



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 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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