

MANUFACTURING BETTER BUSINESS: Minneapolis Saint Paul Drive Growth through Thinc.Green^{MSP}



CHALLENGE:

Spurred by a shared goal of regional economic expansion, Minneapolis Saint Paul Mayors R.T. Rybak and Chris Coleman sought to develop a market strategy to help retain, grow and attract green manufacturers.

GreenMark—in collaboration with the Blue Green Alliance, a national organization dedicated to expanding the number and quality of jobs in the green economy—was awarded the project in November 2008.

INSIGHT:

Whether looking to retool a company to seize new business prospects, to retrain employees to improve operational efficiencies, to expand business units, or attract out-of-market companies, the green economy presents tremendous business opportunity and a convincing value proposition for manufacturers.

Based on our research with stakeholders from labor, business, nonprofit and government sectors, we identified a need for a unifying, regional green economic development partnership. The private-public partnership—industry-led with government, labor and advocacy collaboration—would help Minneapolis Saint Paul create an integrated and robust set of tools to expedite economic expansion through green manufacturing.

SOLUTION:

With the strategy approved, GreenMark worked with branding agency HartungKemp to create an identity that reflects the partnership's strategic direction. The name "Thinc.Green^{MSP}" is a rallying cry, a helpful reminder, a vision for the future. The tagline "manufacturing better business" is forward-thinking, focused on innovation and continuous improvement.

The visual identity is fresh, optimistic, collaborative, contemporary and action-oriented. The use of "inc." emphasizes the initiative's focus on business development. The gear image juxtaposed with the flower reflects partnership, forward movement and an industrial feel to clearly establish a focus on the manufacturing sector of green business. Finally, the superscripted "^{MSP}" signifies a regional effort that could be replicated in other markets if success is achieved within Minneapolis Saint Paul, giving the region pioneering status.

GreenMark also developed a market strategic plan for building the partnership that leverages high-profile, catalytic strategic initiatives to create regional distinction, drive demand for green products and services, and realize tangible outcomes that stimulate momentum and continued support. Within the context of government partnership and business-friendly initiatives, Thinc.Green^{MSP} will be the primary thought and advocacy leader for a growth strategy in green manufacturing for Minneapolis Saint Paul.

RESULTS:

Thinc.Green^{MSP} is currently in a strategically phased roll-out.