

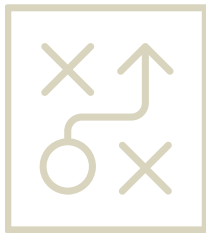
Evaluating Emerging Industries as Potential Priority Sectors





Program

A Local Workforce Board (WDB) was updating its 5-year Sector Strategy and needed to assess the regional viability and trajectory of emerging sectors such as Clean Technology and the relevant employer market in their region.



Challenge

The Local WDB lacked the in-depth business information necessary (who, what & where) for a targeted industry analysis:

- Businesses within the sub-sectors
- Supporting occupations within sub-sector
- Business health information
- Company & industry trend data
- Contact information for the businesses



econovue



Solution

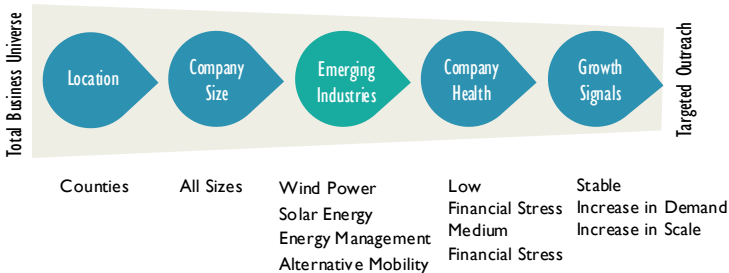
EconoVue's deep data and agile research ability enable the WDB to identify specific industry sub-sectors, size, health, location, and distribution of relevant businesses, and growth trend data at the industry and individual company level to create and validate their Sector Strategy and to identify and engage key employers in those industries.

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Solution

EconoVue's unique business search filters:





Results

Using EconoVue, the WDB identified 4,093 Clean Tech companies in 4 subsectors and across 4 counties.

72% of those employers were stable or growing and became priority engagement targets for the WDB's sector strategy expansion.



Bottom Line

Using EconoVue, Workforce Boards are taking a data-driven approach to developing local and regional plans and validating their sector strategies.