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[Magazine lauds Eugene for its ‘green’ capitalism](http://www.registerguard.com/csp/cms/sites/web/business/25083090-41/entrepreneur-companies-green-russo-business.csp)

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Posted to Web: **Wednesday, Jul 28, 2010 11:21PM**

Appeared in print: **Thursday, Jul 29, 2010, page B5**

Entrepreneur Magazine has named Eugene the top town in the country for “Green Scenes: Where capitalism meets eco-consciousness.”

And University of Oregon professor Michael Russo couldn’t be happier — particularly because the word “capitalism” is included in the accolade.

“This puts us in the public eye when there’s a potential entrepreneur looking for a location where their approach to business will be appreciated, a place where they can locate and there will be employees and institutions that will support their own enterprise,” said Russo, the Charles H. Lundquist Professor of Sustainable Management at UO.

The UO business school, for example, turns out graduates from programs that focus on entrepreneurship and sustainable business practices who can contribute from day one to companies that want to combine capitalism with eco or social consciousness, Russo said. So being named the top city in the country in this area helps draw attention to these and other lures the community offers to businesses looking for a home. And attracting more entrepreneurs to the area means, hopefully, the creation of more local jobs, he said.

In its August issue, Entrepreneur Magazine ranked the top cities in 10 categories important to entrepreneurs, including physical environment and creativity. Eugene, it summarized, “is famed for its adherence to natural living — Organically Grown Co., the northwest’s largest distributor of fruits and vegetables, launched here in 1982 and paved the way for like-minded startups. Eugene’s Sustainable Business Initiative champions the creation of eco-friendly startups and jobs, and the city is now a model for green technologies in action.”

Russo said that the factors that are important to companies on the cutting edge of

social and environmental concerns are increasingly becoming more important, also, to larger mainstream companies. These large companies look to the smaller “mission-driven” companies for trends and concerns.

Seventh Generation, a producer of cleaning products, for example, began eliminating toxic substances from its products early on, Russo said, a trend that is now becoming mainstream.

The complete listings in the Entrepreneur report are online at:
www.entrepreneur.com/magazine/entrepreneur/2010/august/207496.html.

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