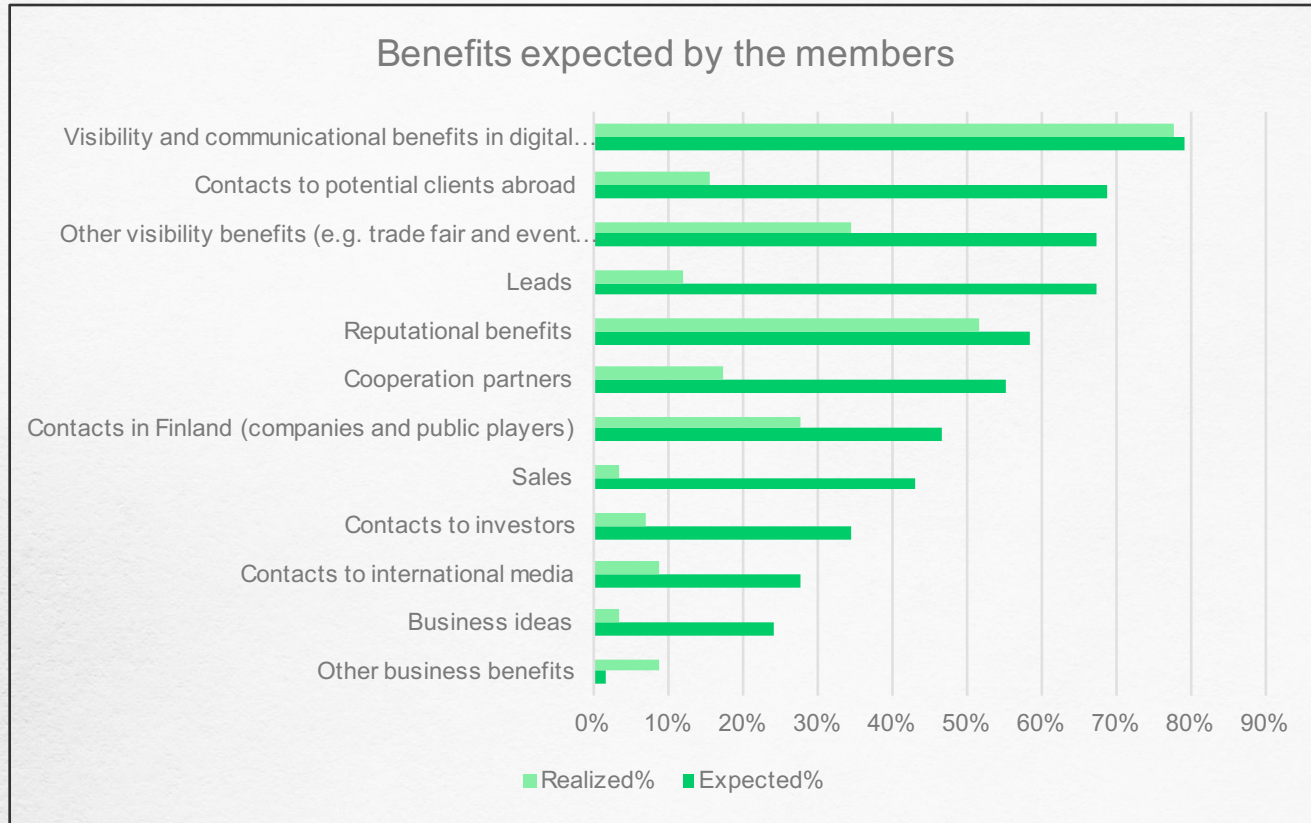
- Net promoter score is clearly positive and significantly developed, but achieved benefits have remained low. Possible reasons:
 - Decreased expectations through abolishment of membership fee
 - Relatively new members expect benefits, but have not yet achieved much from the membership

“Mid-range” Members Most Unsatisfied



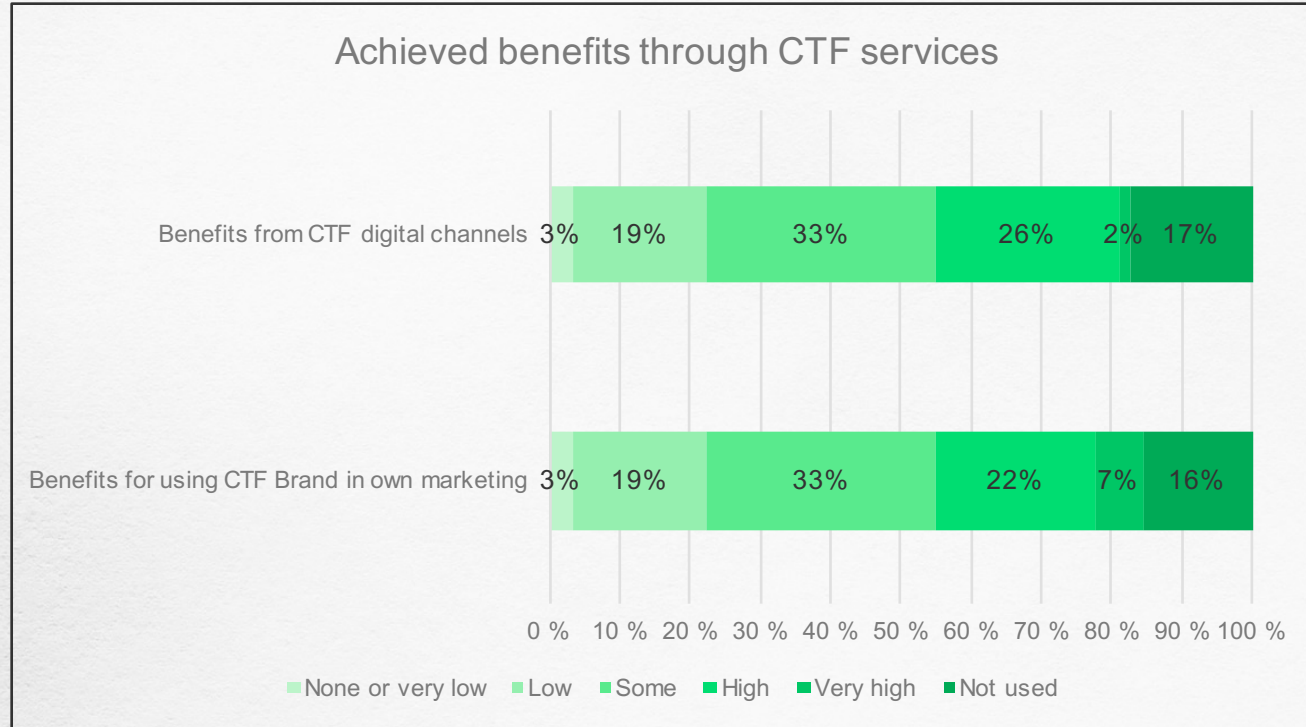
- Companies, which have been members of CTF for 1-3 years are the most unsatisfied ones and least likely to promote the membership. Possible reason:
 - Frequent changes during the last three years have created a feeling of inconsistency
- Due to small sample sizes in membership length categories the results are to be examined with caution

A big gap between expectations and realized benefits regarding more direct business benefits



- Members expect visibility and communicational benefits in digital channels + more “direct” business benefits such as
 - contacts to potential foreign clients
 - participation in trade fairs and other events
 - business leads
- We have been able to deliver the digital visibility benefits quite well, but there is a remarkable gap between expectations and realization of more direct business benefits

Some benefits from CTF brand and CTF digital channels



- Majority (over 4/5) of respondent have used both, CTF brand and CTF digital communications services for marketing purposes
- Both are seen as quite beneficial

CTF seen as having a high, growing national importance

