



***** FOR IMMEDIATE RELEASE *****
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**WORLD-RENOWNED BUSINESS AND SUSTAINABILITY EXPERT
HUNTER LOVINS TO SPEAK ON "IMPLEMENTING NATURAL CAPITALISM:
FINDING THE COMPETITIVE EDGE"**

A world facing climate change and deteriorating natural systems is a challenging place to do business. World-renowned business consultant and Professor of Sustainable Management, Hunter Lovins, argues that in today's world the best way to achieve true competitive advantage is exactly the sort of behavior that will solve the problems facing us. She will describe a new approach to business, Natural Capitalism, which enables communities, companies and universities to gain this competitive advantage, both now and far into the future.



Hunter Lovins is founder and President of Natural Capitalism Solutions (natcapsolutions.org), an organization that works with senior decision-makers in business, government and civil society to help them implement the principles of sustainability. She is a Professor of Sustainable Management at the Presidio School of Management, co-author of the groundbreaking book *Natural Capitalism* (naturalcapitalism.info), and an expert on the topics of sustainable business management, climate change, and energy policy. Hunter will describe how using resources more productively, redesigning products and processes in the way that nature does business, and managing institutions to be restorative can enhance every aspect of shareholder value. Such increases in sustainable business behavior improves profitability, attracts and retains the best workers, reduces risk and makes business more fun. Hunter will present real-life applications of

Natural Capitalism in a business and university context.

This talk is free and open to the public, and will take place on Tuesday, March 7, at 6:00 PM in the Glenn Miller Ballroom, located in the University Memorial Center on the CU campus in Boulder (umc.colorado.edu).

This event is sponsored by: Natural Capitalism Solutions (natcapsolutions.org), the CU Environmental Center (colorado.edu/cuenvironmentalcenter/), and the Boulder Green Building Guild (bgbg.org).

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**Additional information is available at natcapsolutions.org,
or Stephen Self (303-554-6550 / sself@natcapsolutions.org).**