



## ***OUR MISSION***

NCS' mission is to educate senior decision-makers in business, government and civil society about the principles of sustainability.\* NCS shows how to restore and further enhance the natural and human capital while increasing prosperity and quality of life. In partnership with leading thinkers and groups, NCS creates innovative, practical tools and implementation strategies for companies, communities and countries. Natural Capitalism Solutions (NCS) is a 501(c)(3) non-profit organization.

## ***SUSTAINABILITY PRINCIPLES***

The organization is based on the principles presented in the acclaimed book *Natural Capitalism-Creating the Next Industrial Revolution*, co-authored by the organization's leader Hunter Lovins. NCS builds on the original Natural Capitalism Principles, a leading whole-system sustainability framework. In the five years since the books' publication, Hunter and her colleagues have gained a wealth of experience in helping companies and communities use these principles to capture the economic advantages of sustainability. The principles have evolved to identify opportunities to reduce capital investment and operating costs and generate market leadership advantages. The Natural Capitalism Principles used by NCS are:

### **1. Radical Resource Efficiency:**

Radically increase the productivity with which all resources are used, including energy, water, materials and people. The growing number of profitable solutions to environmental challenges can buy the time needed to implement measures that will attain true sustainability.

### **2. Design for Sustainability:**

Such innovative design processes as Biomimicry, Cradle to Cradle and other forms of green design enable businesses to harness nature's wisdom to drive innovation. These approaches allow us to create systems that eliminate waste and toxics while delivering superior products and services.

### **3. Manage for Prosperity and Sustainability:**

Employ the emerging practice of Sustainable Management to restore, enhance and sustain the natural and human capital needed for continuing financial prosperity. Effective Sustainable Management enables companies and communities to enhance core business value and reinforce competitive advantage.

\* Sustainability: see [www.natcapsolutions.org/sustainability.htm](http://www.natcapsolutions.org/sustainability.htm) for definitions of this term.

# ***NATURAL CAPITALISM SERVICES***

Natural Capitalism offers a unique array of tools. Our staff and associates know which tools can best accomplish the job at hand. Many of the tools have been developed by NCS staff through years of work and experience in the field. NCS brings a unique whole-system approach to each client. All products are customized meet your needs.

Speeches / Short Presentations  
Business Training Sessions  
Workshops  
Consultancies  
Ongoing / Retainer relations  
Analysis / Reporting

Teaching  
Publications  
Contract Services  
Community Service  
Online (WWW) Events

## ***AREAS OF EXPERTISE***

Our staff is widely recognized for their inspirational and effective ability to deliver their expertise in the following areas:

Climate Change  
Corporate Social Responsibility  
Economic Development (Local Action  
Sustainable Economic Renewal, LASER)  
Energy  
Environmental Economics  
Globalization  
Governance

Green Real Estate Development  
Land Management  
Natural Capitalism  
Sustainability Leadership  
Sustainable Business Management  
Sustainable Business Practice  
Management Helix

## ***PAST CLIENTS***

Interface, Inc.  
International Finance Corporation  
Bank of America  
Calvert Social Investment Fund  
Royal Dutch/Shell Group  
U.S. Defense Civil Preparedness Agency  
Environmental Protection Agency  
Bonneville Power Administration  
Invensys

New England Small Farm Institute  
Numerous Utility Companies  
Hundreds of Nonprofits  
The Governments of Afghanistan  
The Governments of Australia  
The Governments of Canada  
The Governments of Jamaica  
The Governments of Austria

## ***2006 CLIENTS***

PortionPac  
Clif Bar  
American Development Foundation  
On The Frontier (OTF) Group  
Chicago Climate Exchange

Presidio School of Management  
Chicago Manufacturing Center  
U.S. Army's Fort Carson Army Post  
City of Boulder

***CONTACT US TODAY***



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