

L. Hunter Lovins is the founder and President of Natural Capitalism, Inc. and Natural Capitalism Solutions, a 501(c)3 non-profit in Eldorado Springs, Colorado.

A renowned author and champion of sustainable development for over 30 years, Hunter has managed international non-profits and corporations. A professor of business at Presidio School of Management, she has taught at major universities, consulted for citizens' groups, governments and

corporations. She co-founded Rocky Mountain Institute and led it for 20 years. In great demand as an inspirational speaker and effective consultant, she has addressed the



World Economic Forum, the U.S. Congress, the World Summit on Sustainable Development, and hundreds of major conferences. Named millennium "Hero for the Planet" by Time Magazine, she has received the Right Livelihood Award, the Leadership in Business Award and dozens of other honors. Hunter believes that citizens, communities and companies, working together within the market context, are the most dynamic problem-solving force on the planet. She has devoted

herself to building teams that can create and implement practical and affordable solutions to the problems facing us in creating a sustainable future.

Areas of Expertise

- Natural Capitalism
- Climate Change
- Green Development
- Governance
- Land Management
- Strategic Planning
- Energy—efficiency and renewable
- Community Economic Development
- Sustainable Business Management
- Corporate Social Responsibility
- Natural Resource Management
- International Development
- Leadership Development
- Partnerships for Sustainability
- Water—provision and treatment
- Human Dimensions of Natural Capitalism
- Non-profit Management
- Fire Rescue and Emergency Medicine

Education & Background

After earning a double BA in political science and sociology from Pitzer College in Claremont, Hunter stayed in California and received her JD from Loyola University School of Law in Los Angeles, 1975. Later that year she passed the California Bar and received Loyola's Award for Outstanding Service. Hunter has also received an Honorary LHD from the University of Maine, an honorary doctorate from Kalamazoo and a doctorate of Public Service from Northland College in 2001.

Hunter helped establish, and was for six years Assistant Director of, the California Conservation Project (Tree People), an innovative urban forestry and environmental education group. She then served as policy advisor for Friends of the Earth under David Bower. In 1982 she founded the Rocky Mountain Institute (RMI) a 50-person research center with a \$7 million annual budget, half earned through programmatic enterprise. She served as RMI's CEO for strategy until 2002 when she left to join the Global Academy and form Natural Capitalism Solutions (awarded its own non-profit status by the U.S. Internal Revenue Service in October 2004). She was a Henry R. Luce Distinguished visiting professor at Dartmouth College, she taught at numerous other universities and is currently professor of Sustainable Management and co-chair of Sustainability at Presidio School of Management, the first accredited MBA in sustainable management.

Education & Background (cont'd)

Hunter was one of four people from North America to serve as a delegate to the UN's preparatory conference for Europe and North America for the World Summit on Sustainable Development, and lead a delegation to the World Summit. She was a commissioner in the State of the World Forum's Commission on Globalization, co-chaired by Mikhail Gorbachev, Jane Goodall, George Soros and others. In 2003, she created Natural Capitalism, Inc. and the non-profit Natural Capitalism Solutions to implement the ideas of sustainable development on a global scale.

Corporate Service

Hunter has served on the boards of one government, several corporations and many public interest groups. She is currently on the Engineers Without Borders and International Center for Sustainable Development Boards. She advises numerous companies and non-profits, including E Magazine, Portfolio 21, GreenMountain.com and The Natural Edge Project. She was a founding director of RMI's for-profit spin-off, E SOURCE, until its 1999 sale for \$18 million to the Financial Times.

Selected International & Domestic Audiences

- U.S. Congress
- World Summit on Sustainable Development
- World Economic Forum
- Global Economic Forum
- Daughters of the American Revolution Continental Congress
- World's Fair Energy Symposia
- State of the World Forum
- St. John the Divine Cathedral Epiphany Service
- Industrial Designers Society's WorldDesign
- United Nations Development Program
- Institution of Engineers Australia
- United Nations Industrial Development Organizations Annual General Conference
- Hundreds of conferences & college symposia
- Queensland EPA Sustainable Industries Division
- New Zealand Parliamentary Commissioner for the Environment
- Western Australia Environmental Policy Unit
- IPENZ National Convention / Newnham Lecture Australian Conservation Foundation
- European Climate Exchange

Awards & Media Appearances

Hunter shared a 1982 Mitchell Prize for an essay on reallocating utility capital, a 1983 Right Livelihood Award (often called the "alternative Nobel Prize"), a 1993 Nissan Award for an article on Hypercars, the 1999 Lindbergh Award for Environment and Technology, and several honorary doctorates. In 2000 she was named a "Hero of the Planet" by Time Magazine, and received the Loyola University Award for Outstanding Community Service. In 2001 she received the Leadership in Business Award and shared the Shingo Prize for Manufacturing Research. In 2005 she received the Distinguished Alumni Award of Pitzer College.

- 60 Minutes (USA)
- Good Morning America
- Bill Moyers' NOW
- Pat Robertson's "700 Club"
- Australian Broadcasting Company
- The Merv Griffin Show
- Hundreds of TV and radio news programs
- Award-winning film "Lovins On the Soft Path"
- Chicago Manufacturing Center [online training course for the Sustainability Helix](#)

Publications

- Hunter has co-authored nine books including *Natural Capitalism* ('99), and the upcoming publication *The Natural Advantage of Nations* ('05), *Green Development* ('98) and *Least Cost Energy: Solving the CO₂ Problem* ('81)
- Dozens of professional papers including *Harvard Business Review*, *Foreign Affairs*, the *American Association for the Advancement of Science*, the *Journal of the American Bar Association*, *Natural Resources Journal* and *Journal of the U.S. Green Building Council*
- Recent articles have appeared in *World Link*, *World Business Academy Review*, *The Guardian*, *American Prospect*, *Los Angeles Times*, *Yes! Magazine* (see photo), and *In-Business Magazine*

Strategic Consulting

You made an important contribution to both the Business and Environment Seminars and the Opening Ceremony of the Exposition itself. You stimulated our minds and motivated us to keep doing what we are doing—only more effectively...Thank you for being such a patient, gracious, and easy-going guest...

—Susan Otuokon, M. Sc.
Executive Director
Jamaica Conservation
and Development Trust

Private Sector:

Hunter has consulted extensively to the private sector, briefing and working with senior management at such groups as Interface, Chicago Climate Exchange, Bank of America, Allstate, Calvert Social Investment Fund, Royal Dutch/Shell Group, Invensys, the International Finance Corporation, utility companies, and hundreds of non-profits.

Public Sector:

Clients have included the U.S. Defence Civil Preparedness Agency, Environmental Protection Agency, The Pentagon, UNIDO, the Bonneville Power Administration, the Solar Energy Research Institute, the German Federal Environment Agency, the Government of Jamaica, the Government of

Western Australia, the Government of Afghanistan and dozens of communities.

Sessions, Services & Workshops

Lectures: Hunter delivers almost 100 lectures a year at leading universities and colleges in the United States and across the world. The lectures are tailored to specific course content.

MBA Curriculum: Hunter and her team create and deliver curriculum content in sustainable business with an emphasis on the principles of Natural Capitalism. Hunter also works with universities and professional schools to redesign degree programs to incorporate sustainability expertise. Hunter is a lead consultant for Presidio School of Management in the design of their new MBA in Sustainable Management, now in its third year.

Corporate Training Programs: These programs complement the strategic consulting services of Natural Capitalism, but can also stand alone. When a company shifts focus, effective communication of the new priorities is critical to a smooth transition. Corporate training can be developed for an entire workforce or specific teams. Each program is customized in response to the individual needs of each client. The principles of Natural Capitalism are explored in relation to their impact on business strategy, process and job roles using the Natural Capitalism Sustainability Helix.

Speaking/Workshop Topics by Title

- Natural Capitalism: Creating the Next Industrial Revolution
- Implementing Natural Capitalism: Unleashing Natural Competitive Advantage
- International Reconstruction and Development: Building a Green Afghanistan
- Sustainable Business Practice: A Natural Capitalism Fieldguide
- The Management Helix for the Sustainable Organization (Sustainability Helix)
- Human Dimensions of Natural Capitalism
- Sustainable Business Education: An MBA in Sustainable Business Management
- Engineering Sustainable Solutions
- Innovation, Creativity and Best Practices: Hope for the Future
- Partnerships for Sustainability
- Sustainable Economic Development Planning
- Climate: Making Money, Making Sense
- Energy Policy: Solutions for the Future
- Energy Efficiency: Harnessing the Power
- Energy Strategies for National Security
- Energy Options in Sustainable Agriculture
- Globalization: Living in a Tri-Partite World
- Sustainable Land Management: Integrating Community, Ecology and Profit
- Sustainable Management
- Water Policy: Profitable Solutions to the Next Resource Crises
- Green Development: Integrating Real Estate and Ecology
- Create a 'Sustainability Dream Team'
- Sustainability Reporting
- Eco-Efficiency Review
- Business Plan Consultation
- Corporate Training

Educational Programs

The business education programs developed by Hunter and her colleagues demonstrate how socially and environmentally responsible business decisions benefit performance in corporate, government and non-profit organizations. Her team draws upon expertise in international business, education, engineering, architecture, law, economics and natural resources to design custom programs. Universities in Europe, Australia and North America are responding to the challenge of achieving sustainable development. University leaders increasingly acknowledge their responsibility in this arena through networks such as the 'UNESCO Global Higher Education Sustainability Partnership.'

Progress is reflected in the growth of the number of signatories to declarations of sustainability, such as the Talloires Declaration, the development of national and international networks of university staff devoted to improvement in sustainability, such as the 'University Leaders for a Sustainable Future Network,' and the impressive innovation globally in environmentally sustainable design and practice. A shift is occurring in universities in Japan, New Zealand, Taiwan, China and in most countries of the Asia Pacific. Most encouraging has been the leadership shown by the Japanese Government in proposing and developing the UN Decade of Education in Sustainable Development starting in 2005.

In August 2003, Hunter delivered the first class of the first accredited business school of sustainable management at Presidio School of Management in San Francisco, California. Unlike traditional MBA programs that may offer an elective in corporate responsibility, Presidio School of Management weaves sustainability throughout such conventional business topics as economics, accounting, finance and strategy.

Educational Projects (cont'd)

Hunter has also delivered lectures in courses at leading universities and colleges in the United States and abroad, including:

- UC Berkeley, Haas School of Business and Boalt School of Law (CA)
- Stanford University (CA)
- Williams College (MA)
- University of Maine (ME)
- Imperial College (London)
- University of Iowa Engineering College (IA)
- Presidio School of Management (CA)
- University of Wyoming (WY)
- United School of Management (International)
- Victoria Univ. of Wellington (New Zealand)
- University of Canberra (Australia)
- Griffith University (Australia)
- Royal Melbourne Institute of Technology (Australia)
- National Collegiate Innovators and Inventors Alliance (MA)
- Iowa State University (IA)

Hunter and her team are exploring other venues of masters-level. To share the momentum created with this current success, now her team is working to package the materials so far created and to identify new partners and opportunities in order to expand its reach.

Projects on the Go!

Current projects include:

- 1. International Sustainable Economic Development:** Work in this area includes sustainable economic development planning and implementation activities, ranging from local/regional projects to national plans for developing and post-conflict countries. NCS is focused on improving the competitiveness of industry and businesses through sustainability and natural capitalism principles. Following a hands-on engagement in Jamaica working with 'The Dolphin Head Trust' on their eco-tourism and sustainable agriculture planning, the team is now working in Afghanistan with partners, 'On the Frontier Group' and 'Engineers Without Borders,' to assist the country to realize their unique opportunity to rebuild a sustainable Afghanistan.
- 2. Organizational Implementation of Sustainability Strategies:** Hunter and her team help private businesses, communities and governments implement sustainability strategies. The work ranges from providing sustainability education for decision-makers and stakeholders to designing and implementing sustainability management systems. Current work is with the Chicago Manufacturing Center, implementation of sustainability at the Fort Carson Mountain Army Post, 'greening' the University of Colorado at Boulder, the MBA program in Sustainable Management at Presidio School of Management and a variety of private business initiatives.
- 3. Profitable Climate Change Solutions:** NCS provides solutions to industry that profitably reduce the emission of greenhouse gases. Implementation strategies reduce the load on the environment and capture the benefits of improving efficiency and productivity along with emerging opportunities in international emissions trading markets. As a founding member of the Chicago Climate Exchange, Natural Capitalism "walks the talk" through its own operations as well as its services.

Projects on the Go! (cont'd)

- 4. Energy Efficiency and Distributed Generation:** Hunter and her team assist industry to increase operational energy efficiency and make the transition to a broader portfolio of energy generation options such as distributed sources like solar, hydro, fuel cell, etc.
- 5. Sustainable Manufacturing:** Hunter and her team use the Management Helix and other tools to work with a range of small to medium sized manufacturers and businesses. These include companies served by Chicago Manufacturing Center, Cliff bar and others.

Publications in the Works

Hunter Lovins and her team are currently developing publications focusing on a range of topics such as assisting business and industry to develop sustainable practices and making the transition towards becoming sustainable organizations.

Sustainable Business Practice—The Fieldguide to Natural Capitalism presents a whole-systems approach for implementing sustainability in an organization. It expands on the ideas in *Natural Capitalism* and answers many practical questions. The Fieldguide Provides the next level of detail for what an organization can do on Monday morning to use the Natural Capitalism principles and benefit from the emerging consensus on how to achieve sustainable development at a profit.

Human Dimensions of Natural Capitalism, Hunter Lovins and Walter Link will incorporate expertise gained since the 1999 publication of *Natural Capitalism* and answer the question: “If Natural Capitalism makes so much sense, why isn't it happening faster?” *Natural Capitalism* showed that tomorrow's successful businesses will profit from behaving in more environmentally responsible ways. People, individually and collectively, resist change. *Human Dimensions of Natural Capitalism* will explore what makes people want to change, what motivates them and what hinders them from changing.

Sustainable Solutions for Critical Public Policy Challenges: The Elements of a Sustainable Economy is a compendium of sustainability-based solutions for the critical challenges that businesses, non-profits, governments and public policy-makers face.

“Hunter Lovins brings a fresh, valuable perspective to the world of business, one that is long overdue. Her passion, insights and enthusiasm will go a long way to ensure that we have a sustainable business environment for generations to come.”

--Dr Paul McDonald, Victoria MBA Director (NZ)