

be 20 years," Doppelt acknowledged. The solution is independent monitoring and verification such as in the certified organic food program. If a product isn't certified sustainable, "consumers shouldn't believe it," Doppelt says.

## TEETH

Much of the discussion of sustainable development focuses on voluntary efforts by corporations to do right by the environment. Re-using waste and having to buy less water, power, chemicals and natural resources saves money and provides an economic motivation for sustainable development, the theory goes.

But entrenched, traditional companies too often don't see it that way, according to a 2000 paper by Doppelt. In those cases, numerous studies show government regulation can provide an important nudge, he wrote, by stimulating better environmental management which will result in eventual cost savings to companies.

But companies often resist such regulation. In Eugene, businesses opposed to regulations have complained in surveys that the city's rules have made the area bad for business.

Sustainability "has to be done in a way that sells it as voluntarily to business," Roberts says. Companies will oppose, "anything that smacks of a new regulation."

Roberts is already lobbying for opening the local urban growth boundary to sprawl and revoking Eugene's Toxics Right to Know ordinance.

But while traditional polluting industries may complain Eugene is bad for business, the UO's survey shows the opposite is true

for sustainable businesses. The study found that 93 percent of sustainable businesses surveyed reported that the area was a good place to do business, mostly because of the strong environmental values of local residents.

Eugene really isn't any more onerous in terms of regulations than anywhere else, Doppelt says. But the two conflicting surveys do show the core advantage of sustainable business. "Most of the companies we surveyed don't use toxic materials," Doppelt says. "If you want to get out of the onerousness of regulation, then simply stop using materials or doing things that require regulation."

The UO study points to an earlier study by UO business professor Michael Russo showing that Fortune 500 companies with good environmental records were more profitable. "Good environmental citizenship is great for the bottom line," Russo found.

## PRIORITIZE

With all the advantages, you'd think sustainable development would be a top jobs priority. But that hasn't been the case.


Kulongoski and state economic development officials remain focused on recruiting high-tech plants with tax breaks, a strategy that cost the state hundreds of millions of dollars in the 1990s and contributed to Oregon leading the nation in unemployment. The governor has donned a clean room "bunny suit" at Intel and schmoozed with CEOs in Silicon Valley.

The Eugene City Council has had "sustainable development" as a major goal for years, but recently voted to give Hynix another \$2 million in tax breaks, even after



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## SUSTAINABILITY SYMPOSIUM Begins Friday at UO


The free seventh annual Sustainable Business Symposium at UO Nov. 14-16 is one of the longest-running sustainability conferences in the Northwest.

This year the symposium will be held in the newly completed Lillis Business Complex and will feature a products exposition, panels, workshops and speakers. The programs will provide concrete examples of how businesses can simultaneously increase profits, decrease ecological impacts and increase investment in the social capital of our communities.



**DONNA WILSON**

Speakers include **Donna Wilson** (11 am Friday) speaking on "People and Profitability: A Triple Bottom Line Approach," **Carsten Henningsen** (5 pm Friday) on "Investing for a Sustainable Future" and **John Cusack** (11 am Saturday) on "The Case for Sustainability: Maximizing the Benefits for All Society," and **Alan Durning** (4 pm Saturday) on "Aikido Politics, Green Taxes and the Northwest." **Michael Shuman** of Green Policy Institute is scheduled to debate **Jack Roberts** of Lane Metro Partnership (7 pm Friday) on the topic "Global vs. Local."



**ALAN DURNING**

More information on the speakers, films, workshops and special events is available at [www.uoregon.edu/~sbs/](http://www.uoregon.edu/~sbs/) or see the program insert in last week's EW.

Sponsors of the symposium include *Eugene Weekly*, ASUO, Sustainable Industries Journal Northwest, The Rachel Carson Group, Lundquist College of Business, Pomegranate Design, The Aldo Leopold Group, The John Muir Group and numerous others.



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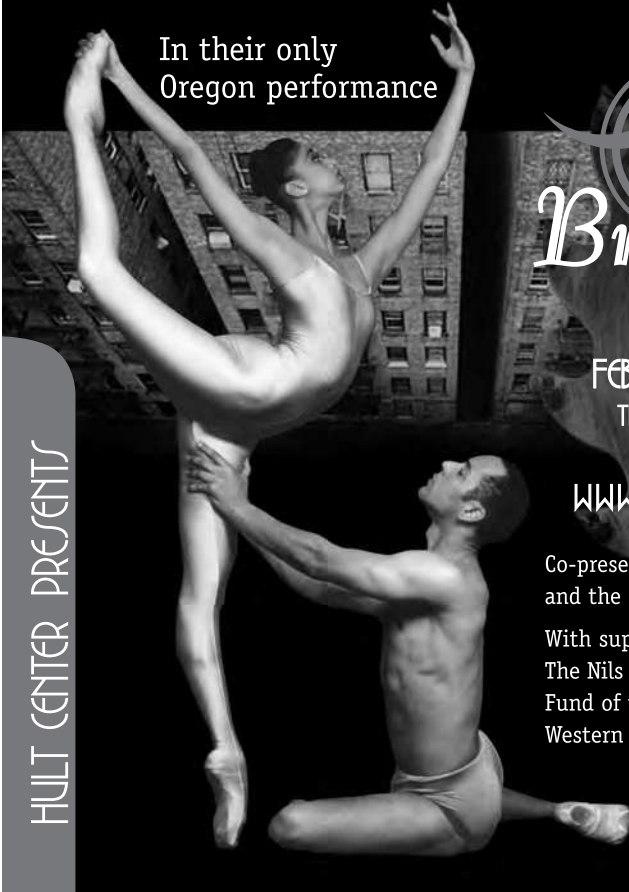
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