



This past weekend, I was in Los Angeles, handling the social media for the Opportunity Green 2009 conference at UCLA. 25 of the most innovative rising stars that are redefining our future and proving that business is a force for change received the opportunity to showcase their companies for the prize.

And The Winner Is...

Congratulations to [Ecovative Design](#) as the winner of the OG25 competition! [Ecovative Design](#) works with nature to replace unsustainable plastics and foams with natural composites. Using innovative new materials and radical new technologies, their products perform at least as well as current state-of-the-art synthetics, but at a lower cost to both you and the environment. The OG09 attendees were allowed to either text in or Twitter their favorite company for this "People's Choice" award.

Ecovative makes packaging is 100% compostable and biodegradable. It's made from seed husks and mushroom roots - using a cradle to cradle mindset when creating our products, ensuring that their packaging is environmentally friendly every step of the way.

OG25 Competition:

This open business competition recognizes the most promising start-ups committed to building a new green economy and will highlight initiatives in clean technology, product design, mobility,

social innovation, water and resource conservation, food systems, community development and more.

Competition was very tight this year and there were such a breadth of innovative ideas including: healthy vending machines, green roofs, green, multi-purpose compostable pizza boxes, gourmet mushroom growers, artisan sustainable seafood, green building companies, and heavy duty electric trucks. For the full list visit [OG25](#) . Very inspiring to the audience!

Congratulations to [Ecovative Design](#) , as well as all of the finalists on your incredible accomplishments and efforts to lead us in the sustainability efforts!

For more information on the winner, visit [Ecovative Design](#) . For more information on the Opportunity Green competition, visit [Opportunity Green](#)