About

Thinc.Green^MSP is a regional partnership led by Minneapolis and Saint Paul that is implementing practical strategies using our municipal tools and policies – in areas such as **green building, environmental purchasing**, and **export expansion** – to drive demand for locally produced cleantech products and services, and create good, green manufacturing jobs.

Outcomes
Green Building

Operational Energy Savings & Economic Development Report: On Tuesday, January 22, 2013 the City of Minneapolis and the Massachusetts Institute of Technology (MIT) presented *"Operational Energy Savings and Economic Development: Growing Markets for Building Energy Saving Services,"* a report prepared for the Minneapolis-Saint Paul region on how to tap the vast potential for energy savings and job growth through Operational Energy Savings (OES). The report concluded that a more vibrant OES sector can increase regional employment in OES services and supply chains, increase employment and economic activity due to re-spending energy savings, make for healthier buildings with enhanced employee productivity; and reduce the City of Minneapolis' environmental footprint, helping to realize climate change mitigation goals.

MPLS Building Rating & Disclosure Ordinance: The City of Minneapolis now requires large commercial building owners to measure their buildings' energy performance annually and generate an energy performance score similar to a fuel economy rating on a vehicle. The building owners use free web-based ENERGY STAR Portfolio Manager Software to complete this process and provide the data to the City to be published. After benchmarking is complete, the energy metrics are made available on a public website. The Thinc.Green^MSP Building Policy Subcommittee helped inform and shape the development of this ordinance.

Saint Paul Sustainable Building Policy: The City of Saint Paul established a Sustainable Building Policy for new municipal and Housing and Redevelopment Authority (HRA) owned buildings and for private development new construction projects receiving more than $200,000 in City and/or HRA funding. More info: http://stpaul.gov/index.aspx?nid=3671

Environmental Purchasing

TC Green Product & Service Directory: To promote green products and services provided by metro area businesses, Thinc.Green^MSP developed a business directory with nearly 600 regional listings. The directory has been promoted to national trade associations, community land banks, and other groups and embedded in a variety of City of Minneapolis initiatives like Green Homes North and the Green Building Design and Product Expo. The BlueGreen Alliance will maintain the directory and create an interactive online version. Current version: www.minneapolismn.gov/business/business_green

Saint Paul Green City Policy: Saint Paul is in the process of incorporating a Green City Policy addressing Electronics, Energy Conservation, Sustainable Building Policy, No Idle Policy, On-Site Recycling, Purchasing, and Temperature Setting Policy. The policy draft was reviewed and commented on by the Thinc.Green^MSP Purchasing Policy Subcommittee in spring 2012. Saint Paul is currently in the process of a multi-year software conversion which affects purchasing practices and tracking. The recommendation will be made to adopt the policy once the City's software conversion is completed. The **City of Minneapolis** has an **Environmental Purchasing Policy** in place: www.ci.minneapolis.mn.us/sustainability/approach/policies/sustainability_purchasing

Export Expansion

Cleantech 101: The Minnesota Trade Office, in collaboration with the Thinc.Green^MSP initiative and the University of Minnesota's Center for International Business Education and Research offered two workshops on December 1, 2012, highlighting international opportunities for cleantech companies and providing "how-to" tips for exporting.

Recognizing Significant Green Business Efforts
Minneapolis and Saint Paul are ongoing supporters of the following initiatives:

The *Cleantech Open,* the world's largest accelerator for cleantech startups (and a nonprofit) has helped accelerate over 50 emerging companies from 10 Midwest states since it launched the *Midwest Cleantech Open* four years ago.

The Building Owners & Managers Associations of Greater Minneapolis and Saint Paul and Xcel Energy announced in April 2013 that enough energy was saved through the 2nd Annual **Kilowatt Crackdown** energy conservation initiative that more than 715 homes could be powered for one year. A total of 74 buildings participated, saving 9 million kilowatt-hours of electricity.