



### About Thinc.Green<sup>MSP</sup>

In 2006, Minneapolis Mayor R.T. Rybak and Saint Paul Mayor Chris Coleman began the Mayors' Initiative on Green Manufacturing with the BlueGreen Alliance to make Minneapolis Saint Paul a national leader in the growing green economy. Through the initiative, extensive work was done to identify the region's best strategies and opportunities to expand the green economy.

Thinc.Green<sup>MSP</sup> is the culmination of that research—a partnership between two cities dedicated to creating an integrated and robust set of tools to grow the region's economy, to create regional distinction, to drive demand for green products and services, and to generate momentum and support for continued innovation in green manufacturing.

Thinc.Green<sup>MSP</sup> will partner with private, public and academic sectors to:

- Implement several Strategic Initiatives to improve Minneapolis Saint Paul's manufacturing base;
- Grow the market for green products and services;
- Brand Minneapolis Saint Paul as a great place to develop green business; and
- Expand the green business-friendly environment that will make Minneapolis Saint Paul a more attractive choice for manufacturers, suppliers and related services.

### The Thinc.Green<sup>MSP</sup> Strategic Initiatives

Thinc.Green<sup>MSP</sup> will drive five high-profile Strategic Initiatives that will: (1) drive demand for locally produced green products and services; (2) drive demand for highly skilled workers to make those products and deliver those services; and (3) distinguish the region as a leader in innovative economic development and local self-reliance.

#### *Strategic Initiative I: "Buy Green"*

*Local-government green-purchasing partnership*  
Working with Minneapolis Saint Paul and other jurisdictions, Thinc.Green<sup>MSP</sup> will expand green-

purchasing policies for local governments in the region to help grow the market for green products.

#### *Strategic Initiative II: "Green Town"*

##### *Incentives for the built environment*

Thinc.Green<sup>MSP</sup> will support local and state actions to utilize aggressive green building standards. Establishing a green standard creates demand for manufacturers, vendors and suppliers of green products and services.

#### *Strategic Initiative III: "Re:Purpose"*

##### *Match existing industrial zones with green assets*

A targeted green-business-recruitment strategy expresses a public commitment to attracting new businesses, spotlight smart-growth assets like transit and offer superior space to companies that seek to create synergies with other compatible businesses.

#### *Strategic Initiative IV: "Early Stage Financing"*

##### *Finance Program through local investment bank*

A critical component in developing a green manufacturing base in Minneapolis Saint Paul is private start-up funding to seed businesses seeking to locate and/or grow within the region. Thinc.Green<sup>MSP</sup> will develop creative, innovative and affordable financing options that will create new ways to leverage public investment with private capital, while accommodating start-ups with different needs.

#### *Strategic Initiative V: "Thinc.Leader"*

##### *Recognition program for local businesses*

Thinc.Green<sup>MSP</sup> will establish a program to recognize corporate leadership in green manufacturing.

To learn more about Thinc.Green<sup>MSP</sup>, contact:

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